

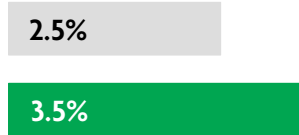
# JAPAN

## 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS <sup>1</sup>

### GLOBAL DATA 2019



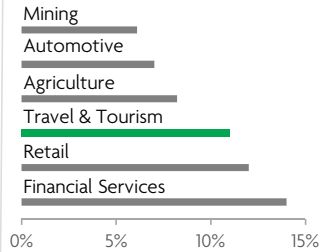
While the global economy grew by 2.5%,  
**Travel & Tourism grew significantly more at 3.5%**



**1 in 4 net new jobs** were created by Travel & Tourism over the last five years



**Global GDP impact by sector (2018 data).** Share of total economy GDP



### JAPAN 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

**7.0% OF TOTAL ECONOMY**

Total T&T GDP = JPY39,181.8BN (USD359.4BN)

**+1.6%**

2019 Travel & Tourism GDP growth vs **+0.9%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

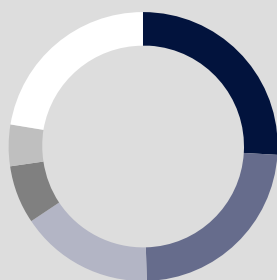
**5,359.9** JOBS (000's)  
(8.0% of total employment)



INTERNATIONAL VISITOR IMPACT

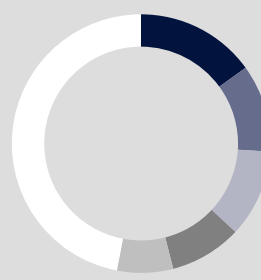
**JPY5,131.3<sub>BN</sub>**  
in visitor spend (**5.3%** of total exports)  
(USD47.1BN)

### INBOUND ARRIVALS



- 1. CHINA **26%**
- 2. SOUTH KOREA **24%**
- 3. TAIWAN, CHINA **16%**
- 4. HONG KONG SAR, CHINA **7%**
- 5. UNITED STATES **5%**
- **REST OF WORLD 22%**

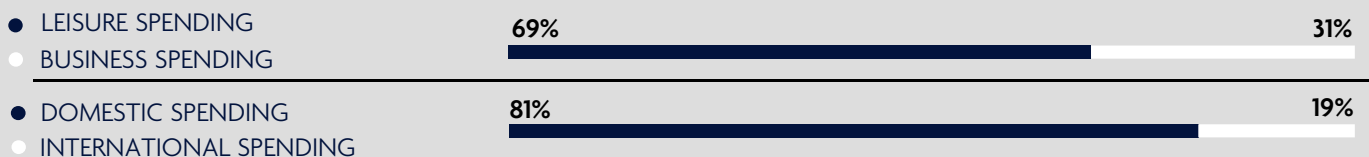
### OUTBOUND DEPARTURES



- 1. UNITED STATES **15%**
- 2. CHINA **11%**
- 3. SOUTH KOREA **11%**
- 4. TAIWAN, CHINA **9%**
- 5. THAILAND **7%**
- **REST OF WORLD 47%**

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

### SECTOR CHARACTERISTICS (2019)



<sup>1</sup>All values are in constant 2019 prices & exchange rates  
As reported in March 2020