

Japan Tourism Report Q1 2016

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Abstracts

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BMI View: Japan's tourism market is very well developed, benefiting from a strong position among growing Asia Pacific markets and offering a broad range of cultural, historical and ecological attractions. Visitor numbers are set to increase steadily as the inbound travel market benefits from the weaker yen, making Japan a more affordable holiday destination - though this trend is also impacting the outbound travel market, which may shrink in the short term. Supporting growth in both inbound and domestic tourism is Japan's well-developed hotel market and extensive transport network, which ensure the country is well placed to keep up with growth.

Key Updates And Forecasts

Japan's hotel market continues to attract high levels of investment with luxury hotel group Aman recently announcing the launch of a new resort on the Osaki Peninsula in 2016 and Ascott launching a new hotel in Tokyo in 2017.

International air travel connections continue to expand: Cebu is launching new flights between Manila and Fukuoka in December 2015, while AirAsia X has introduced flights between Kuala Lumpur (KUL) and Sapporo Chitose and AirAsia Japan plans to re-launch domestic and international flights in and to Japan in early 2016.

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