

Japan Tourism Report Q4 2016

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Abstracts

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BMI View: Japan has a robust tourism industry, attracting visitors from a wide range of global source markets. Over the course of the five-year forecast period through to 2020, we expect to see continued growth in international arrivals, particularly from major regional markets such as China, South Korea and Taiwan, though growth will decelerate in 2016 following a huge surge in 2015. The government is highly supportive of the tourism industry, investing in extensive marketing campaigns and connected infrastructure developments. New, ambitious targets have been set for tourism arrivals and spending, and over the next few years we expect to see a number of promotional developments, including the potential relaxation of visa restrictions and investment incentives.

Key Updates And Forecasts:

Japan is proving highly innovative when it comes to attracting potential visitors. In April 2016 the government announced plans to develop a system whereby international tourists can register to make payments using their fingerprints. The first test phase is due to be rolled out to 300 souvenir shops, restaurants, hotels and other establishments in popular tourism destinations.

Following huge growth in tourism arrivals in 2015, the government announced in April 2016 it was expanding its targets for the tourism industry and is now aiming for 40mn arrivals in 2020 and 60mn arrivals by 2030. The government is also targeting spending of JPY8trn by international visitors in 2020, increasing to JPY15trn by 2030.

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