

Flows in Japan

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Abstracts

Inbound arrivals continued to soar at the end of the review period, with 2017 set to be the sixth consecutive year of double-digit growth. Growth will slow in comparison to a review period of 27% but will remain impressive at an estimated 16%. Strong growth is continuing thanks to heavy investment in tourist promotion by the Japanese government and the travel industry, with the Tourism Nation Promotion Basic Plan legislation of 2012 proving highly effective. The government has placed tourism at...

Euromonitor International's Flows in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market; Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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