

Travel in Japan

<https://marketpublishers.com/r/T7207A8E03AEN.html>

Date: September 2023

Pages: 43

Price: US\$ 2,100.00 (Single User License)

ID: T7207A8E03AEN

Abstracts

Japan finally eased its various regulations around COVID-19 in 2023. This has had a significant impact on the travel industry in 2023, not only in terms of deregulation, but also in terms of changes in consumers' perception of and behaviour towards travel, which has been a major driving force for recovery, especially for domestic travel and inbound tourism. For domestic travel, the lowering of the categorisation of COVID-19 to the same level as seasonal flu has helped normalise the virus, and th...

Euromonitor International's Travel 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

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

Why buy this report?

Get a detailed picture of the Travel 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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