

JAPAN

2024 Tourism Insight

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Executive Summary:

Volume Success:

Japan has successfully rebounded from the pandemic, surpassing 2019 visitor peaks. Tourism remains the dominant volume driver, accounting for 84% of all arrivals.

Value Challenge:

Despite high volume, tourism visitors generate only 4.08% of total revenue share. The strategic opportunity lies in high-yield segments like Medical & Study, which drive 43.21% in total of revenue from minimal volume.

JAPAN'S VISITOR GROWTH OVER TIME

Japan's tourism recovered significantly post-pandemic, showing a strong upward trajectory toward pre-2020 levels. The consistent structural growth driven by improved mobility, partnerships, and visa liberalization.

Implication:

Japan remains a high-demand destination; forecasting models can assume a continued upward baseline.

2024 - Highest of All Time

36,870,148



VISITOR COMPOSITION

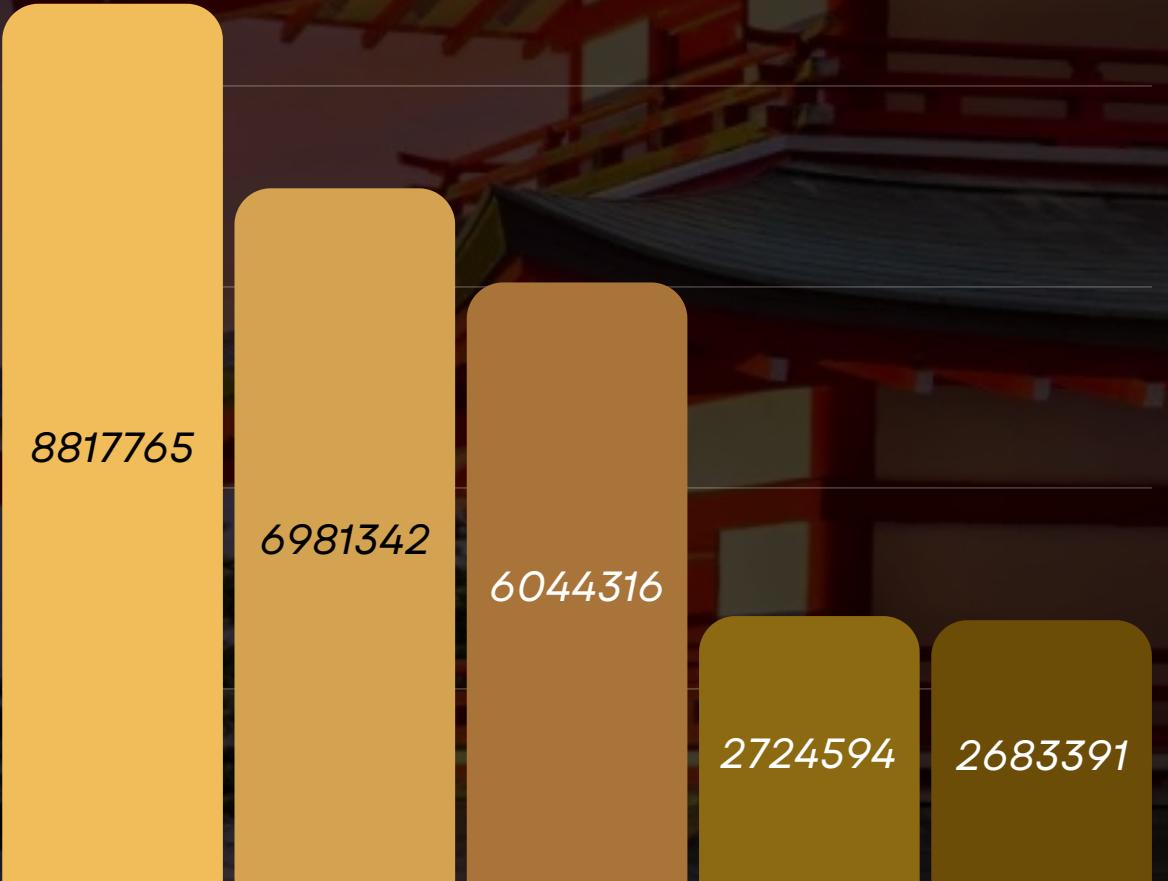
A small group of high-volume countries (e.g., Korea, China, Taiwan) drives the majority of arrivals. Dependencies on a few markets increase vulnerability to geopolitical or economic shifts.

Implication:

Stakeholders should diversify marketing outreach and reduce overreliance on top markets.



● South Korea
● USA
● China
● Hongkong
● Taiwan



Top Contributing Nationalities (2024)

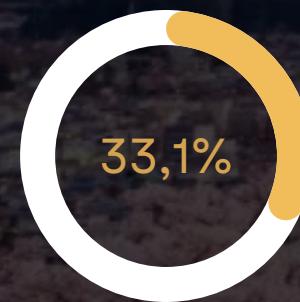
REGIONAL INSIGHTS

Top regions visited in 2024:



Kanto

Most visited city: Tokyo & Chiba



Kansai

Most visited city: Osaka & Kyoto

Travel patterns are heavily metropolitan-driven, reinforcing the strength of Tokyo and Osaka as anchor destinations.

Regional tourism inequality suggests uneven resource utilization.

Implication:

High-growth potential exists in secondary regions through targeted campaigns (e.g., nature, culture, rural tourism).

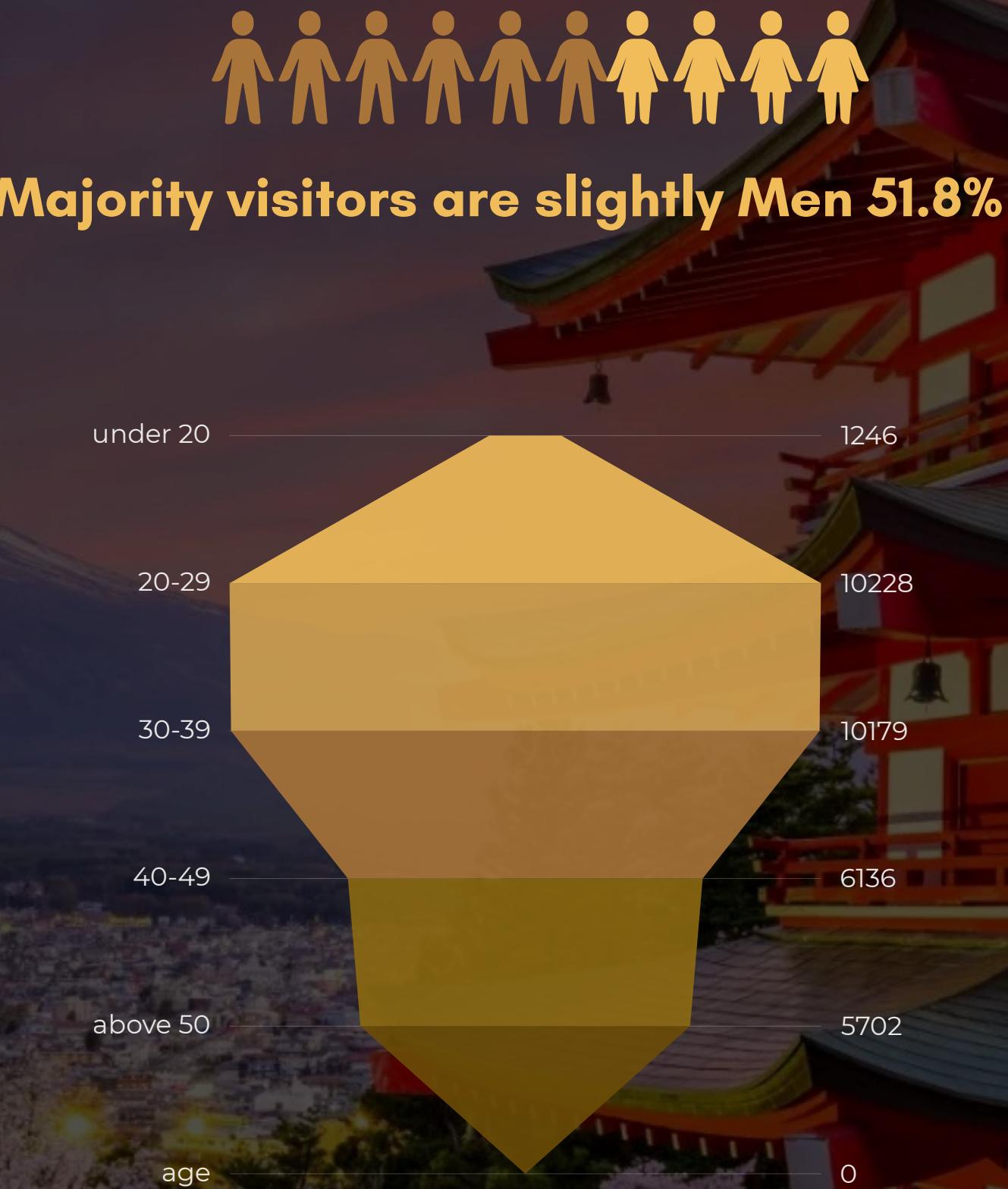
TARGET AUDIENCE PROFILE

The core demographic is age 20-39 - dominated 60% of total visitors, with a slight male majority.

These visitors align with high-spending, experience-driven travel profiles.

Implication:

Marketing should prioritize digital channels appealing to professionals and young families.

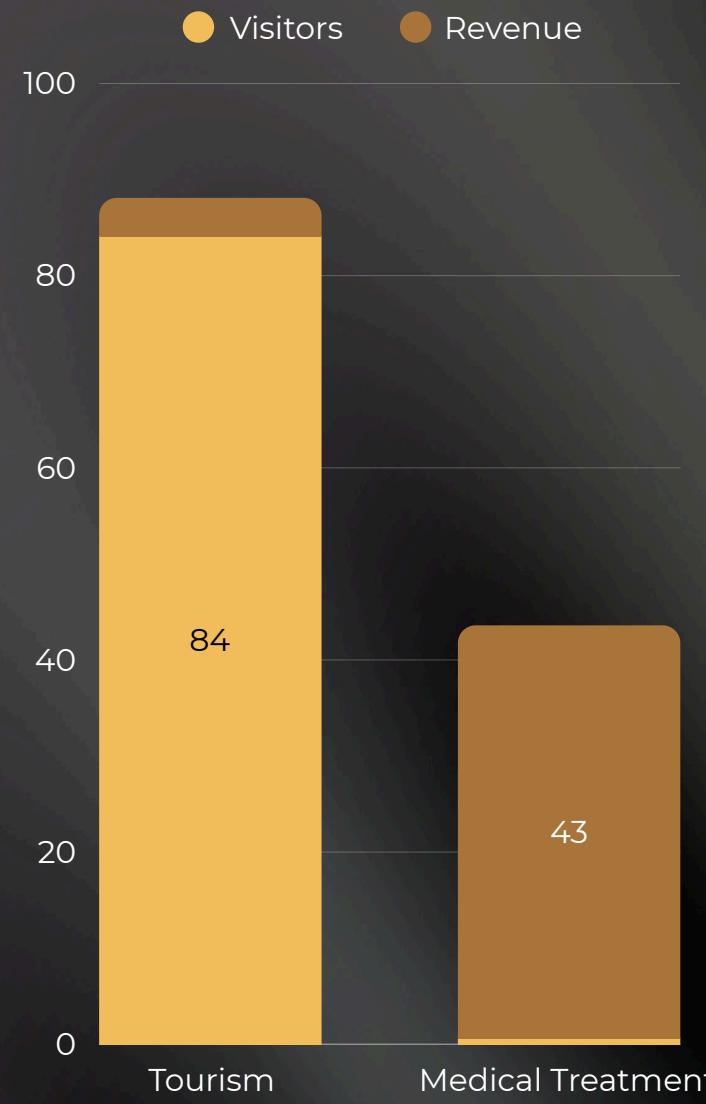


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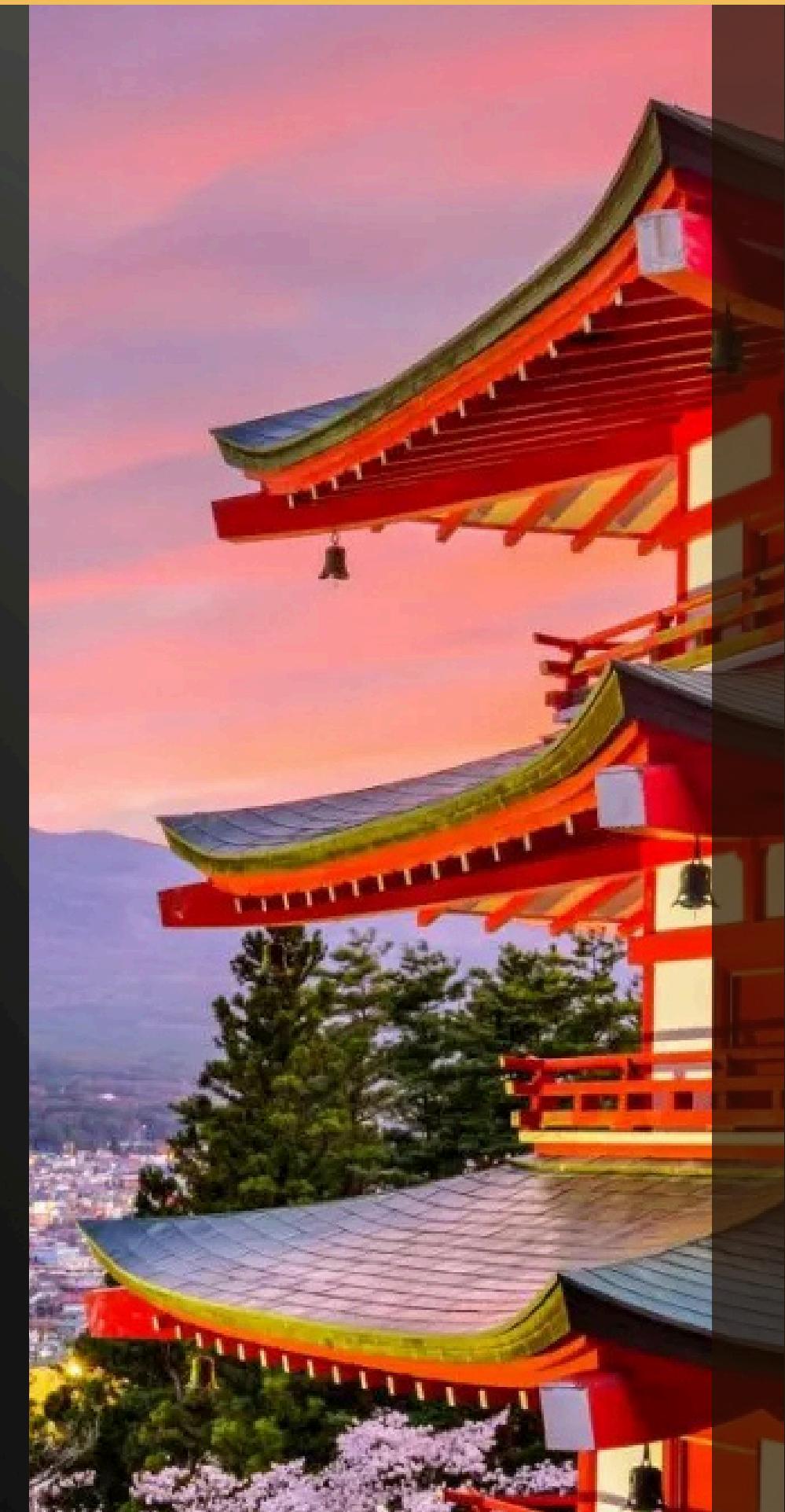
PURPOSE OF VISIT



Leisure remains the main volume driver but contributes less to revenue per capita compared to Medical Treatment and Study visitors.

Implication:

Japan should invest in high-value segments (study, medical, training) for long-term sustainable revenue, not just mass tourism.





Strategic **RECOMMENDATIONS**

01. Shift 15% of marketing budget to target Medical & Educational partnerships in key markets like East Asia and U.S.A.

02. Incentivize travel to secondary regions (e.g., Chubu, Kyushu) to reduce hub congestion and spread economic benefit.

03. Tailor campaigns for the 20-39 demographic, focusing on premium "bleisure" (business + leisure) experiences.

THANK YOU



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