Japan Tourism Analytics — Data Dictionary

1. Regional Visit Rate Dataset

Column Name	Description	Data Type	Example
Year	Year of observation	Integer	2024
Country	Country being visited (here always Japan)	String	Japan
Prefecture	Japanese prefecture	String	Tokyo / Osaka
Region	Broader region grouping	String	Kanto / Kansai
Visit_Share_Percent	% of total visitors who visited the region	Float	51.4967

2. Purpose of Visit by Nationality Dataset

Column Name	Description	Data Type	Example
Year	Observation year	Integer	2024
Purpose	Type of visitor purpose	String	Company meeting
Nationality	Visitor nationality	String	Australia
Visitor_Count	Number of visitors in this category	Integer	7
Total_Spending	Spending amount (likely per visitor or total group)	Float	203336.6976

3. Monthly Purpose & Country Visitor Counts

Column Name	Description	Data Type	Example
Month_Year	Month & year of visit	Date / String	Jan 1996
Region	Region of origin	String	Asia

Column Name	Description	Data Type	Example
Country	Visitor nationality	String	Korea
Purpose	Purpose of travel	String	Tourist / Business
Visitor_Count	Number of visitors	Integer	51,814

4. Visitor Growth Rate Dataset

Column Name	Description	Data Type	Example
Year	Year of summary	Integer	1964
YoY_Growth_Percent	YoY % change (can be null for first year)	Float	3.916
Term	Period covered	String	Jan–Dec
Total_Visitors	Total annual visitors	Integer	352,832

5. Visitors by Market

Column Name	Description	Data Type	Example
Region	Region grouping (e.g., East Asia)	String	East Asia
Country	Country within the region	String	China
Year	Observation year	Integer	2024
Visitor_Share_Percent	% share of total visitors	Float	0.189349443
Visitor_Count	Number of visitors from that country	Integer	6,981,342