🇯🇵 Japan 2024 Tourism Analytics — Project Brief

1. Project Overview

This project analyzes Japan's inbound tourism performance using **historical visitor arrival data (1964–2024)** and **2024 segmentation data** (nationality, region visited, purpose of visit, age group, and sex distribution).

The core goal is to move beyond surface-level visitor counts and uncover **high-value, high-yield tourism segments** that drive long-term sustainability and revenue efficiency. The project provides clear strategic insights and actionable recommendations for tourism planning, marketing, and product development.

2. Project Objectives

1. **Analyze Long-Term Tourism Growth (1964–2024)**

   Identify structural trends, inflection points, and recovery patterns in Japan's inbound tourism.

2. **Identify Top Source Markets (2024)**

   Rank nationalities contributing to inbound tourism and highlight dependency risks or market concentration.

3. **Understand Regional Tourism Distribution (2024)**

   Examine how tourism is spread across Japan's regions to support more balanced tourism development.

4. **Profile Visitor Demographics**

   Analyze age and sex distributions to determine core audience characteristics.

5. **Assess Purpose-of-Visit Segments**

   Compare leisure, business, study, medical, and other visit purposes to uncover high-value, high-spending segments.

3. Scope

Included

- Historical visitor arrivals (1964–2024)
- 2024 nationality segmentation
- 2024 regional distribution
- 2024 age & sex segmentation
- 2024 purpose-of-visit data
- KPI computations (growth, segmentation shares, regional share, etc.)
- Value vs. volume segmentation (based on relative spending contribution)

Not Included

- Predictive modeling or forecasting
- Post-2024 projections
- Primary data collection (surveys/interviews)
- Microeconomic spending breakdown (unless provided by dataset)

---

4. Data Sources

Dataset	Year	Description	Format	Source
Visitor Arrivals	1964–2024	Total inbound visitor volume	CSV	JNTO – Historical Visitor Arrivals
Country Arrivals	2024	Visitors by nationality	CSV	JNTO – 23 Markets Dataset
Regions Visited	2024	Visitor share by region/prefecture	CSV	JNTO – Regional Statistics
Demographics	2024	Visitors by age & sex	CSV	JTA – Demographics Data

Dataset	Year	Description	Format	Source
Purpose of Visit	2024	Leisure, business, study, medical, other	CSV	JTA – Purpose of Visit Survey

These files are stored in the `/02_data/` folder.

5. Stakeholders

- **Tourism Analytics Lead** — oversees trend analysis
- **Marketing Manager** — designs targeted international campaigns
- **Government Tourism Bureau** — uses insights for planning and funding
- **Data Analyst (Me)** — responsible for data cleaning, analysis, dashboard design

Note: This case study uses hypothetical stakeholders to demonstrate a full business analysis workflow.

6. Approach

1. Data Preparation

A full **ETL + Data Quality Assurance** process using **Excel Power Query**:

- Normalized wide tables into long analytical format
- Standardized date formats (YYYY / MMM YYYY)
- Converted visitor counts to numeric types
- Cleaned and deduped all datasets
- Validated totals (regional sum vs national total)
- Ensured percentage/rate fields used consistent decimals

2. Analytical Workflow

- Computed YoY growth & long-term trend behavior
- Ranked nationalities by 2024 arrivals

- Examined regional concentration & imbalance
- Profiled demographic segments (age, sex)
- Compared revenue vs. volume across visit-purpose categories
- Identified anomalies, peaks, and structural insights

3. Dashboard Development

- Combined insights into a single **Tableau dashboard**, including:
  - Historical trend visualizations
  - Top nationalities
  - Regional distribution
  - Visitor demographics
  - Purpose-of-visit segmentation

4. Reporting

- Slide insights deck
- Strategic recommendations for high-value market development
- Project documentation & GitHub repository

---

7. Deliverables

- **Interactive Tableau Dashboard**

  (Visitor Trends 1964–2024 + 2024 Segmentation Overview)
- **Cleaned datasets** (`/02_data/`)
- **Project Brief** (`/01_docs/`)
- **Data Dictionary** (`/01_docs/`)
- **Insights Presentation** (`/04_presentation/`)

---

8. Key Analytical Findings

a. **Long-Term Visitor Growth**

   Japan’s inbound tourism shows strong long-term growth and solid recovery after 2020.

   Implication: Tourism planning can assume continued upward demand under normal economic conditions.

b. **Top Contributing Nationalities**

   Arrivals concentrate heavily in a few East Asian markets (Korea, China, Taiwan).

   Implication: Diversification is essential to reduce dependency risks.

c. **Regional Tourism Distribution**

   Tourism remains heavily concentrated in **Kanto** and **Kansai**, with limited penetration into secondary regions.

   Implication: Untapped potential exists in rural, nature, and cultural destinations.

d. **Demographic Profile**

   The largest visitor group is **age 30–39 (41%)**, with a **male skew (54%)**.

   Implication: Marketing should focus on digital channels targeting working professionals and travel-active demographics.

e. **Purpose-of-Visit Insights**

   Low-volume categories (Study, Medical, Training) represent **<2% of visitors** but generate **>36% of total spending**.

   Interpretation: These segments produce significantly higher average revenue per traveler.

   Implication: Japan should invest more in niche, high-commitment segments to stabilize revenue and reduce mass-tourism dependency.

Insight Summary Table

Area	Key Finding	Strategic Opportunity
Psychographics (Value)	Study, Medical, Training = <2% of visitors but >36% of spending	Prioritize high-value niche segments for stable, long-term revenue
Demographics	Core visitors: Age 30–39; 54% male	Use digital-first strategies focused on working professionals
Data Quality	Full ETL process ensured reliability	Dataset can support forecasting and scenario modeling

9. Tools Used

- **Tableau** — data visualization & dashboard
- **Excel / Power Query** — cleaning & transformation
- **Notion** — documentation