GLOBAL DATA 2019

10.3% Total GDP contribution

330MN Jobs globally (1 in 10 jobs)

7.0% of total economy

1 in 4 net new jobs were created by Travel & Tourism over the last five years

+1.6% real economy GDP growth

JAPAN 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.0% of total economy

Total T&T GDP = JPY39,181.8BN (USD359.4BN)

2019 Travel & Tourism GDP growth vs +0.9% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

5,359.9 jobs (8.0% of total employment)

INTERNATIONAL VISITOR IMPACT

JPY5,131.3BN in visitor spend (5.3% of total exports)

(USD47.1BN)

INBOUND ARRIVALS

1. CHINA 26%
2. SOUTH KOREA 24%
3. TAIWAN, CHINA 16%
4. HONG KONG SAR, CHINA 7%
5. UNITED STATES 5%
REST OF WORLD 22%

OUTBOUND DEPARTURES

1. UNITED STATES 15%
2. CHINA 11%
3. SOUTH KOREA 11%
4. TAIWAN, CHINA 9%
5. THAILAND 7%
REST OF WORLD 47%

SECTOR CHARACTERISTICS (2019)

LEISURE SPENDING 69%
BUSINESS SPENDING 31%
DOMESTIC SPENDING 81%
INTERNATIONAL SPENDING 19%

Note: Data are average shares over the 2016-2018 period.
Source: Oxford Economics, national sources and UNWTO

1All values are in constant 2019 prices & exchange rates
As reported in March 2020