**JAPAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

- **10.3%** Total GDP contribution
- **330MN** Jobs globally (1 in 10 jobs)

**JAPAN 2019 KEY DATA**

- **7.0% OF TOTAL ECONOMY**
  - Total T&T GDP = JPY39,181.8BN (USD359.4BN)
- **+1.6%**
  - 2019 Travel & Tourism GDP growth vs +0.9% real economy GDP growth

- **5,359.9 JOBS (000's)**
  - (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%**
6. **REST OF WORLD 22%**

**OUTBOUND DEPARTURES**

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

**SECTOR CHARACTERISTICS (2019)**

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

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

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