# JAPAN
## 2022 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP Contribution</th>
<th>Travel &amp; Tourism GDP Change</th>
<th>Travel &amp; Tourism Jobs</th>
<th>Jobs Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.3% USD 9,630 BN</td>
<td>-50.4% USD -4,855 BN (Economy GDP = -3.3%)</td>
<td>333 MN = 1 in 10 jobs</td>
<td>+22.9%</td>
</tr>
<tr>
<td>2020</td>
<td>5.3% USD 4,775 BN</td>
<td>-50.4% USD -4,855 BN (Economy GDP = -3.3%)</td>
<td>271 MN = 1 in 12 jobs</td>
<td>-62.0MN = -18.6%</td>
</tr>
<tr>
<td>2021</td>
<td>6.1% USD 5,812 BN</td>
<td>+21.7% USD 1,038 BN (Economy GDP = 5.8%)</td>
<td>289 MN = 1 in 11 jobs</td>
<td>+18.2MN = + 6.7%</td>
</tr>
</tbody>
</table>

### Japan Key Data

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Contribution of Travel &amp; Tourism to GDP</th>
<th>Total Contribution of Travel &amp; Tourism to Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>7.3% of Total Economy, JPY 40,750.7BN (USD 371.1BN)</td>
<td>5.80 MN = 8.6% of total jobs</td>
</tr>
<tr>
<td>2020</td>
<td>3.5% of Total Economy, JPY 18,435.6BN (USD 167.9BN)</td>
<td>5.29 MN = 7.9% of total jobs</td>
</tr>
<tr>
<td>2021</td>
<td>4.2% of Total Economy, JPY 22,652.7BN (USD 206.3BN)</td>
<td>5.50 MN = 8.2% of total jobs</td>
</tr>
</tbody>
</table>

### Visitor Spend

<table>
<thead>
<tr>
<th>Type</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>JPY 5,192.4 BN (5.3% of total exports USD 47.3BN)</td>
</tr>
<tr>
<td>Domestic</td>
<td>JPY 23,540.9 BN (USD 214.4BN)</td>
</tr>
</tbody>
</table>

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<tr>
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</tr>
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<tbody>
<tr>
<td>International</td>
<td>JPY 1,166.6 BN (1.4% of total exports USD 10.6BN)</td>
</tr>
<tr>
<td>Domestic</td>
<td>JPY 10,487.8 BN (USD 95.5BN)</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>International</td>
<td>JPY 107.6 BN (0.1% of total exports USD 1.0BN)</td>
</tr>
<tr>
<td>Domestic</td>
<td>JPY 14,740.1 BN (USD 134.2BN)</td>
</tr>
</tbody>
</table>
Japan Sector Characteristics

Domestic vs International Spending:

- **2019**
  - Domestic Spending: USD 214.4BN (82%)
  - International Spending: USD 47.3BN (18%)

- **2021**
  - Domestic Spending: USD 134.2BN (99%)
  - International Spending: USD 1.0BN (1%)

Leisure vs Business Spending:

- **2019**
  - Leisure Spending: USD 224.6BN (86%)
  - Business Spending: USD 37.0BN (14%)

- **2021**
  - Leisure Spending: USD 114.3BN (85%)
  - Business Spending: USD 20.9BN (15%)

Inbound Arrivals:

- **2019**
  1. China 30%
  2. South Korea 18%
  3. Taiwan, China 15%
  4. Hong Kong, SAR China 7%
  5. United States 5%
  Rest of world 24%

- **2021**
  1. China 17%
  2. Viet Nam 11%
  3. United States 8%
  4. South Korea 8%
  5. India 4%
  Rest of world 53%

Outbound Departures:

- **2019**
  1. United States 15%
  2. South Korea 13%
  3. China 10%
  4. Taiwan, China 8%
  5. Thailand 7%
  Rest of world 46%

- **2021**
  1. United States 17%
  2. China 10%
  3. France 6%
  4. Philippines 5%
  5. South Korea 5%
  Rest of world 57%

**Note:** All percentage changes reflect year on year changes.

1. All values are in constant 2021 prices & exchange rates. As reported in March 2022
2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)
3. Source: Oxford Economics, national sources and UNWTO