# JAPAN

## 2021 Annual Research: Key Highlights

### Global Data

<table>
<thead>
<tr>
<th>Total GDP contribution:</th>
<th>Total Travel &amp; Tourism jobs:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019</strong></td>
<td><strong>2020</strong></td>
</tr>
<tr>
<td><strong>10.4%</strong></td>
<td><strong>5.5%</strong></td>
</tr>
<tr>
<td><strong>USD 9,170 BN</strong></td>
<td><strong>USD 4,671 BN</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Travel &amp; Tourism GDP change in 2020:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-49.1%</strong></td>
</tr>
<tr>
<td>=<strong>USD -4,498 BN</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Global Economy GDP change:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-3.7%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in Jobs in 2020^2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-61.6 MN</strong></td>
</tr>
<tr>
<td><strong>-18.5%</strong></td>
</tr>
</tbody>
</table>

### Japan Key Data

<table>
<thead>
<tr>
<th>Total contribution of Travel &amp; Tourism to GDP:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019</strong></td>
</tr>
<tr>
<td><strong>7.1%</strong></td>
</tr>
<tr>
<td>of Total Economy</td>
</tr>
<tr>
<td>Total T&amp;T GDP = JPY39,817.1BN (USD373.0BN)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total contribution of Travel &amp; Tourism to Employment:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2019</strong></td>
</tr>
<tr>
<td><strong>5,706.5</strong></td>
</tr>
<tr>
<td>Jobs (000s)</td>
</tr>
<tr>
<td>(8.5 % of total employment)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visitor Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>International:</td>
</tr>
<tr>
<td><strong>JPY 5,242.6 BN</strong></td>
</tr>
<tr>
<td>Visitor spend</td>
</tr>
<tr>
<td>5.4% of total exports (USD49.1BN)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Domestic:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JPY 22,700.8 BN</strong></td>
</tr>
<tr>
<td>Visitor spend</td>
</tr>
<tr>
<td>(USD 212.6BN)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in jobs^2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-5.1%</strong></td>
</tr>
<tr>
<td><strong>-290.2 (000s)</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Change in travel &amp; Tourism GDP vs -5.0% real economy GDP change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-37.0%</strong></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Change in international visitor spend:</th>
</tr>
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<tbody>
<tr>
<td><strong>-82.9%</strong></td>
</tr>
<tr>
<td><strong>-USD 40.7 BN</strong></td>
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<table>
<thead>
<tr>
<th>Change in domestic visitor spend:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>-30.3%</strong></td>
</tr>
<tr>
<td><strong>-USD 64.4 BN</strong></td>
</tr>
</tbody>
</table>
Japan Sector Characteristics

Domestic vs International Spending:

- **Domestic Spending:**
  - **2019:** USD 212.6BN (81%)
  - **2020:** USD 148.3BN (95%)
- **International Spending:**
  - **2019:** USD 49.1BN (19%)
  - **2020:** USD 8.4BN (5%)

Leisure vs Business Spending:

- **Leisure Spending:**
  - **2019:** USD 179.0BN (68%)
  - **2020:** USD 98.2BN (63%)
- **Business Spending:**
  - **2019:** USD 82.7BN (32%)
  - **2020:** USD 58.5BN (37%)

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 25%
- **2020**
  1. China 26%
  2. Taiwan, China 17%
  3. South Korea 12%
  4. Hong Kong SAR, China 8%
  5. Thailand 5%
  Rest of world 31%

Outbound Departures:

- **2019**
  1. United States 15%
  2. South Korea 13%
  3. China 11%
  4. Taiwan, China 9%
  5. Thailand 7%
  Rest of world 46%
- **2020**
  1. United States 19%
  2. South Korea 12%
  3. Thailand 9%
  4. Taiwan, China 8%
  5. Viet Nam 6%
  Rest of world 46%

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1. All values are in constant 2020 prices & exchange rates. As reported in March 2021
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