# JAPAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

## GLOBAL DATA 2019

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

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

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

Global GDP impact by sector (2018 data). Share of total economy GDP:

<table>
<thead>
<tr>
<th>Sector</th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

## JAPAN 2019 KEY DATA

### CONTRIBUTION OF TRAVEL & TOURISM TO GDP

- **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

### CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

- **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%

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

## SECTOR CHARACTERISTICS (2019)

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

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