### JAPAN 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

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

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

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.

- **10.3%** Total GDP contribution
- **5,359.9** jobs (000's) (8.0% of total employment)
- **JPY 5,131.3** BN in visitor spend (5.3% of total exports)

#### 2019 KEY DATA

- **7.0%** of total economy
  - Total T&T GDP = JPY 39,181.8 BN (USD 359.4 BN)
  - 2019 Travel & Tourism GDP growth vs +0.9% real economy GDP growth

#### 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%

#### INTERNATIONAL VISITOR IMPACT

- **JPY 5,131.3** BN in visitor spend (5.3% of total exports)
- (USD 47.1 BN)

#### 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

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