**JAPAN**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

**GLOBAL DATA 2019**

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

**Contribution of Travel & Tourism to Employment**

- **7.0% of total economy**
- **1 in 4 net new jobs** were created by Travel & Tourism over the last five years

**Contribution of Travel & Tourism to GDP**

- **5,359.9 jobs (000's)**
- **5,131.3 bn** in visitor spend (5.3% of total exports)

**Global GDP impact by sector (2018 data)**

- **Mining**
- **Automotive**
- **Agriculture**
- **Travel & Tourism**
- **Retail**
- **Financial Services**

**JAPAN 2019 KEY DATA**

**Contribution of Travel & Tourism to GDP**

- **7.0% of total economy**
- **Total T&T GDP = JPY39,181.8BN (USD359.4BN)**

**Contribution of Travel & Tourism to Employment**

- **5,359.9 jobs (000's)**
- **(8.0% of total employment)**

**International Visitor Impact**

- **JPY5,131.3 bn**
- **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%**
- **REST OF WORLD 22%**

**OUTBOUND DEPARTURES**

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

**Sector Characteristics (2019)**

- **Leisure Spending**
- **69%**
- **Business Spending**
- **31%**
- **Domestic Spending**
- **81%**
- **International Spending**
- **19%**

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