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

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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%
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%

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

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