



**Euromonitor
International**

Tourism Flows in Japan

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inbound tourism continues to surge

Weak yen and geopolitical headwinds harm outbound recovery despite continued growth

PROSPECTS AND OPPORTUNITIES

Overtourism and natural disasters as potential risks to inbound tourism growth

Passion- and interests-based travel may help drive outbound tourism

CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2020-2025

Table 2 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 3 - Inbound City Arrivals 2020-2025

Table 4 - Inbound Tourism Spending: Value 2020-2025

Table 5 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 7 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 8 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 9 - Domestic Spending: Value 2020-2025

Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 11 - Forecast Domestic Spending: Value 2025-2030

Table 12 - Outbound Departures: Number of Trips 2020-2025

Table 13 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 14 - Outbound Tourism Spending: Value 2020-2025

Table 15 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 17 - Forecast Outbound Spending: Value 2025-2030

Travel in Japan - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2020-2025

Table 19 - Surface Travel Modes Online Sales: Value 2020-2025

Table 20 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 22 - In-Destination Spending: Value 2020-2025

Table 23 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tourism-flows-in-japan/report.