



**Euromonitor
International**

Booking in Japan

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns for accuracy emerge despite growth in online booking in 2025
Omnichannel strategies and loyalty programmes prove crucial for growth

PROSPECTS AND OPPORTUNITIES

Klook platform shakes up booking
Intensifying competition among platforms

CATEGORY DATA

Table 1 - Booking Sales: Value 2020-2025
Table 2 - Business Travel Sales: Value 2020-2025
Table 3 - Leisure Travel Sales: Value 2020-2025
Table 4 - Travel Intermediaries NBO Company Shares: % Value 2020-2025
Table 5 - Forecast Booking Sales: Value 2025-2030
Table 6 - Forecast Business Travel Sales: Value 2025-2030
Table 7 - Forecast Leisure Travel Sales: 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 8 - Surface Travel Modes Sales: Value 2020-2025
Table 9 - Surface Travel Modes Online Sales: Value 2020-2025
Table 10 - Forecast Surface Travel Modes Sales: Value 2025-2030
Table 11 - Forecast Surface Travel Modes Online Sales: Value 2025-2030
Table 12 - In-Destination Spending: Value 2020-2025
Table 13 - 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/booking-in-japan/report.