

“Foreign Visitors”, Marked Second Historical High

The number of foreign visitors can be found in the “Number of foreign tourists visiting Japan” statistics released by the Japan National Tourist Organization (JNTO). The statistics for the last 2 months show estimated “numbers of tourists” from 18 countries and regions which have a large number of tourists to Japan. Also, the Ministry of Justice releases provisional numbers of incoming tourists from 36 countries and regions for 3 months ago and before. Confirmed numbers are announced in the following year.

Point 1

“Number of foreign tourists visiting Japan” increased 36.4% YoY to 1.89 million in February 2016

Total number of foreign visitors since the beginning of year 2016 surpassed that of the previous year by more than 1.1 million

- The “Number of foreign tourists visiting Japan” in February 2016 was released by JNTO on March 16th. The number rose 36.4% YoY to 1.89 million. It is the highest for the month of February and second highest single month (highest was July 2015 at 1.92 million). Total number of foreign tourists visiting Japan from the beginning of 2016 (January and February) increased 43.7% YoY to 3.74 million, surpassing that of the previous year (2.61 million) by more than 1.1 million.

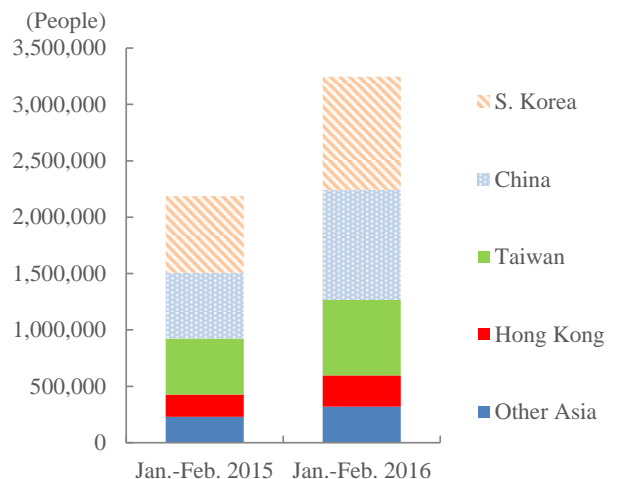
Point 2

Visitors from Asia continued to lead the increase

Number of visitors from South Korea already surpassed 1 million for 2016

- Out of the 20 surveyed countries, the number of visitors from 19 (except for Russia) renewed their historical highs in February. As South Korea and China continued to keep solid growth, the number of visitors from Vietnam saw a sharp increase of 85.5% YoY to 17,600. Asia continued to lead the increase, with such countries as Malaysia (55.2% YoY), South Korea (52.6% YoY), Indonesia (48.3% YoY), Thailand (39.2% YoY) and China (38.9% YoY).
- Number of visitors from South Korea was prominent as it was 1.01 million since the beginning of 2016 (January and February), more than that of China (0.97 million) for the same period and was the first country among the 20 countries surveyed to surpass 1 million.

“Number of foreign tourists visiting Japan” (Asia)
(January - February, 2016)



(Note) Other Asia includes Thailand, Philippines, Vietnam, Malaysia, Singapore, India.

(Source) SMAM, based on JNTO data.

Although uncertainties over external environment still exists, further promotion of Japan's attractiveness is expected

- The number of “foreign visitors” in February 2016 continued to increase from January due to the Chinese New Year holidays as well as improvement of convenience to visit Japan thanks to expansion of air routes. However, external environments such as weak global equity market, JPY appreciation and China's economic slowdown is still uncertain, and there is a concern over possible negative impact to the growth trend in the number of “foreign visitors”.
- Under such circumstances, further promotion of Japan's attractiveness is under consideration. Increase in sales of local goods is expected as consumption tax exemptions are likely to be expanded after May 2016. The Kyoto State Guest House is scheduled to be open to the public throughout the year from the end of July and onward. Increase in the number of “foreign visitors” is expected through the promotion of Japan's attractiveness.

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