

# JAPAN

2021 Annual Research: Key Highlights<sup>1</sup>

## Global Data



Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN



Total Travel & Tourism jobs:

2019

**334 MN**

= 1 in 10 jobs

2020

**272 MN**

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

**-49.1%**

=USD -4,498 BN

Global Economy GDP change:

**-3.7%**

1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



Change in Jobs in 2020<sup>2</sup>

**-61.6 MN**  
-18.5%

## Japan Key Data

2019

2020



Total contribution of Travel & Tourism to GDP:

**7.1%**

of Total  
Economy

Total T&T GDP = JPY39,817.1BN  
(USD373.0BN)

**4.7%**

of Total  
Economy

Total T&T GDP = JPY25,081.7BN  
(USD234.9BN)

**-37.0%**

Change in Travel  
& Tourism GDP  
vs -5.0% real  
economy GDP  
change



Total contribution of Travel & Tourism to Employment:

**5,706.5**

Jobs (000s)  
(8.5 % of total employment)

**5,416.3**

Jobs (000s)  
(8.1 % of total employment)

Change in jobs<sup>2</sup>:

**-5.1%**

-290.2 (000s)



Visitor Impact  
International:

JPY **5,242.6** BN

Visitor spend  
5.4% of total exports (USD49.1BN)

JPY **897.2** BN

Visitor spend  
1.1% of total exports (USD8.4BN)

Change in  
international visitor  
spend:

**-82.9%**

-USD 40.7 BN

Domestic:

JPY **22,700.8** BN

Visitor spend  
(USD 212.6BN)

JPY **15,828.7** BN

Visitor spend  
(USD 148.3BN)

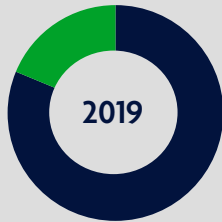
Change in domestic  
visitor spend:

**-30.3%**

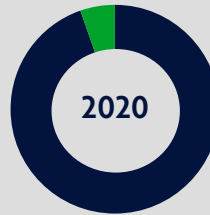
-USD 64.4 BN

### Japan Sector Characteristics

#### Domestic vs International Spending:

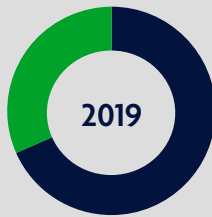


● Domestic Spending:  
**USD 212.6BN (81%)**  
● International Spending:  
**USD 49.1BN (19%)**

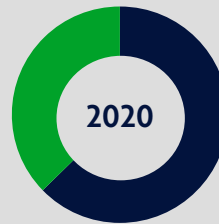


● Domestic Spending:  
**USD 148.3BN (95%)**  
● International Spending:  
**USD 8.4BN (5%)**

#### Leisure vs Business Spending:



● Leisure Spending:  
**USD 179.0BN (68%)**  
● Business Spending:  
**USD 82.7BN (32%)**



● Leisure Spending:  
**USD 98.2BN (63%)**  
● Business Spending:  
**USD 58.5BN (37%)**

### Inbound Arrivals<sup>3</sup>

2019	2020
1. China <b>30%</b>	1. China <b>26%</b>
2. South Korea <b>18%</b>	2. Taiwan, China <b>17%</b>
3. Taiwan, China <b>15%</b>	3. South Korea <b>12%</b>
4. Hong Kong SAR, China <b>7%</b>	4. Hong Kong SAR, China <b>8%</b>
5. United States <b>5%</b>	5. Thailand <b>5%</b>
<b>Rest of world 25%</b>	<b>Rest of world 31%</b>

### Outbound Departures<sup>3</sup>

2019	2020
1. United States <b>15%</b>	1. United States <b>19%</b>
2. South Korea <b>13%</b>	2. South Korea <b>12%</b>
3. China <b>11%</b>	3. Thailand <b>9%</b>
4. Taiwan, China <b>9%</b>	4. Taiwan, China <b>8%</b>
5. Thailand <b>7%</b>	5. Viet Nam <b>6%</b>
<b>Rest of world 46%</b>	<b>Rest of world 46%</b>

1. All values are in constant 2020 prices & exchange rates. As reported in March 2021

2. Where the country or region has implemented job support schemes and supported jobs are still recorded as employment by national statistical authorities, job losses exclude those supported jobs (where known)

3. Source: Oxford Economics, national sources and UNWTO