

“Foreign Visitors” Increased, Is it a Global Boom?

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 larger 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 43.8% YoY in October

Total visitors till October this year was 16.3 million, increased 48.2% YoY

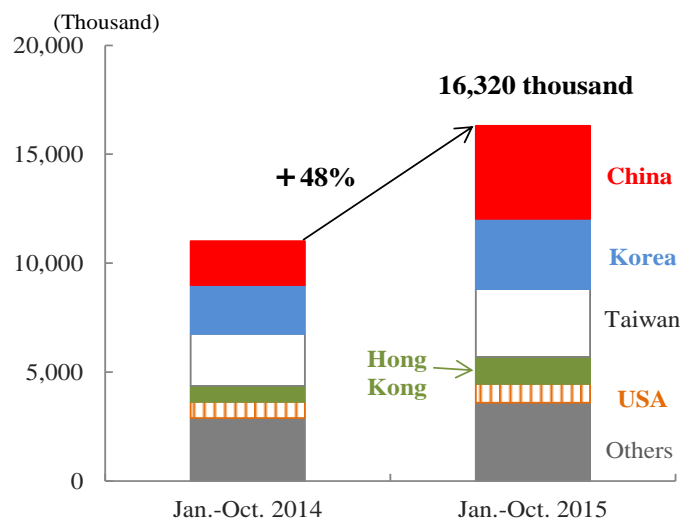
- The “Number of foreign tourists visiting Japan” in October was released by JNTO on November 18th, rising 43.8% YoY to 1.83 million. The number of visitors from most of the countries increased, continued to be led by China with a growth of +99.6% YoY.
- There was a concern over the increase in the number of foreign visitors due to the global stock market plunge and China’s slowdown since August. However, as far as the data in September and October is concerned, there was no negative impact on the number of tourists visiting Japan.

Point 2

Big increase in countries other than China, too Is sightseeing in Japan a global boom?

- Total number of visitors from China until October more than doubled YoY, significantly contributing to the overall increase. Meanwhile, visitors from other nations, especially from Asia, also saw a remarkable increase.
- According to the result of the survey on the objectives of their visit and what visitors found attractive, a wide variety of attractions other than visiting scenic spots and shopping were acclaimed, such as having Japanese food, visiting theme parks or downtown and experiencing Japanese history and culture. Thanks also to the weaker JPY, it seems that there is no exaggeration to say that Japanese sightseeing is becoming a global boom.

“Number of Foreign Tourists Visiting Japan”



(Source) SMAM, based on JNTO data.

Focus is on the positive impact of inbound tourism consumption pushing up GDP

■ Inbound tourism consumption pushed up GDP by 0.1%

According to Jul.-Sep. 2015 real GDP data announced on November 16th, while overall GDP growth was negative -0.2% QoQ, inbound tourism consumption pushed GDP up by 0.1%. In addition to direct contribution of consumption itself, there was a ripple effect to the Japanese economy such as shortage of tourist buses and construction of new hotels.

■ Negative impact of terrorist attacks on Paris seems temporary

Negative impact of terrorist attacks in Paris on November 13th is a concern for the number of foreign tourists visiting Japan going forward. However, Asian tourists visiting Japan may not be effected too much, as they think Japan is geographically remote and relatively safe.

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