



Tourism Flows in Japan

September 2024

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Tourism Flows in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inbound tourism booms in 2024, exceeding the pre-COVID-19 level

Overtourism and workforce shortage issues have a serious impact

PROSPECTS AND OPPORTUNITIES

Luxury travel and infrastructure key to achieve ambitious government goal

Domestic travel set to stagnate due to population decline and ageing; outbound tourism will fail to return to the pre-COVID-19 level

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DISCLAIMER

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