



# Booking in Japan

September 2024

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## Booking in Japan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

While online reservations continue to grow, the importance of offline is re-evaluated  
Intense focus on Japanese solo travellers

#### PROSPECTS AND OPPORTUNITIES

The competition amongst online travel intermediaries is set to become fiercer, generating disrupters  
Will the new hotel evaluation standard – the Michelin Key – change consumers' behaviour?

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2019-2024

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## Travel in Japan - Industry Overview

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