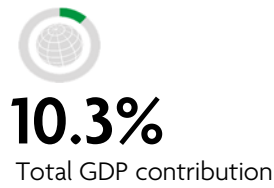


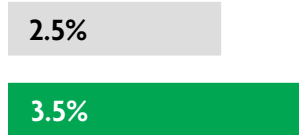
JAPAN

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS ¹

GLOBAL DATA 2019



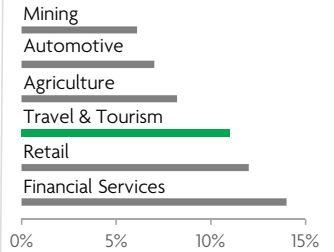
While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



JAPAN 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

7.0% OF TOTAL ECONOMY

Total T&T GDP = JPY39,181.8BN (USD359.4BN)

+1.6%

2019 Travel & Tourism GDP growth vs **+0.9%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

5,359.9 JOBS (000's)
(8.0% of total employment)



INTERNATIONAL VISITOR IMPACT

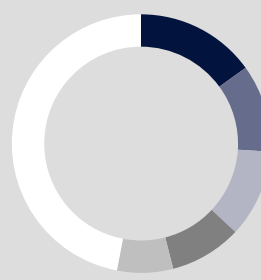
JPY 5,131.3_{BN}
in visitor spend (**5.3%** of total exports)
(USD47.1BN)

INBOUND ARRIVALS



- 1. CHINA **26%**
- 2. SOUTH KOREA **24%**
- 3. TAIWAN, CHINA **16%**
- 4. HONG KONG SAR, CHINA **7%**
- 5. UNITED STATES **5%**
- **REST OF WORLD 22%**

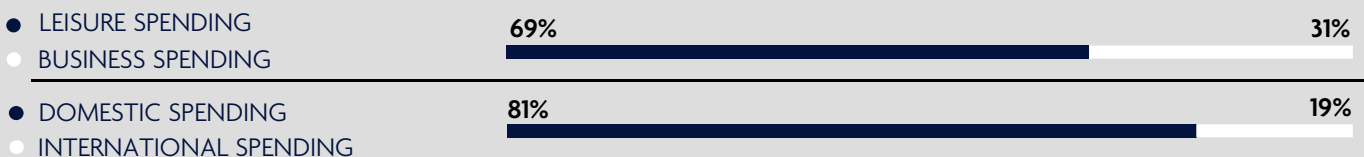
OUTBOUND DEPARTURES



- 1. UNITED STATES **15%**
- 2. CHINA **11%**
- 3. SOUTH KOREA **11%**
- 4. TAIWAN, CHINA **9%**
- 5. THAILAND **7%**
- **REST OF WORLD 47%**

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020