



**Euromonitor
International**

Travel in Japan

September 2025

Table of Contents

[Travel in Japan](#)

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2020-2025

Table 2 - Surface Travel Modes Online Sales: Value 2020-2025

Table 3 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 5 - In-Destination Spending: Value 2020-2025

Table 6 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Japan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inbound tourism continues to surge

Weak yen and geopolitical headwinds harm outbound recovery despite continued growth

PROSPECTS AND OPPORTUNITIES

Overtourism and natural disasters as potential risks to inbound tourism growth

Passion- and interests-based travel may help drive outbound tourism

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2020-2025

Table 8 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 9 - Inbound City Arrivals 2020-2025

Table 10 - Inbound Tourism Spending: Value 2020-2025

Table 11 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 13 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 14 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 15 - Domestic Spending: Value 2020-2025

Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 17 - Forecast Domestic Spending: Value 2025-2030

Table 18 - Outbound Departures: Number of Trips 2020-2025

Table 19 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 20 - Outbound Tourism Spending: Value 2020-2025

Table 21 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 23 - Forecast Outbound Spending: Value 2025-2030

[Airlines in Japan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

New and expanded routes drive momentum for airlines

Loyalty programmes and customer engagement key to retaining strong presence

PROSPECTS AND OPPORTUNITIES

Tier 2 and 3 city connectivity offer opportunities for further growth

Rising awareness of SAF in Japan

CATEGORY DATA

Table 24 - Airlines Sales: Value 2020-2025

Table 25 - Airlines Online Sales: Value 2020-2025

Table 26 - Airlines: Passengers Carried 2020-2025

Table 27 - Airlines NBO Company Shares: % Value 2020-2024

Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2025

Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2025

Table 30 - Full Service Carriers Brands by Key Performance Indicators 2025

Table 31 - Forecast Airlines Sales: Value 2025-2030

Table 32 - Forecast Airlines Online Sales: Value 2025-2030

Lodging (Destination) in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increased demand drives diversification in lodging

Hotels drive lodging growth

PROSPECTS AND OPPORTUNITIES

Further growth forecast for lodging (destination), supported by inbound tourism

Labor shortage must be addressed for sustainable travel

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2020-2025

Table 34 - Lodging (Destination) Online Sales: Value 2020-2025

Table 35 - Hotels Sales: Value 2020-2025

Table 36 - Hotels Online Sales: Value 2020-2025

Table 37 - Other Lodging Sales: Value 2020-2025

Table 38 - Other Lodging Online Sales: Value 2020-2025

Table 39 - Lodging (Destination) Outlets: Units 2020-2025

Table 40 - Lodging (Destination) Rooms: Number of Rooms 2020-2025

Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2020-2025

Table 42 - Hotels NBO Company Shares: % Value 2020-2024

Table 43 - Hotel Brands by Key Performance Indicators 2025

Table 44 - Forecast Lodging (Destination) Sales: Value 2025-2030

Table 45 - Forecast Lodging (Destination) Online Sales: Value 2025-2030

Table 46 - Forecast Hotels Sales: Value 2025-2030

Table 47 - Forecast Hotels Online Sales: Value 2025-2030

Table 48 - Forecast Other Lodging Sales: Value 2025-2030

Table 49 - Forecast Other Lodging Online Sales: Value 2025-2030

Table 50 - Forecast Lodging (Destination) Outlets: Units 2025-2030

Booking in Japan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concerns for accuracy emerge despite growth in online booking in 2025
Omnichannel strategies and loyalty programmes prove crucial for growth

PROSPECTS AND OPPORTUNITIES

Klook platform shakes up booking
Intensifying competition among platforms

CATEGORY DATA

Table 51 - Booking Sales: Value 2020-2025

Table 52 - Business Travel Sales: Value 2020-2025

Table 53 - Leisure Travel Sales: Value 2020-2025

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2020-2025

Table 55 - Forecast Booking Sales: Value 2025-2030

Table 56 - Forecast Business Travel Sales: Value 2025-2030

Table 57 - Forecast Leisure Travel Sales: Value 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-japan/report.