Japan

Market snapshot
Visitor Profile

Annual visits (000s)*

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</thead>
<tbody>
<tr>
<td>Visits</td>
<td>299</td>
<td>338</td>
<td>323</td>
<td>348</td>
<td>323</td>
<td>368</td>
<td>433</td>
<td>429</td>
<td>389</td>
<td>115</td>
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</table>

30% of 2019

Global ranking for inbound visits to the UK in 2022

Annual visitor spend (£m)*

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<tbody>
<tr>
<td>Spend</td>
<td>£246</td>
<td>£421</td>
<td>£314</td>
<td>£366</td>
<td>£372</td>
<td>£366</td>
<td>£331</td>
<td>£429</td>
<td>£497</td>
<td>£1,420</td>
</tr>
</tbody>
</table>

44% of 2019

Global ranking for inbound spend in the UK in 2022

Regional spread of travel*

<table>
<thead>
<tr>
<th>Region</th>
<th>2018, 2019, 2022</th>
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<tbody>
<tr>
<td>SOUTHERN ENGLAND</td>
<td>13%</td>
</tr>
<tr>
<td>CENTRAL ENGLAND</td>
<td>11%</td>
</tr>
<tr>
<td>NORTH COUNTRY</td>
<td>6%</td>
</tr>
<tr>
<td>YORKSHIRE AND THE HUMBER</td>
<td>11%</td>
</tr>
<tr>
<td>NORTH WEST</td>
<td>11%</td>
</tr>
<tr>
<td>WEST MIDLANDS</td>
<td>8%</td>
</tr>
<tr>
<td>EAST MIDLANDS</td>
<td>8%</td>
</tr>
<tr>
<td>EAST OF ENGLAND</td>
<td>7%</td>
</tr>
<tr>
<td>SCOTLAND</td>
<td>7%</td>
</tr>
<tr>
<td>NORTHERN IRELAND</td>
<td>2%</td>
</tr>
</tbody>
</table>

Average length of stay

<table>
<thead>
<tr>
<th>Days</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nights</td>
<td>61%</td>
<td>22%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Seasonal spread of travel* (2022)

<table>
<thead>
<tr>
<th>Month</th>
<th>Jan-Mar</th>
<th>Apr-Jun</th>
<th>Jul-Sep</th>
<th>Oct-Dec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>6%</td>
<td>14%</td>
<td>42%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Departure & Destination Airports** (2022)

1 Departure Airports
1 UK Airports

Purpose of travel* (2022)

- Holiday: 43%
- Visit friends/relatives: 23%
- Business: 22%
- Misc: 9%
- Study: 4%

Japanese visitors who took an English language course spent a total of £139 million during their visits, making Japan the second most valuable source market for English language study.***

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Image Library: assets.visitbritain.org
Media centre: media.visitbritain.com
**Market snapshot**

**Visitor Profile**

**Key demographics** (2022)

- **Age groups**
  - 0-15: 12%
  - 16-24: 3%
  - 25-34: 13%
  - 35-44: 24%
  - 45-54: 23%
  - 55-64: 20%
  - 65+: 0.4%

**Visitors’ origin** (2018)

- **% Share of visits**
  - High
  - Medium
  - Low
  - None

**Top drivers for destination choice** (2022)

1. Is good for relaxing, resting, recharging
2. There is a good variety of food and drink to try
3. I can roam around visiting many types of places
4. Is a place where I can explore history and heritage
5. Has a thriving arts and contemporary culture scene

**Perceptions of Britain** (2023)

The UK ranks within the top 6 out of 60 nations for:

- **Vibrant cities**
- **Contemporary culture**
- **Culture**
- **Tourism**
- **Sports**
- **Cultural heritage**

**Travel companions** (2022)

- **On their own**: 49%
- **Spouse / Partner**: 18%
- **With adult friends**: 23%
- **With children under 18**: 17%
- **With other adult family members**: 15%
- **Part of a tour group**: 5%

**Sources:**
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2023
Top 5 activities desired on a holiday/short break abroad

1. Explore local food and beverage specialities
2. Visit famous/iconic tourist attractions and places
3. Explore history and heritage
4. Experience coastal places and scenery
5. Visit museums or galleries

Top 5 sustainable actions by visitors to Britain

1. Buying local when I can
2. Choosing destinations committed to preserving natural/cultural heritage
3. Enjoying unpolluted nature
4. Supporting tourism businesses investing in local people/economies
5. Using public/greener transport

Likelihood to combine Britain with other destinations

- Travel only to Britain: 22%
- Combine a trip to Britain and other places in Europe: 62%
- Undecided: 16%

Share of Japanese visitors “likely” or “extremely likely” to recommend Britain: 94%

Share of Japanese visits which were repeat visits: 61%

Share of Japanese travellers with accessibility requirements: 11%

Share of Japanese who would return to the UK to visit a different part: 45%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain