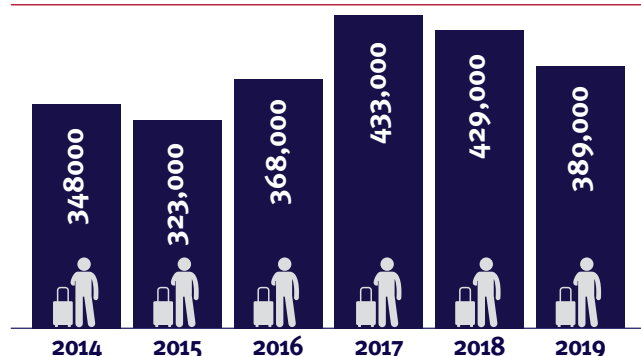




Japan

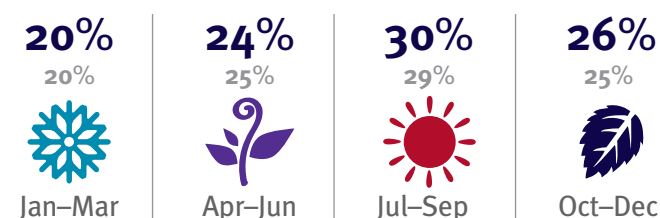
Inbound tourism overview

Annual visits



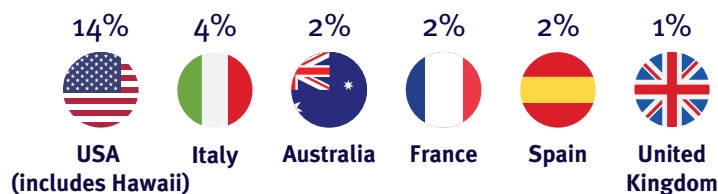
#23 Global ranking for inbound visits to the UK in 2019

Seasonal spread of travel (2019)



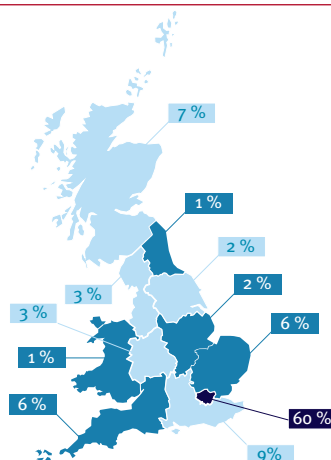
Data shown as % of all visits from...

Overnight arrivals to the UK vs. competitors (2019)



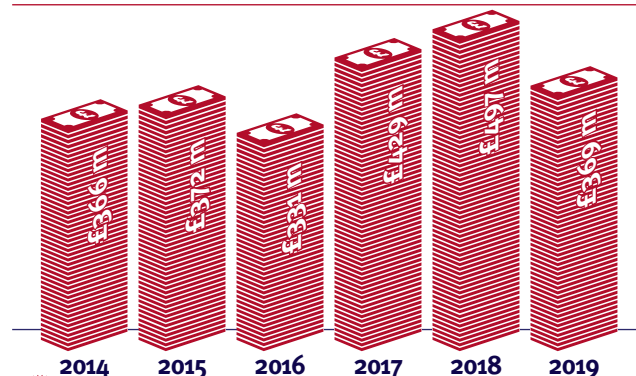
Percentages of overnight visits from Japan.

Regional spread of travel* (2017-2019)



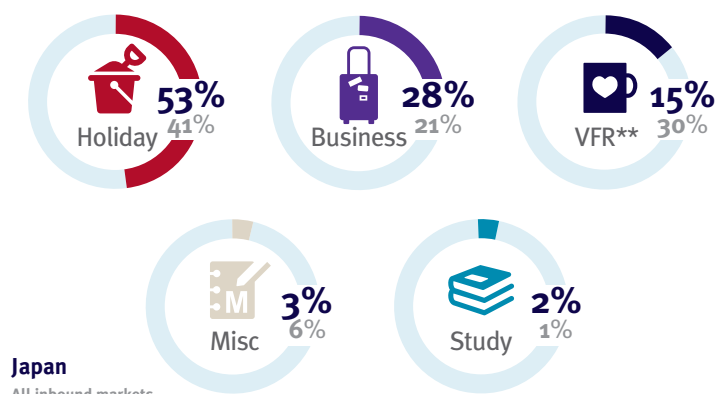
Percentages of visitor nights in the UK; colour indexes against overall inbound average:
 ■ above overall average ■ on par with overall average ■ below overall average

Annual visitor spend



#22 Global ranking for inbound spend in the UK in 2019

Purpose of travel (2019)



Japan
All inbound markets

Departure & destination airports** (2019)



Average flight seats per week** (2019)

8,543



Average length of Holiday stay (2019)

Japan
All inbound markets

7

nights

*Visiting friends and/or relatives, **direct, non-stopping flights only.

VisitBritain Japan

+81 (0) 352111144

1 Ichibancho Chiyoda-ku, Tomoko.Hisaki@visitbritain.org

Tokyo 102-8381,

British Embassy Tokyo

@VisitBritain_JP

LoveGreatBritain.jp

@lovegreatbritain_jp

@VisitBritainBiz

Consumer website: visitbritain.com/jp/ja

Corporate website: visitbritain.org

Image library: visitbritainimages.com

Trade website: trade.visitbritain.com

Media centre: media.visitbritain.com

Note:

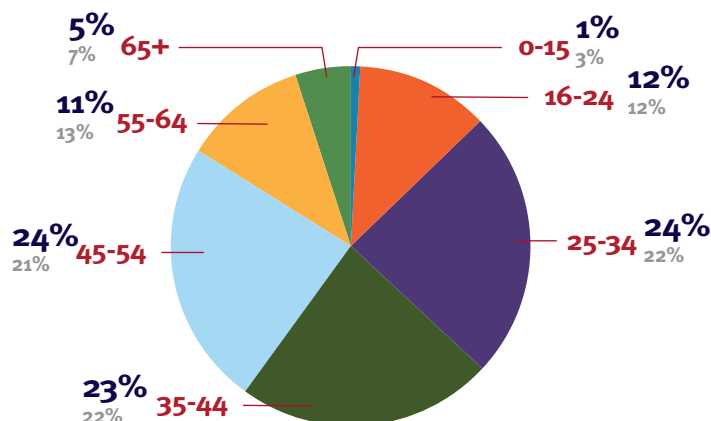
All data in this market snapshot is pre COVID-19, and so gives an overview of this market before the crisis



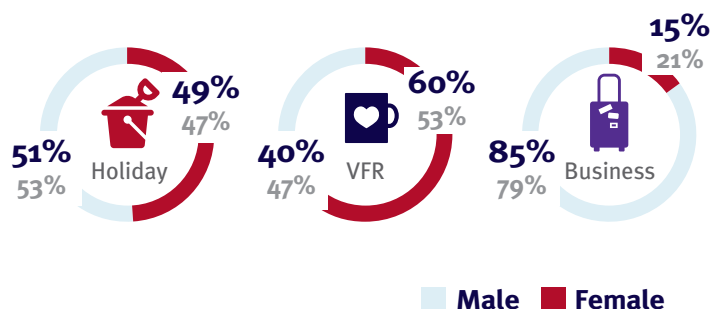
Japan

Visitor profile

Key demographics: age* (2017-2019)



Key demographics: gender* (2017-2019)



Top reasons to return to the UK (2019)

- 1 Visit a different part of the country
- 2 Go back to see sights/attractions I didn't see the previous time
- 3 The local food/drink

Visitors taking English language courses (2018)

20,174



#8
source
market

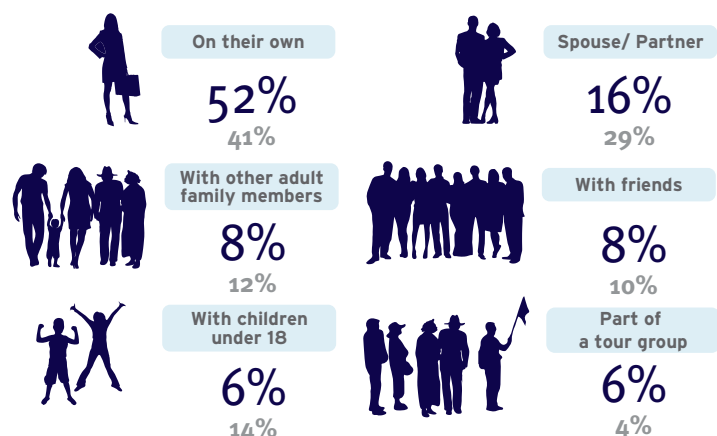
Spend from English language course visitors (2018)

£139m



#2
source
market

Travel companions (2017)



All above data shown as % of all respondents who visited Britain from...

Japan
All inbound markets

Top three activities in the UK (2006-2019)



Dining in restaurants



Visiting museums or art galleries



Going shopping

Priority market segments & attributes



Buzzseekers

Drawn to big cities, looking for a balance of famous sites vs new experiences, indulging vs challenging activities



Culture Buffs

Image-conscious and food-lovers that look for relaxing, slow-paced holidays, visiting famous, iconic sites



77% of visitors from Japan were 'extremely likely' to recommend Britain in 2017