

INCOMING JAPAN

Country and people¹

Capital	Tokyo (8,736,474 inhabitants)
Area	377,800 km ²
Inhabitants	126.7 million (growth rate -0.2%) (2017) 120.8 million (forecast 2025)
Mean age	47.3 years (2017)
Economy	GDP per capita: 42,522 US\$ (2019) (GDP – real growth rate 0.9% 2019)*
Unemployment rate	2.9% (2019)*
Inflation rate	1.1% (2019)* *forecast
Gini coefficient	0,33 / rank 24 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

■ Intensity of travel abroad: 18.7%

European destinations of trips abroad in 2017

rank 1 – Italy

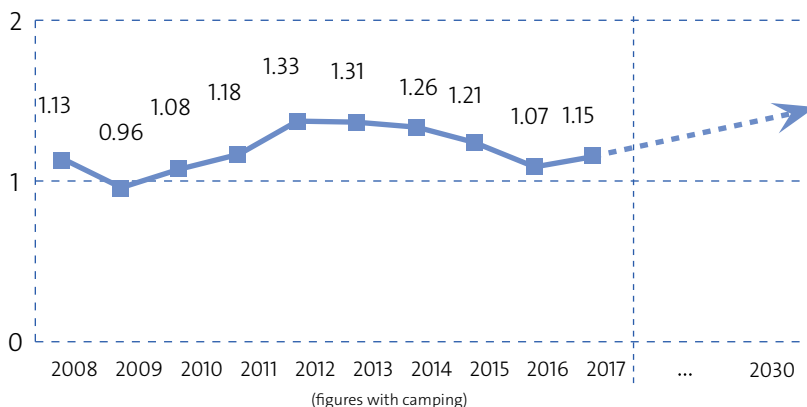
rank 2 – France

rank 3 – Spain

rank 4 – Germany

DESTINATION GERMANY

Overnight stays – current and long-term development²
in millions



- Year 2017: 584,871 arrivals from Japan / 1,146,660 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017: +1.4%; growth 2016–2017: +7.2%; average annual rate of change 2008–2017: +/-0.0%
- DZT forecast until 2030: 1.5 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

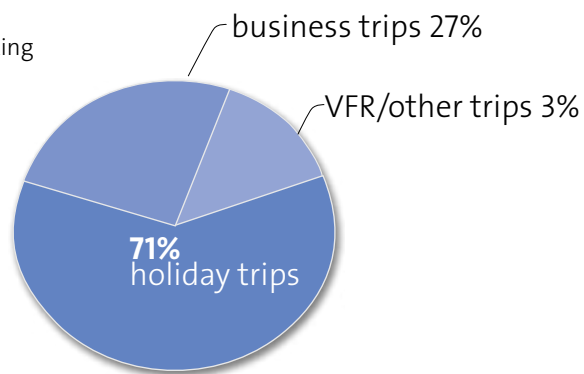
Federal states ²	Cities ² (more than 100,000 inhabitants)
rank 1: Bavaria with 28.0% of all overnight stays	rank 1: Frankfurt with 176,490 overnight stays
rank 2: Hesse with 20.2% of all overnight stays	rank 2: Munich with 173,709 overnight stays
rank 3: North Rhine-Westphalia with 15.5% of all overnight stays	rank 3: Berlin with 115,864 overnight stays
rank 4: Baden-Württemberg with 10.3% of all overnight stays	rank 4: Düsseldorf with 85,152 overnight stays

Purpose of all incoming trips

- 71% holiday trips, ■ 27% business trips, ■ 3% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- mainly city holidays with 51%

Booking-behaviour, main mode of transport, accommodation

- 99% of all trips are booked in advance:
24% direct booking, 33% booking at a travel agency
- 93% internet travel user,
10% online information only, 83% online booking
- Plane as main mode of transport
- 90% hotel



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2009-2018 / German State Offices 2018

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