

INCOMING JAPAN

Country and people¹

Capital	Tokyo (8,736,474 inhabitants)
Area	377,800 km ²
Inhabitants	126.7 million (growth rate -0.2%) (2016) 120.8 million (forecast 2025)
Mean age	46.9 years (2016)
Economy	GDP per capita: 33,010 US\$ (2016) (GDP – real growth rate 1.0% 2016)*
Unemployment rate	3.5% (2016)*
Inflation rate	0.4% (2016)* *forecast
Gini coefficient	0,33 / rank 24 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

■ Intensity of travel abroad: 18.0%

European destinations of trips abroad in 2016

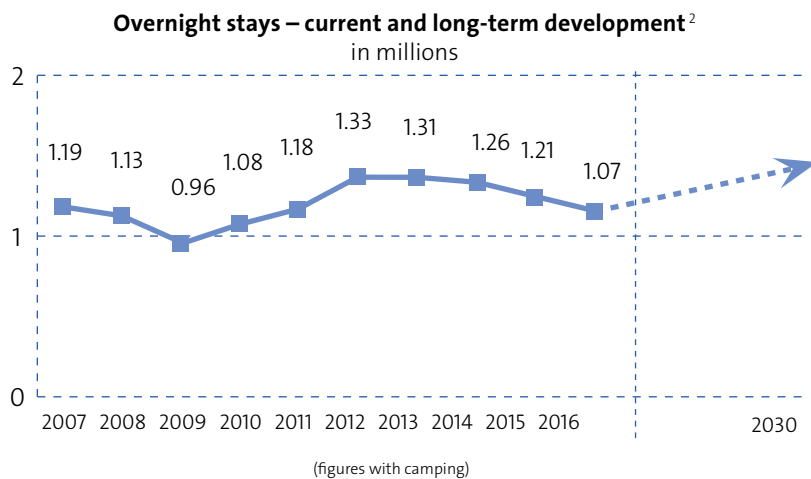
rank 1 – Italy

rank 2 – France

rank 3 – Spain

rank 4 – Germany

DESTINATION GERMANY



- Year 2016: 545,013 arrivals from Japan / 1,069,613 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016: -10.4%; growth 2015–2016: -11.8%; average annual rate of change 2007–2016: -2.1%
- DZT forecast until 2030: 1.5 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

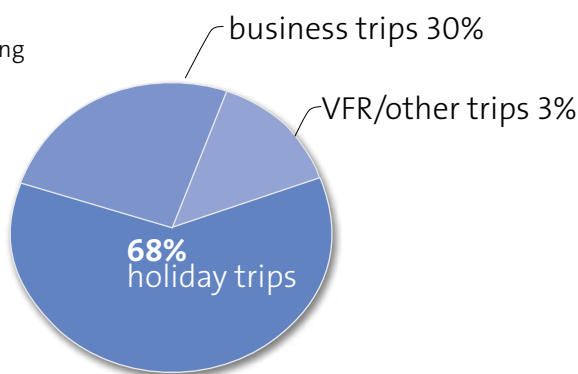
Federal states ²	Cities ² (more than 100,000 inhabitants)
rank 1: Bavaria with 28.0% of all overnight stays	rank 1: Munich with 156,136 overnight stays
rank 2: Hesse with 18.9% of all overnight stays	rank 2: Frankfurt with 154,299 overnight stays
rank 3: North Rhine-Westphalia with 15.5% of all overnight stays	rank 3: Berlin with 116,149 overnight stays
rank 4: Baden-Württemberg with 11.0% of all overnight stays	rank 4: Düsseldorf with 79,975 overnight stays

Purpose of all incoming trips

- 68% holiday trips, ■ 30% business trips, ■ 3% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- mainly city holidays with 47%

Booking-behaviour, main mode of transport, accommodation

- 97% of all trips are booked in advance:
25% direct booking, 37% booking at a travel agency
- 86% internet travel user,
6% online information only, 80% online booking
- Plane as main mode of transport
- 92% hotel



CONTACT

Deutsche Zentrale für Tourismus e.V.

Beethovenstraße 69
60325 Frankfurt am Main
E-Mail: Mafo@germany.travel
www.germany.travel

REFERENCE

World Travel Monitor 2016, IPK International; also:

1 www.cia.gov, www.gtai.de

2 German Federal Statistics Office 2008-2017 / German State Offices 2017

Supported by:



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