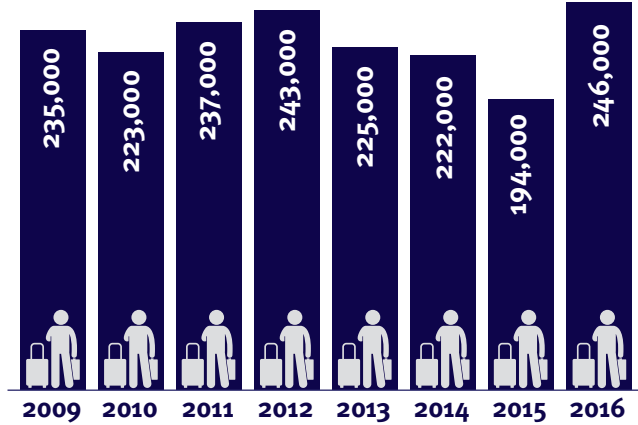




# Japan

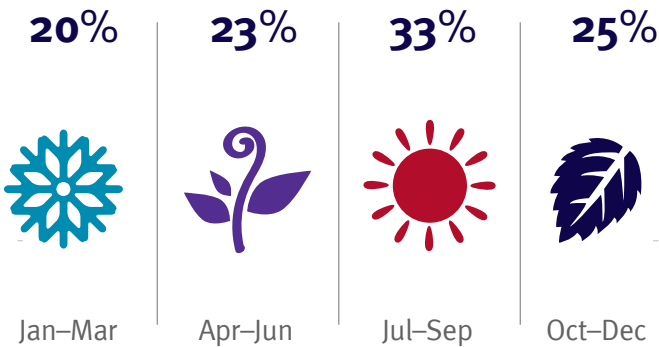
## Inbound tourism overview

### Annual visits\*

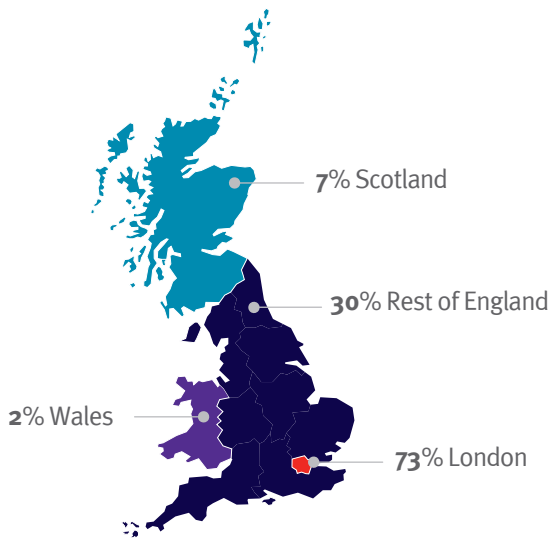


#26 Global ranking for inbound visits to the UK in 2016

### Seasonal spread of travel\* (2016)

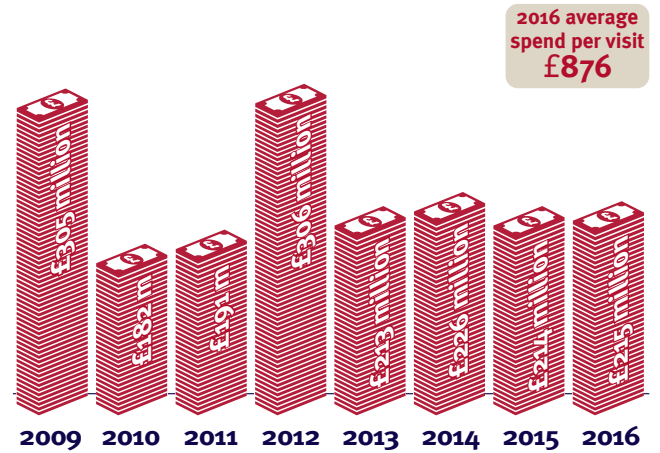


### Regional spread of travel\* (2016)



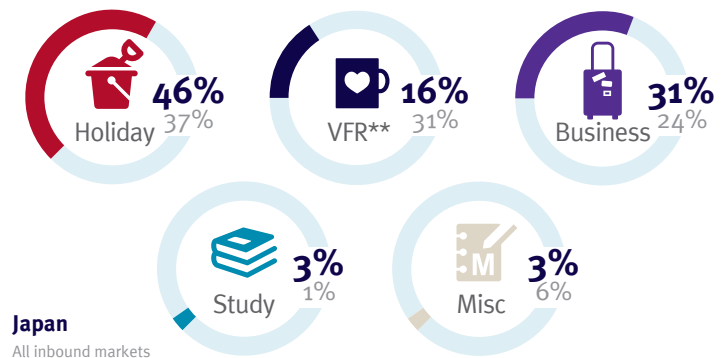
Percentages may not total 100% as single visit may include multiple regions.

### Annual visitor spend\*



#24 Global ranking for inbound spend in the UK in 2016

### Purpose of travel\* (2016)



### Departure & destination airports\*\*\* (2016)



Average flight seats per week\*\*\* (2016)

6,781

Average length of stay\* (2016)

9 nights

\*\*Visit friends and/or relatives, \*\*\* direct flights only.

Sources: \*International Passenger Survey (IPS), \*\*Apex.

VisitBritain Japan +81 (0) 352111144  
 1 Ichibancho Chiyoda-ku, Tomoko.Hisaki@visitbritain.org  
 Tokyo 102-8381,  
 British Embassy Tokyo

@VisitBritain\_JP  
 LoveGreatBritain.jp  
 ameblo.jp/britain-park  
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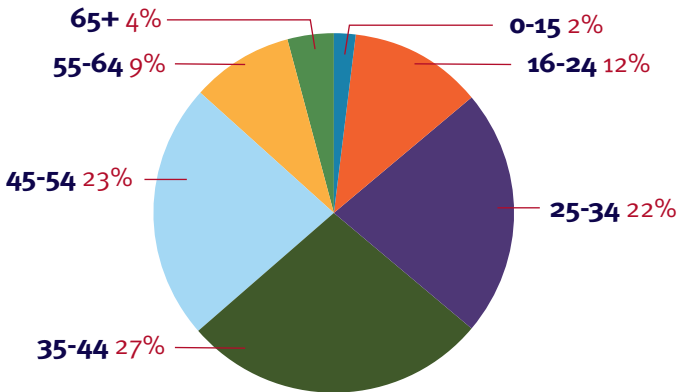
Consumer website: [visitbritain.com/jp/ja](http://visitbritain.com/jp/ja)  
 Corporate website: [visitbritain.org](http://visitbritain.org)  
 Image library: [visitbritainimages.com](http://visitbritainimages.com)  
 Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
 Media centre: [media.visitbritain.com](http://media.visitbritain.com)



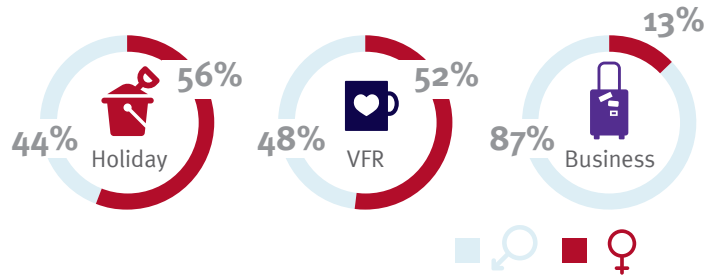
# Japan

## Visitor profile

### Key demographics\* (2014-2016)



### Visitors' gender by visit purpose\* (2014-2016)



### Top three activities in the UK\* (2011, 2016)



Went shopping

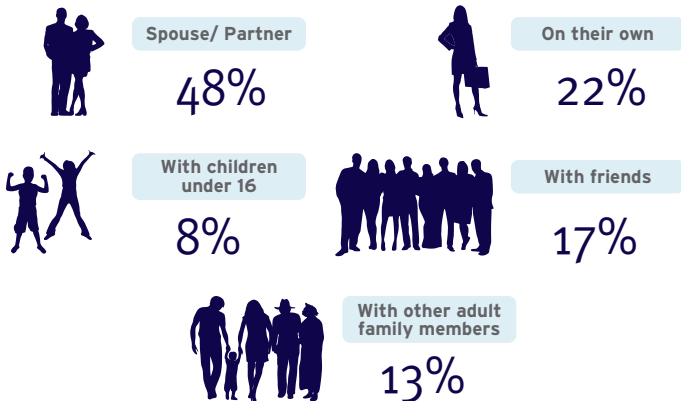


Visited museums or art galleries



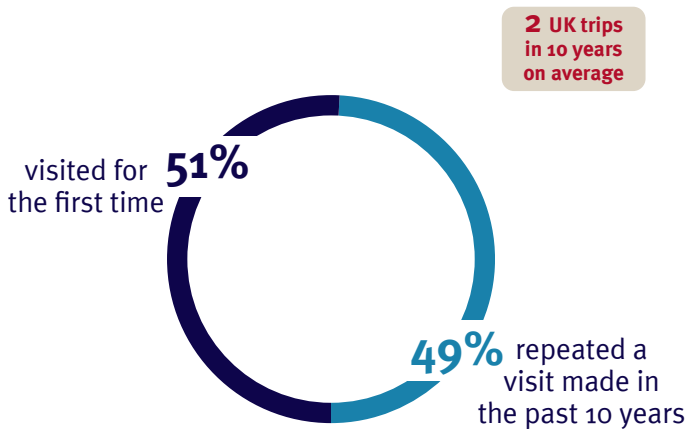
Visited castles or historic houses

### Travel companions\*\* (2016)



Applicable to people who visited Britain.

### Frequency of holiday visits to the UK\* (2015)



Percentage of all holiday visits, excluding British expats' visits.

### Market segments & attributes



#### Affluent trendsetters

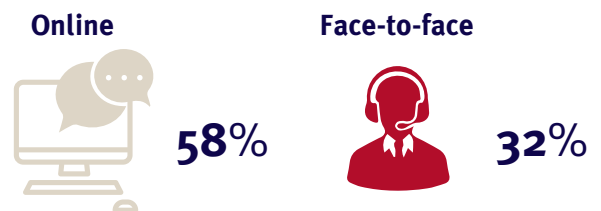
Influential female visitors searching for shopping, food and music experiences to share on social media



#### Curious explorers

Active silver and middle-aged visitors looking for experiences to cater to their interests and hobbies

### Holiday booking habits\*\* (2016)



Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

### Top influences in choosing a holiday destination\*\* (2016)



**62%** of visitors from Japan were "extremely likely" to recommend Britain in 2015\*