Demand from Inbound Travel

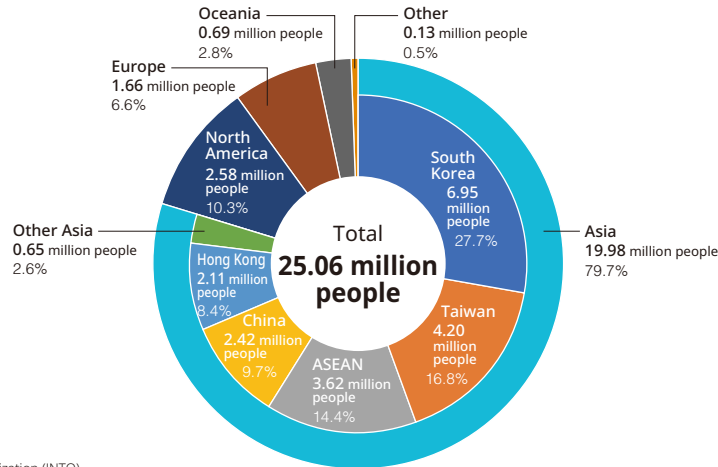## Operating Environment Note: Calendar years are used in charts

Composition of Inbound Visitors to Japan
(CY2023 result)

Oceania **0.69** million people 2.8%
Other **0.13** million people 0.5%
Europe **1.66** million people 6.6%
North America **2.58** million people 10.3%
Other Asia **0.65** million people 2.6%
Hong Kong **2.11** million people 8.4%
China **2.42** million people 9.7%
ASEAN **3.62** million people 14.4%
South Korea **6.95** million people 27.7%
Taiwan **4.20** million people 16.8%
Asia **19.98** million people 79.7%
Total **25.06 million people**

Source: Japan National Tourism Organization (JNTO)
The total number and the total of the breakdown may not match due to rounding.
ASEAN: Thailand, Singapore, Malaysia, Indonesia, Philippines, Vietnam

Changes in Inbound Visitors to Japan (Results for each year and targets)

Millions of people

Year	Inbound visitors	Foreigners entering at Kansai
2014	13.41	3.17
2015	19.73	5.00
2016	24.03	6.08
2017	28.69	7.15
2018	31.19	7.64
2019	31.88	8.37
2020	4.11	1.01
2021	0.24	0.04
2022	3.83	0.88
2023	25.06	6.52
2025* (target)	Above the 2019 level	

■ Inbound visitors to Japan ■ Foreigners entering Japan at Kansai International Airport
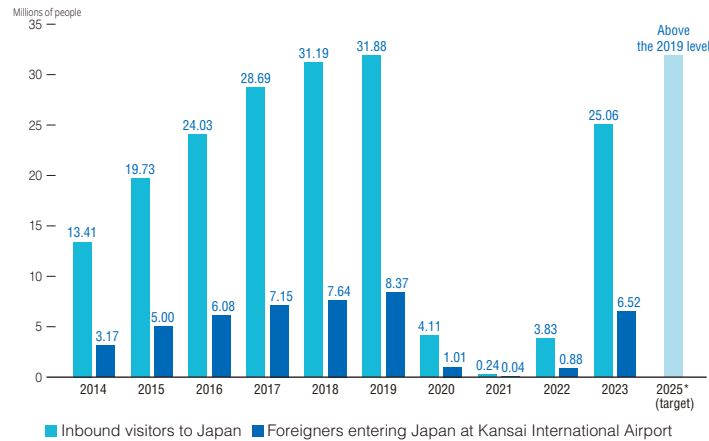
Source: Japan National Tourism Organization (JNTO), Ministry of Justice
*The 2025 target is based on the Tourism Nation Promotion Basic Plan (approved by the Cabinet on March 31, 2023).

Visiting Rate by Prefecture (CY2023 result)

Ranking	Prefecture	Visiting rate %
1	Tokyo	52.9
2	Osaka	39.6
3	Chiba	37.5
4	Kyoto	29.8
5	Fukuoka	12.2
6	Kanagawa	9.1
7	Nara	7.8
8	Yamanashi	6.4
9	Hokkaido	6.1
10	Hyogo	5.9
:	:	:
13	Hiroshima	4.3
:	:	:
19	Ishikawa	2.2

Quantity of responses: 54,569
Note: Blue shaded areas are JR-West's operating area.
Source: International Visitor Survey, Japan National Tourism Organization (JNTO)
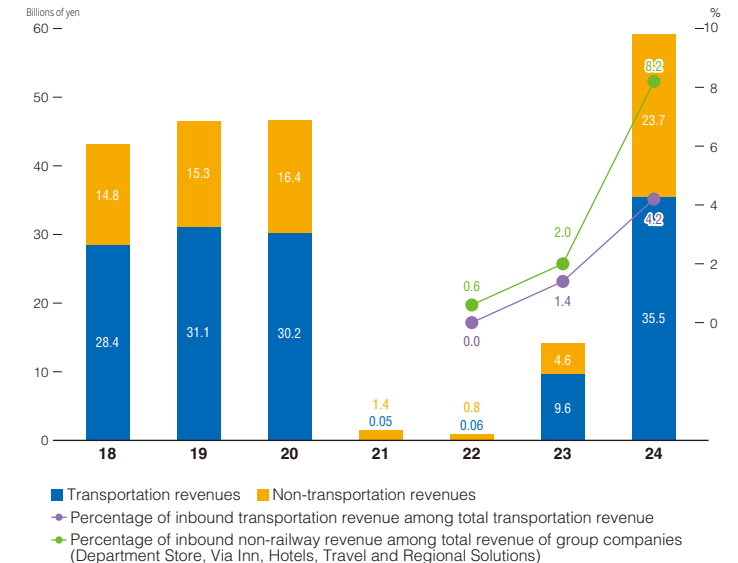
Results for Visitors Using JR-West* (Years ended March 31)

Number of Users of Exclusive Products**

Millions of people

Year	Value
18	1.60
19	1.76
20	1.62
21	0.001
22	0.001
23	0.51
24	2.08
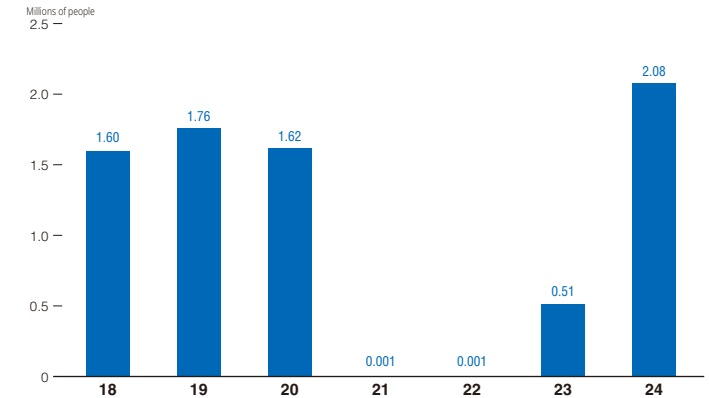
*Number of visitors using JR-West: Number of visitors using products for inbound visitors (sales and exchanges in JR-West's operating area)
**Exclusive products: Train tickets available only to foreign visitor.

Inbound Travel Revenues

Billions of yen / %

Year	Transportation revenues	Non-transportation revenues	% transport	% non-railway
18	28.4	14.8		
19	31.1	15.3		
20	30.2	16.4		
21	0.05	1.4	0.0	
22	9.6	0.8 / 0.06	0.6	
23	9.6	4.6	1.4	2.0
24	35.5	23.7	4.2	8.2

■ Transportation revenues ■ Non-transportation revenues
— Percentage of inbound transportation revenue among total transportation revenue
— Percentage of inbound non-railway revenue among total revenue of group companies (Department Store, Via Inn, Hotels, Travel and Regional Solutions)

* Transportation revenues: The figures represent the total of JR-West's revenues from exclusive products and estimated regular ticket usage