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# INCOMING JAPAN

## COUNTRY AND PEOPLE

Capital	Tokyo (37.2 million inhabitants)
Area	377,915 km <sup>2</sup>
Inhabitants	2023: 123.3 million (growth rate – 0.5%)*; Forecast 2032: 117.1 million
Mean age	49.5 years*
Economy	GDP per capita: 33,950 US\$ (2023)*, GDP – real growth rate: +2.0% (2023)*
Unemployment rate	2.5% (2023)*
Inflation rate	3.2% (2023)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2023

### EUROPEAN DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Italy
- 2 Spain
- 3 France

**4 Germany**

### INTENSITY OF TRAVEL ABROAD

**11.0%**

(resident population from 15 years on)

**= 0.11 trips per person**

## DESTINATION GERMANY

### YEAR 2023

**275,097 arrivals** from Japan

**629,190 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by –49.9%**

Growth 2022–2023: **+85.5%**

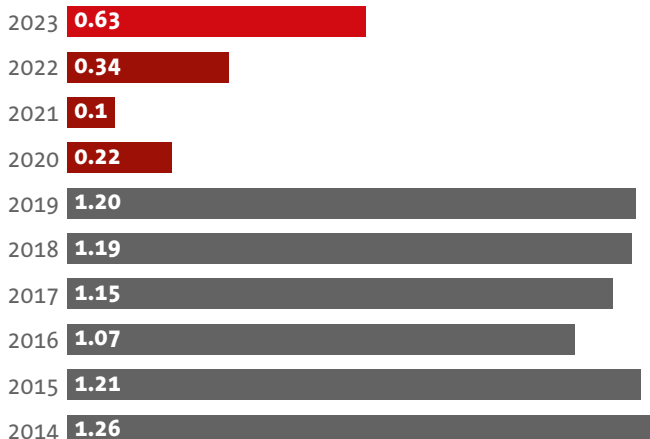
Recovery to 2019: **52.2%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.1 billion Euro** (2023)

### OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year



## MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 27.0% of all o. s.	Munich with 100,975 o. s.
2	Hesse with 19.3% of all o. s.	Frankfurt with 98,822 o. s.
3	North Rhine-Westphalia with 18.0% of all o. s.	Düsseldorf with 64,368 o. s.
4	Baden-Württemberg with 9.9% of all o. s.	Berlin with 59,515 o. s.

## PURPOSE OF ALL INCOMING TRIPS (275 thousand arrivals at lodging establishments)

Only one answer possible. Deviations from 100% due to rounding



## BOOKING-BEHAVIOUR AND MAIN MODE OF TRANSPORT

**100%** of all holiday trips are  
booked in advance

**91%** online booking

**29%** at a travel agency



**100%** plane