

# JAPAN WELCOMED 30% MORE INTERNATIONAL TOURISTS LAST YEAR



A strong growth of international arrivals was registered in Japan. The travel trade reported 43% increase in tourist expenditures.

The last quarter of 2014 showed a 40% increase of international arrivals in Japan, 3.67 million tourists. **The whole year registered 13.41 million tourists, which is 30% more than in 2013.**

The international arrivals are an important sign of the increasing popularity of Japan among travelers. The tourist expenditures grew even more - an increase of 52% was recorded only in the last quarter, 560 billion yen, USD 4.7 billion.

The Japanese government has introduced a number of changes and activities to attract more international tourists. The first step was working on visas, abolishing the formal prerequisites on a large scale and making them easier to obtain. The most important improvement, though, was making shopping cheaper. The government focused on lifting the tax on a series of consumer goods, from clothing to cosmetics which, along with a 40% decrease of yen's value over two years, is making Japan interesting for shopping fans.

The tourist board is also working on the product. **One of the main novelties for the upcoming season is the new tourist destination of Okinawa.** This aims to take advantage of recent investments in holiday villages to become a seaside resort for international tourists as well.

The goal is to reach 20 million tourists for 2020, when Japan will host the Olympic Games.

Date: 2015-03-02

Article link: <http://www.tourism-review.com/tourist-expenditures-in-japan-increased-by-43-news4459>