

Features and Tendencies of Foreign Visitors to Japan

— A Comparison among Wide Regions —

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1. Introduction

The Japanese government has been making efforts to accept foreign visitors for the purposes of economic expansion and to improve citizens' international understanding and so on. The number of foreign visitors in 2003, when the “Visit Japan” campaign launched, was about 5.21 million, and in 2013 it exceeded 10 million for the first time. Moreover, over 30 million foreign visitors came to Japan in 2018 (JNTO [3]).

It cannot be denied that continuation of the present policies of accepting foreigners on the part of the national government and local governments of Japan is important on the whole. However, there are many issues to consider regarding these policies: for example, how many visitors from each foreign country and area (overseas markets) should be allowed to visit Japan, what destinations they actually visit, their purposes for visiting Japan, and so on. Moreover, the rapid increase in foreign visitors has caused some problems, such as placing a burden on a region's ability to accept these visitors. In some regions, thinking is that, as long as many foreigners visit those regions and have a positive economic effect (consumption activities) on them, it does not matter which overseas markets they come from. That perspective is kind of “maximum number policy.” However, some local governments have recently been promoting their features and attractiveness to foreign visitors and want them to experience their region's unique scenery, foods, and so on, and to feel satisfied with staying in their regions. Big cities are usually more attractive to visitors than local areas, so local areas need to find another type of attractiveness. This approach is also useful for achieving a mutual understanding between local citizens and foreign visitors, and might lead to positive economic effects as a result.

To make the promotion of each region in Japan effective, it is important for those who are responsible for publicizing their region to understand, which overseas markets are interested in their region. For example, an area rich in snow has merit to those who live in a country/area with no snow in any season. Such policies have been already promoted by many areas in Japan. In addition, local governments, which are one of the main advocates of policies to attract foreigners, mainly use taxes to support their policies, so they think that any rewards from these successful policies should be returned to the local citizens. However, foreigners usually visit many areas in Japan, which means that it is important that each area cooperate with the others to attract more foreigners. There are only a few main international airports, such as Narita International Airport, Haneda International Airport, and Kansai International Airport, located in different places, so the concept of a wide region is important.

2. Necessity of a Wide Region Analysis and the Current Situation of Foreign Visitors to Japan

Regarding policies for accepting foreigners, the wide region approach is important, as stated in the previous section. However, the definition of a wide region depends on the way it is promoted. This paper divides the whole of Japan into eight wide regions,¹ based on the present wide regional cooperation and geological characteristics. Therefore, the wide regions in this paper are Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku/Shikoku, Kyushu, and Okinawa.

It is well known that first time visitors to Japan usually tend to go to major areas of the country such as Tokyo and Kyoto. However, because of the rapid increase in the number of foreign visitors, many of them are already repeat visitors.

The proportion of foreign repeat visitors among the total number of foreign visitors is over 60% in all the main overseas markets, and about 80% of visitors from Hong Kong and Taiwan are repeat visitors (Figure 1).² The fact that there are many foreign repeat visitors might indicate that they had a good experience during their previous stay in Japan. This is also suggested from a survey. For foreign visitors to Japan, their satisfaction with their stay in Japan is high on the whole (Figure 2). Furthermore, it can be assumed that new experiences are more important than the same experiences for foreign repeat visitors on their next visit. Studies that ask visitors about “the experiences that you want to have on your next visit to Japan” mainly show that they hope to experience Japan’s special aspects, such as cultural and natural experiences, town walks, and so on (Figure.3). Locally, wide regions can take more advantage of such experiences than major regions like Tokyo, because each wide region has many kinds of unique attractions and locales, especially those related to nature and culture. So, many wide regions, especially local wide regions of Japan, want foreign repeat visitors to visit them. From that perspective, one of the important issues that each wide region should promote is to improve foreigners’ recognition of the region and regional attractiveness.

However, in addition to much attractiveness (for sightseeing) in a wide region, good services like facilities, hospitality, and language services for foreign visitors are also essential. For example, Figure 4 indicates that Internet service is important when foreigners stay in Japan, but at the same time, it also shows that information centers and information from a hotel are important.

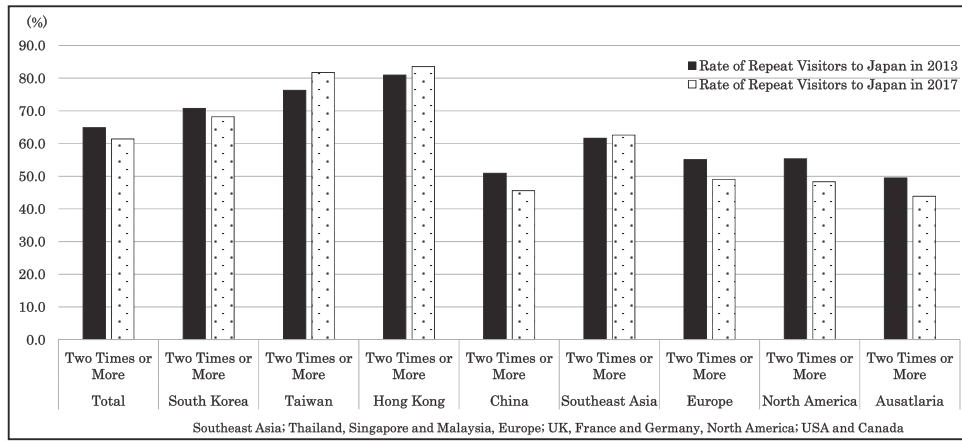


Figure 1. Repeat-visit rate to Japan from main overseas markets in 2017

Source: Japan Tourism Agency [7] and [8]

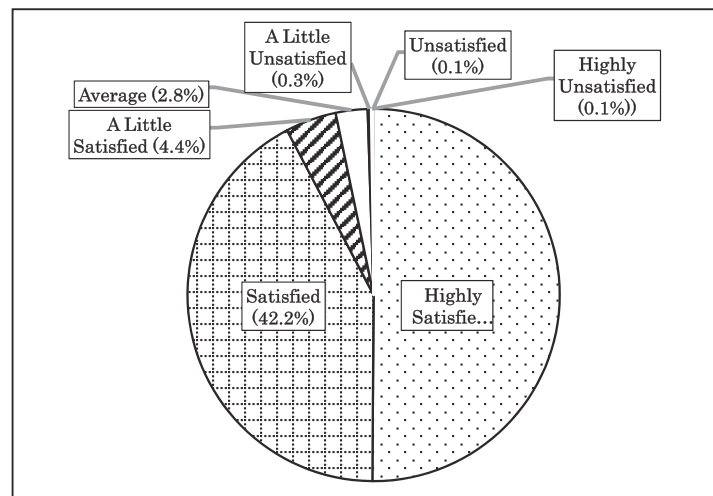


Figure 2. Levels of satisfaction of foreign visitors to Japan in 2017

Source: Japan Tourism Agency [6]

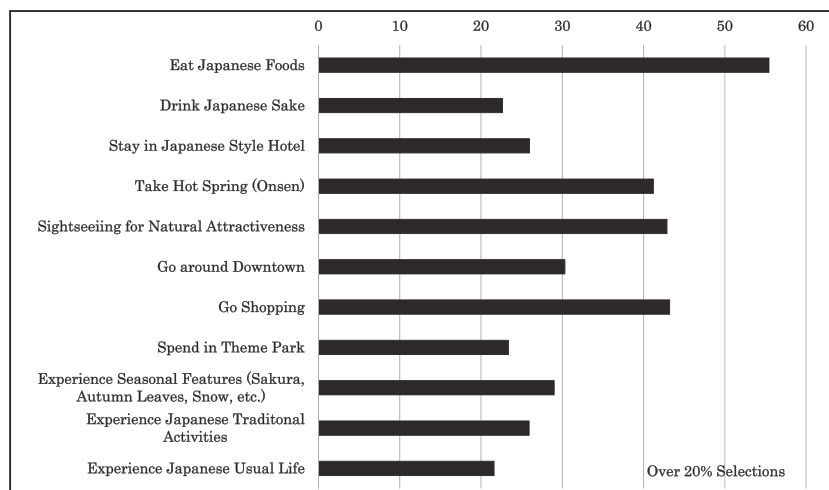


Figure 3. “Want to Do” on the next visit to Japan in 2017

Source: Japan Tourism Agency [6]

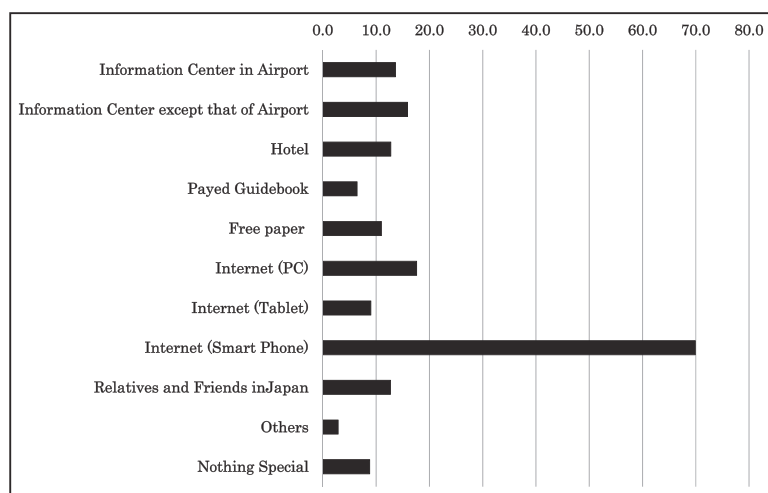


Figure 4. Useful travel information sources during stay in Japan in 2017

Source: Japan Tourism Agency [6]

3. Features from the Viewpoint of Number of Foreign Hotel Guests in Wide Regions

(1) Comparison Aamong Wide Regions by General Analysis

Based on the issues discussed in the previous section, the first step in this section is to understand the basic information gained from the total number of foreign hotel guests about the present situation in each wide region of Japan.³ On the whole, there are two main tendencies found in the information about foreign hotel guests: 1) their number continues to increase in all the wide regions, and 2) there are differences in the increase (rate) in each wide region. Figure 5 indicates the number of foreign hotel guests in eight wide regions in 2013 and in 2017 (including Tokyo, which is one area of Kanto, as an additional area), and Figure 6 shows the percentage of foreign hotel guests among all hotel guests (including Japanese hotel guests) in eight wide regions in 2013 and in 2017. The number of foreign visitors to Japan reached 28.7 million in 2017, rising from 10.4 million in 2013 (JNTO [3]), which means that the number of visitors in 2017 was about 2.75 times as many as that in 2013. Similarly, foreign hotel guests reached 78.0 million in 2017, up from 33.5 million in 2013, which indicates that the number of foreign hotel guests in 2017 is about 2.33 times as many as that in 2013.⁴ The number of foreign hotel guests in 2017 increased in all the eight wide regions, compared with the number of these guests in 2013 (Japan Tourism Agency [4], [6]).

Regarding the growth rate from 2013 to 2017, the Kanto region is 96.8% and is the lowest among all the wide regions, but the net increase in number of visitors is about 13.6 million, which is the highest. The highest growth rate is 214.8% in the Chugoku/Shikoku region. The Tohoku region has the smallest increase in number of visitors (Table 1). To compare each wide region, when making the differential coefficients of the eight wide regions by making the number of foreign hotel guests of Tohoku region “1” as the base number in each year, the numbers of the eight wide regions are shown on Table 2. For the number of them in 2013, the Kanto region is 40.1 and the Kansai region is 22.3. Regarding the number of them in 2017, the Kanto region is 27.1 and the Kansai region is 19.0, which means that the difference in 2017 between those two regions and the Tohoku region might be smaller than in 2013, but the net increase in the number of foreign hotel guests from 2013 to 2017 in the Tohoku region increased

from 0.35 million in 2013 to 1.02 million in 2017 (increase of 6.70 million), and that the Kanto region grew from 14.02 million in 2013 to 27.59 million in 2017 (increase of 13.57 million). This indicates that the differences in the real increase in the number of foreign hotel guests between both regions are significant. This could be a contentious issue because the results of the analysis can differ, according to which number is seen as important. Generally speaking regarding these kinds of policies, one of the main purposes that is expected for wide regions, is that they will achieve positive economic effects by having many foreigners visit.⁵ In that sense, the real number of foreigners might matter, relatively speaking, and it is suggested that the big differences among the wide regions need to be addressed from the viewpoint of balanced and sustainable development of tourism for foreigners in each wide region.

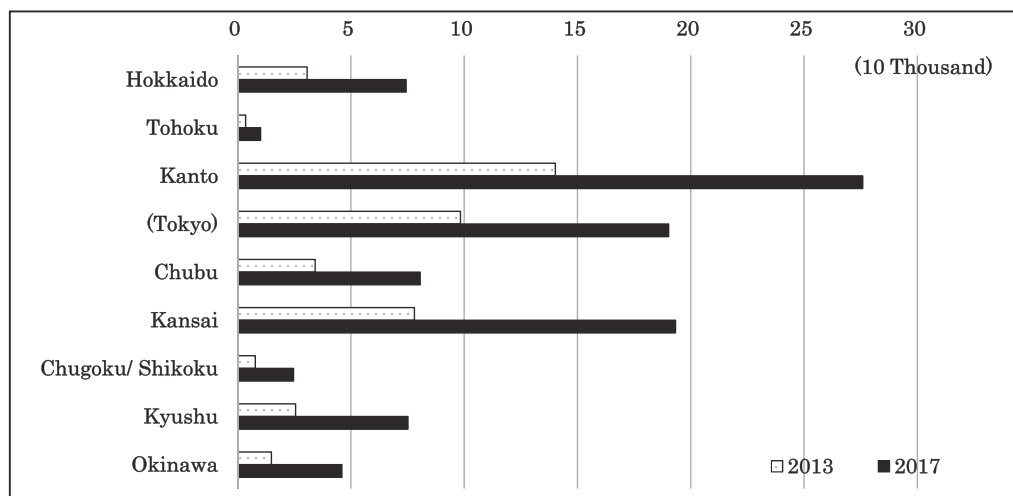


Figure 5. Number of foreign hotel guests in eight wide regions in 2013 and in 2017

Source: Japan Tourism Agency [4] and [6]

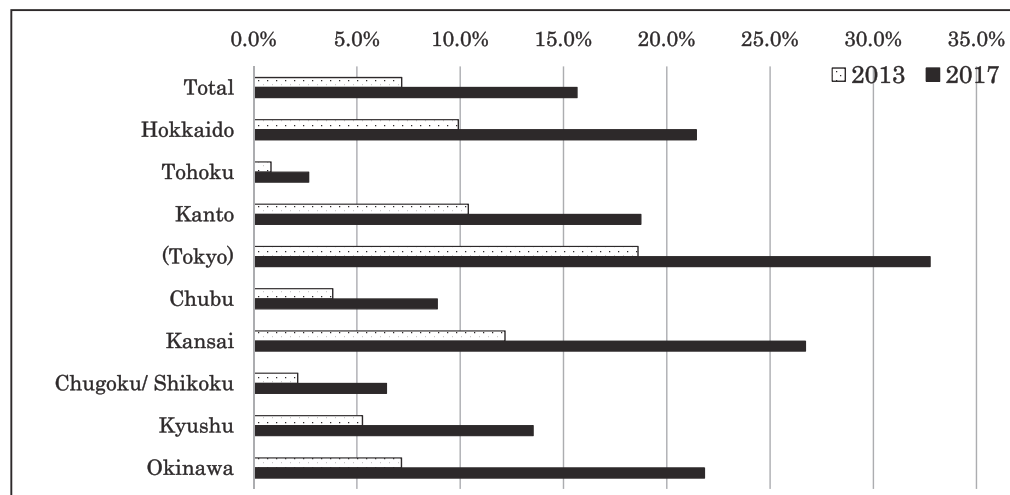


Figure 6. Proportion of foreign hotel guests among total number of hotel guests in eight wide regions

Source: Japan Tourism Agency [4] and [6]

Table 1 Growth Rate of Number of Foreign Hotel Guests and Number of Net Increase of Them (% and 10 thousand)

(Wide Regions)	Hokkaido	Tohoku	Kanto	Chubu	Kansai	Chugoku/Shikoku	Kyushu	Okinawa
Increase Rate from 2013 to 2017	142.1%	191.2%	96.8%	135.3%	147.8%	214.8%	193.2%	209.4%
Net Increase in Number from 2013 to 2017	436	67	1,357	463	1,153	168	495	312

Source: Japan Tourism Agency [4] and [6]

Table 2 Differentials of Number of Foreign Hotel Guests in Eight Wide Regions in 2013 and in 2017 (10 thousand)

(Wide Regions)	Hokkaido	Tohoku	Kanto	Chubu	Kansai	Chugoku/Shikoku	Kyushu	Okinawa
2013	8.8	1.0	40.1	9.8	22.3	2.2	7.3	4.3
2017	7.3	1.0	27.1	7.9	19.0	2.4	7.4	4.5

Note: Proportions of eight wide regions when making the number of foreign hotel guests of Tohoku Region “1” in each year

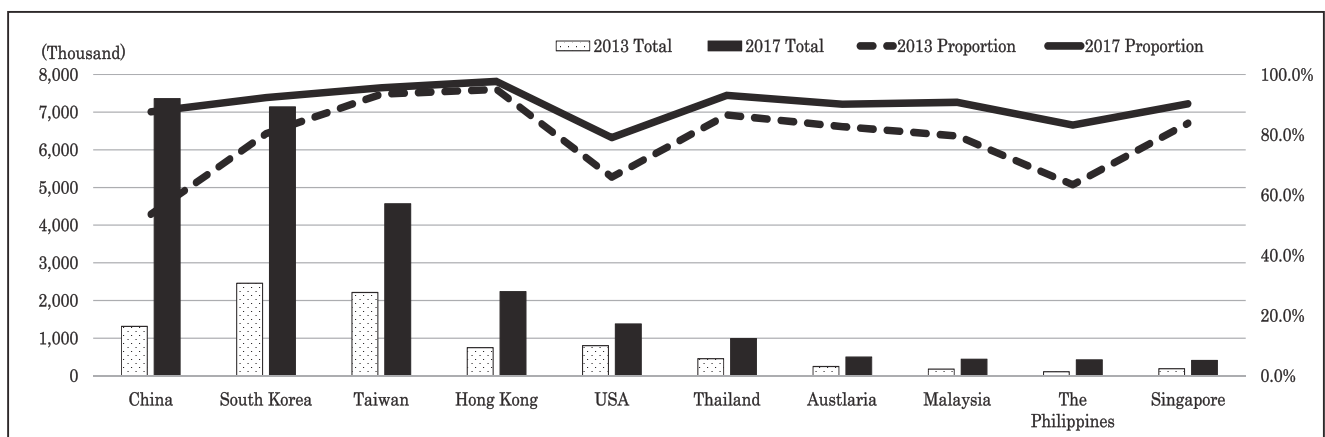
Source: Japan Tourism Agency [4] and [6]

Table 3 Proportion of Number of Foreign Hotel Guests from Main Overseas Markets in Eight Wide Regions in 2017 (Facilities of More than 10 Employees)

	South Korea	China	Hong Kong	Taiwan	North America	Europe and Australia	Southeast Asia	Others
Total	15.2%	24.1%	8.6%	15.7%	7.6%	6.4%	7.2%	16.3%
Hokkaido	18.6%	24.0%	11.1%	20.4%	2.5%	2.5%	14.0%	8.5%
Tohoku	8.3%	17.0%	5.8%	40.5%	7.2%	4.2%	6.1%	10.7%
Kanto	7.3%	25.2%	5.6%	11.2%	12.3%	9.0%	8.3%	22.9%
(Tokyo)	8.1%	21.9%	6.1%	9.9%	13.3%	10.2%	7.8%	24.9%
Chubu	6.1%	34.5%	8.6%	18.6%	4.8%	5.7%	6.9%	14.9%
Kansai	15.9%	25.6%	9.7%	14.7%	6.2%	6.6%	6.2%	16.4%
Chugoku/Shikoku	11.4%	12.4%	12.8%	19.5%	8.2%	12.0%	3.2%	20.0%
Kyushu	45.1%	11.0%	12.1%	17.8%	2.7%	1.7%	3.3%	6.4%
Okinawa	29.7%	21.6%	12.3%	24.1%	4.7%	1.1%	1.9%	4.0%

Note: North America includes USA and Canada; Europe and Australia includes UK, France, Germany, and Australia; and Southeast Asia includes Singapore, Malaysia, and Thailand.

Source: Japan Tourism Agency [6]

**Figure 7. Proportion of sightseeing purposes of Japan visit by main nationality**

Source: JNTO [2]

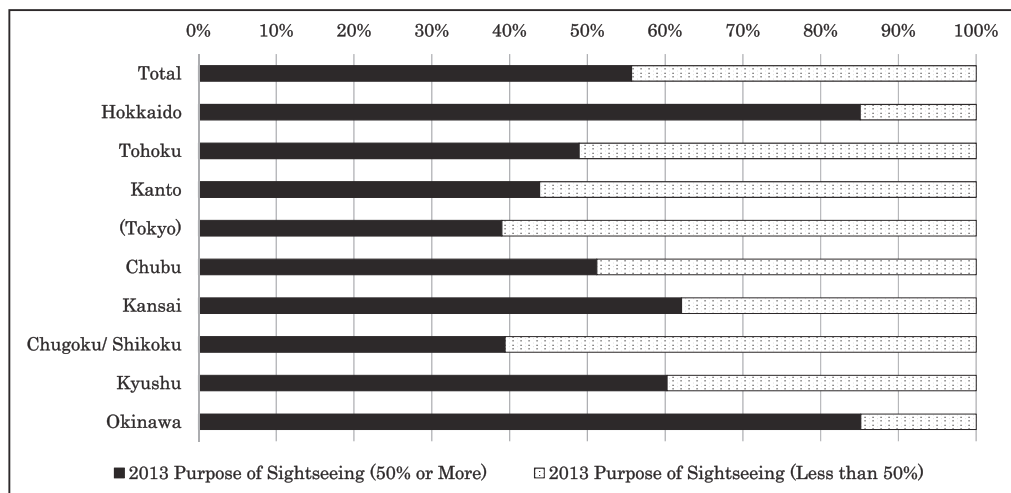


Figure 8. Proportion of sightseeing purposes from main overseas markets to wide regions in 2013 (50% or more, and less than 50%)

Source: Japan Tourism Agency [4]



Figure 9. Proportion of sightseeing purposes from main overseas markets in wide regions in 2017 (50% or more, and less than 50%)

Source: Japan Tourism Agency [6]

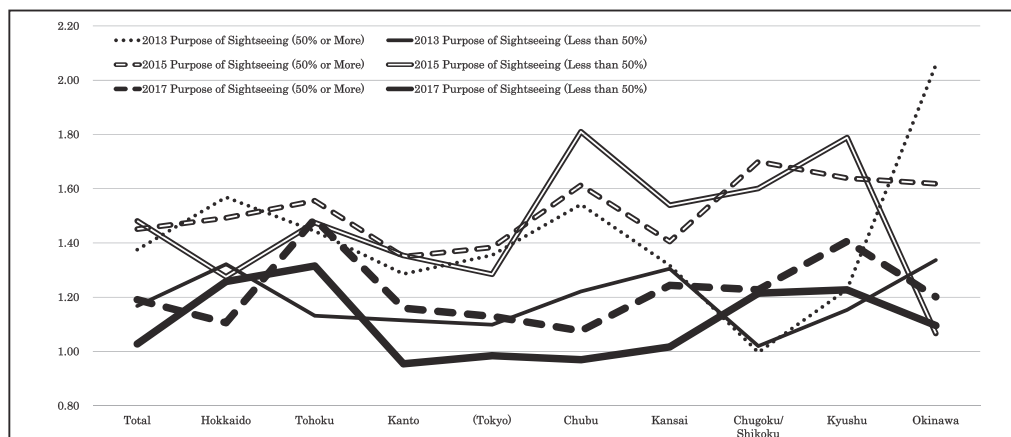


Figure 10. Year-on-year comparison of growth rates in eight wide regions (ratio of 50% or more for sightseeing purpose, and less than 50% for sightseeing purpose)

Source: Japan Tourism Agency [4], [5], and [6]

Next, let us consider what countries/areas foreign visitors come from. The main overseas markets for Japan visits were East Asia, such as China, South Korea, and Taiwan, in 2017. This is almost the same pattern in each wide region of Japan. The net number of foreigners is large in the Kanto region and the Kansai region, and people from Southeast Asia relatively tend to visit the Hokkaido region, South Koreans relatively visit the Kyushu region and the Okinawa region, and Taiwanese the Tohoku region (Table 3).

The

next point to recognize is that foreign visitors now mainly have the purpose of sightseeing, and this is especially the case among visitors from East Asian markets (Figure 7).⁶ In addition, the more people from overseas markets who visit Japan, the higher the rate of their sightseeing purpose tends to be, which can be seen in the results for the years analyzed. Therefore, it is necessary to confirm differences in the rates of the sightseeing purpose of foreign visitors for each wide region in Japan.

The Japan Tourism Agency investigates the number of foreign hotel guests whose visit for the purpose of sightseeing is 50% or more, or less than 50% in each prefecture. Therefore, applying that statistic to an analysis of the eight wide regions, the proportion of sightseeing purposes by foreigners at 50% or more is high in the Hokkaido region and the Okinawa region in the years under analysis (2013, 2015, and 2017), according to the survey. The proportions are different in different years, but the tourists' main purpose is consistently sightseeing. The proportion in which the sightseeing purpose is 50% or more is almost 80% to 90% of the answers of the total foreign hotel guests in both regions (Figure 8 and Figure 9). However, in the case of the Kanto region, the proportion is relatively low because there is also a business purpose and other purposes.

Next, regarding the increase rate in the proportion for which the main sightseeing purpose is 50% or more, and the increase rate in the proportion for which the main sightseeing purpose is less than 50%, among the three years analyzed from the previous year, the number for 2013 (50% or more than 50%) is 1.38 times greater than for 2012, and the number for 2013 (less than 50%) is 1.17 times greater than for 2012, for the whole of Japan. Each wide region has a different increase rate (Figure 10). The proportion in 2017 is relatively low. The number for 2017 (50% or more) is 1.19 times greater than for 2016 and the number for 2017 (less than 50%) is 1.03 times greater than for 2016.

There are some fluctuations in the differences in the increase rates in the number of foreign hotel guests in each wide region, and some regions occasionally have decreases in this number due to their rapid growth rate, which might cause service industries like hotels, transportation, and so on to lack the ability to provide resources for visitors. Taking the Chubu region as an example, the net number of foreign hotel guests increased from 2016 to 2107, but the increase rate is less than that of the Kanto region and the Kansai region, which results in a greater difference in the numbers between the Chubu region and both of the other two regions. In addition, the number of foreign hotel guests whose main purpose is sightseeing (50% or more) increased from 2016 to 2017, but the number of foreign hotel guests whose main purpose is not sightseeing (less than 50%) decreased from 2016 to 2017. Indeed, the number of foreign hotel guests whose main purpose is sightseeing (50% or more) in 2017 was 1.08 times more

than in 2016, but the number of foreign hotel guests whose main purpose is not sightseeing (less than 50%) in 2017 was 0.97 times more than in 2016 (the Kanto region also shows the same pattern). It appears that the decrease in the number of foreign hotel guests whose main purpose is not sightseeing (less than 50%) is an issue that should be addressed to attain the goal of accepting 40 million of foreign visitors to Japan by 2020. It is necessary for wide regions, especially local wide regions, to make an effort to achieve the target number, considering the lack of capacity of facilities like hotels and the limited transportation systems in big city areas. Thus, the importance of the promotion of MICE, for example, should be realized especially among local wide regions.

(2) Comparison by Analysis of Quarters of the Year

Figures 11 through 16 show both the proportions of foreign hotel guests whose main purpose is sightseeing is 50% or more, and less than 50%, for all four quarters of the years 2013, 2015, and 2017, according to the eight wide regions. Considering the size of numbers, to compare them appropriately, charts of three wide regions composed of the Kanto region, the Kansai region, and the Chubu region are shown in Figures 11, 13, and 15, and charts of six wide regions composed of the Hokkaido region, the Tohoku region, the Chugoku/Shikoku region, the Kyushu region, the Okinawa region, and the Chubu region are used as a comparison and are shown in Figures 12, 14, and 16.

First, regarding the trend in the increase in the number of foreign hotel guests between the Kanto region and the Kansai region, both regions had a high increase in the number of foreign hotel guests from 2013 to 2017. According to the survey of all four quarters of the years, in the case of the Kanto region, both proportions of numbers of foreign hotel guests for the main purpose of sightseeing (50% or more) and not sightseeing (less than 50%) are almost at the same level, but in the case of the Kansai region, the proportion of the number of foreign hotel guests for the main purpose of sightseeing (50% or more) is higher than the proportion of the number of foreign hotel guests for the main purpose of not sightseeing (less than 50%). Moreover, the more foreigners visit these regions, the greater the difference in both regions, which means that the present differences in both proportions are greater than those in the past. It appears that the demand for business and MICE, for example, are relatively high in the Kanto region. The Kansai region might also have a demand for these, to some extent, considering its economic power, but the demand for sightseeing is much greater. The number of foreign hotel guests among the other six wide regions has also increased, and some regions are mainly sightseeing-oriented whereas some are not. For example, the Hokkaido region and the Okinawa region are oriented toward sightseeing, whereas the Chubu region is not. In particular, for the Hokkaido and Okinawa regions, considering the operation rate of hotels, the congestion in transportation, restaurants, and so on, the balance between the number of those who are sightseeing-oriented and not sightseeing-oriented might be important, to some extent. (Of course, Japanese hotel guests should be considered at the same time.)

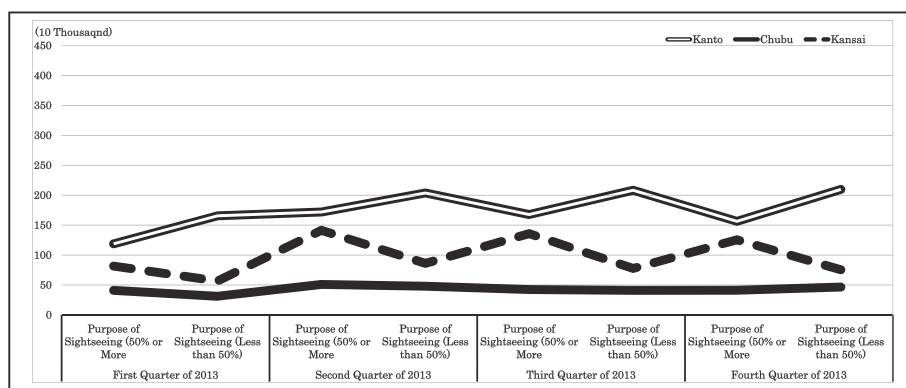


Figure 11. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2013 for three wide regions

Source: Japan Tourism Agency [4]

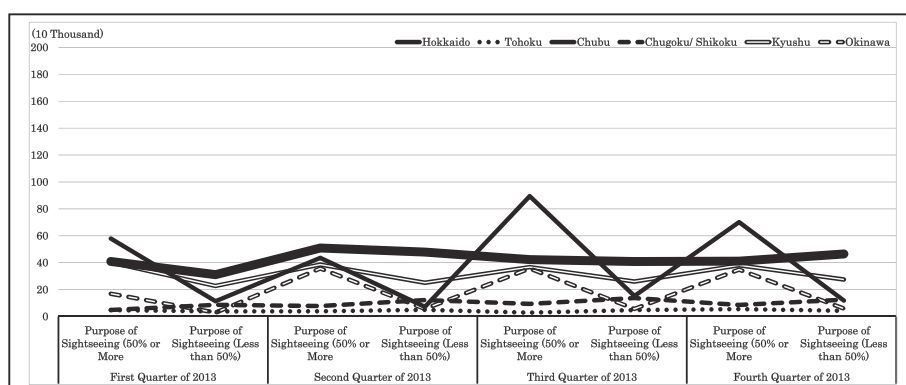


Figure 12. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2013 for six wide regions

Source: Japan Tourism Agency [4]

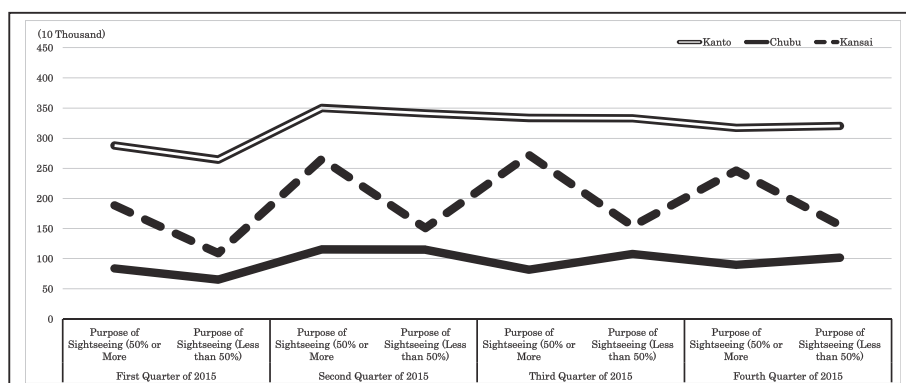


Figure 13. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2015 for three wide regions

Source: Japan Tourism Agency [5]

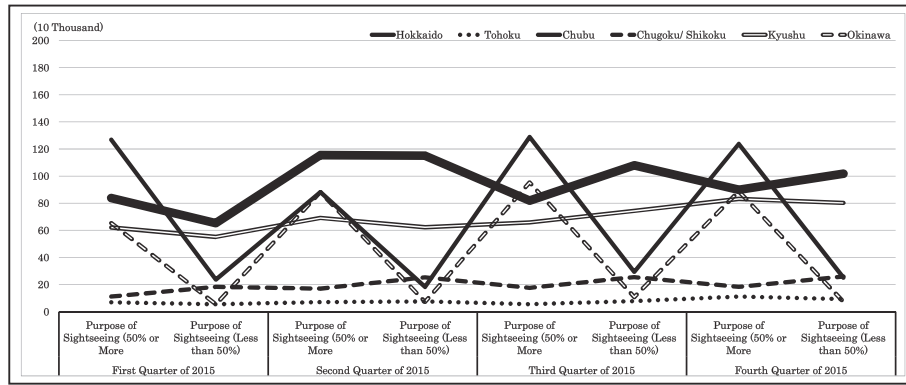


Figure 14. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2015 for six wide regions

Source: Japan Tourism Agency [5]

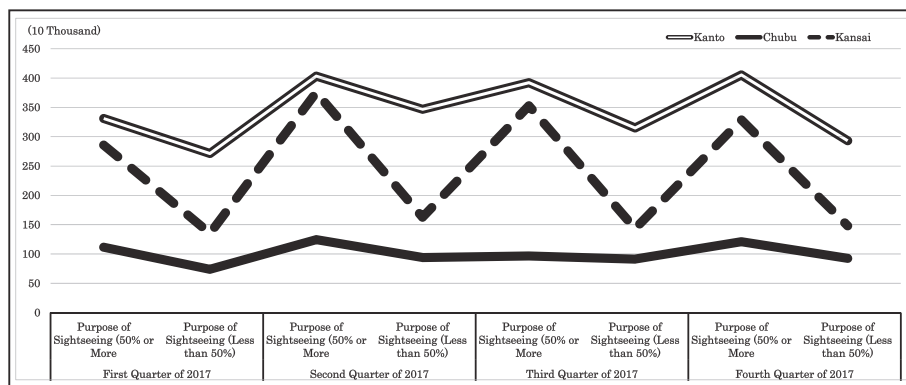


Figure 15. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2017 for three wide regions

Source: Japan Tourism Agency [6]

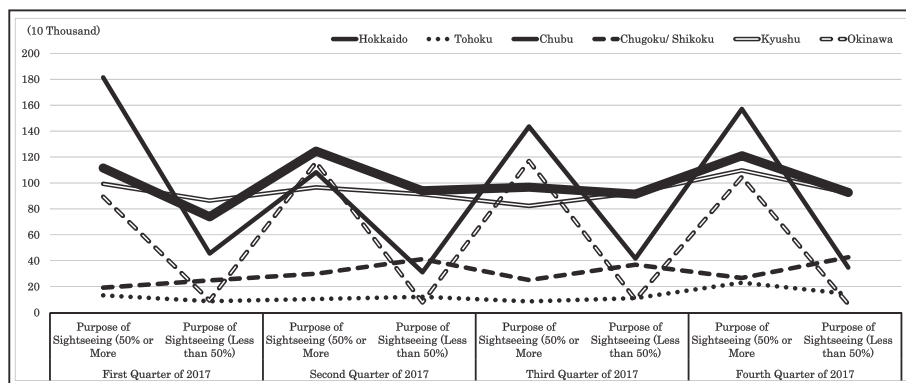


Figure 16. Foreign hotel guests whose main purpose is sightseeing (50% or more) or not (less than 50%) according to each quarter of 2017 for six wide regions

Source: Japan Tourism Agency [6]

(3) Results of Analysis and the Discussion

In this section, the vision of employing effective policies for accepting foreign visitors for each wide region is analyzed, on the basis of the results in the previous sections.

Even if the numbers of foreign visitors to wide regions are similar, it was recognized that the eight wide regions can be classified mainly into two patterns: 1) a wide region in which the sightseeing purpose and other purposes by foreign visitors are well balanced in number; 2) a wide region for which the sightseeing is the main purpose for foreign visitors. The former pattern includes the Kanto region and the Chubu region, and the latter pattern includes the Kansai region and the Hokkaido region, for example.

Generally speaking, in the case of a wide region that is sightseeing intensive, it sometimes tends to depend on visitors from mainly a few specific overseas markets, and foreigners come to particular places in a wide region for specific seasons, such as it offers the best time for a sightseeing spot. That tendency might cause heavy traffic congestion at a specific time in a specific area. In addition, if something bad or unavoidable in a wide region or throughout the nation happens, such as a natural disaster or a political issue that region might experience a rapid decrease in the number of foreign visitors from these specific overseas markets. Therefore, it is easily understood that it is important to have the balanced acceptance of both visitors from many overseas markets and visitors in different seasons.

Table 4 shows the features of eight wide regions according to the above results. Basically, ◎ is better than ○, and ○ is better than △. This does not necessarily include all the information that each wide region has, so it should be understood that these tables are made with limited information and indexes. However, such tables might offer the possibility of leading to better policies for accepting foreigners in each wide region. (Attached Table 1 and Attached Table 2 for the details in numbers.)

For example, a wide region that has rapidly increased its number of foreign visitors has appropriately promoted its region, using many techniques such as images in public relations materials with specific purposes such as showing nature and culture. It appears that some wide regions can take advantage of their good image to draw foreigners, because this image is created by the mass media, word of mouth by those who have been there, and so on. However, wide regions that have rapidly increased their number of foreign visitors have problems with the relationship between foreign visitors and local citizens, because the greater number of visitors makes sightseeing, shopping, and eating spots in the regions too crowded for all the visiting people to relax, including the citizens living there, for example.

Table 4 Main Features of Foreign Hotel Guests in Eight Wide Regions

	Hokkaido	Tohoku	Kanto	Chubu	Kansai	Chugoku/ Shikoku	Kyushu	Okinawa
(1) Stable Increase Rate- Rapid Increase Rate	○	△	◎	○	○	△	△	△
(2) Purposes Balanced- Sightseeing-oriented	△	○	○	○	△	○	○	△
(3) Economically Effective- Economically Ineffective	◎	△	○	△	△	△	△	○
(4) Place Noted - Place Unnoted	○	△	◎	○	◎	△	○	○

Note 1: In (1), △ means that the growth rate of foreign hotel guests from 2103 to 2017 is 150% or more; ○ means that the growth rate of foreign hotel guest from 2013 to 2017 is less than 150% to 100%; and ◎ means that the growth rate of foreign hotel guests from 2103 to 2017 is less than 100%. (Of course, the number of foreign hotel guests increased in all the regions, so △ means “too rapid increase,” ○ means “rapid increase,” and ◎ means “mild increase.”)

Note 2: In (2), △ is marked when there are relatively big differences according to the analysis of the quarters of the year, and ○ is marked when there are relatively small differences according to the analysis of the quarters of the year.

Note 3: In (3), ◎ means that the expenditure in a wide region is doubled or more than the average expenditure of total prefectures; ○ means that the expenditure in a wide region is the same or more than the average; and △ means that the expenditure in a wide region is less than the average of them.

Note 4: In (4), it was analyzed by the author’s interviews with mainly travel agents. Indeed, it might tend to reflect the images of sightseeing spots and popular cities in a wide region.

Source: Writer

From the perspective of the above analysis, each wide region also has its own features, so the following observations can be made, for example:

- (1) The Kanto region and the Kansai region are the two most famous regions in Japan for foreign visitors, and during every season, each of them accepts many foreigners from many overseas markets, some of which are big markets in terms of numbers. However, the Kanto region is relatively balanced in its numbers of visitors because it accepts not only sightseeing-oriented visitors but also visitors whose main purpose is not sightseeing, but instead business issues, for example, but the Kansai region has a high share of those who are mainly sightseeing-oriented visitors.
- (2) The Hokkaido region and the Okinawa region might need to enact some new policies to avoid negative issues caused by the rapid increase in the number of foreign visitors into account.
- (3) The one of the main issues that the Tohoku region and the Chugoku/Shikoku region face is promotion to help their regions recognize foreign visitors to Japan, and carrying out advance preparations for an increase in foreign visitors.
- (4) The Chubu region and the Kyushu region might be an intermediate situation between the Hokkaido and Okinawa pattern, and the Tohoku and Chugoku/Shikoku pattern.

4. Conclusion

In this paper, the basic features of foreign visitors to Japan were analyzed according to eight wide regions in Japan. The results are: 1) the number of foreign visitors has increased nationally and locally, but the speed of the increase rates is different in each wide region; 2) some wide regions mainly have sightseeing-oriented visitors, but others have a balance between sightseeing-oriented visitors and visitors with other purposes.

As a next step, if one of the main purposes for a policy accepting foreigners in each wide region to achieve “economic effects,” the next target policy in each wide region would be to pursue not only an increase in the number of these visitors but also to develop regional attractiveness (attractive spots) because people usually visit places they want to see, and those places have much attractiveness, which can lead to economic effects as a result (in the long run). Thus, it is important to identify the attractive resources of a region and determine which overseas markets would be appropriate to that region.

Notes

- 1 The structure of wide regions is identical with Aoki [1]. The Hokkaido region is the same as Hokkaido prefecture; the Tohoku region consists of the six prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata, and Fukushima; the Kanto region consists of the nine prefectures of Ibaraki, Tochigi, Gunma, Saitama, Chiba, Tokyo, Kanagawa, Niigata, and Yamanashi; the Chubu region consists of the nine prefectures of Toyama, Ishikawa, Fukui, Nagano, Gifu, Shizuoka, Aichi, Mie, and Shiga; the Kansai region consists of the five prefectures of Kyoto, Osaka, Hyogo, Nara, and Wakayama; the Chugoku/Shikoku region consists of the nine prefectures of Tottori, Shimane, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa, Ehime, and Kochi; the Kyushu region consists of the seven prefectures of Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki, and Kagoshima; and the Okinawa region is the same as Okinawa prefecture.
- 2 The rate of foreign repeat visitors to Japan in 2017 was slightly lower than in 2013. It is possible that it might be statistical latitude or equation, but the more convincing explanation might be the rapid increase in the number of foreign visitors to Japan.
- 3 There are many methods for analyzing the features of foreign visitors to Japan that take the wide regions approach. In this paper, based on the comparison among the wide regions, the number of foreign hotel guests is basically used. Another reason for doing so is that it is difficult to determine what regions foreigners visit once they enter Japan as a nation, but there are detailed statistics about hotel guests.
- 4 In the case of cruise ships for visiting Japan, those who take a cruise ship usually do not stay at a hotel but stay on the cruise ship, so the number of hotel guests tends to decrease even if the total number of foreign visitors increases.
- 5 In the case of the measurement of an economic effect, because the volume of consumption is important, foreign visitors to Japan who use a cruise ship, which lowers the rate of hotel stays, usually tends to decrease the economic effects as compared to the usual foreign visitors to Japan who use planes and stay at hotels.
- 6 The United Kingdom is recognized as a main nationality and the Philippines was removed in 2013.

References

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(Attached Table.1) (Attached Table.2)

Increase Rate and Net Increase Number of Foreign Hotel Guests Average Consumption in Each Wide Region from 2103 to 2107 in 2107

Wide Areas	Increase Rate from 2013 to 2017	Net Increase in Number from 2013 to 2017 (Million)	Level of Concentration of Net Increase in Number	Average Consumption in Each Wide Area in 2017 (Yen)		Difference from the Average
				National Average		
Hokkaido	142.1%	4.36	81.7%		33,343	1.00
Tohoku	191.2%	0.67	7.5%	Hokkaido	67,684	2.03
Kanto	96.8%	13.57	29.2%	Tohoku	28,542	0.86
(Tokyo)	93.5%	9.19	67.4%	Kanto	38,279	1.15
Chubu	135.3%	4.63	21.3%	(Tokyo)	67,926	2.04
Kansai	147.8%	11.53	59.5%	Chubu	25,092	0.75
Chugoku/Shikoku	214.8%	1.68	14.9%	Kansai	27,989	0.84
Kyushu	193.2%	4.95	37.9%	Chugoku/Shikoku	18,695	0.56
Okinawa	209.4%	3.12	211.7%	Kyushu	29,375	0.88
				Okinawa	39,451	1.18

Source: Japan Tourism Agency [4], [6]

Source: Japan Tourism Agency [8]

