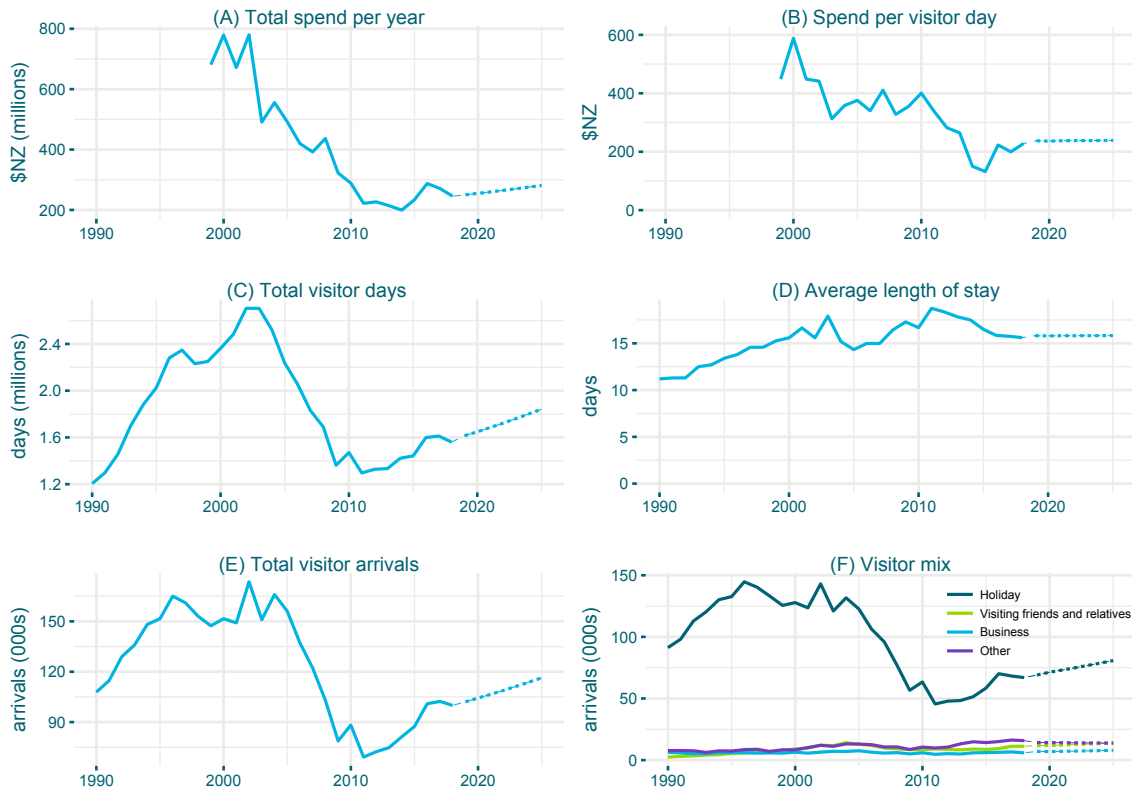


Japan



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	246	281	GDP per capita (PPP)	42,067
Total visitors (000s) ²	100	116	Population (millions)	127
Total days (000s) ²	1,560	1,841	Outbound departures (millions)	18
Spend per day (\$) ³	228	239	Outbound spend (USD mn)	18,177
Avg length of stay (days) ²	16	16		

Summary of forecasts: Japan



Year	2018	2019	2020	2021	2022	2023	2024	2025	Growth	
									Total	Annual ⁵
Total spend (\$m) ¹	246	250	255	260	265	270	276	281	15%	2%
Total visitors (000s) ²	100	102	104	107	109	111	114	116	16%	2.2%
Total days (000s) ²	1,560	1,615	1,648	1,685	1,722	1,761	1,801	1,841	18%	2.4%
Spend per day (\$) ³	228	237	236	238	238	238	238	239	5%	0.7%
Avg length of stay (days) ²	16	16	16	16	16	16	16	16	1%	0.2%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).