

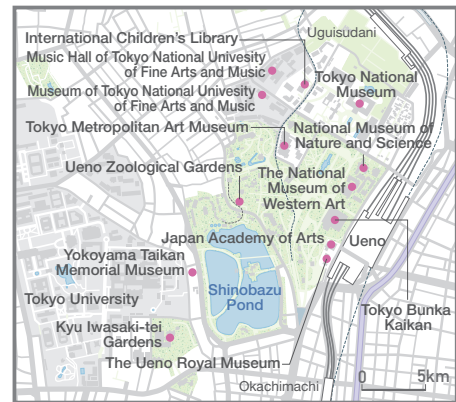
# A GREAT CITY FOR TOURISTS

The number of tourists visiting Tokyo from overseas has more than doubled in the past three years. Spending in 2014 is estimated to have been more than five trillion yen, making tourism a major industry.



## More multilingual signage

In response to the increase in international visitors and in preparation for the Tokyo 2020 Olympic and Paralympic Games, more signs in English, Chinese, and Korean are being set up.



## Ueno, a treasure trove of cultural resources

With a concentration of Japan's leading museums and other cultural and educational facilities, Ueno is a "forest of culture." It also has good access from Narita Airport. Among the facilities that attract both Japanese and overseas tourists are the Tokyo National Museum and the National Museum of Western Art.

Photo credit: "History and culture" (top) Shinjuku Gyoen

## Some of the ways visitors from abroad enjoy Tokyo

### Gourmet



### Shopping



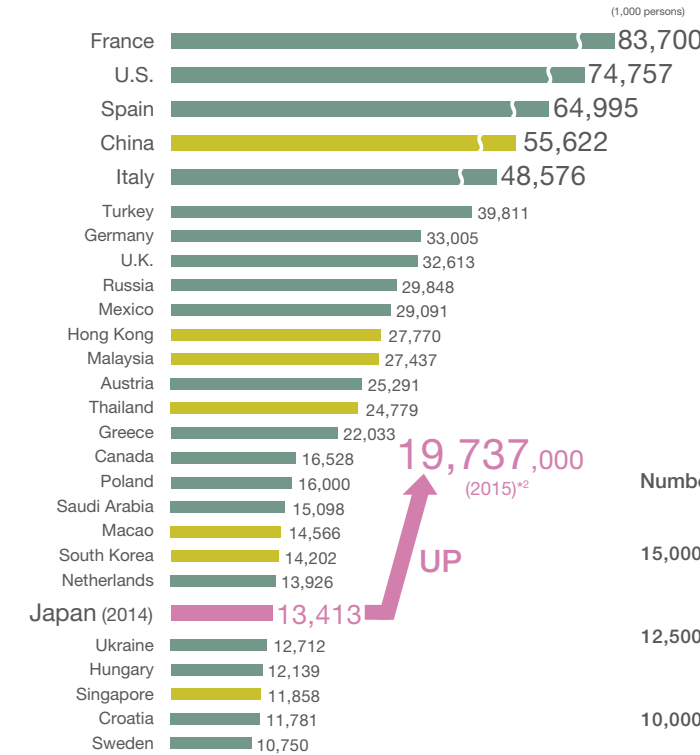
### Walking tours



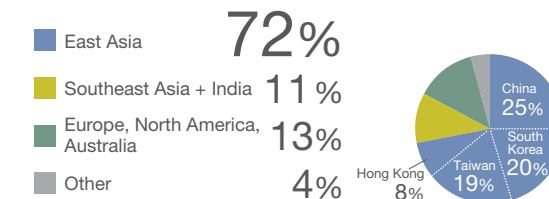
### History and culture



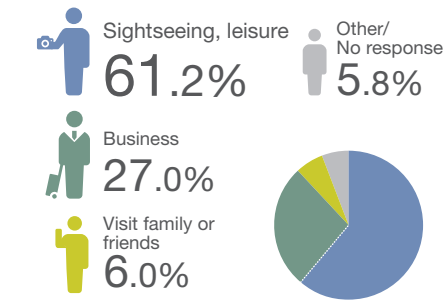
## International comparison of foreign visitor volume (2014)\*1



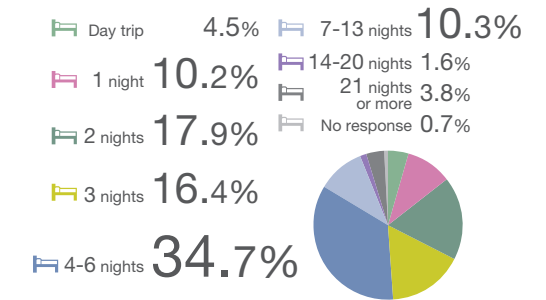
## Visitors to Japan by nationality\*2



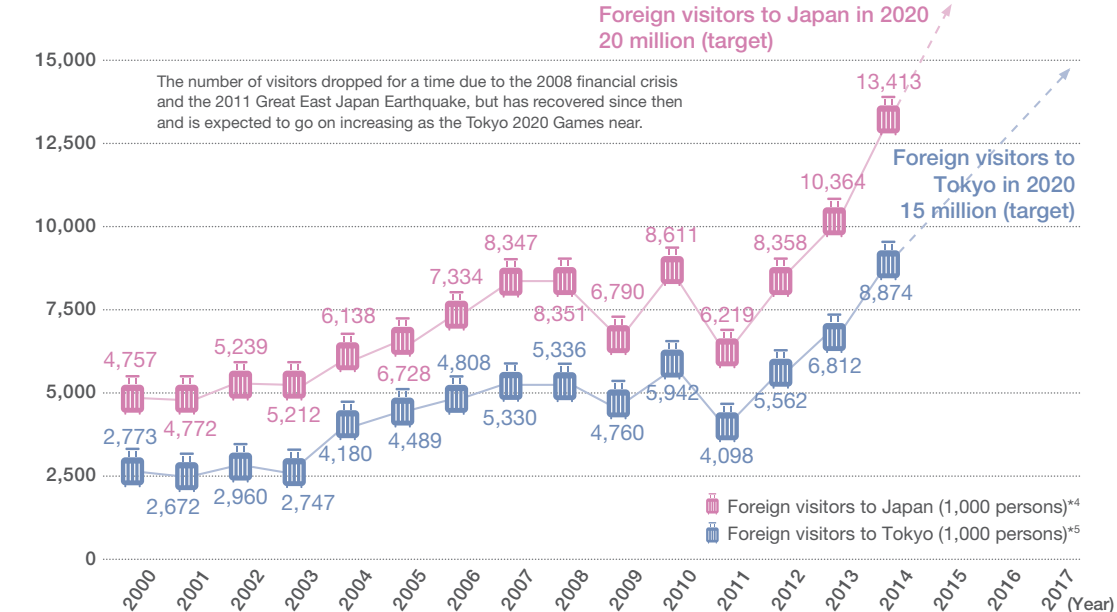
## Purpose of visit\*3



## Nights stayed in Tokyo\*3



## Number of visitors to Japan/Tokyo



Sources: \*1 Compiled by Japan National Tourism Organization (JNTO) based on tourism data of the World Tourism Organization (UNWTO) and respective national government tourism offices \*2 JNTO Inbound Strategy Division, "January 19, 2016, Press Release" \*3 Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government, "FY 2014 Summary of Survey Results on Characteristics of Foreign Visitors by Country" (September 2015) \*4 JNTO "Foreign Visitors to Japan" statistics \*5 Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government, "2014 Survey of Tourists to Tokyo" (May 2015)