

April 16, 2025

Number of visitor arrivals to Japan
3,497,600 in March 2025
(preliminary figures estimated by JNTO) (Compared to 2024)

| Country/Area | Total | | | Total | | |
|------------------|--------------|--------------|--------------------|-------------------|-------------------|--------------------|
| | 2024 Mar. | 2025 Mar. | growth rate (%) | 2024 Jan.~Mar. | 2025 Jan.~Mar. | growth rate (%) |
| Grand Total | 3,081,781 | 3,497,600 | 13.5 | 8,558,483 | 10,537,300 | 23.1 |
| South Korea | 663,102 | 691,700 | 4.3 | 2,338,703 | 2,506,100 | 7.2 |
| China | 452,525 | 661,700 | 46.2 | 1,328,076 | 2,364,900 | 78.1 |
| Taiwan | 484,454 | 522,900 | 7.9 | 1,478,979 | 1,623,600 | 9.8 |
| Hong Kong | 231,373 | 208,400 | -9.9 | 623,557 | 647,600 | 3.9 |
| Thailand | 131,749 | 148,200 | 12.5 | 323,777 | 361,800 | 11.7 |
| Singapore | 61,047 | 65,300 | 7.0 | 132,102 | 153,300 | 16.0 |
| Malaysia | 41,953 | 53,100 | 26.6 | 134,210 | 193,000 | 43.8 |
| Indonesia | 37,448 | 60,600 | 61.8 | 116,981 | 170,800 | 46.0 |
| Philippines | 78,821 | 72,300 | -8.3 | 200,814 | 211,200 | 5.2 |
| Vietnam | 67,475 | 64,100 | -5.0 | 172,258 | 188,200 | 9.3 |
| India | 27,206 | 33,000 | 21.3 | 49,779 | 62,100 | 24.8 |
| Australia | 82,781 | 84,800 | 2.4 | 252,886 | 313,800 | 24.1 |
| U.S.A. | 290,075 | 342,800 | 18.2 | 570,649 | 716,900 | 25.6 |
| Canada | 57,779 | 68,100 | 17.9 | 123,346 | 154,900 | 25.6 |
| Mexico | 15,472 | 14,600 | -5.6 | 29,961 | 34,700 | 15.8 |
| United Kingdom | 56,450 | 58,100 | 2.9 | 102,136 | 115,900 | 13.5 |
| France | 34,685 | 36,500 | 5.2 | 71,397 | 79,500 | 11.3 |
| Germany | 47,553 | 48,100 | 1.2 | 72,817 | 79,400 | 9.0 |
| Italy | 24,394 | 25,500 | 4.5 | 38,828 | 45,400 | 16.9 |
| Spain | 16,797 | 17,800 | 6.0 | 27,889 | 35,000 | 25.5 |
| Russia | 10,579 | 18,800 | 77.7 | 16,728 | 29,400 | 75.8 |
| Nordic Countries | 18,075 | 16,600 | -8.2 | 34,433 | 37,800 | 9.8 |
| Middle East | 11,876 | 24,100 | 102.9 | 23,986 | 46,800 | 95.1 |
| Others | 138,112 | 160,500 | 16.2 | 294,191 | 365,200 | 24.1 |

◆Note 1. If reproduced, your credit line to JAPAN NATIONAL TOURISM ORGANIZATION is mandatory.

◆Note 2. Above figures for 2024 are provisional, while figures for 2025 are the preliminary ones estimated by JNTO.

◆Note 3. Visitor arrivals exclude permanent residents whose primary place of residence is in Japan and include travelers entering Japan for transit. Foreigners entering or re-entering Japan, such as expatriates and their families, and international students are included in visitor arrivals to Japan. Crew members are excluded.

◆Note 4. Nordic Countries refers to Sweden, Denmark, Norway, and Finland.

◆Note 5. Middle East refers to Israel, Turkey, and the Gulf Cooperation Council countries (Saudi Arabia, UAE, Bahrain, Oman, Qatar, Kuwait).

◇For more information on inbound statistics:
Japan Tourism Statistics <https://statistics.jnto.go.jp/en/>

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