

August 20, 2025

Number of visitor arrivals to Japan
3,437,000 in July 2025
(preliminary figures estimated by JNTO) (Compared to 2024)

Country/Area	Total			Total		
	2024 Jul.	2025 Jul.	growth rate (%)	2024 Jan.～Jul.	2025 Jan.～Jul.	growth rate (%)
Grand Total	3,292,602	3,437,000	4.4	21,075,024	24,955,400	18.4
South Korea	757,679	678,600	-10.4	5,199,790	5,462,100	5.0
China	776,520	974,500	25.5	3,849,376	5,692,900	47.9
Taiwan	571,698	604,200	5.7	3,550,895	3,888,900	9.5
Hong Kong	279,069	176,000	-36.9	1,555,176	1,447,100	-6.9
Thailand	53,494	48,600	-9.1	671,804	729,100	8.5
Singapore	28,115	24,300	-13.6	328,142	369,400	12.6
Malaysia	19,260	18,100	-6.0	261,057	342,100	31.0
Indonesia	29,571	37,600	27.2	293,393	373,600	27.3
Philippines	55,466	47,400	-14.5	457,233	495,500	8.4
Vietnam	49,733	53,500	7.6	381,631	418,100	9.6
India	14,941	18,300	22.5	136,834	189,400	38.4
Australia	48,616	50,200	3.3	510,607	617,400	20.9
U.S.A.	251,218	277,100	10.3	1,594,153	1,978,500	24.1
Canada	48,158	52,100	8.2	320,422	387,500	20.9
Mexico	16,011	19,800	23.7	80,029	104,600	30.7
United Kingdom	32,910	37,100	12.7	251,401	308,100	22.6
France	37,353	46,200	23.7	221,678	255,900	15.4
Germany	22,685	28,100	23.9	180,330	230,900	28.0
Italy	18,370	21,800	18.7	114,486	157,800	37.8
Spain	18,687	24,100	29.0	84,622	122,400	44.6
Russia	5,675	11,300	99.1	46,771	94,900	102.9
Nordic Countries	15,871	19,100	20.3	89,541	113,500	26.8
Middle East	12,826	20,000	55.9	88,064	135,800	54.2
Others	128,676	149,000	15.8	807,589	1,039,900	28.8

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

◆Note 2. Above figures for 2024 are definitive, 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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