

For Immediate Release
October 17, 2025

PLANETS Co., Ltd.

teamLab Planets (Toyosu, Tokyo) Welcomes Over 10 Million Visitors Since Opening
— Winner of “Asia’s Leading Tourist Attraction” at the World Travel Awards for the Second Time —

Ranked No.1 for the Third Consecutive Year in “Tokyo’s Most Popular Tourist Attractions
Among Inbound Visitors” by Visit Japan Lab



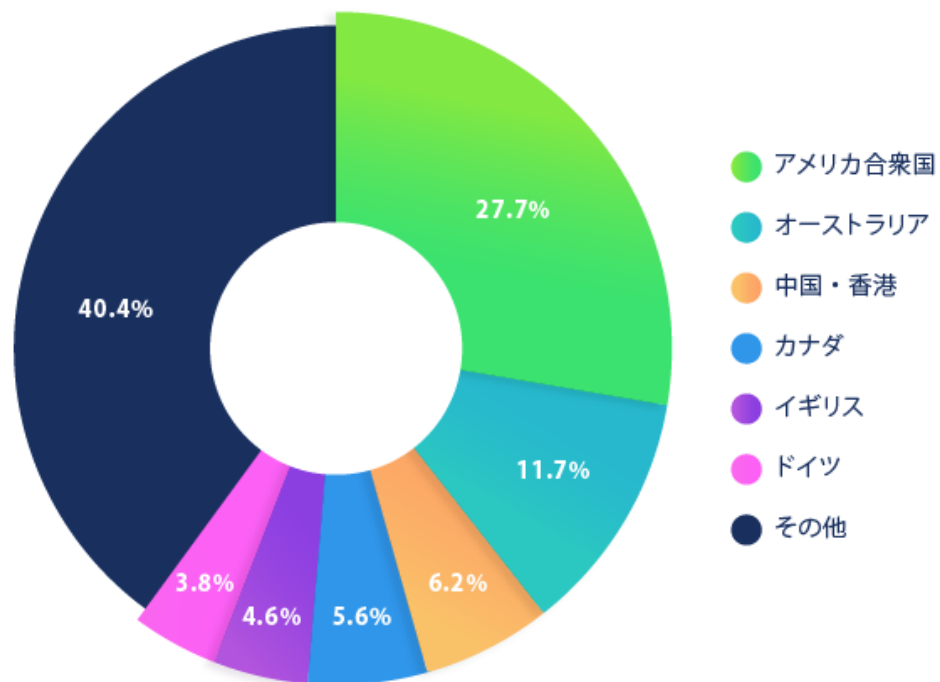
“The family who became the 10 millionth visitors to [teamLab Planets TOKYO DMM](https://teamlabplanets.com/) (Toyosu, Tokyo) © teamLab”

Over 10 Million Visitors Since Opening — About 5 Million Are International Tourists

On October 12, 2025, [teamLab Planets TOKYO DMM.com](https://teamlabplanets.com/) (hereinafter referred to as teamLab Planets), located in Toyosu, Tokyo, welcomed over 10 million visitors from more than 211 countries and regions since its opening on July 7, 2018 (1).

Among these visitors, approximately 5 million were international tourists. Guests from countries such as the United States, Australia, China, Hong Kong, Canada, the United Kingdom, and Germany have traveled from afar to visit the museum. Over 70% of foreign visitors purchased their tickets prior to arrival in Japan, indicating a trend of travelers visiting Tokyo with teamLab Planets as one of their main travel purposes (2).

訪日外国人の国・地域別割合



On the day the museum reached the 10 million visitor milestone, a commemorative photo session and gift presentation were held for the family who became the 10 millionth visitors. The commemorative gifts included the following:

Special invitation tickets to [teamLab Planets TOKYO DMM.com](https://teamlabplanets.com)

A special voucher for [Vegan Ramen UZU Tokyo](https://veganramen-uzu.com), where guests can enjoy limited-edition ramen created exclusively for teamLab Planets by Vegan Ramen UZU Kyoto, a restaurant that has been awarded the Bib Gourmand in the Michelin Guide Kyoto/Osaka for four consecutive years and is the first ramen shop to earn a Michelin Green Star.

A free exchange voucher for the Sketch Factory, where visitors can turn their own drawings—created in artworks such as [Graffiti Nature](https://teamlabplanets.com/exhibitions/sketch-factory) or [Sketch Umwelt](https://teamlabplanets.com/exhibitions/sketch-umwelt)—into original items like T-shirts, tote bags, and pin badges.

A free exchange voucher for items available at the teamLab Planets store.

■ Comment from the Family Who Became the 10 Millionth Visitors

We were so surprised to hear that we were the 10 millionth visitors! We thought the [Floating Flower Garden](https://teamlabplanets.com/exhibitions/floating-flower-garden) area was the most beautiful, so we were really happy to have commemorative photos taken there. We also received invitation tickets earlier, so we'd definitely love to come back again!

*1 Based on official website ticket purchase data (Survey period: July 7, 2018 - October 12, 2025)

*2 Based on visitor survey data conducted by teamLab Planets (Survey period: January 1, 2025 - September 30, 2025)

“Second Win in the Asia Category at the World Travel Awards”

At the World Travel Awards (WTA) Asia & Oceania Gala Ceremony, held in Hong Kong on October 13, 2025, teamLab Planets TOKYO DMM.com was named Asia's Leading Tourist Attraction 2025. This marks the museum's second win, following its first award in 2023 ([Asia's Leading Tourist Attraction 2025](#)).



[teamLab Planets TOKYO DMM.com](#), Toyosu, Tokyo © teamLab

The World Travel Awards, established in 1993, are among the most prestigious honors in the travel industry. Winners are selected through votes cast by travel professionals and consumers across more than 200 countries, and the award has been described by The Wall Street Journal as “the Oscars of the travel industry.”

In the Asia category, teamLab Planets TOKYO DMM.com was chosen as Asia's Leading Tourist Attraction 2025, standing alongside world-renowned nominees such as Angkor Temples (Cambodia), Taj Mahal (India), The Great Wall of China, and Tokyo Imperial Palace (Japan).

[Reference] World Travel Awards Official Website:

<https://www.worldtravelawards.com/award-asias-leading-tourist-attraction-2025>

Ranked No.1 in “Popular Inbound Tourist Attractions (Tokyo)” by Visit Japan Lab for Three Consecutive Years

teamLab Planets ranked first in the 2025 edition of Visit Japan Lab’s “Inbound Popular Tourist Attractions Ranking (Tokyo)”, making it the No.1 tourist attraction in Tokyo for the third consecutive year.

The ranking analyzed 13,671 Google Map reviews, including 5,701 foreign-language reviews, across 2,531 tourist sites in Tokyo.

Top 5 Tourist Attractions – Tokyo (2025)

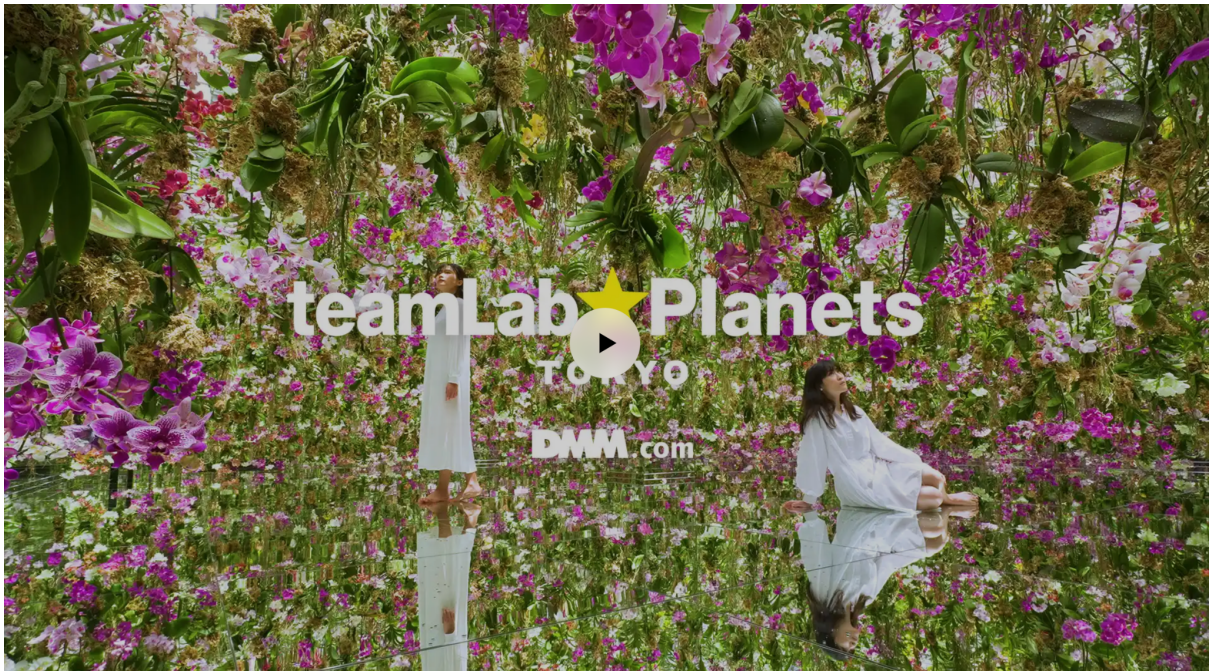
- 1.teamLab Planets TOKYO DMM.com
- 2.Sensō-ji Temple
- 3.Tokyo Tower
- 4.Tokyo Skytree
- 5.Shibuya Scramble Crossing

(Source: Visit Japan Lab / [Kuchi-komi.com “Inbound Popular Tourist Attractions Ranking \[Tokyo Edition\]”](https://kuchi-komi.com/en/inbound-popular-tourist-attractions-ranking-tokyo-edition) – announced September 11, 2025)

Expanded Experience Following Major Renovation in January 2025

On January 22, 2025, teamLab Planets underwent a large-scale expansion, introducing three new educational project zones: “Athletics Forest,” “Catching and Collecting Forest of Extinct Species,” and “Future Park – Learn and Play!”

With this expansion, the total exhibition area increased by approximately 1.5 times, offering new immersive experiences that appeal to visitors of all ages—from children to adults.



Highlight Video: [teamLab Planets TOKYO DMM.com](https://www.teamlab.art/e/planets/), Toyosu, Tokyo © teamLab

We extend our deepest gratitude to everyone and will continue to offer the teamLab Planets experience—where people can “immerse their entire bodies and become one with the art”—to visitors from all around the world.

[teamLab Planets Concept]

Immerse yourself physically, perceive with your body, and become one with the art.

teamLab Planets is a museum, created by the art collective teamLab, where you walk through water.

The artworks change depending on the presence of the visitor and others, and the existence of each artwork is continuous with your own body and with those around you. Visitors can immerse their entire bodies in these vast art spaces alongside others, recognize the spaces with their bodies, and become one with the art.

teamLab Planets TOKYO DMM.com

<https://www.teamlab.art/e/planets/>

#teamLabPlanets #teamLabPlanets

Toyosu, Tokyo (Koto-ku Toyosu 6-1-16 teamLab Planets TOKYO)

Hours: 8:30 AM - 10:00 PM

Last admission is one hour before closing

Please note you may have to wait 30–60 minutes to enter.

Highlight Video

<https://youtu.be/33yagxN6zi8?feature=shared>

Press Kit

<https://www.dropbox.com/sh/ir7d2aui794eo6z/AACHbzX5wPsQm8cgkQ2ViFD4a?dl=0>

Press Release & Media Inquiry Contact

<https://forms.gle/fAtnDKLpQKFME6XR9>