



November 18, 2025

Number of visitor arrivals to Japan 3,896,300 in October 2025

(preliminary figures estimated by JNTO) (Compared to 2024)

	Total			Total		
Country/Area	2024	2025	growth rate	2024	2025	growth rate
	Oct.	Oct.	(%)	Jan.∼Oct.	Jan.∼Oct.	(%)
Grand Total	3,312,193	3,896,300	17.6	30,193,085	35,547,200	17.7
South Korea	732,167	867,200	18.4	7,200,882	7,660,800	6.4
China	582,919	715,700	22.8	5,830,710	8,203,100	40.7
Taiwan	478,902	595,900	24.4	5,064,792	5,632,600	11.2
Hong Kong	198,827	196,000	-1.4	2,170,776	2,018,600	-7.0
Thailand	132,188	125,900	-4.8	884,181	941,700	6.5
Singapore	68,790	65,700	-4.5	459,146	496,200	8.1
Malaysia	55,091	57,800	4.9	373,227	464,800	24.5
Indonesia	43,215	53,400	23.6	393,816	502,500	27.6
Philippines	80,244	86,200	7.4	623,066	677,500	8.7
Vietnam	50,982	53,200	4.4	530,900	583,000	9.8
India	21,706	29,400	35.4	192,518	262,800	36.5
Australia	90,157	96,200	6.7	727,430	851,500	17.1
U.S.A.	278,461	335,700	20.6	2,238,607	2,733,400	22.1
Canada	66,524	73,700	10.8	483,840	568,300	17.5
Mexico	19,199	24,800	29.2	126,282	162,700	28.8
United Kingdom	51,637	63,300	22.6	369,861	455,200	23.1
France	49,389	58,200	17.8	333,233	390,100	17.1
Germany	43,351	56,000	29.2	284,902	375,400	31.8
Italy	25,063	29,400	17.3	193,795	257,200	32.7
Spain	23,391	28,700	22.7	152,971	207,700	35.8
Russia	15,701	30,100	91.7	79,533	159,300	100.3
Nordic Countries	18,699	23,900	27.8	127,805	163,900	28.2
Middle East	20,859	27,900	33.8	134,550	211,700	57.3
Others	164,731	202,000	22.6	1,216,262	1,567,200	28.9

- ♦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/ Inquiries:

Global Strategy Headquarters

