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Japan's Weakened Yen Major Contributor For Its Tourism Surge

By: Asia Business Outlook Team | Wednesday, 15 January 2025

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Japan experienced a record-breaking **surge in tourism** in 2024, welcoming over 36.8 million international visitors, according to estimates released on Wednesday (January 15) by the **Japan National Tourism Organization (JNTO)**. This figure surpasses the previous record of 32 million in 2019, marking a significant rebound from the downturn caused by the COVID-19 pandemic. **Japan's weakened yen**, which has sharply declined in value over the past three years, has further enhanced its appeal by making the country a more affordable destination. Tourists now find everything from meals to artisanal goods significantly cheaper, contributing

to the nation's popularity.

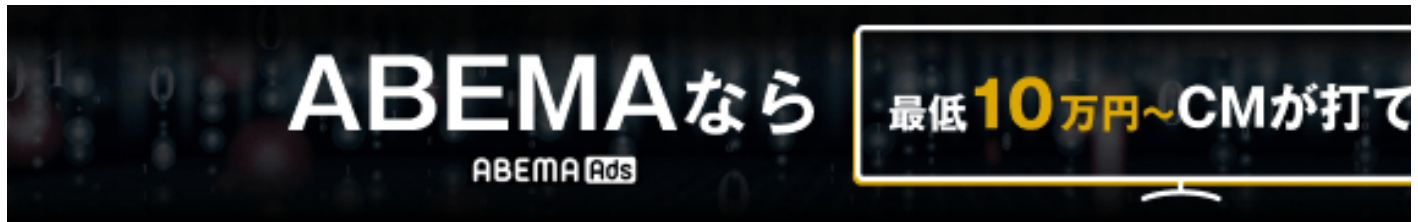
The remarkable growth represents a fourfold increase since 2012, fueled by government initiatives promoting the country's diverse attractions, from the iconic Mount Fuji and Kyoto's historical shrines to culinary experiences like sushi and ramen in more remote regions.

Naomi Mano, president of the hospitality firm Luxurique, highlighted that Japan's status as a "bucket list" destination has only grown stronger. She noted, "It's prime time because at the moment, it's like Japan is on a 30 percent off sale," emphasizing the **financial advantages** (<https://www.asiabusinessoutlook.com/perspective/what-s-a-business-line-of-credit-and-how-can-it-help-nwid-8072.html>) tourists are enjoying.

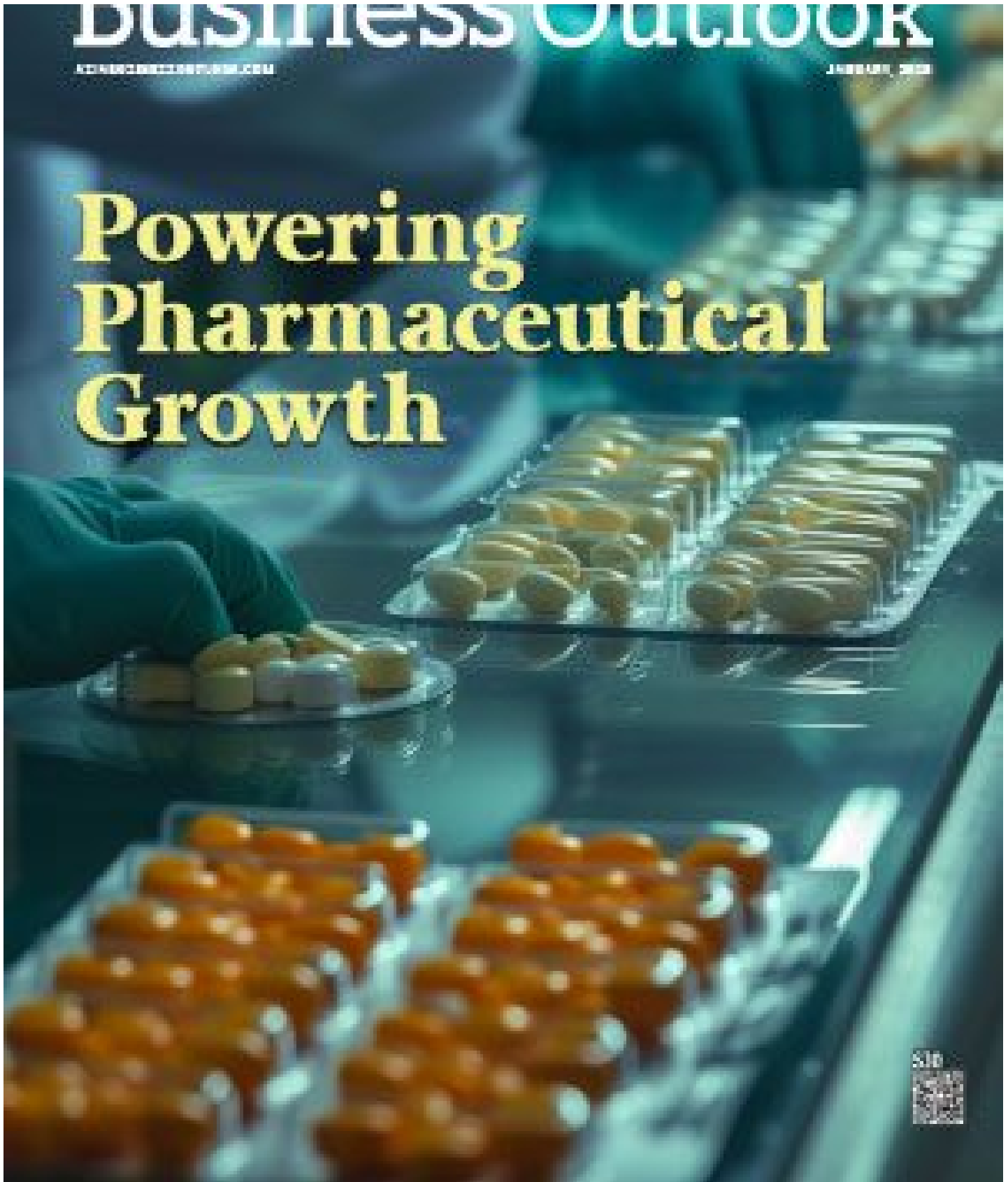
Despite the success, the surge in tourism has brought challenges, including overcrowding in popular destinations like Kyoto, where locals have voiced concerns about congestion. However, the Japanese government remains optimistic, setting an ambitious goal of attracting 60 million annual visitors by 2030. This initiative aims to sustain the current momentum while distributing tourism benefits more evenly across the archipelago.

With its combination of affordability, natural beauty, and cultural richness, Japan's position as a top global travel destination seems poised for continued growth in the years to come.

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