PRESS RELEASE
報道発表資料

JNTO
Japan National Tourism Organization

September 17, 2025

Number of visitor arrivals to Japan
3,428,000 in August 2025
(preliminary figures estimated by JNTO) (Compared to 2024)

Country/Area	Total			Total		
	2024 Aug.	2025 Aug.	growth rate (%)	2024 Jan.～Aug.	2025 Jan.～Aug.	growth rate (%)
Grand Total	2,933,381	3,428,000	16.9	24,008,405	28,383,600	18.2
South Korea	612,172	660,900	8.0	5,811,962	6,123,100	5.4
China	746,010	1,018,600	36.5	4,595,386	6,711,600	46.1
Taiwan	564,360	620,700	10.0	4,115,255	4,509,700	9.6
Hong Kong	246,557	226,100	-8.3	1,801,733	1,673,200	-7.1
Thailand	34,667	35,500	2.4	706,471	764,600	8.2
Singapore	24,781	20,500	-17.3	352,923	390,000	10.5
Malaysia	17,174	21,100	22.9	278,231	363,200	30.5
Indonesia	22,127	31,400	41.9	315,520	405,000	28.4
Philippines	38,971	44,200	13.4	496,204	539,700	8.8
Vietnam	52,430	61,200	16.7	434,061	479,300	10.4
India	16,113	18,600	15.4	152,947	208,000	36.0
Australia	40,999	41,200	0.5	551,606	658,600	19.4
U.S.A.	174,051	194,500	11.7	1,768,204	2,173,000	22.9
Canada	46,913	51,500	9.8	367,335	439,000	19.5
Mexico	12,082	13,600	12.6	92,111	118,200	28.3
United Kingdom	29,410	36,700	24.8	280,811	344,800	22.8
France	31,421	37,200	18.4	253,099	293,100	15.8
Germany	24,129	35,700	48.0	204,459	266,600	30.4
Italy	34,654	41,100	18.6	149,140	198,900	33.4
Spain	25,906	32,000	23.5	110,528	154,400	39.7
Russia	6,874	13,000	89.1	53,645	108,000	101.3
Nordic Countries	6,873	9,100	32.4	96,414	122,600	27.2
Middle East	11,433	18,400	60.9	99,497	154,200	55.0
Others	113,274	145,200	28.2	920,863	1,184,800	28.7

◆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
Research & Marketing Section Email：data@jnto.go.jp

Japan. Endless Discovery.

Japan National Tourism Organization 1-6-4 , Yotsuya, Shinjuku-ku, Tokyo 160-0004 JAPAN
Global Strategy Headquarters TEL: +81-3-5369-3342
Public Relations Section URL: https://www.jnto.go.jp