



# Japan Fact Sheet

## Japan Overview

Hawai'i Tourism Japan (HTJ) continues to focus on accelerating bookings to the Hawaiian Islands through strategic actions including expanded co-op initiatives and targeted campaigns. HTJ's core strategies include a mix of consumer education, travel trade, public relations, and social media. Key initiatives include the ongoing co-op program featuring the "Yappari Hawai'i" ("It's Gotta Be Hawai'i") campaign, partnerships with airlines and online travel agencies, and targeted promotions such as the "Hawai'i from Age 65" campaign, which inspires affluent senior travelers to choose Hawai'i.

## Year-to-Date May 2026 Quick Facts<sup>1/</sup>

JAPAN MMA (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast*	YTD May 2026P	YTD May 2025P	% Change
Visitor Expenditures (\$ Millions)	NA	65.1	359.4	930.3	1,050.6	1,081.2	1,107.1	413.2	387.8	6.6%
Visitor Days	1,719,843	294,720	1,526,608	3,864,472	4,385,692	4,424,565	4,484,499	1,671,125	1,575,468	6.1%
Arrivals	289,137	18,936	192,562	589,172	708,233	731,922	750,077	284,686	262,185	8.6%
Average Daily Census	4,699	807	4,182	10,588	11,983	12,122	12,286	11,067	10,434	6.1%
Per Person Per Day Spending (\$)	NA	220.9	235.4	240.7	239.6	244.4	246.9	247.3	246.1	0.5%
Per Person Per Trip Spending (\$)	NA	3,438.8	1,866.4	1,578.9	1,483.5	1,477.2	1,476.0	1,451.5	1,479.0	-1.9%
Length of Stay (days)	5.95	15.56	7.93	6.56	6.19	6.05	5.98	5.87	6.01	-2.3%

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

\*Department of Business, Economic Development & Tourism (DBEDT) 2026 annual forecast (Quarter 2, 2026).

## Contact Information

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<sup>1/</sup>2026P and 2025P visitor data are preliminary.

2020 – 2024 visitor data are the final numbers and reflect updated airfare statistics from DIO Mi Airline database, APIS I-94 data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

## Market Summary

- In the first five months of 2026, there were 284,686 visitors from Japan compared to 262,185 visitors (+8.6%) in the first five months of 2025.
- In the first five months of 2026, Japanese visitors spent \$413.2 million and the average daily spending was \$247 per person. In the first five months of 2025, Japanese visitors recorded \$387.8 million in total spending and the average daily visitor spending was \$246 per person.
- There were 1,783 scheduled flights with 518,187 seats from Japan in the first five months of 2026. There were fewer flights (1,814, -1.7%) but more seats (512,754 seats, +1.1%) compared to the first five months of 2025.
- In 2025, there were 731,922 visitors from Japan compared to 708,233 visitors (+3.3%) in 2024. Visitors from Japan spent \$1.08 billion in 2025 compared to \$1.05 billion (+2.9%) in 2024. Daily visitor spending in 2025 (\$244 per person) increased from 2024 (\$240 per person, +2.0%).
- There were 4,549 scheduled flights with 1,303,505 seats from Japan in calendar year 2025. Air capacity decreased compared to 2024 (4,734 flights, -3.9% with 1,384,265 seats, -5.8%).
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## Market Conditions (Updated Quarterly)

- According to the Japan National Tourism Organization (JNTO), Japanese outbound travelers totaled 1.04 million in April 2026, up 80,703 (+8.4%) from 2025.
- According to Government of Japan, the Japan Consumer Price Index (CPI) increased 1.6 percent in May 2026, up from a 2.8 percent gain in April 2026.
- Unemployment rate in April 2026 was 2.5 percent (Source: Statistics Bureau of Japan).
- The USD/JPY exchange rate as of May 2026 is 158.2. (Source: FRED)
- Japan Airlines and All Nippon Airways said on June 12, 2026, that fuel surcharges on fares for flights from Japan to North America and Europe would rise to a record 65,000 yen for tickets issued in July and August (Source: Nation Thailand).

## Distribution by Island

JAPAN MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
O'ahu	269,402	18,001	186,609	573,719	693,066	715,104	107,003	99,919	7.1%
Maui County	8,265	775	5,710	11,927	14,070	14,956	1,833	2,328	-21.3%
Maui	7,929	766	5,408	11,383	13,421	14,480	1,833	2,280	-19.6%
Moloka'i	416	16	179	587	669	456	0	53	-100.0%
Lāna'i	128	19	301	489	388	441	0	88	-100.0%
Kaua'i	3,622	361	2,958	5,885	6,960	7,064	925	948	-2.5%
Island of Hawai'i	35,453	1,000	15,510	44,758	46,368	45,954	5,987	5,657	5.8%

P=Preliminary data.

1/ Data are for January – February 2026 vs. January – February 2025.

Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

## Airlift: Scheduled Seats and Flights

Scheduled Seats	Quarter 1 2026	Quarter 2 2026	Quarter 3 2026	Quarter 4 2026	Annual 2026	Quarter 1 2025	Quarter 2 2025	Quarter 3 2025	Quarter 4 2025	Annual 2025	% Change Quarter 1	% Change Quarter 2	% Change Quarter 3	% Change Quarter 4	% Change 2026 vs. 2025
<b>JAPAN</b>	<b>307,620</b>	<b>303,065</b>	<b>318,063</b>	<b>301,696</b>	<b>1,230,444</b>	<b>301,281</b>	<b>321,342</b>	<b>346,932</b>	<b>333,950</b>	<b>1,303,505</b>	<b>2.1</b>	<b>-5.7</b>	<b>-8.3</b>	<b>-9.7</b>	<b>-5.6</b>
Fukuoka	0	0	0	0	0	10,842	10,842	10,842	6,116	38,642	-100.0	-100.0	-100.0	-100.0	-100.0
Nagoya	15,296	12,667	19,120	19,598	66,681	12,189	12,428	20,315	21,988	66,920	25.5	1.9	-5.9	-10.9	-0.4
Osaka	42,706	40,555	45,413	45,891	174,565	40,316	40,833	46,369	47,564	175,082	5.9	-0.7	-2.1	-3.5	-0.3
Tokyo HND	134,650	135,858	137,632	137,667	545,807	126,908	135,888	136,490	137,460	536,746	6.1	0.0	0.8	0.2	1.7
Tokyo NRT	114,968	113,985	115,898	98,540	443,391	111,026	121,351	132,916	120,822	486,115	3.6	-6.1	-12.8	-18.4	-8.8

Scheduled Flights	Quarter 1 2026	Quarter 2 2026	Quarter 3 2026	Quarter 4 2026	Annual 2026	Quarter 1 2025	Quarter 2 2025	Quarter 3 2025	Quarter 4 2025	Annual 2025	% Change Quarter 1	% Change Quarter 2	% Change Quarter 3	% Change Quarter 4	% Change 2026 vs. 2025
<b>JAPAN</b>	<b>1,051</b>	<b>1,059</b>	<b>1,111</b>	<b>1,063</b>	<b>4,284</b>	<b>1,064</b>	<b>1,131</b>	<b>1,204</b>	<b>1,150</b>	<b>4,549</b>	<b>-1.2</b>	<b>-6.4</b>	<b>-7.7</b>	<b>-7.6</b>	<b>-5.8</b>
Fukuoka	0	0	0	0	0	39	39	39	22	139	-100.0	-100.0	-100.0	-100.0	-100.0
Nagoya	64	53	80	82	279	51	52	85	92	280	25.5	1.9	-5.9	-10.9	-0.4
Osaka	164	155	175	177	671	154	156	179	184	673	6.5	-0.6	-2.2	-3.8	-0.3
Tokyo HND	540	545	552	552	2,189	512	545	547	551	2,155	5.5	0.0	0.9	0.2	1.6
Tokyo NRT	283	306	304	252	1,145	308	339	354	301	1,302	-8.1	-9.7	-14.1	-16.3	-12.1

Source: DBEDT analysis from Diio Mi seat and flight schedules as of February 23, 2026, subject to change.

## Group vs. True Independent; Leisure vs. Business

JAPAN MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
Group vs True Independent (Net)									
Group Tour	NA	204	12,941	73,690	97,622	95,062	12,527	11,304	10.8%
True Independent (Net)	NA	18,155	143,576	339,436	382,505	396,002	56,252	53,199	5.7%
Leisure vs Business									
Pleasure (Net)	247,980	13,254	158,823	505,037	609,090	633,394	99,545	91,222	9.1%
MCI (Net)	18,464	563	8,542	41,150	52,725	50,684	4,738	5,596	-15.3%
Convention/Conf.	3,983	135	2,214	4,790	4,627	8,586	614	822	-25.3%
Corp. Meetings	951	368	981	1,911	1,392	1,228	120	221	-46.0%
Incentive	13,922	75	5,712	34,969	46,885	41,336	4,033	4,639	-13.1%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

P=Preliminary data.

1/ Data are for January – February 2026 vs. January – February 2025.

Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

## First Timers vs. Repeat Visitors

JAPAN MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
First Time Visitors (%)	NA	14.2	21.4	26.0	27.5	29.0	29.4	28.8	0.7
Repeat Visitors (%)	NA	85.8	78.6	74.0	72.5	71.0	70.6	71.2	-0.7

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

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Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

## Tax Revenue

JAPAN MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
State tax revenue generated (\$ Millions)	NA	7.60	41.69	107.91	146.94	151.21	21.98	21.17	3.8%

<sup>3</sup>State government tax revenue generated (direct, indirect, and induced) for 2024, 2025P; year-to-date 2025P and year-to-date 2026P were calculated using the new Hawai'i Tourism Input-Output model (October 2025) and are not directly comparable to previous years' calculations.

1/ Data are for January – February 2026 vs. January – February 2025.

Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.