

※ This press release is from JNTO Singapore Office.

29 February 2024

Record-Breaking Influx of 590,000 Singaporean Visitors to Japan in 2023

SINGAPORE, 29 February 2024 – The number of Singaporean nationals visiting Japan reached an all-time high of 591,300 in 2023, indicating a substantial increase and rebound from effects of the global pandemic. Inbound travel from Singapore to Japan exhibited a notable 20.1% growth in 2023 compared to the volume in pre-pandemic year 2019. Especially noteworthy is the peak travel season in December, which saw a 13.3% increase in visitors compared to the same period in 2019, with a total of 113,700 visitors within the month. In addition, the number of visitors from Singapore to Japan in January 2024 amounted to 34,100 individuals, reflecting an increase of approximately 13% when compared to January 2020. This figure represents the highest recorded number of Singaporean visitors for the month of January.

Number of Singaporean Visitors to Japan Over The Years



Source : Japan National Tourism Organization (JNTO)

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Number of Singaporeans Visiting Japan by Months



Source : Japan National Tourism Organization (JNTO)

For comprehensive information on visitor arrivals to Japan in December 2023, refer to the link below.
https://business.jnto.go.jp/news/pdf/Number_of_Visitor_arrivals_to_Japan_in_Dec_2023.pdf

With regard to the Japan travel statistics for 2023, Mr Takuya Shiraishi, Executive Director of JNTO Singapore, shared the following remarks:

“In 2023, we were fortunate to welcome many Singaporean visitors to Japan, and we express our sincere gratitude to them for choosing Japan to enjoy their time in. As we move into 2024, we continue to extend a warm welcome to Singaporean visitors, with an emphasis on encouraging exploration across the many diverse regions within Japan. Visitors can look forward to JNTO’s promotion highlighting the unique charms of these regional areas.”

Initiatives from JNTO Singapore Office for 2024

There will be collaborative efforts between JNTO Singapore Office, local governments, and various entities to further attract visitors to rural areas in Japan. Our themed online promotion, 'Celebrate

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your Milestones in Japan,' caters to various life stages, with a current series focused on celebrating the birthdays of loved ones in Japan. New videos showcasing visits to Hiroshima and the San'in region were made available from January 2024. Videos featuring the Kyushu region are scheduled for release in March 2024.

Check out the promotion: https://japanbyjapan.com/special_occasion/birthday/sanin-hiroshima/

Key Attractions for Visitors to Japan in 2024

Please see the attached files for the latest information on key attractions for visitors to Japan in 2024, including details about the new extension of the Hokuriku Shinkansen running from 16 March 2024.

About Japan National Tourism Organization (JNTO) Singapore Office

Japan National Tourism Organization (JNTO) is Japan's official tourism organization. Presently, it operates 25 overseas offices worldwide, including the JNTO Singapore Office which was established in 2006. On 4th March 2024, JNTO will open its Stockholm Office, marking the 26th overseas office in its global network. Apart from promoting international sustainable tourism in Japan, JNTO provides tourism statistics, market reports, and support through information centres, international conventions, and events.

For more information, visit: <https://www.japan.travel/en/sg/about-singapore-office/>

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