

※ This press release is from JNTO Singapore Office.

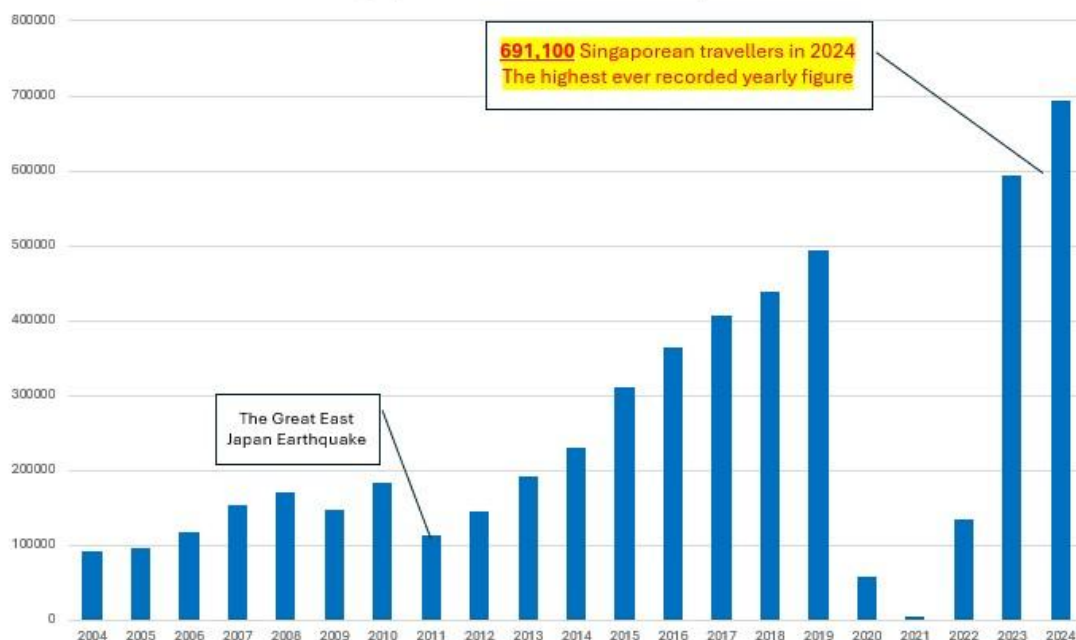
Record-Breaking Milestone: Over 691,000 Singaporeans Visited Japan in 2024

Highlights:

1. A record-breaking 691,100 Singaporeans visited Japan in 2024, marking a 16.9% increase compared to 591,300 visitors which was the previous record observed in 2023.
2. The surge was driven by the exchange rate of a stronger SGD against a weaker JPY, alongside the introduction of new flight services.
3. JNTO Singapore Office launched initiatives such as “FLY & EXPLORE” to promote domestic flights and the JAPAN by Japan (JbyJ) Mail Magazine to share updated and useful information related to Japan travel.
4. In 2025, JNTO will further enhance its promotional efforts to attract more visitors to Japan’s charming regional areas (also referred to Japan’s hidden gems).
5. The World Expo 2025 in Osaka is the key focal point for 2025 travel.

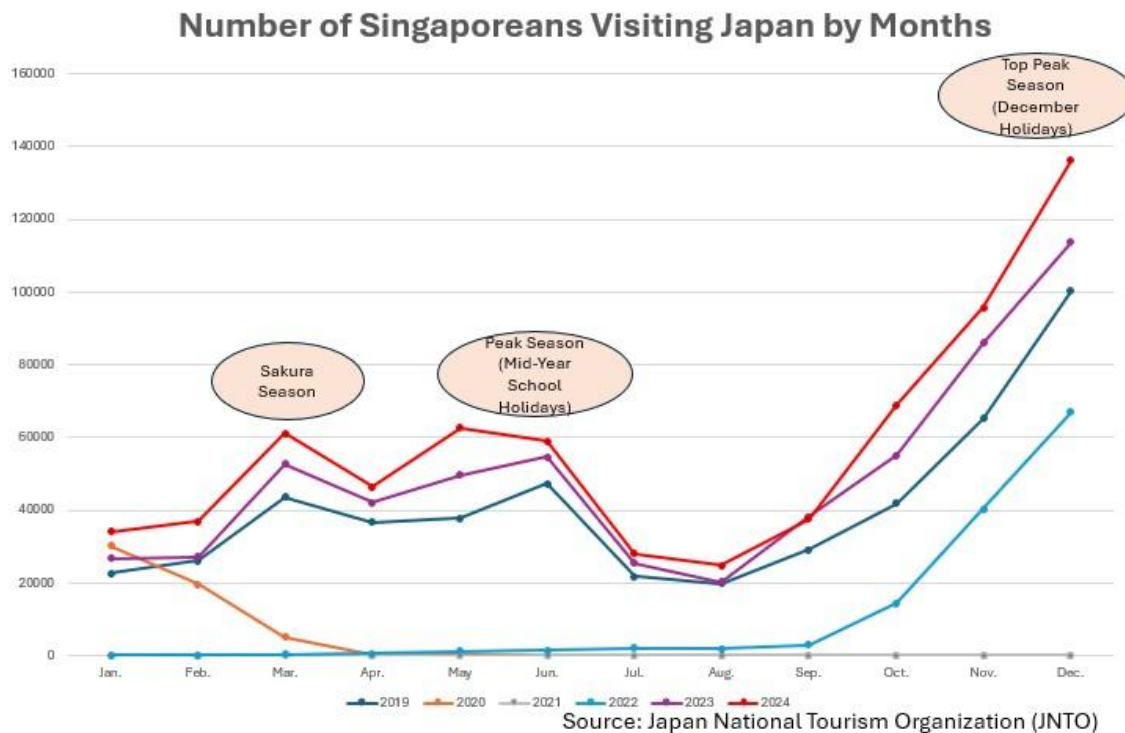
SINGAPORE, 16 January 2025 – The number of Singaporean nationals visiting Japan reached an all-time high of 691,100 in 2024. Inbound travel from Singapore to Japan exhibited a notable 16.9% growth compared to 2023, reflecting strong and sustained demand for Japan travel across seasons and regions. December 2024 was especially noteworthy, with a 19.8% increase in visitors’ year-on-year, totalling to 136,200 for the month.

Number of Singaporean Visitors to Japan Over The Years



Source: Japan National Tourism Organization (JNTO)

※ This press release is from JNTO Singapore Office.



Key Growth Drivers:

- **Exchange Rate with the Stronger SGD:** The strong Singapore dollar (SGD) against a weaker Japanese Yen (JPY) made travel to Japan more affordable and appealing.
- **Expanded Flight Services:** New flights and increased seat availability between Singapore and Japan boosted accessibility and catalysed demand.
- **Enhanced Promotions:** JNTO Singapore Office's joint advertising with airlines and travel agencies, coupled with increased media collaborations and online advertising, significantly expanded its reach.
- **Regional Travel Focus:** Efforts were made to spotlight lesser-known regional destinations through travel fairs, pop culture events, and digital campaigns.

Commenting on the 2024 Japan travel statistics, Mr Takuya Shiraishi, Executive Director of JNTO Singapore Office, expressed his gratitude: "We are deeply thankful to all the Singaporeans who visited Japan in 2024, making it a record-breaking year. Looking ahead to 2025, Japan is set to gain even greater attention with the highly anticipated World Expo in Osaka. At JNTO, we warmly welcome more visitors from Singapore. While keeping overtourism in mind, JNTO will continue to strengthen its promotional efforts to drive travel to Japan's regional areas."

※ This press release is from JNTO Singapore Office.

JNTO Singapore Office Initiatives for 2024 and 2025

1. Promoting Domestic Flights

Explore Japan's untapped treasures through domestic flights with JNTO's "FLY & EXPLORE" initiative. Addressing accessibility concerns to Japan's hidden gems raised by Singaporean travellers, JNTO's dedicated webpages highlight convenient domestic flight routes, recommended spots and travel tips.

- **Recommended Flight Routes**
 - [Island Hopping with Domestic Flights & Ferries – Okinawa](#)
 - [Fly In and Out of Different Cities - West Japan](#)
 - [Travelling with Domestic Flights – Hokkaido](#)
 - [Travelling with Domestic Flights – Aomori & Akita \(Tohoku\)](#)

2. JAPAN by Japan (JbyJ) Mail Magazine

Stay updated on travel trends, tips, and insights with JNTO Singapore Office's revamped website and subscription-based mail magazine tailored for Singapore travellers.

- [Japan by Japan Mail Magazine](#)
- [JNTO Singapore official website](#)

Key Activities and Recommendations for 2025

1. World Expo 2025 in Osaka

From 13 April to 13 October 2025, the World Expo in Osaka will spotlight the theme "Designing Future Society for Our Lives" through cutting-edge exhibits, cultural performances, and global dialogues. This highly anticipated event is expected to attract millions of visitors. Visit JNTO's official [Expo 2025 website](#) for more information and updates.

JNTO's "EXPO + Tourism" campaign includes thematic videos showcasing must-visit spots across ten Japanese regions, including Hokkaido, Chugoku/Shikoku, Kyushu, Okinawa, Tohoku, Hokuriku/Chubu, Kanto and Kansai, providing a holistic experience of Expo 2025 and regional tourism. Explore the [Expo 2025 Playlist](#) to discover these captivating destinations.

2. Travel Etiquette for the Future

The Japan Tourism Agency has introduced "Travel Etiquette for the Future," encouraging visitors to practise responsible travel. By respecting local environments, people, and other fellow tourists, travellers can contribute to preserving Japan's cultural and natural heritage. Learn more about responsible [travel etiquette](#) and how to enhance your Japan experience.

※ This press release is from JNTO Singapore Office.

.....
About Japan National Tourism Organization (JNTO) Singapore Office

Japan National Tourism Organization (JNTO) is the official tourism organization of Japan. Established in 2006, the JNTO Singapore Office is one of JNTO's 26 overseas offices scattered worldwide to date. Aside from the commitment of promoting international sustainable tourism in Japan, it also provides tourism statistics, market reports, and tourism-related support through information centres, international conventions, and events.

Japan National Tourism Organization Singapore Office
16 Raffles Quay #15-09 Hong Leong Building Singapore 048581

<https://www.japan.travel/en/sg/>