

※ This press release is from JNTO Singapore Office.

A Deep Dive into Japan Travel Trends of the Singapore Market in 2024

Highlights:

1. There had been a strong growing interest among Singaporean travellers towards Japan's hidden gems (also known as Japan's lesser-known areas). Okinawa and the Kyushu region had seen the highest percentage growth in terms of the number of overnight stays by regions and prefectures.
2. Singaporean travellers were the biggest spender on Japanese foods among travellers from Asian countries.
3. 76% of correspondents during an interview survey revealed that they have visited Japan at least twice.



Mt Kaimondake in Ibusuki City, Kagoshima Prefecture

SINGAPORE, 27 May 2025 - Following the record-breaking number of over 691,000 Singaporean travellers in Japan in 2024, Japan National Tourism Organization (JNTO) also did a deeper dive into the data collected over the year. JNTO Singapore Office has observed

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several trends in Singaporean travellers' travel patterns when they visited Japan in 2024. The key trends include Singaporean travellers' growing interest in the hidden gems (also referred to the lesser-known regional areas) of Japan, and they were the biggest spender on Japanese foods among travellers from the Asian countries.

Key Observations from the Number of Overnight Stays

The **first key trend is Singaporean traveller's growing interests in Japan's hidden gems**, evident with the strong increase in the number of their overnight stays in the regional areas in 2024 over the numbers in 2023.

Number of Overnight Stays in Japan by Singaporean Travellers in 2024 (by Region)

Region	Number of Overnight Stays	Share	Growth against 2023
Okinawa	60,550	1.5%	+210.0%
Kyushu	237,170	5.8%	+62.3%
Chubu	183,520	4.5%	+38.8%
Chugoku	35,210	0.9%	+34.7%
Tohoku	50,530	1.2%	+33.7%
Hokuriku-Shin-Etsu	160,850	3.9%	+24.2%
Kanto	1,872,010	45.7%	+12.7%
Kansai (Kinki)	1,057,960	25.8%	+9.9%
Hokkaido	422,560	10.3%	+5.2%
Shikoku	13,450	0.3%	+5.2%

Source: Overnight Travel Statistics Survey by Japan Tourism Agency

For the number of overnight stays by regions, it is clear that Okinawa and the Kyushu region have seen the largest percentage growth – 210% and 62.3% respectively. This can be largely attributed to the increase in the awareness of these areas with unique local culture and charms, and the availability of direct flights to Okinawa and Fukuoka from Singapore.

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Top 10 Prefectures with Strongest Growth in Number of Overnight Stays in 2024

	Prefecture	Region	Number of Overnight Stays	Growth against 2023
1	Okinawa	Okinawa	60,550	+210.0%
2	Yamaguchi	Chugoku	1,700	+93.2%
3	Fukuoka	Kyushu	133,060	+73.6%
4	Saga	Kyushu	3,950	+71.7%
5	Gifu	Chubu	48,010	+71.5%
6	Aomori	Tohoku	18,510	+58.6%
7	Oita	Kyushu	27,270	+53.7%
8	Mie	Chubu	5,420	+51.8%
9	Kumamoto	Kyushu	38,120	+51.1%
10	Nagasaki	Kyushu	14,910	+49.7%

Source: Overnight Travel Statistics Survey by Japan Tourism Agency

A further look into the top ten prefectures with the highest growth, half of which were prefectures in Kyushu. Singaporean travellers had been increasingly travelling to Fukuoka, Saga, Oita, Kumamoto and Nagasaki as these five prefectures saw sharp increase in the number of overnight stays. Other notable prefectures with relatively strong growth were Yamaguchi in the Chugoku region and Aomori in the Tohoku region.

Delving deeper and when comparing with travellers from other Southeast Asian countries and India, the top five prefectures with the highest share of overnight stays made by Singaporean travellers during their travel were as follows:

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Prefectures where Singaporean Travellers Have The Highest Share of Overnight Stays among Travellers from Southeast Asia and India in 2024

	Prefecture	Share (%)
1.	Kagoshima	55.1%
2.	Okinawa	49.0%
3.	Kochi	48.8%
4.	Miyazaki	47.9%
5.	Aomori	47.5%

Source: Overnight Travel Statistics Survey by Japan Tourism Agency

With the above, it is even more evident that Singaporean travellers were more ready and had been more adventurous in traversing different parts of Japan and exploring the deeper pockets of Japan away from the main international airport of Fukuoka, Kansai, Haneda and Narita.

Key Observations from an Interview Survey

Type of Consumption by Singaporean Travellers in Japan in 2024

Category of Consumption in Japan	Spend (JPY)
Average total consumption per trip	291,287
Accommodation	107,705
Shopping	78,070
Food and drink	65,971
Transport	30,170
Entertainment	9,355

Source: International Visitor Survey by Japan Tourism Agency, Reference #10 Travel Expenditure Per Traveller Per Trip (Solely leisure travel and Includes expenditures from those who participated in tour packages)

The International Visitor Survey was conducted in 2024 on foreign visitors who were visiting Japan at the time of the interview. Based on travel expenditure spent per trip, it was observed

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that the **second key trend was Singaporean travellers, among travellers from Asian countries, were the biggest consumer of Japanese foods in 2024** with a spend of over JPY66,000 (about SGD600) over a stay of 8.4 nights in Japan on average. This amount is almost 25% of the overall spend during a Japan trip of a Singaporean traveller and is the next highest consumption category immediately after accommodation and shopping.

It was also revealed that 76% of correspondents - about every 3 in 4 persons in Singapore – have visited Japan at least twice, and 21% - about every 1 in 5 persons - have visited at least 6 times.

Comments from JNTO Singapore Office

On these key trends and observations, Mr Takuya Shiraishi, Executive Director of JNTO Singapore Office, shared his opinion and commented, “As JNTO, we are certainly thankful and happy to see that more and more Singaporean travellers are having growing interests in and visiting the hidden gems of Japan. However, there are still so many undiscovered charms in Japan awaiting Singaporean travellers’ exploration. Since there are 47 prefectures, Japan lovers should certainly try visiting all to witness for themselves what each prefecture can offer them. How about checking out the Expo 2025 which is held between 13 April and 13 October 2025 in Osaka, then explore beyond Osaka into the hidden gems?”

Regarding JNTO Singapore Office’s promotional efforts, Mr Shiraishi added, “We also appreciate Singapore’s love for Japan travel and Japanese foods. In 2025, we will continue to share more on mouthwatering Japanese foods via our social platforms. While the focus will be on showcasing the different charms unique to Japan’s various areas and prefectures, Japan lovers in Singapore can also look forward to an upcoming major campaign whereby they are not just able to learn more about the hidden gems, but participants stand to win a huge prize. Hence, please keep a look out for these activities by the JNTO Singapore Office!”

Relevant Information

For those who are curious about how their favourite prefectures did in 2024, please refer to appended Annex A that reflects the top 20 most-stayed prefectures last year.

Please note that the source of all the above data is Japan Tourism Agency and the analysis is based on the said data. The references are as follows:

1. Overnight Travel Statistics Survey

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- a. 2024 (Reiwa 6) Annual Values (Preliminary Values) Tabulation Results Reference Table 1: Total Number of Foreign Overnight Guests by Year, Month (12 categories), Facility Location (47 categories and Transport Bureau, etc.), and Nationality (place of origin) (21 categories) (facilities with 10 or more employees)

2. International Visitor Survey 2024 Annual Statistics Table

- a. Reference 4: Respondent Characteristics and Travel Content by Nationality/Region (21 Categories) [For Sightseeing/Leisure Purpose], and
- b. Reference 10: Travel Expenditure Per Traveller Per Trip (Solely leisure travel and includes expenditures from those who participated in tour packages)

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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.

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Annex A**Top 20 Most-Stayed Prefectures in 2024**

In Sequence	Prefecture	Total Number of Overnight Stays
1	Tokyo	1,577,290
2	Osaka	640,100
3	Hokkaido	422,560
4	Kyoto	366,650
5	Fukuoka	133,060
6	Chiba	118,440
7	Kanagawa	89,910
8	Aichi	84,540
9	Nagano	84,440
10	Yamanashi	61,500
11	Okinawa	60,550
12	Ishikawa	50,850
13	Gifu	48,010
14	Shizuoka	44,280
15	Kumamoto	38,120
16	Hyogo	30,760
17	Oita	27,270
18	Hiroshima	23,970
19	Aomori	18,510
20	Niigata	17,590

Source: Overnight Travel Statistics Survey by Japan Tourism Agency