



Japan. Endless Discovery.

The 18th Meeting of Kansai Consular Forum

Tourism and Transport Policy in the Kansai Region shaped by Expo 2025 Osaka, Kansai, Japan

HATTORI Maki

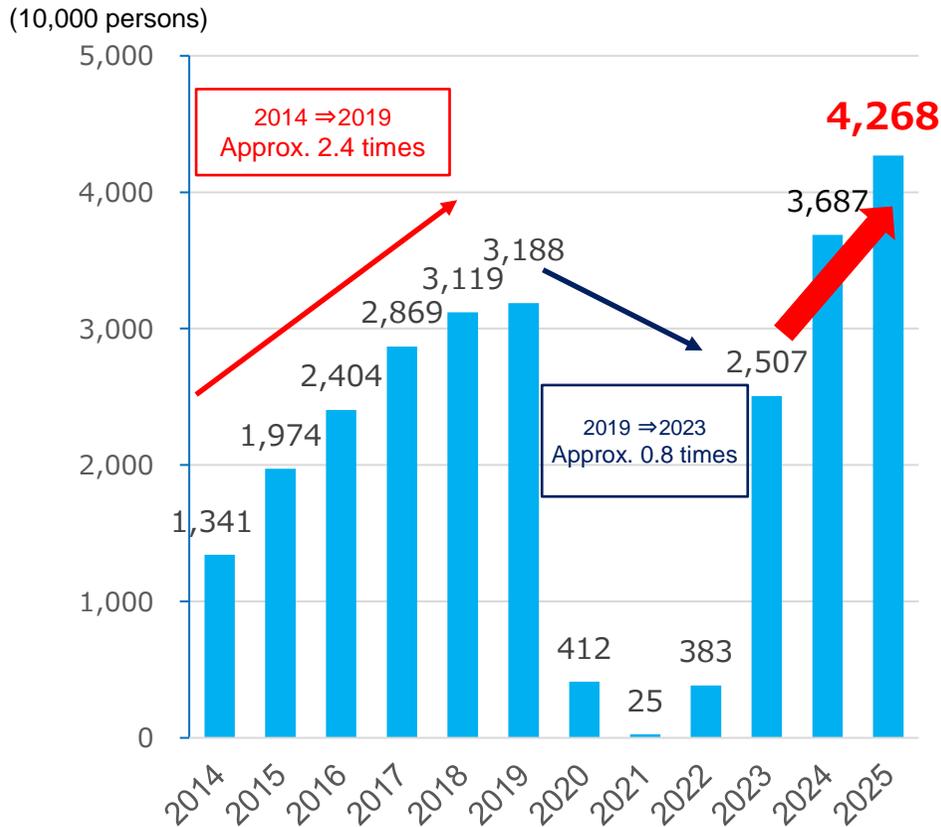
Director-General, Kansai District Transport
and Tourism Bureau, MLIT

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Inbound Status (Number of Tourists)

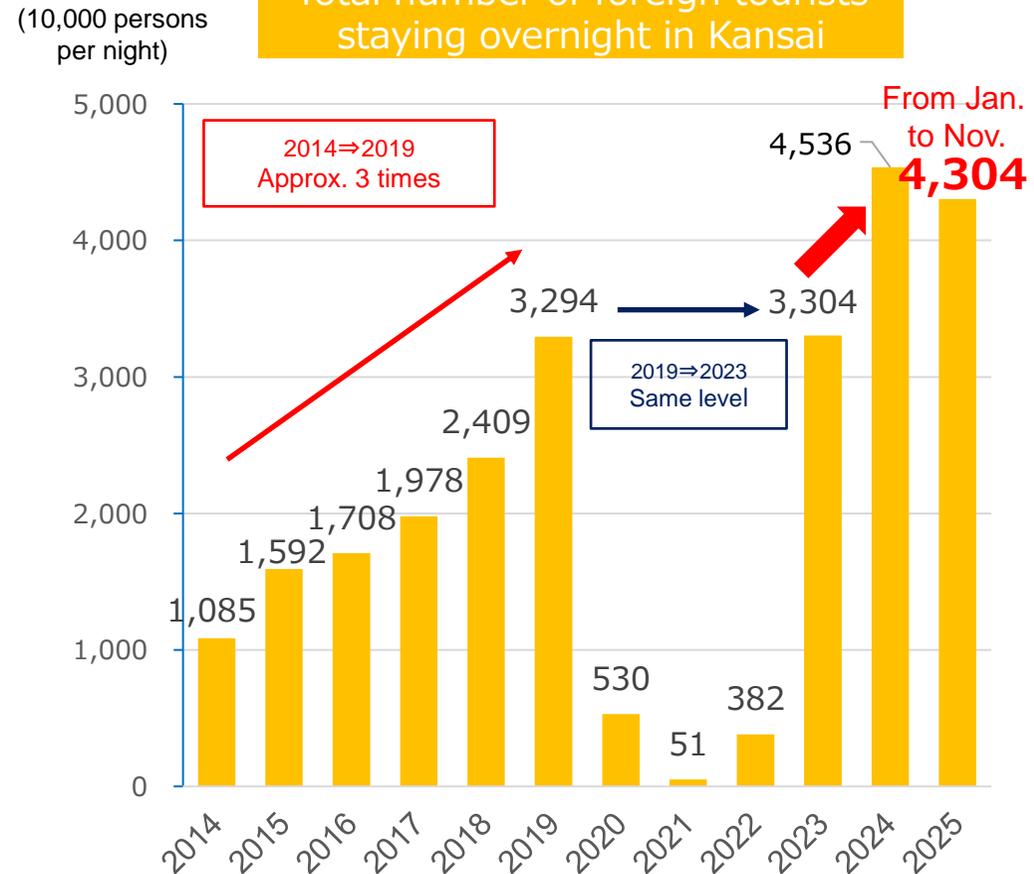
- The number of foreign tourists visiting Japan in 2025 reached approximately 42.68 million, exceeding the annual figure for 2024 (approximately 36.87 million), the highest ever, due to strong demand for visits to Japan and the recovery of air flights.
- The total number of foreign tourists staying overnight in Kansai was approximately 43.04 million per night from January to November 2025, exceeding the total number of last year, the highest ever.

Number of foreign tourists visiting Japan



Number of foreign tourists visiting Japan

Total number of foreign tourists staying overnight in Kansai



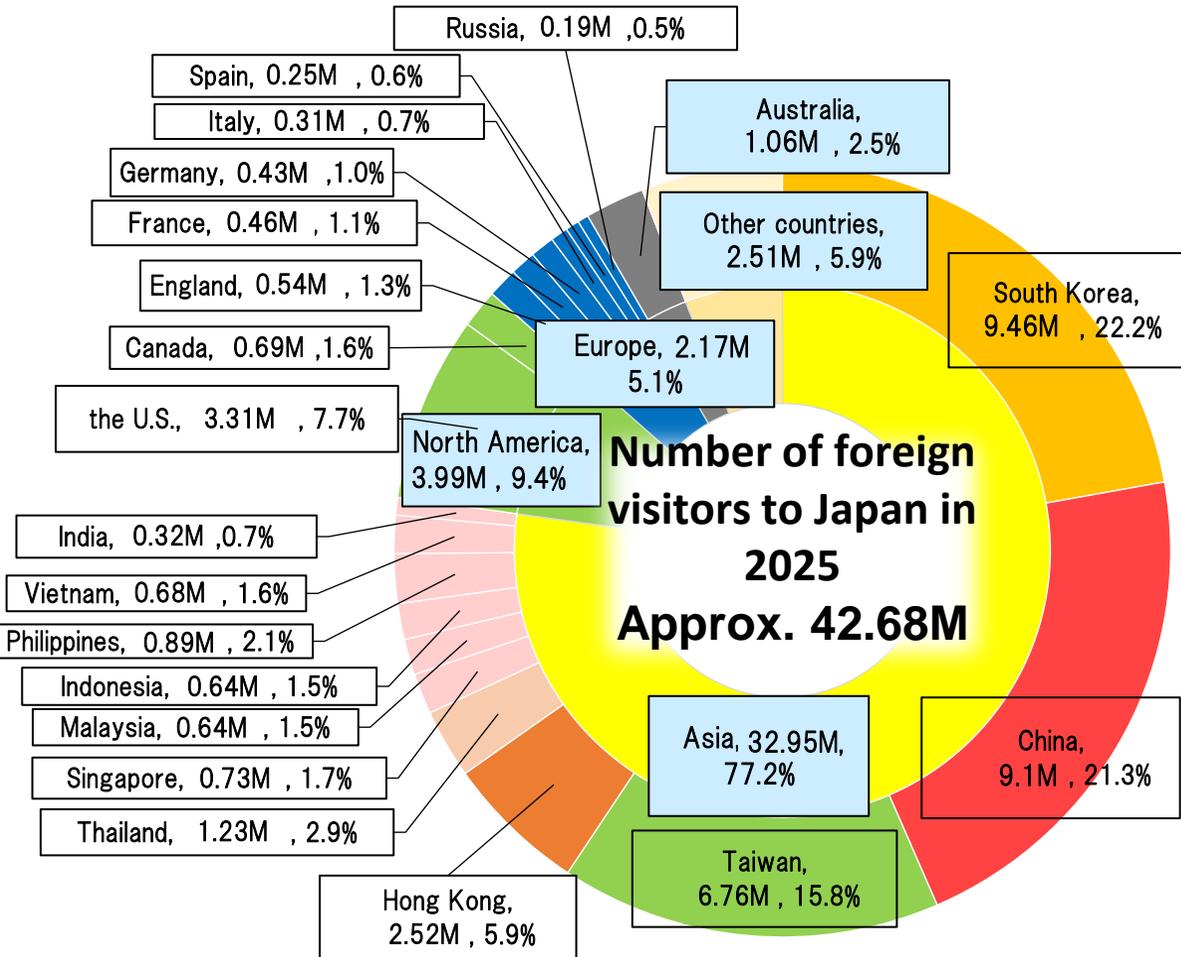
Total number of foreign tourists staying overnight in Kansai

Source: Japan National Tourism Organization (JNTO) "Statistics of Foreign Visitors to Japan"
*The figures for 2025 are estimates.

Source: Japan Tourism Agency "Statistical Survey on Overnight Travel"
*The figures from January to November 2025 are preliminary.

Number of foreign visitors by country/area

Of the foreign tourists visiting Japan in 2025, South Korea will be the largest source of approximately 9.46 million, followed by China at approximately 9.1 million, Taiwan at approximately 6.76 million, the United States at approximately 3.31 million, and Hong Kong at approximately 2.52 million.

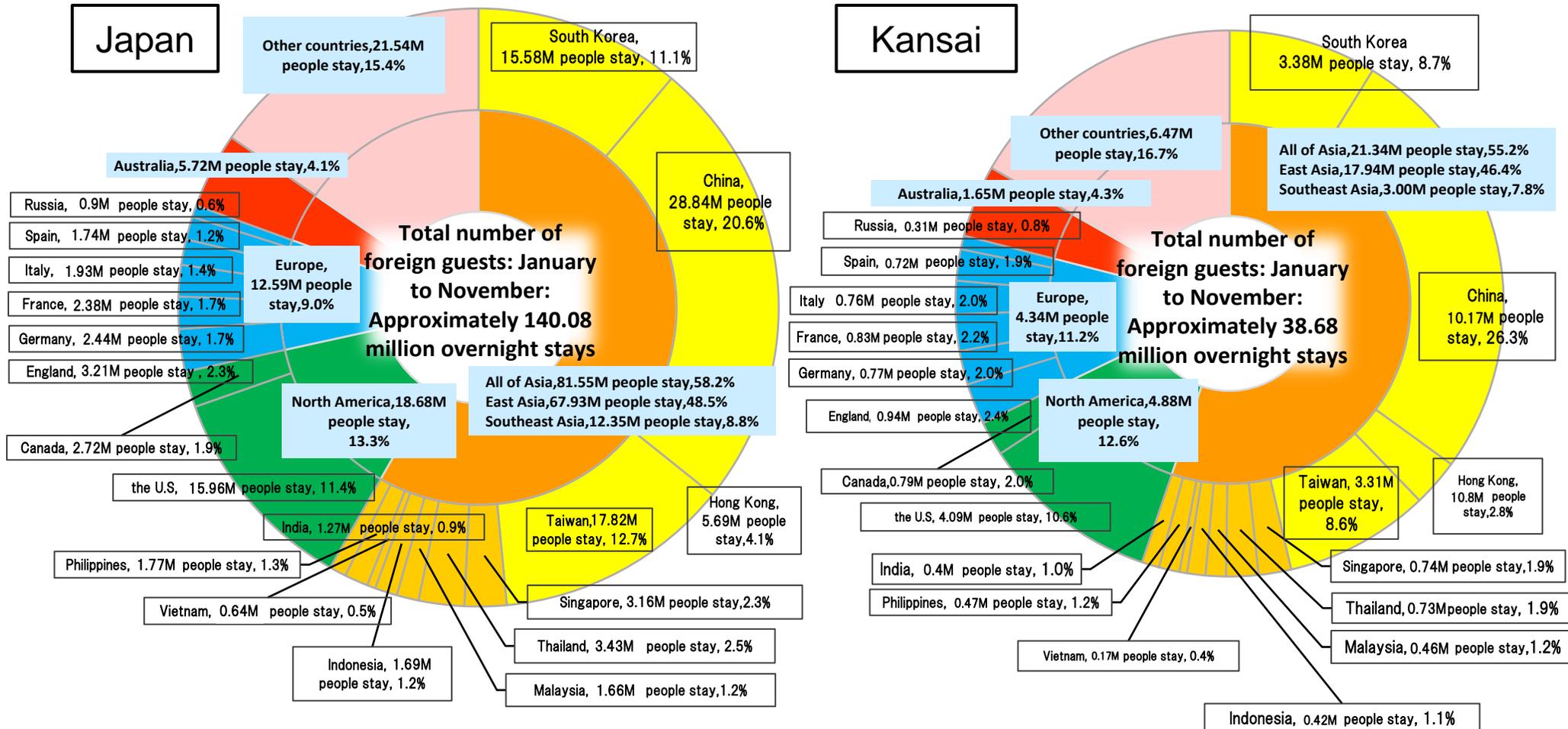


Ranking	Country /area	Number of foreign tourists visiting Japan	Market share	YoY
1	South Korea	9.46 million people	22.2%	107.3%
2	China	9.1 million people	21.3%	130.3%
3	Taiwan	6.76 million people	15.8%	111.9%
4	the U.S.	3.31 million people	7.7%	121.4%
5	Hong Kong	2.52 million people	5.9%	93.8%
6	Thailand	1.23 million people	2.9%	107.3%
7	Australia	1.06 million people	2.5%	115.0%
8	Philippines	0.89 million people	2.1%	108.1%
9	Singapore	0.73 million people	1.7%	105.1%
10	Canada	0.69 million people	1.6%	118.7%

Source: Japan National Tourism Organization (JNTO) "Statistics of Foreign Visitors to Japan"
*The figures for 2025 are estimates.

Total number of overnight guests by country/area (nationwide and Kansai region)

Among the total number of foreign overnight guests in 2025 (January to November), China will be the largest source of visitors in both the national and Kansai regions. In second place will be Taiwan in the national region and the United States in Kansai.



Source: Japan Tourism Agency "Statistical Survey on Overnight Travel"

*The figures from January to November 2025 are preliminary. Calculated from a survey of accommodation facilities with 10 or more employees.

Initiatives That Have Been Put Into Place as a Result of the Expo 2025 Osaka, Kansai, Japan

▶ Kansai Region Excursion Bus Tours



- Creating tours that deeply focus on local experience and interaction content
- Examining issues for putting seat-in-coach tours into practice in Japan

▶ KANSAI MaaS



- Unified the booking and payment systems for shuttle buses from major stations to the Expo site.
- Started supporting English on the website in March 2025.

▶ Kansai Hands-Free Travel Project



- Services have increased as a result of the Expo 2025 Osaka, Kansai, Japan.
- The aim is to create an excursion-friendly environment that allows for hands-free traveling around all tourist destinations in Kansai.

▶ Direction of Tourism Measures in Kansai



- Challenges we need to tackle with the "post-Expo period" in mind
 - ⇒ Attract tourists to every corner of Kansai, not just Osaka and Kyoto.
 - ⇒ Promote tourism by leveraging major events such as the World Masters Games 2027 and the opening of the Osaka Integrated Resort in 2030.

Taking the hosting of the Expo as an opportunity, we aim to **create an environment where tourists from overseas can enjoy sightseeing in Kansai**, such as by **showcasing the appeal of Kansai that encourages tourists to embark on excursions all around Kansai**, creating a **stress-free environment** for both tourists and locals, and preparing **tools for safe and secure sightseeing**, and **promote tourism with major events after the Expo in mind**.

“Safety Information Card”

A leaflet compiling information about useful apps, websites, and other services to enjoy a safe and secure stay in Japan.



(Front)



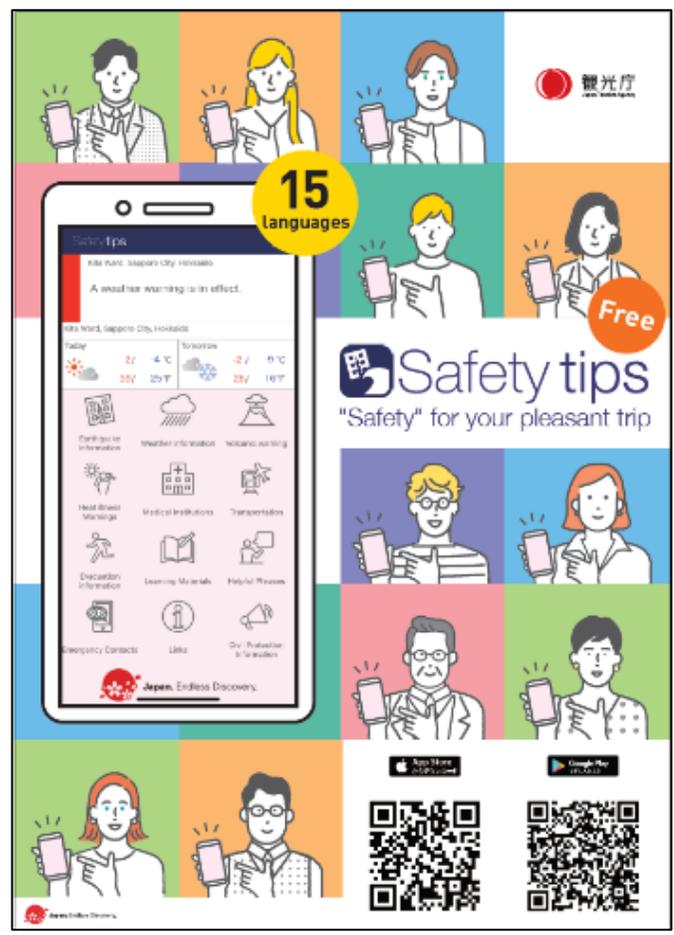
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(Digital media)

Push-enabled information alert app "Safety tips"

This app provides push notifications of emergency earthquake alerts, tsunami warnings, and special weather warnings in Japan, and also provides a collection of links to gather information needed in the event of a disaster, such as a response flowchart and a communication card. (15 languages available)



• Push notifications when an earthquake occurs



Normal

Earthquake early warning push notification

Actions to be taken



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