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Most European markets to Japan show an increase since the start of the year, especially from Russia, Germany and France as shown by statistics referring to the period January-March 2013.

TOKYO - Despite the ongoing recession in most European countries, the gloomy mood on the European continent has so far not dented into Japan’s power of seduction for western population.
Preliminary figures from the **Japan National Tourism Organisation** show that between January and March, the total number of Europeans from the UK, Germany, France and Russia –some of Japan’s largest European source markets- continue to record growth in total visitors. The four countries generated to Japan 116,070 international arrivals between January and March 2013 compared to 105,320 arrivals for the same period of 2012. This represents a year-on-year growth of 10.21%.

The four markets have together a market share of 5.1% of all international arrivals to Japan. During the first quarter of 2013, the country welcomed 2.25 million international travellers (up by 18% over Jan-March 2012). Russia was the top performer with total arrivals up by 27.3% to 12,800 visitors while France grew by a remarkable 13.8% to reach almost 30,000 arrivals during the first quarter.
Top European Visitor Arrivals to Japan for January-March 2010 to 2013 (Preliminary figures by JNTO for 2013)

2010
2011
2012
2013
UK

45,700

37,600

44,000

46,400

France

30,200

24,100

26,800

29,800

Germany

28,300

21,200
25,100
27,700

Russia
11,000
9,400
10,100
12,800

(Source: JAPAN NATIONAL TOURISM ORGANIZATION)

There is still a “Fukushima effect” which needs to be fully digested by statistics. The recovery of the market continues out of Europe. France and Germany are still below comparative figures from 2010, with a negative growth of respectively -1.3% and -2.2%. But they strongly improved their position. The UK showed a quicker recover –although timid- of 1.5%. Russia is the only country to have a significant growth in total arrivals at 15.9%.

The surprisingly relative resilience of European arrivals to Japan comes first from the huge share of business travel in total inbound figures out of Europe. It also shows the fidelity of

European markets for the brand “Japan”. The country continues to remain a favourite due to its reputation as a highly cultural and trendy destination. And finally, the last phenomenon which is certain to drive recovery now is the weakening of the Japanese yen. Since the end of last year, the Japanese currency lost 40% of its value compared to the European currency. Yesterday, a Euro was buying 132 Yen in foreign markets. In August of last year, the Euro was buying only 95 Yen..." lire à la source

Consultez la source sur Veille info tourisme: Etonnants engouements des visiteurs européens pour le Japon titre original Surprising resilience of Europe to Japan