

Lodging (Destination) in Japan

Market Direction | 2022-09-30 | 22 pages | Euromonitor

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Report description:

Following the decrease of COVID-19 cases, in March 2022 the government decided to lift the quasi-state of emergency in the remaining 18 prefectures, including Tokyo and Osaka, where COVID-19 cases had remained high compared with other prefectures. With this move, domestic travel regained momentum, and recovery was observed especially during the Golden Week holiday in May 2022. Following the return of domestic travel, the occupancy rates for lodging in Japan improved greatly. Furthermore, in June...

Euromonitor International's Lodging (Destination) in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Lodging (Destination) market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Lodging (Destination) in Japan
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List Of Contents And Tables

LODGING (DESTINATION) IN JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of travel leads to improvement in occupancy rates, but uncertainty remains

Use of plastic by lodging players reduced by implementation of new law

PROSPECTS AND OPPORTUNITIES

Unique experiences targeted for domestic travel will gain momentum in the short to mid-term

New hotel openings continue, anticipating the return of inbound tourists

CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2017-2022

Table 2 Lodging (Destination) Online Sales: Value 2017-2022

Table 3 Hotels Sales: Value 2017-2022

Table 4 Hotels Online Sales: Value 2017-2022

Table 5 Other Lodging Sales: Value 2017-2022

Table 6 Other Lodging Online Sales: Value 2017-2022

Table 7 Lodging (Destination) Outlets: Units 2017-2022

Table 8 Lodging (Destination) Rooms: Number of Rooms 2017-2022

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2017-2022

Table 10 □Hotels NBO Company Shares: % Value 2017-2021

Table 11 □Hotel Brands by Key Performance Indicators 2022

Table 12 □Forecast Lodging (Destination) Sales: Value 2022-2027

Table 13 □Forecast Lodging (Destination) Online Sales: Value 2022-2027

Table 14 □Forecast Hotels Sales: Value 2022-2027

Table 15 □Forecast Hotels Online Sales: Value 2022-2027

Table 16 □Forecast Other Lodging Sales: Value 2022-2027

Table 17 □Forecast Other Lodging Online Sales: Value 2022-2027

Table 18 □Forecast Lodging (Destination) Outlets: Units 2022-2027

CHART 1 Inbound Receipts: 2022-2027

CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027

TRAVEL IN JAPAN

EXECUTIVE SUMMARY

Travel in 2022

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

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Table 19 Surface Travel Modes Sales: Value 2017-2022

Table 20 Surface Travel Modes Online Sales: Value 2017-2022

Table 21 Forecast Surface Travel Modes Sales: Value 2022-2027

Table 22 Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 23 In-Destination Spending: Value 2017-2022

Table 24 Forecast In-Destination Spending: Value 2022-2027

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SOURCES

Summary 1 Research Sources

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