



This material is distributed by JNTO New York Office on behalf of Japan National Tourism Organization. Additional information is available at the Department of Justice, Washington, DC.



## PRESS RELEASE

# JAPAN LOOKS AHEAD TO U.S.-JAPAN TOURISM YEAR 2024



*Mt. Fuji © Japan National Tourism Organization*

**New York - December 19, 2023:** 2023 has been an outstanding year for tourism to Japan, with the country seeing a record-breaking number of travelers from the United States, and visitor arrival numbers continuing to increase month-over-month since March 2023. From January through October of this year, Japan saw a 17.3% increase in the number of US visitors, when compared to the same period in 2019, the previously best ever year for tourism to the country. The [Japan National Tourism Organization](#) looks to continue this unparalleled growth trend with the recently announced "U.S.-Japan Tourism Year 2024" initiative.

2024 will mark the first time both the United States and Japan have developed this kind of union, which seeks to promote increased travel, mutual tourism, and cultural exchanges between the two countries. The Tourism Year agreement is a project of JNTO, the Japan Tourism Agency (JTA) and the Japan Association of Travel Agents (JATA), in conjunction with the U.S. Department of Commerce's

Coinciding with these exciting new 2024 initiatives, Japan has also been recognized as a top destination for travelers in 2024 by the editors and readers of some of the most prestigious US travel publications, including:

- Tokyo and Japan recognized in [Condé Nast Traveler's](#) 2023 Reader's Choice Awards
- Hokkaido highlighted in [Travel+Leisure's](#) The 50 Best Places to Travel in 2024
- Morioka and Fukuoka recommended in [The New York Times'](#) 52 Places To Go
- Hokkaido featured as a sustainable destination in [Lonely Planet's](#) Best in Travel 2024
- Japan selected as Best Destination in Asia in [the 2023 Travvy Awards](#)

For more information on tourism and travel to Japan, visit: <https://www.japan.travel/en/us>.

---

#### ABOUT JAPAN NATIONAL TOURISM ORGANIZATION (JNTO)

*As the official tourism board, JNTO seeks to inspire international travelers to visit Japan. Focusing on sustainability, diversity and preservation of its history and culture, JNTO encourages travelers to explore the country while supporting local businesses, learning about indigenous cultures, and helping conserve its natural sites.*

For more information about travel to Japan, visit <https://www.japan.travel/en/us> or the JNTO pages on [Facebook](#), [Instagram](#) and [Youtube](#). To contact the New York office of the Japan National Tourism Organization (JNTO) directly, please e-mail [jntonyc\\_press@jnto.go.jp](mailto:jntonyc_press@jnto.go.jp).



Geoffrey Weill Associates | Kristen Yakura | [kristen@geoffreyweill.com](mailto:kristen@geoffreyweill.com) | [www.geoffreyweill.com](http://www.geoffreyweill.com) | [@weill.away](#)

Geoffrey Weill Associates | 29 Broadway, Suite 2205, New York, NY 10006

[Unsubscribe](#) [mark@geoffreyweill.com](mailto:mark@geoffreyweill.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by [news@geoffreyweill.com](mailto:news@geoffreyweill.com)