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PRESS RELEASE

DECEMBER 2023 WAS THE BEST DECEMBER EVER FOR US TOURISM TO JAPAN



Rurikoji Temple © Yamaguchi Prefectural Tourism Federation



Mt. Kirishima © Japan National Tourism Organization

New York - January 29, 2024: December 2023 broke the all-time record for American December tourism to Japan, with 26.8% more Americans traveling to the country than in December 2019, just before the Covid-19 pandemic. More than 25 million foreign visitors came to Japan in 2023.

Many American publications are enthusing about travel to Japan. *The New York Times* has highlighted Yamaguchi City in its "[52 Places to Go in 2024](#)", which boasts national treasures like the [Rurikoji Temple](#) and Yamaguchi's Gion Festival, celebrating its first year operating at full-capacity since pre-Covid. *The Wall Street Journal* put the spotlight on Kyushu in "[The 10 Best Places to Visit in 2024](#)", discussing new tourism projects that focus on local cuisine, ceramics and nature.

Awards and accolades from 2023:

- 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.



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