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PRESS RELEASE

JAPAN NAMED WORLD'S #1 DESTINATION FOR SECOND YEAR IN A ROW BY CONDÉ NAST TRAVELER'S READERS



Mt. Fuji © Sky Asagiri, Shizuoka Prefecture

New York - October 2, 2024: For the second year in a row, Japan has been named [the world's favorite travel destination](#) by the readers of *Condé Nast Traveler* in the 2024 edition of the magazine's annual Readers' Choice Awards. Tokyo was also designated the world's number one "[Large City](#)", climbing from the number two spot from last year. *Condé Nast Traveller*, the UK version of the magazine, has also named Japan as the [Best Country](#) in its Readers' Choice Awards.

high expectations for travel to Japan,” says Susumu Matsumoto, Director of the [Japan National Tourism Organization's \(JNTO\)](#) New York office. “The demand for travel from the United States to Japan continues to rise, with the number of inbound travelers from January to August 2024 reaching

approximately 1.7 million, a record high. We will continue to promote Japan and showcase our diverse attractions that travelers can enjoy throughout the year.”



Tokyo Skytree © JNTO

2024 has been designated as the U.S.-Japan Tourism Year, declared by the [Japan Tourism Agency \(JTA\)](#), JNTO and their U.S. counterparts, to further enhance mutual tourism and cultural exchanges between the two countries.

The 2024 Readers' Choice Awards will be published in *Condé Nast Traveler's* November 2024 issue, which hits newsstands this month.

The full list of winners can be found [here](#).

For more information about 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 us_media@jnto.go.jp.

ABOUT U.S.-JAPAN TOURISM YEAR

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 Japan National Tourism Organization (JNTO), the Japan Tourism Agency (JTA) and the Japan Association of Travel Agents (JATA), in conjunction with the U.S. Department of Commerce's National Travel and Tourism Office and U.S. Commercial Service, the U.S. Embassy in Tokyo and Brand USA. For more information, visit <https://www.japan.travel/en/us/japan-tourism-year-2024>.



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