



Travel in Japan

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Capella Kyoto redefines premium travel while value demand persists

In-destination spending outpaces all other travel activities in value

Air India and Japan Airlines reshape inbound flows through new routes

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Multilingual service anticipated to reshape regional visitor flows

In-destination spending set to remain the largest as booking gains from AI

AI agents expected to gain significance within the future of travel

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Nine Hours redefines capsule stays with sleep-focused technology

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Ana Pay and nine hours boost loyalty and wellbeing for daily travellers

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