



Euromonitor
International

Lodging (Destination) in Japan

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Hoshino Resorts reimagines historic sites to boost guest appeal

Luxury hotel brands accelerate expansion to capture premium demand

Flexible booking and AI-powered personalisation redefine guest journeys

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Luxury hotel operators anticipated to expand capacity as affluent demand rises

Short-term rentals set to accelerate as digital transformation reshapes guest experiences

Chart 1 Forecast Value Sales 2021-2031

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Luxury properties embed heritage assets into room-level product design

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COUNTRY REPORTS DISCLAIMER

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