



**Euromonitor
International**

Booking in Japan

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Digital booking channels drive growth despite economic and demographic pressures

Rakuten drives user loyalty as competition intensifies

Passport fee reduction aims to revive outbound travel amid divergence in consumer spending capacity

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Chart 2 Value Sales by Category 2026

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Loyalty ecosystems and digital platforms anticipated to shape user behaviour

Experience-driven offerings and MICE investments expected to drive diversification

Population decline and income polarisation set to reshape demand patterns

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Chart 2 Forecast Value Sales by Category 2026-2031

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Reiwa Travel strengthens brand and growth potential through inbound market expansion

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Traditional agencies reinvent themselves around data, media, and human re-engagement

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