

Booking in Japan

September 2022

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Booking in Japan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Guided tours gain momentum after easing of travel restrictions for inbound tourists

Metasearch will challenge pricing for online intermediaries

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Possibility of cannibalisation between metaverse and real travel

Eco-tourism to move into the spotlight

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Travel in Japan - Industry Overview

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Travel in 2022

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Hotels: Key trends

Booking: Key trends

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DISCLAIMER

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