

# Recent Situation of Cruises in Japan.

HAYASHI Yusuke

Director, Cruise Promotion Office,

Ports and Harbours Bureau,

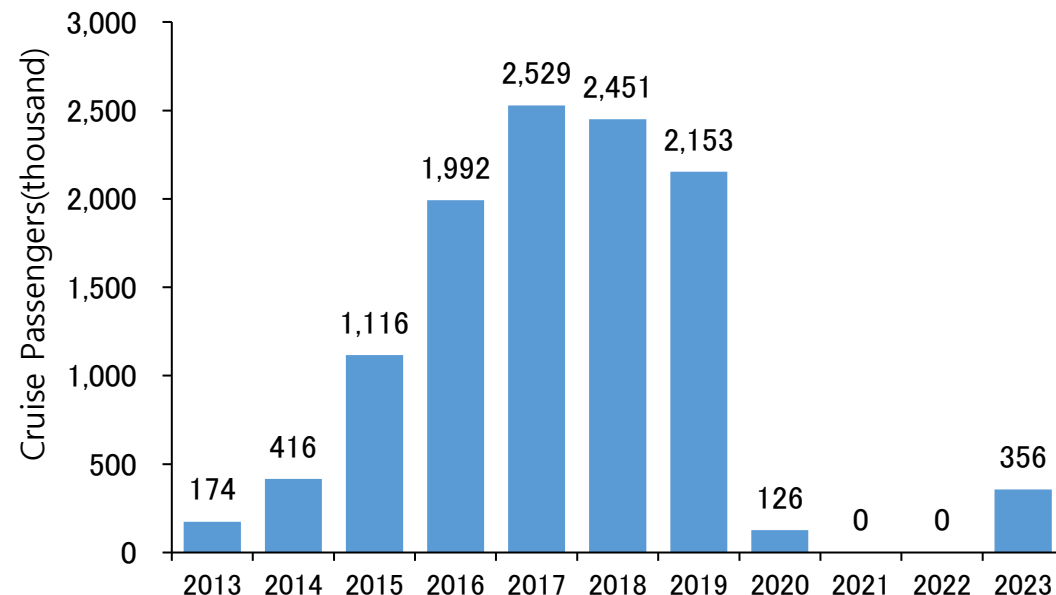
Ministry of Land, Infrastructure, Transport and Tourism, Japan

# Recent Situation of Cruise in Japan

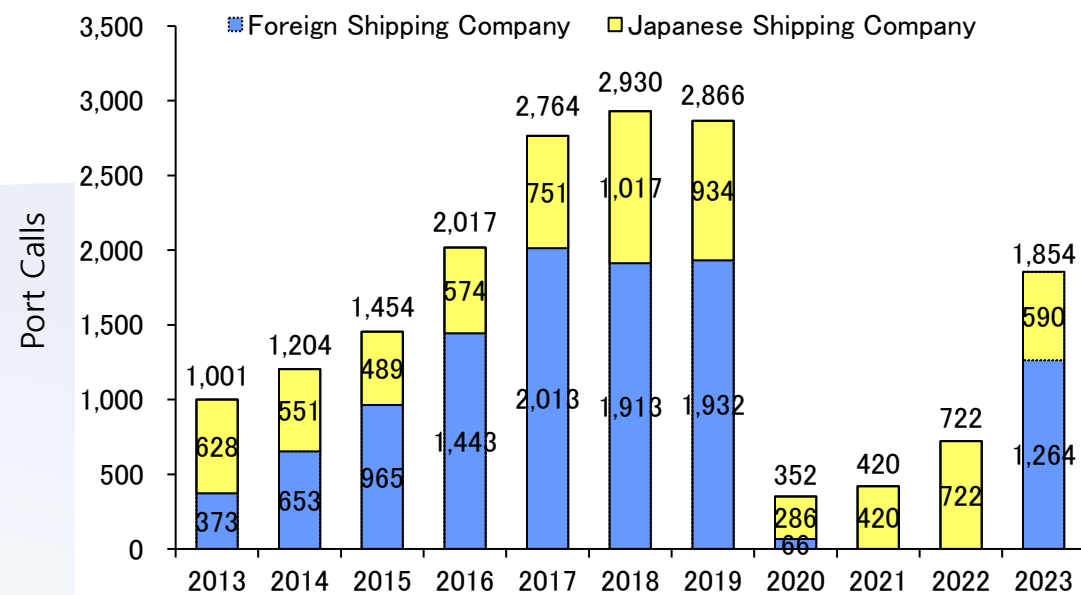
- The number of cruise passengers visiting Japan in 2023 will be 356,000 (no passengers in 2022).

- The number of port calls to Japanese ports will be 1,854, approximately 2.5 times the number of the previous year.

Number of cruise passengers visiting Japan

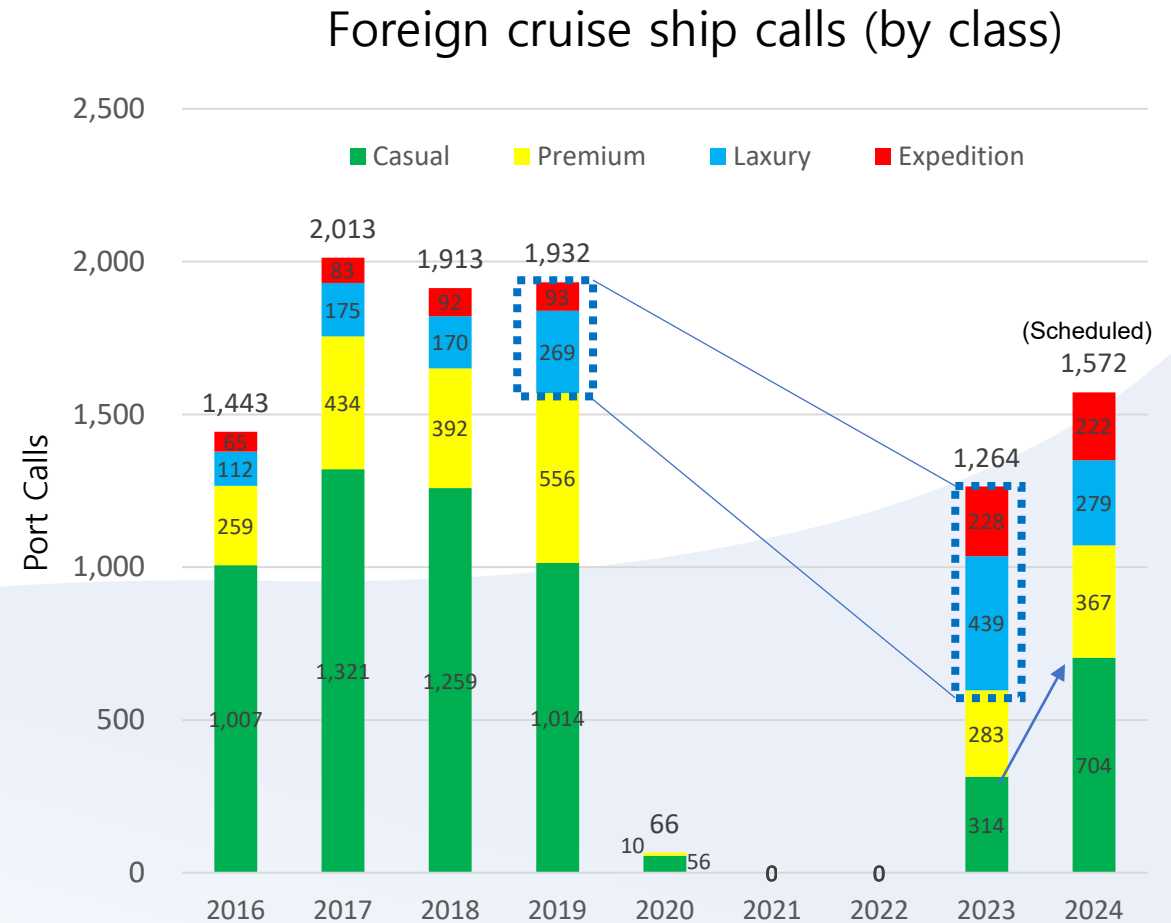


Number of cruise ship calls



# Trend of Foreign Cruise Ship Calls in 2023

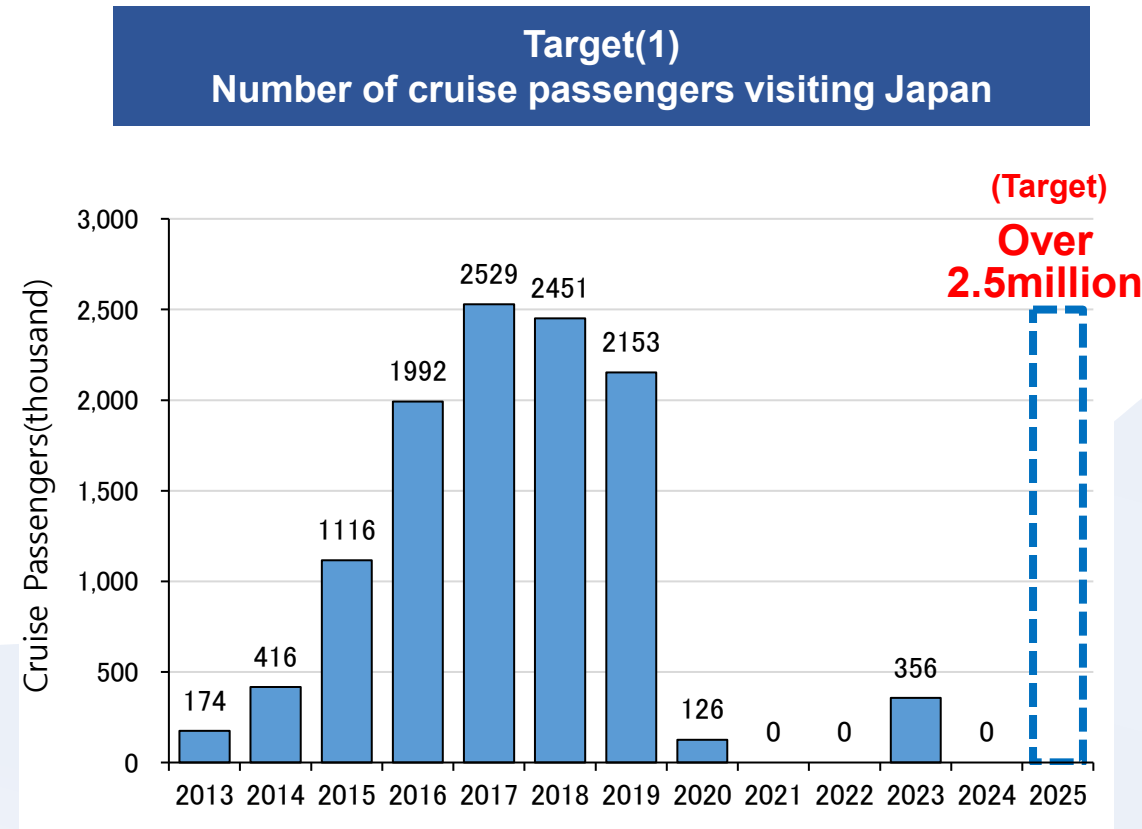
- In 2023-2024, the number of calls by luxury and expedition vessels is expected to increase compared to the number of calls before the COVID-19.
- The percentage of casual vessels is expected to increase in 2024 compared to 2023.



# Initiatives for the Cruise Promotion to Japan

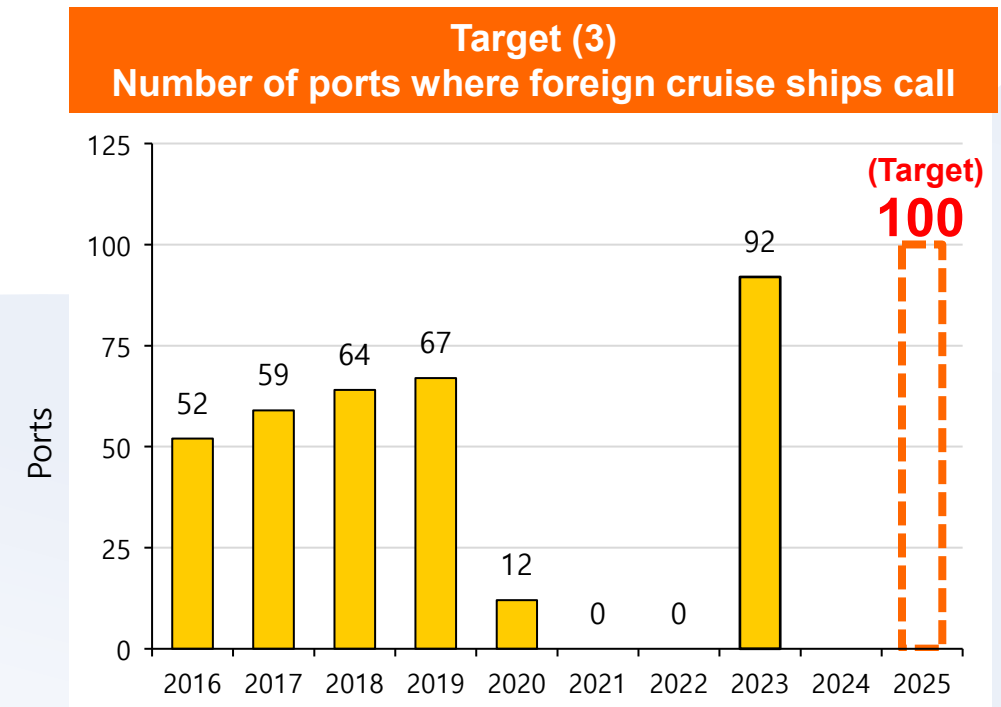
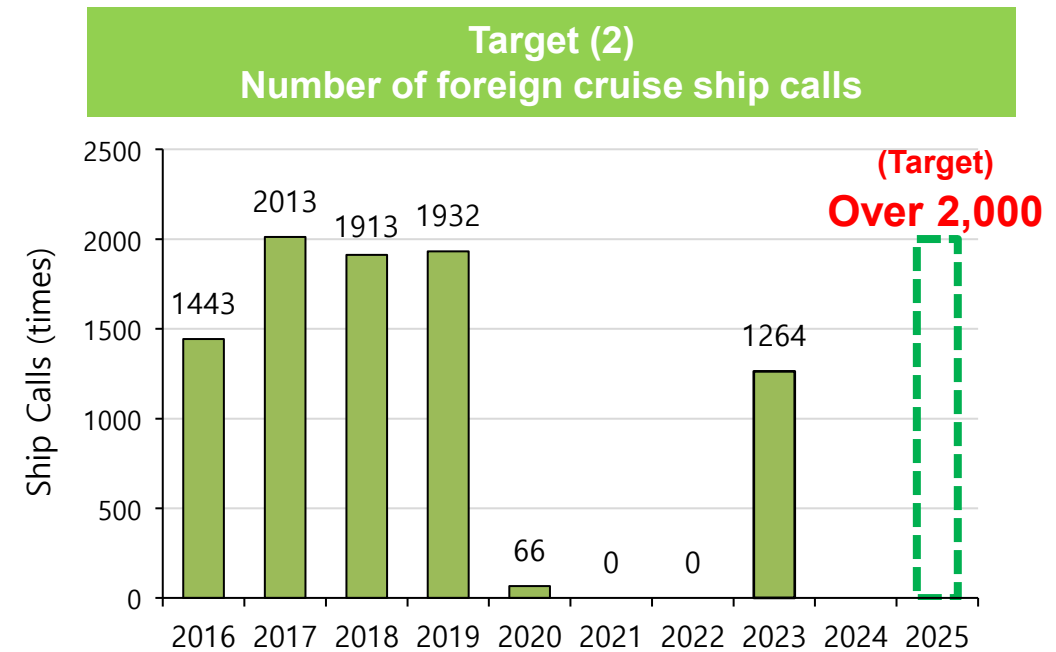
- The following three “Target” for cruises have been identified in the Japanese Government's Basic Plan for a Tourism Nation.

(1) Recruit 2.5 million cruise passengers to Japan in 2025, the pre-COVID-19 peak level.



(2) Increase the number of foreign cruise ship calls to over 2,000 in 2025 from the pre-COVID-19 peak level.

(3) The number of ports at which foreign cruise ships call at 100 ports in 2025, exceeding the pre-COVID-19 peak level(67 ports).



# Major Initiatives to Cruise Promotion

## 1. Promotion of inbound travel to Japan

In cooperation with the “National Cruise Revitalization Conference”,

- 1) Hold business meetings attended by cruise ship operators, local governments, etc.
- 2) Participate in international exhibitions.





## 2. Creation of high-quality shore excursions

- (1) Promoting the creation of sightseeing tours of ports of call with local experts, commentary and hands-on sightseeing at the core.
- (2) Exchange of opinions on "the creation of high-quality shore excursions" involving ship operators, land operators and local governments.



### 3. Establish a scheme to stimulate consumption

Creation of a scheme to stimulate consumption in the port of call through collaboration between local governments and ship operators, such as on board the ship.

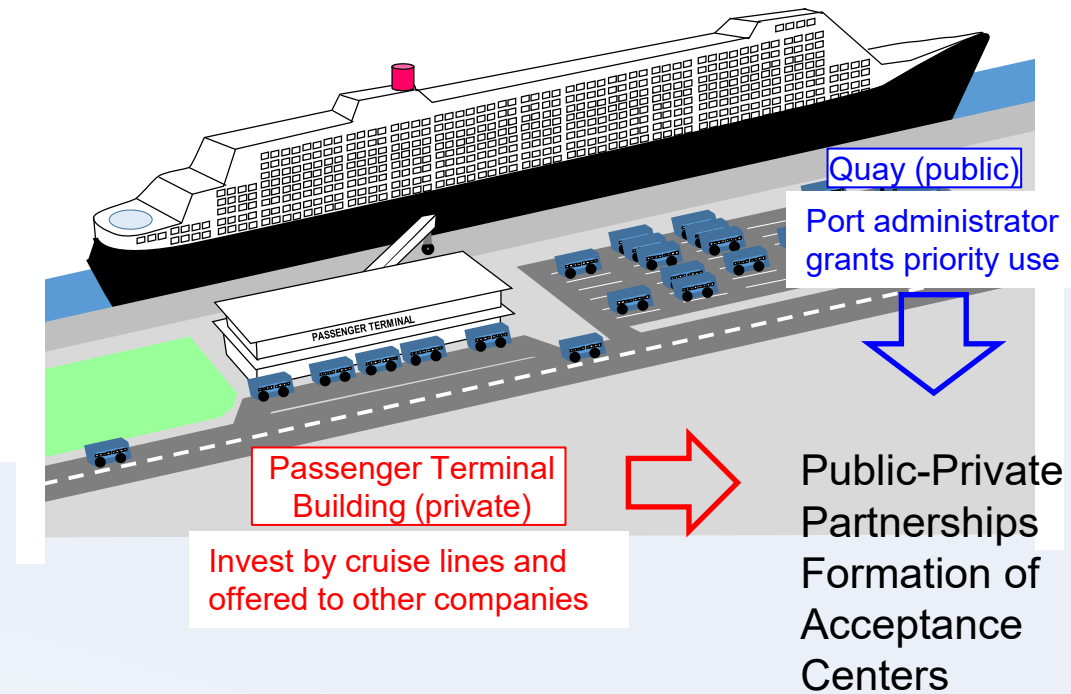




#### 4. Formation of a world-class international cruise center

Establish a system that allows port authority and cruise ship operators to conclude agreements at ports designated by the government that include the following:

- (1) Port authority grants cruise ship operators "priority use of quay".
- (2) Ship operators will invest passenger facilities and allow other companies to use them.



# Increase the Number of Ports Foreign Cruise Ships calls

In 2023, the ports where foreign cruise ships made a call, 29 ports(**Red Font**) were first visited by foreign cruise ships.

2023											
Rank	Port	Port calls	Rank	Port	Port calls	Rank	Port	Port calls	Rank	Port	Port calls
1	Yokohama	101	26	Tokushima	12		<b>Itozaki, Onomichi</b>	3		<b>Sado-ga-Shima</b>	1
2	Nagasaki	95		Yashiro	12		Nakadori-Jima	3		<b>Omaezaki</b>	1
3	Kagoshima	78	28	Muroran	11		Hoso-Shima	3		<b>Ine Fishing Port</b>	1
4	Naha	72		Kushiro	11		<b>Okinoerabu-Jima</b>	3		Himeji	1
5	Hakata	59		Aburatsu	11	55	Noshiro	2		<b>Tottori</b>	1
6	Hiroshima	58		Miyanoura	11		<b>Izu Oshima</b>	2		<b>Saigo</b>	1
7	Kobe	54	32	Niigata	10		Tsuruga	2		<b>Inujima</b>	1
8	Shimizu	53		Shingu	10		<b>Tagonoura</b>	2		<b>Kamagari</b>	1
9	Kochi	51		Uno	10		Urago Fishing Port	2		Ube	1
10	Osaka	46	35	Hagi	9		<b>Osaki Shimo-Jima</b>	2		<b>Nagahama</b>	1
11	Hakodate	42		Uwajima	9		<b>Senzaki</b>	2		<b>Fukue</b>	1
12	Tokyo	33	37	Miyako	7		<b>Shodoshima</b>	2		<b>Yoron</b>	1
13	Ishigaki	33		Shiogama, Sendai	7		<b>Kamikoshiki-Shima</b>	2		Amami Oshima	1
14	Kanazawa	32		Maizuru	7		<b>Kikaijima</b>	2		<b>Shimokoshiki-Shima</b>	1
15	Aomori	29		Shimonoseki	7		Zamami	2		<b>Yonaguni</b>	1
16	Sakai	25		Kitakyushu	7		Iriomote-Jima	2		<b>Taketomi-Jima</b>	1
17	Akita	21	42	Sakata	6		<b>Kanegusuku</b>	2		<b>Hateruma-Jima</b>	1
18	Beppu	19		Sado-ga-Shima	6	68	Kutsugata	1		Total(92ports)	1264
19	Nagoya	18		<b>Fukuyama</b>	6		Tomakomai	1			
	Sasebo	18		Matsuyama	6		<b>Nemuro</b>	1			
21	Miyako-Jima	17	46	Wakayama	4		<b>Oshidomari</b>	1			
22	Otaru	15		Izuhara (Tsushima)	4		<b>Kamuiwaki Port</b>	1			
23	Takamatsu	14	48	Ibaraki	3		<b>Hachinohe</b>	1			
24	Karatsu	13		Fushiki Toyama	3		Hachijo-Jima	1			
	Naze	13		Toba	3		Miyakejima	1			

# Increase the Number of Ports Foreign Cruise Ships calls

Walk around Tottori Sand Dunes



Cycling at Shimanami-Kaido



Beautiful beach on Taketomi Island



Walk around the old town of Mitarai



Beautiful coastline of Oki Island



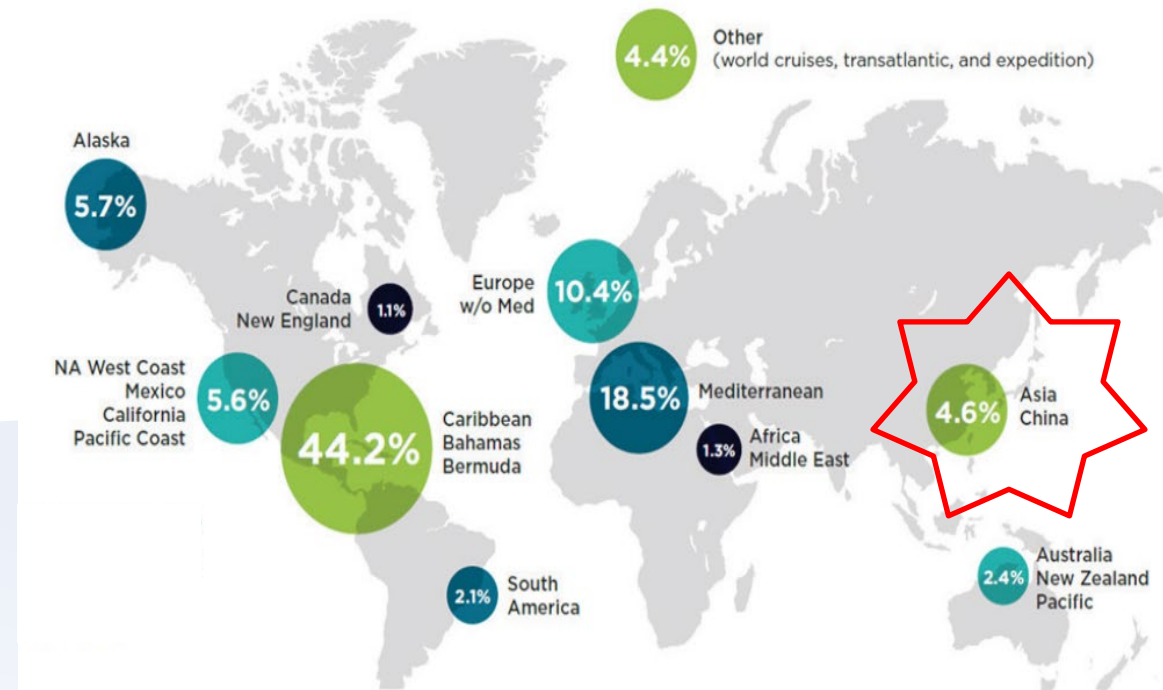
Scenery of the old port town (Tomonoura)



# Importance of Asian Regions Working Together to Promote Cruise Tourism

- The Asian region can receive only 4.6% of global cruise passenger demand.
- To increase demand for cruise passengers in Asia, all countries and partners need to work together on promotion.

Percentage of cruise passengers by region



Source: CLIA Resource Deployment Data (2023)