

Okinawa

Destination One-Pager

The Japan you cannot book last-minute: luxury resorts are on the rise, and Chinese and Korean demand is already here.

36.9M

foreign visitors to Japan in 2024 (JNTO); in Okinawa, foreign guest-nights are led by Taiwan, Korea and Hong Kong — ~70% of the island’s foreign stays

TOP SOURCE MARKETS

South Korea		8.82M (+26.7%)
China		6.98M (+187.9%)
Taiwan		6.04M
United States		2.72M (+33.2%)

Source: JNTO / Japan Tourism Agency — <https://www.jnto.go.jp/>

Full destination coverage: <https://travelintelligenceoffice.com/okinawa/>

