

Japan intends to attract 60m int'l tourists annually

- A Monitor Desk Report

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Dhaka: Japan has a target to attract 60 million international tourists annually, informed the country's tourism agency chief Ichiro Takahashi.

The ambitious target stems from the fact that Japan welcomed over 25 million international visitors in 2023 following the lifting of pandemic-era border restrictions.

"It is a figure that we can very much achieve by making the right efforts," Takahashi said at a briefing in Tokyo.

"There are still many little-known places in Japan that are left unexplored by tourists from overseas. I believe Japan has infinite tourism resources," added Takahashi.

Recent government statistics showed that international tourist arrivals have exceeded three million for three consecutive months as of May 2024.

However, this surge has reignited concerns about overtourism in various parts of the country. In response, some local governments are considering measures to manage tourist impact.

As per reports, Himeji city is contemplating significantly higher admission fees for foreign visitors to its world heritage site Himeji Castle.

Similarly, Mount Fuji witnessed the installation of a new crowd-control barrier on a popular photo spot. The move follows a recent incident where a nearby town blocked views of the iconic volcano to deter tourists.

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