



## ASIA

# JAPAN

### **1. What has been making news in this country in terms of the business of wellness?**

While the inbound tourism market has been booming over the last several years, reaching 30 million people visiting Japan on an annual basis, the wellness tourism market is still in its early stage. There is a big potential for expansion, in particular in local areas with superb natural and historical assets.

### **2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.**

#### **SPA INDUSTRY**

The current service format of traditional Japanese inns (Ryokan) does not meet the inbound customer needs and needs to be changed.

#### **WELLNESS TOURISM**

There is a big potential if we develop proper destination tourism in local areas with natural and traditional assets.

### **3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?**

The Japanese government is now strongly promoting the local tourism market, targeting the Tokyo Olympics in 2020.

### **4. What do you see as the greatest strength of the wellness market in this country?**

Beautiful natures, historical assets and spiritual culture, such as Zen.

### **5. What do you see as the greatest weakness of the wellness market in this country?**

We lack expertise and people with professional experience to develop the proper format of wellness tourism.

**6. What do you see as the biggest opportunity in the wellness market in this country?**

Destination and wellness tourism

**7. What do you see as the biggest threat to the wellness market in this country?**

**8. Which sector of the wellness economy are you most involved with?**

Wellness Tourism

**SUBMITTED BY:**

**Name:** Yoshikuni Kato

**Company:** LONGNOW K.K.

**Job Title:** Founder & CEO

**Country (Where You Reside):** Japan

**Email Address:** [ykato@longnow.co.jp](mailto:ykato@longnow.co.jp)

**Phone Number:** +8190 8851 8711