Thanks to its rich tourist resources, approximately 46 million tourists visit Gifu in one year.

Gifu Prefecture is endowed with a beautiful natural environment represented by magnificent mountains, pristine streams and traditional culture, all of which have long been cherished by the local residents. A large number of people visit Gifu to experience a wide range of these great features. Tourists visiting historical and cultural destinations account for the highest proportion of tourists visiting Gifu Prefecture among all destination types, followed by roadside stations and other rest areas, sports and recreation, urban tourism (shopping and cuisine), hot springs and health promotion, and natural attractions.

The cumulative number of overnight visitors from other countries to Gifu has increased largely in recent years, reaching 1,281,280.

The number of Chinese tourists is the largest among overnight visitors from other countries accounting for 41.1% of the total, followed by Taiwan (13.8%) and Hong Kong (7.1%).