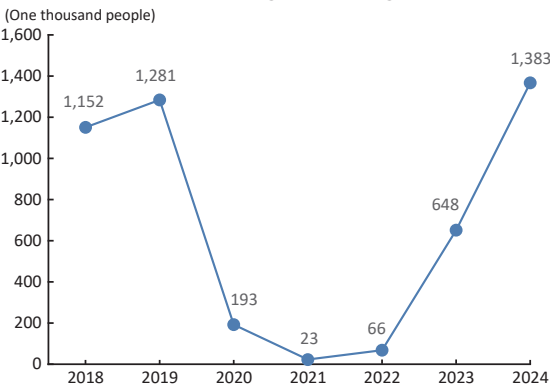




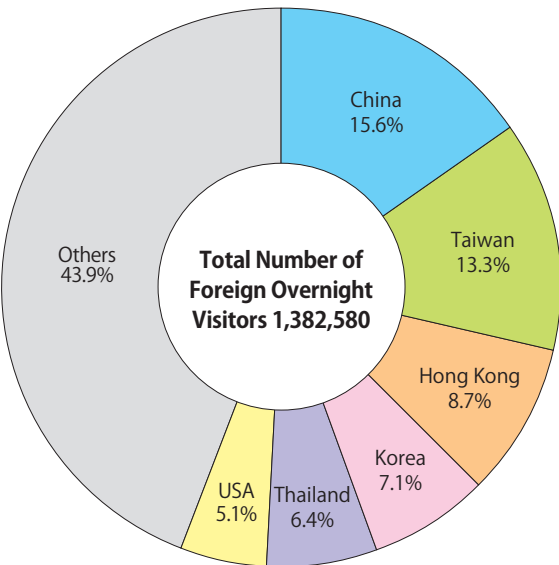
The World Heritage Site *Shirakawa-go*

Total Number of Foreign Overnight Visitors



Source : Japan Tourism Agency
Note : The survey was conducted on accommodation facilities with 10 or more employees.

Percentage of Foreign Overnight Visitors by Country and Region (2024)



Source : Japan Tourism Agency
Notes : 1. The survey was conducted on accommodation facilities with 10 or more employees.
2. "Others" include those whose nationalities (birthplaces) are unknown.

Gifu Prefecture, Blessed with Attractive Tourism Resources

Gifu Prefecture is full of appeal, such as a rich natural environment represented by beautiful mountains and clean rivers, and a traditional culture that has been nurtured by the people since ancient times. Approximately 44.7 million tourists visited the prefecture in 2024.



Magome-juku, an old post town on the Nakasendo road

Total Number of Foreign Overnight Visitors: 1,382,580

Total number of foreign overnight visitors in 2024 was 1,383 thousand, showing a drastic increase from the previous year. It was approximately a 7.9% increase compared to the pre-COVID-19 year (2019). In terms of the number of foreign overnight visitors by nationality (place of birth), China ranked first at 15.6%, followed by Taiwan at 13.3%, and Hong Kong at 8.7%.



Gujo Hachiman Castle