

Survey: Japan Tops List of Countries Tourists Want to Revisit

世界20カ国を対象にした調査で、日本が「再訪したい国」ランキングの1位となりました。東京や北海道、大阪、京都などは人気の旅行先として名前が挙がっています。都市だけでなく地方にも注目が広がりつつあり、観光の可能性はまだ大きく残されています。あなたが海外の人におすすめしたい日本のスポットはどこですか？講師に紹介してみましょう。



1. Article

Read the following article aloud.

Japan has been ranked the top country people most want to revisit for tourism, according to a survey released on August 25 by advertising giant Dentsu. The survey covered [respondents](#) in 20 countries and regions.

Japanese food and products were cited as the strongest motivations for a return visit. By contrast, regional tourism was seen as facing challenges such as poor internet connectivity and limited multilingual support. A Dentsu representative commented, "Regional tourism has great potential, but overcoming these issues is not easy."

Among travelers who had visited multiple countries, 52.7% chose Japan as the [destination](#) they would most like to visit again. This placed Japan first among 52 countries and regions. South Korea ranked second at 20.0%, followed by the United States at 16.6%. Interest in Japanese food and favorable views of Japanese products [outweighed](#) the weak yen as reasons to return.

Continued on next page.

Source: Survey: Japan Tops List of Countries Tourists Want to Revisit
[JAPAN Forward](#)

1. Article

By prefecture, Tokyo, Hokkaido, Osaka, and Kyoto stood out for their strong recognition, past visitation, and intent to revisit. They were followed by Fukushima, Okinawa, and Hiroshima.

The share of travelers who visited only regional destinations was relatively low. However, satisfaction levels were extremely high, with 96.2% expressing satisfaction and 93.4% saying they would like to revisit.

The survey was conducted online between May and June. It collected responses from more than 10,000 residents of Asia, Europe, North America, the Middle East, and other regions.

Source: Survey: Japan Tops List of Countries Tourists Want to Revisit
JAPAN Forward

2. Key phrases and vocabulary

First repeat after your tutor and then read aloud by yourself.

1. **respondent** 回答者

There were over 6,000 respondents to our questionnaire about electric cars.

2. **destination** 目的地、旅行先

One of our favorite vacation destinations is Nagano prefecture in Japan.

3. **outweigh** ～を上回る、～より重要である

The benefits of a public education outweigh the negative aspects.

4. **intent** 意向、目的

Our intent is to start an ice cream business and have it succeed within three years.

5. **conduct** (調査・などを) 行う、実施する

We conducted a survey of over 30,000 high school students on the quality of school lunches.

3. Questions

Read the questions aloud and answer them.

1. Who conducted the survey, and how many people were contacted?
2. What reasons did people give for wanting to return?
3. How did people feel about visiting local areas or “regional tourism”?
4. What part of Japan would you most like to visit and why?
5. How do you feel about tourists visiting local parts of Japan?

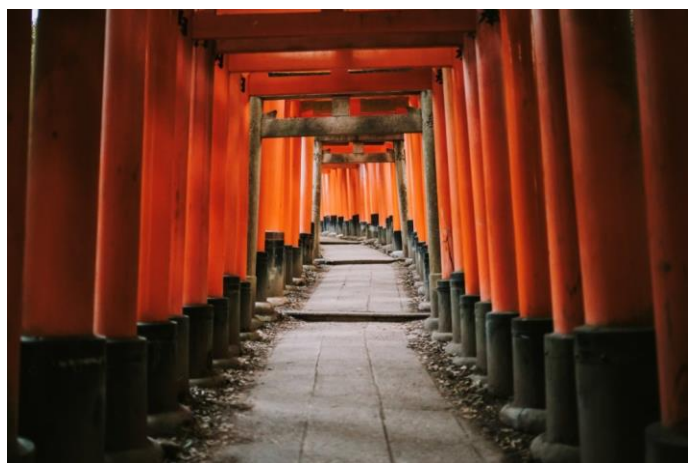
4. 「再訪したい国」日本が首位 52%の支持集める、地方での通信環境や多言語対応課題

広告大手の電通が8月25日発表した世界20カ国・地域の人を対象に実施した日本の認知に関する調査で、観光で再訪したい国として首位となった。日本食や日本製品が動機の上位だった。地方の観光では通信環境や多言語への対応など課題が指摘された。担当者は「地方の観光資源はポテンシャルが高いが、課題解決は難しい面もある」と話した。

複数の国への海外旅行経験者に「再び観光に訪れたい国」を尋ねたところ、日本は52・7%の支持を集め、52カ国・地域のうち1位だった。2位は韓国の20・0%、米国が16・6%と続いた。動機としては円安効果よりも「日本食への関心」や「日本製品への好感」が上位となった。都道府県別では東京、北海道、大阪、京都が認知度や訪問経験、意向が高く、福島、沖縄、広島が続いた。

一方で、地方のみを訪問する割合は低かった。ただ、一度訪問した場合の満足度（96・2%）と再訪意向（93・4%）はいずれも9割を超えた。

調査は今年5～6月に実施。アジアや欧州、北米、中東などの在住者1万人以上から、インターネットで回答を得た。



出典：「再訪したい国」日本が首位 52%の支持集める、地方での通信環境や多言語対応課題
[JAPAN Forward](#)