



Euromonitor
International

Lodging (Destination) in Japan

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Hoshino Resorts reimagines historic sites to boost guest appeal

Luxury hotel brands accelerate expansion to capture premium demand

Flexible booking and AI-powered personalisation redefine guest journeys

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Luxury hotel operators anticipated to expand capacity as affluent demand rises

Short-term rentals set to accelerate as digital transformation reshapes guest experiences

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

PRODUCTS

Heritage conversion demands bespoke architectural and materials engineering

Luxury properties embed heritage assets into room-level product design

Flebol's architecture treats AI compatibility as a core product feature

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

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