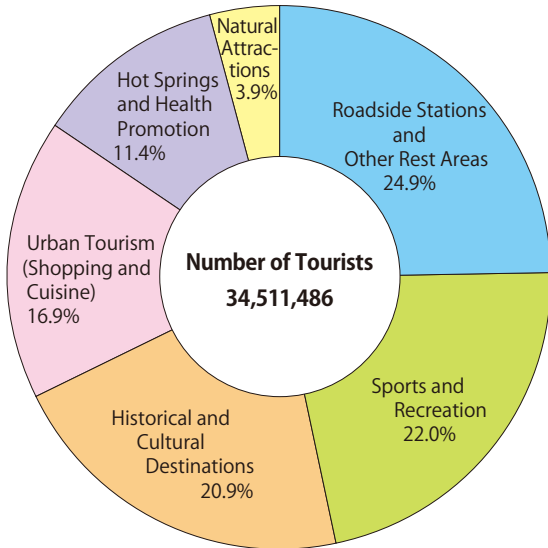


# Tourism

## Number of Tourists by Destination Type (2020)



Source : Gifu Prefectural Government

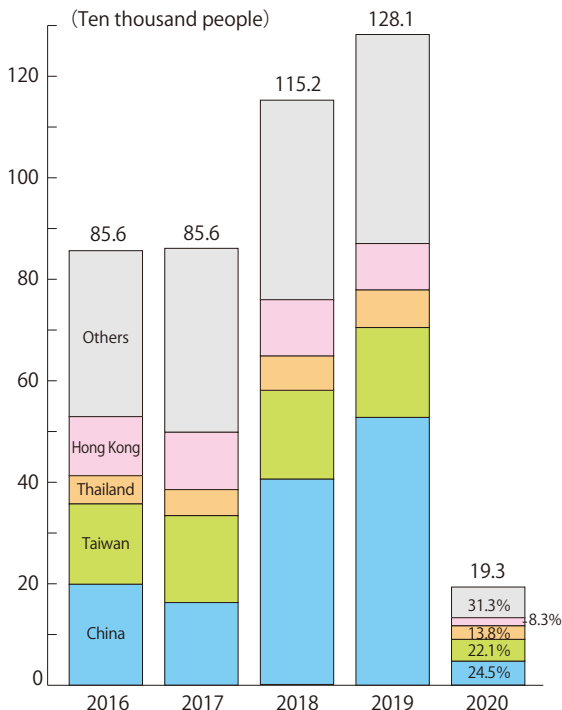
## Gifu Prefecture, blessed with attractive tourism resources

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. In 2020, tourists visiting roadside stations and other rest areas accounted for the highest proportion of tourists visiting Gifu Prefecture among all destination types, followed by sports and recreation, historical and cultural destinations, urban tourism (shopping and cuisine), hot springs and health promotion, and natural attractions.



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

## Number of Overnight Visitors by Country / Region



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.

**The cumulative number of overnight visitors from other countries to Gifu in 2019 was 1,281,280, exemplifying a large increase in recent years. However, the number in 2020 was 193,210, resulting in a significant decrease.**

The number of Chinese tourists is the largest among overnight visitors from other countries accounting for 24.5% of the total, followed by Taiwan (22.1%) and Thailand (13.8%).



Picture Provided by the Shirakawa Village Office (Gifu)  
The World Heritage Site *Shirakawa-go*