

Tourism



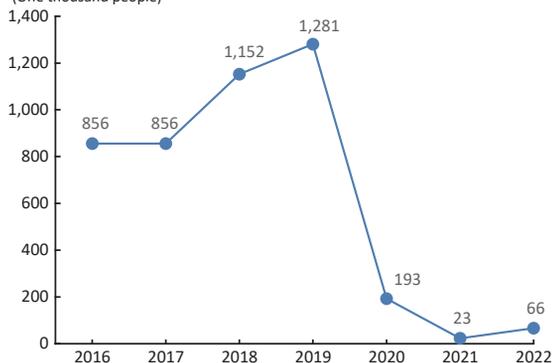
Picture Provided by the Shirakawa Village Office (Gifu)
The World Heritage Site *Shirakawa-go*

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 43 million tourists visited the prefecture in 2022.

Total Number of Foreign Overnight Visitors

(One thousand people)



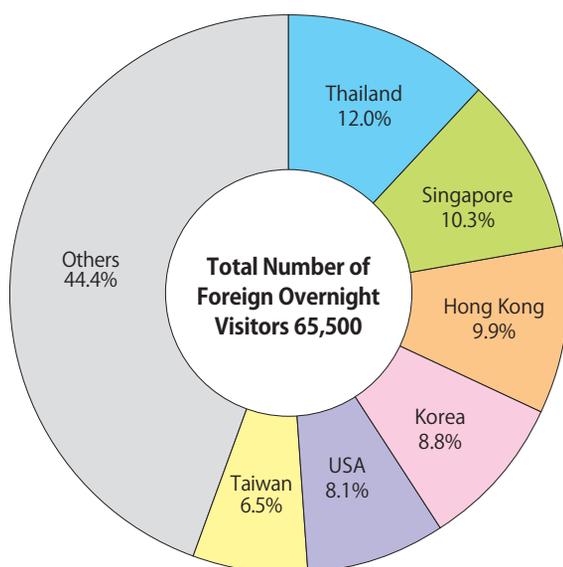
Source : Japan Tourism Agency

Note : The survey was conducted on accommodation facilities with 10 or more employees.



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

Percentage of Foreign Overnight Visitors by Country and Region (2022)



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.

Total Number of Foreign Overnight Visitors: 65,500

Total number of foreign overnight visitors in 2022 was 65.5 thousand, showing an increase from the previous year. However, it was approximately 95% reduction compared to the pre-COVID-19 year (2019). In terms of the number of foreign overnight visitors by nationality (place of birth), Thailand ranked first at 12.0%, followed by Singapore at 10.3%, and Hong Kong at 9.9%.



Gujo Hachiman Castle