FIGURE 3.2

South Korea is back to 2019 levels; Japan is still 14.5% below

Arrivals from the five largest source markets, 2019 and 2025, millions



Market	2019	2025	Change (%)
China	5.806	5.282	-9.0
South Korea	4.291	4.331	0.9
Taiwan	0.927	1.232	32.9
United States	0.746	0.849	13.8
Japan	0.952	0.814	-14.5

Sources: Institute for Tourism Development Research — Arrivals 2019; General Statistics Office / VNAT — International arrivals 2025