

京都市ニューヨーク情報拠点レポート(2018年6月・7月分)

1 統計

○訪日旅行者数(アメリカ合衆国)

・2018年6月 161,700人 (2017年6月 137,985人) (対前年比+17.2%)

・2018年7月 146,700人 (2017年7月 129,369人) (対前年比+13.4%)

※出典「日本政府観光局(JNTO)」

○京都市内39ホテル対象宿泊実人数(アメリカ合衆国)

・2018年6月 18,660人 (2017年6月 15,961人) (対前年比+12.4%)

・2018年7月 15,161人 (2017年7月 13,002人) (対前年比+12.7%)

※出典 京都市観光協会・京都文化交流コンベンションビューロー「外国人客宿泊状況調査」 ※対前年比は総営業部屋数の差異を補正反映

2 市場動向

- According to Travel Weekly, the World Travel and Tourism Council met to discuss overtourism in the travel industry. The major issues can be whittled down to: alienated local residents, a degraded tourism experience, overloaded infrastructure, damage to nature, a threat to culture and heritage, and (lack of) return on investment to the community.
- In a recent research study covered in Skift, bleisure travel is on the rise. According to the Expedia Group Media Solutions report, In 2018, 60 percent of U.S. business trips featured an added leisure element, up from 43 percent in 2016. Most of this occurs domestically — in business-heavy cities such as New York, Phoenix, Boston, Orlando, and Houston — but international bleisure travel has skyrocketed to 80 percent of overseas business trips.
- A variety of travel insights were discovered within the recent 2019 Global Travel Forecast. Top takeaways include:
 - APAC growth continues to dominate the travel space.
 - In 2016, China overtook the US as the biggest corporate travel market, and it's set to become the world's largest aviation market in 2024.
 - In North America, 2019 prices are forecasted to rise by 1.8% in air, 2.1% in hotel, and 0.6% in ground transportation.
 - Ultra-long-haul flights are back and more popular than ever.
 - Upscale hotel brands are now competing with mid-level, partly driven by the surge in interest for boutique properties.