

京都市シドニー情報拠点レポート(2018年6月・7月分)

1 統計

○訪日旅行者数(オーストラリア)

・2018年6月 35,800人(2017年6月 32,506人)(対前年比+10.1%)

・2018年7月 33,900人(2017年7月 30,383人)(対前年比+11.6%)

※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(オーストラリア)

・2018年6月 3,505人(2017年6月 3,325人)(対前年比+1.4%)

・2018年7月 3,537人(2017年7月 3,481人)(対前年比-1.8%)

※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

オーストラリアからの訪日者数

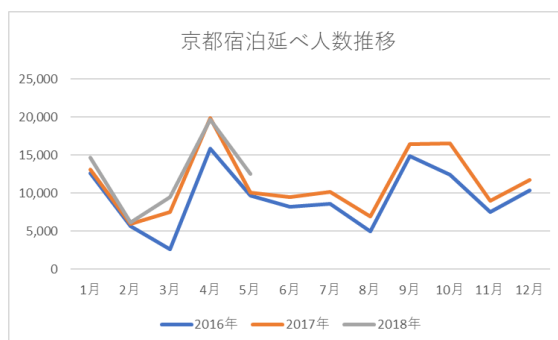
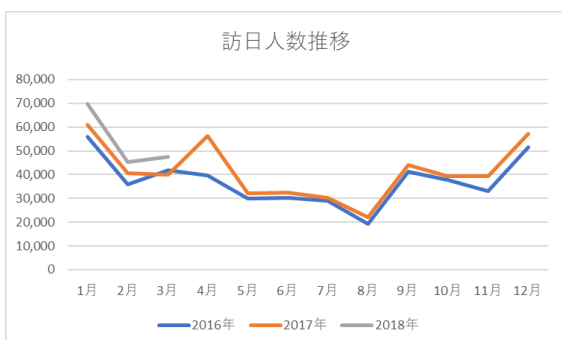
	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	合計
2016年	56,075	35,858	41,763	39,658	29,811	30,192	29,133	19,392	41,134	37,667	33,125	51,524	445,332
2017年	61,107	40,690	39,965	56,202	32,040	32,506	30,383	22,157	44,102	39,421	39,189	57,292	495,054
2018年	69,924	45,166	47,472										162,562

出典：日本政府観光局(JNTO)

オーストラリア人客京都宿泊状況 延べ人数

	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	合計
2016年	12,615	5,684	2,596	15,818	9,716	8,208	8,582	5,033	14,923	12,392	7,534	10,348	113,449
2017年	13,148	5,967	7,507	19,902	10,108	9,472	10,153	6,911	16,460	16,536	8,978	11,760	136,902
2018年	14,728	6,171	9,506	19,642	12,536								62,583

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



- Japan on Track for half a million Aussie visitors in 2018** - Australia's love affair with Japan is undiminished, according to the latest Japan National Tourism Organisation (JNTO) data. While waiting for second quarter figures, JNTO statistics for the first quarter of 2018, with increases across the board (March increased 19% from 39,965 in 2017 to 47,500 in 2018), indicate Japan is on track exceed half a million Australian visitors this year. Who's visiting?

In short, everyone. For Australian ski enthusiasts, Japan is highly regarded for its 'Japowder', however, this niche market is not accounting for the increase in over-all visitation, with the areas of Tokyo, Chiba, Kyoto and Osaka as the top 4 most visited by Australians. Travelmonitor, 18 June 2018

- **May departures up 5.5%** - Outbound travel from Australia continues on an upward trajectory, with May figures from the Australian Bureau of Statistics indicating a 5.5% year-on-year trend estimate increase in “resident returns”. The report released today showed 822,200 short-term travellers returning to Australia during the month, with Japan the strongest-growing destination, up a whopping 20.9% year-on-year. Travel Daily, 16 July 2018
- **Aussies love Japan** – Skyscanner has revealed that Australian bookings to Japan are already 35% higher compared to figures from the first half of 2017, making it among the fastest growing spots for Aussie tourists. The findings complement data from the Japan National Tourism Organization that states Australian travellers visiting the country have risen by 170% over the last five years. Travel Daily, 4 July 2018
- **Bali arrivals growth** - Bali welcomed 516,777 international visitors during Apr, the first time the destination has broken the half-million barrier since the eruption of the Mt Agung volcano last year. The result is an 8% increase on Apr 2017. The number of Australians visiting Bali was up 1% over Apr last year, reaching 91,007. Travel Daily, 25 June 2018
- **Overseas travel intentions rise steadily, but not to China** - Over 2.3 million (11.4%) Australians aged 14+ are intending to travel overseas in the next 12 months, up a significant 4.2ppts from a decade ago. A strong driver of the increase is the increasing proportion of Australians now planning to travel to Asia in the next 12 months. Now over 1 million (5.1%) Australians aged 14+ plan to travel to Asia in the next 12 months, up 2.2ppts from a decade ago – and more than double in real terms.

The most popular Asian destination is now Indonesia. 10.9% of Australians planning an overseas trip in the next 12 months plan to travel to Indonesia, up 3.4ppts on 2008. The other big winner over the last decade is Japan. Now 10.5% of Australians planning an overseas trip in the next 12 months plan to go to Japan, more than double the 4.8% of a decade ago. Since 2008 the popularity of Japan as a travel destination for Australians has overtaken China, Singapore and Thailand. [Roy Morgan Research](#), 16 July 2018

