

京都市ニューヨーク情報拠点レポート(2018年10月・11月分)

1 統計

○訪日旅行者数(アメリカ合衆国)

・2018年10月 144,000人 (2017年10月 125,930人) (対前年比+14.3%)

・2018年11月 127,000人 (2017年11月 114,910人) (対前年比+10.5%)

※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10月 16,368人 (2017年10月 14,025人) (対前年比+12.8%)

・2018年11月 15,208人 (2017年11月 12,896人) (対前年比+10.7%)

※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 Agent Central, a recent Virtuoso report released its annual Luxe Report, which also surveys travel advisors. Clients are looking for the most Instagrammable vacation spots, even asking for on-site photo sessions and themed photo shoots. Personal bucket lists are also on the rise, like going to the Olympics, attending festivals and interacting with wildlife in their natural habitats.
- A recent survey of travel agents from Travel Leaders shows that in terms of niche travel, active and adventure trips are hot, followed by honeymoon and destination weddings, culinary and wine, reunions, wellness and women-only. Consumers are spending somewhat to significantly more per trip in 2019 versus the current year, commonly booking trips of six to seven days.
- TravelAge West recently did a #TWchat takeover to share their best practices in engaging with responsible travel. Top tips include: keeping a flexible itinerary with free time to support local businesses; pack your own reusable water bottle; and engaging in tourism dispersal, like traveling in the off season or skipping the over-touristed routes in favor of off-the-beaten-path destinations.