

京都市シドニー情報拠点レポート(2018年10月・11月分)

1 統計

○訪日旅行者数(オーストラリア)

・2018年10月 47,400人(2017年10月 39,421人)(対前年比+20.2%)

・2018年11月 39,800人(2017年11月 39,189人)(対前年比+1.6%)

※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10月 5,846人(2017年10月 5,196人)(対前年比+8.8%)

・2018年11月 4,585人(2017年11月 3,579人)(対前年比+20.3%)

※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

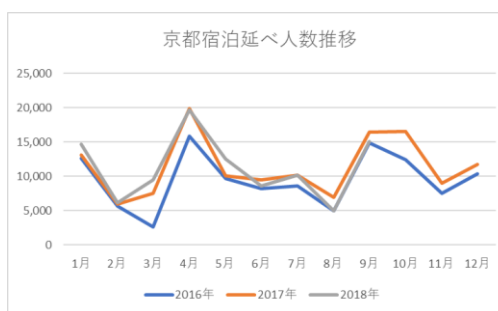
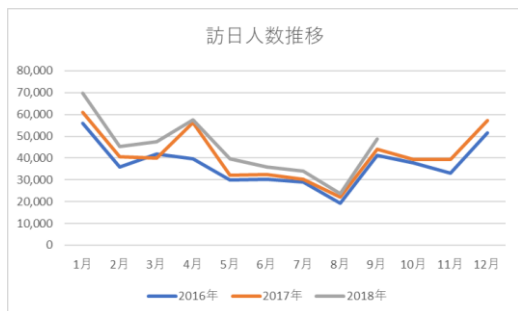
	1月	2月	3月	4月	5月	6月	7月	8月	9月	10月	11月	12月	合計
2016年	56,075	35,858	41,763	39,658	29,811	30,192	29,133	19,392	41,134	37,667	33,125	51,524	445,332
2017年	61,107	40,690	39,965	56,202	32,040	32,506	30,383	22,157	44,102	39,421	39,189	57,292	495,054
2018年	69,924	45,166	47,472	57,432	39,600	35,800	33,900	23,700	48,600				401,594

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	8,586	10,170	4,941	15,083				101,363

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



TV main source of news – and most trusted: New research from Roy Morgan reveals over 13 million Australians (65.6%) now say TV is a main source of news including over 12.6 million (62.3%) specifically nominating free-to-air TV. In addition, TV is regarded as the most trusted source of news by nearly 7.5 million Australians (36.7%) – ahead of any other forms of competing traditional or digital media. The Internet is used as a main source of news by 11.7 million Australians (57.8%) and the leading source of online news is social media used by 7.5 million (36.7%). Printed newspapers are used by 6.3 million (31.1%) while 5.5 million (27.3%)

mainly get their news via newspaper or other news websites or apps. Radio is nominated by 9.2 million Australians (45.5%) as a main news source. Many Australians identified more niche sources of news within these broader categories. Online over 2.5 million Australians (12.6%) use news aggregators such as Google News, Feedly, Flipboard etc., a further 1.9 million (9.4%) use email subscriptions or updates and 1.1 million (5.4%) use other websites or apps. There are 1.2 million (6.2%) who use magazines as a main source of news. Source: Roy Morgan Research, 12 October 2018

Luxury at record growth: Australians are booking luxury travel “at record rates”, with growing demand prompting a raft of luxury travel brands to open sales offices across the country, according to new research conducted for luxury travel network Virtuoso. The company says Australians make 25% more luxury trips than the international average, and are also the second-highest consumers of Business class tickets in the world. “(Australians) are some of the world’s most intrepid travellers, always looking to new and interesting destinations that Americans might not have considered yet,” said Virtuoso Chairman Matthew D. Upchurch. Upchurch believes Australians are also willing to pay more for the best experiences. “They will switch their loyalties, even if it means paying more, to have service that exceeds their expectations,” he said. The report found that Australians take a higher number of international trips compared to the global average (1.9 vs 1.5), and they are also the least thrifty when it comes to budget setting, with only 14% allocating a set amount of spending money. In good news for agents, the research also suggests that Aussie luxury travellers are more likely to use a travel advisor than the average (64% vs 52%), while the average Aussie expenditure for a luxury trip was \$13,000. UK-based data analytic firm YouGov carried out the research. Source: Travel Daily, 15 October 2018

Outbound up 6% year-on-year: Australians’ love-affair with overseas travel is showing little sign of abating, with the latest figures from the Australian Bureau of Statistics showing “short-term resident returns” were up 6% in Aug 2018 compared to the previous corresponding period. There were 916,200 movements by Australian residents during the month, with inbound arrivals also up 4.8% year-on-year to 771,700. Indonesia was the most popular destination for outbound travel during the month, followed by New Zealand and then the USA, UK and Thailand. Year-on-year, the fastest growing destinations were China, up 13.4%, and Singapore which was up 13.5%, while the only top 10 market to see a decline was Thailand, down 2.5%. For inbound travellers the top source market was NZ, followed by China, Japan and the USA. Source: Travel Daily, 18 October 2018

Princess Cruises announce record-breaking number of calls to Japan: Princess Cruises is set to break one of the first records in Japan over the Olympic year, with the launch of the line’s 2020 Winter Program featuring more calls to the region than ever before. Sun Princess’ record-long 77-night Circle Pacific cruise featuring more calls to Japan than ever before with

sailings to Osaka (for Kyoto), Toba, Tokyo (Yokohama) and maiden calls to Hakodate and Kushiro. The itinerary also offers access to seven UNESCO World Heritage sites including Mt. Fuji, and the iconic temples and shrines of Kyoto and Nara. Guests can also choose from two Asia voyages onboard Sun Princess between Australia and Japan in July and August 2020. Priced from \$2,599* per person for a 20-night Asia and Australia voyage from Tokyo to Brisbane, the cruises take guests to a range of destinations across Papua New Guinea, Hong Kong, China and Korea. Source: Travel Weekly, 3 October 2018