

## 京都市ロンドン情報拠点レポート(2019年4月・5月分)

### 1 統計

○訪日旅行者数(イギリス)

・2019年4月 44,500人 (2018年4月 36,185人) (伸率 23.0%)

・2019年5月 31,600人 (2018年5月 30,310人) (伸率 4.3%)

※出典「日本政府観光局(JNTO)」

○京都市内ホテル対象宿泊延べ人数(イギリス)

・2019年4月 14,661人 (2018年4月 11,446人) (伸率 28.1%)

対象施設数:56 ホテル

・2019年5月 23,935人 (2018年5月 15,951人) (伸率 50.1%)

対象施設数:57 ホテル

※出典 「京都市観光協会データ月報」

### 2 市場動向

#### Market Trends:

- The Street reports on the Hottest Trends and Destinations in Luxury Travel using the results of a Virtuoso with 1,071 travel adviser respondents. The Street highlights that travellers want to experience new destinations in unusual ways in an ongoing effort to make their Instagram followers envious – whether it's wearing Geisha attire in Kyoto, staying in an igloo in Norway or a tent in the Moroccan desert ultra-personalised luxury travel is trending. However, travellers won't leave anything to chance, asking for pre-arranged meals with exact tables and pre-ordered wine at restaurants.
- Explore! blog predictions for travel include: Slow travel. "With modern day life busier than ever, holidays are our chance to slow down and see things from a different perspective. Put your Out of Office on, set your watch to 'island time and head for the Slow travel will definitely trend in 2019 as we try to make the most of precious holiday time."