

京都市トリノ／ローマ情報拠点レポート(2019年4月・5月分)

1 統計

○訪日旅行者数(イタリア)

・2019年4月 24,100人 (2018年4月 17,762人) (伸率 35.7%)

・2019年5月 12,500人 (2018年5月 12,182人) (伸率 2.6%)

※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(イタリア)

・2019年4月 18,668人 (2018年4月 10,994人) (伸率 69.8%)

対象施設数:56 ホテル

・2019年5月 10,651人 (2018年5月 8,691人) (伸率 22.5%)

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

ASTOI (Italian Association of Tour Operators) says that the mostly preferred destinations by Italians in the current summer are: Puglia and Calabria in Italy, Germany, UK, Bulgaria, Russia and Serbia in Europe. The Red Sea is growing among medium-haul destinations, along with Egypt, Tunisia and Turkey. As regard to long-haul destinations, ASTOI confirm the United States hegemony, immediately followed by Japan.

Source: IAGL di viaggi

In Italy 46% of the Millennials are food travellers. They seek experiences in contact with other people, go to crowded places, festivals and events related to food. Millennials love street food and do not disdain to experiment.

Source: travelnstop

Luxury becomes light freed from materiality, a research for beauty and wellbeing: luxury travel is seen as a departure from everyday life, disconnection. Trends: 'off the beaten track' - search for authenticity and quality time often to be spent with the family (multigenerational trips) - discovery of new directions and new cultures - contact with nature - food and wine experiences - recovery of biological rhythms - plastic free holidays - search for Instagram effect. 2019 trendy luxury destinations: Japan, Iceland for unconventional trips, for the adventure in South Africa and Iceland.

Source: TTG Luxury - 22 March 2019