

京都市マドリッド情報拠点レポート(2019年4月・5月分)

1 統計

○訪日旅行者数(スペイン)

・2019年4月 13,900人 (2018年4月 9,207人) (伸率 51.0%)

・2019年5月 10,000人 (2018年5月 9,303人) (伸率 7.5%)

※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(スペイン)

・2019年4月 11,136人 (2018年4月 6,980人) (伸率 59.5%)

対象施設数:56 ホテル

・2019年5月 10,023人 (2018年5月 9,541人) (伸率 5.1%)

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

Kyoto has, in the overall, longer booking windows among Spanish travelers: they book 77 days in advance to travel to any Japanese destination, but this booking window is longer for Kyoto (87 days). For Spaniards peak season (August), this booking window reaches 93 days. As a reference, the longer booking window for international travelers is 94 days, for trips happening in April (during the cherry blossom).

The experience in Japan and Kyoto is even more fulfilling in comparison to its direct competitors in gastro, culture & heritage, museums & monuments and shopping, but with room of improvement for nature & adventure and sustainable experiences. Kyoto is the quintessential heritage, culture and monuments destinations for Spanish travelers, who do not perceive neither Japan or Kyoto as a wellness, ski or active tourism destination destinations.

Japan is perceived as an expensive destination. When compared with other destinations nearby, Japan always comes higher on cost per trip. However, this perception can also be modified if we turn around the message towards the uniqueness of the experience and the out-of-the-beaten paths possibilities when in destination.

Japan programs and packaged trips for Spaniards include (with highest score): Kyoto & Tokyo, Osaka, Hiroshima (96%), Nara (92%), Takayama and Hakone (84%) and Kanazawa (72%).