

## 京都市シドニー情報拠点レポート(2019年4月・5月分)

### 1 統計

○訪日旅行者数(オーストラリア)

・2019年4月 70,500人(2018年4月 57,432人)(伸率 22.8%)

・2019年5月 46,200人(2018年5月 39,563人)(伸率 16.8%)

※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(オーストラリア)

・2019年4月 26,885人(2018年4月 21,386人)(伸率 25.7%)

対象施設数:56ホテル

・2019年5月 17,073人(2018年5月 14,192人)(伸率 20.3%)

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

- **Senior travel research:** Baby boomers hold 53% of the nation's wealth, despite making up just 25% of the Australian population and are "more willing to travel than ever", according to a new The Future of Seniors Travel 2019 Report. The study found 40% of over 65s are spending between \$11k and \$50k per person per annum on travel. White said travellers aged 55 plus were an important market for travel companies to target. "They are spontaneous, willing to travel at the drop of a hat with the right 'triggers', and good low and shoulder season 'fillers' with most choosing not to travel in peak season, unless with family," she said. The research highlighted the age sector was "comfortable using mobiles and tablets, are big YouTube viewers and spend hundreds of hours researching travel on the internet". Additionally, over half of the travellers in this age group are planning 12 months ahead but are also "happy to be spontaneous reacting quickly to deals". The report was compiled based on qualitative and quantitative research with participants in the 53 to 82-year age bracket. Source: Travel Daily, 15.04.2019
- **Facebook on top but Instagram and Pinterest growing fastest:** Facebook is easily Australia's most widely used Social Network early in 2019 with over 17.1 million Australians aged 14+ (83%) visiting Facebook in an average four weeks, an increase of almost 4.2 million (+32.4%) from four years ago according to the latest research from Roy Morgan. YouTube is in a clear second place and the popular online video sharing site has an estimated 15.3 million visitors in an average four weeks, up by over 3.5 million (+29.7%) from four years ago. Although both Facebook and YouTube are clear market leaders in the Social Networks and Online Communities market, it is the primarily image sharing sites Instagram and Pinterest that have grown the fastest in recent years. Instagram, Facebook's photo and video sharing subsidiary now has over 8 million visitors in an average four weeks, up by over 5.6 million (+238.1%) from four years ago. And Pinterest, with over 7.3 million visitors, has grown by over 4.6 million (+174.3%) since 2015. Both sites have more than doubled. Other sites to post impressive growth include Twitter, now with over 6.6 million visitors has increased by over 3 million (+83%), LinkedIn which now has almost 4.9 million visitors, up by over 1.4 million (+40.9%) and Reddit which now has over 2.9 million visitors, up by over 1.2 million (+71%). Source: Roy Morgan Research, 19 May 2019