

京都市フランクフルト情報拠点レポート(2019年6月・7月分)

1 統計

○訪日旅行者数(ドイツ)

・2019年6月 15,700人 (2018年6月 14,421人) (伸率 8.9%)

・2019年7月 18,600人 (2018年7月 17,160人) (伸率 8.4%)

※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(ドイツ)

・2019年6月 3,814人 (2018年6月 3,256人) (伸率 17.1%)

対象施設数:57 ホテル

・2019年7月 4,118人 (2018年7月 4,361人) (伸率 -5.6%)

対象施設数:58 ホテル

※出典 「京都市観光協会データ月報」

2 市場動向

The evolution of DMOs: From Marketing to managing

The U.S. Travel Association's annual IPW conference has always served as a platform for destination marketers to tout the fruits of their visitor-number successes. And there was some of that in June, when IPW was held in Southern California. Nobody would deny that Discover Puerto Rico deserved to take pride in recording record revenue just two years after being decimated by Hurricane Maria. And destinations like California made note of increased international tourist arrivals despite the United States' loss of global market share. But even Caroline Beteta, Visit California's CEO, was measured in her boast. "Our success cannot continue unabated if we don't take into consideration that this industry is like any other commodity and needs to be sustainable," Beteta said. "California's travel and tourism industry continues to redefine ourselves, and today, that means expanding our mission to focus on stewardship. Destination marketing is becoming destination management." Such is the reality in 2019 for destination marketing organizations (DMOs) around the world that for years measured success in numbers of visitors and their spending, only to find that in some places they had become victims of their own success. As worldwide tourism balloons — in 2018, more than 1.3 billion people traveled the globe — surging numbers of visitors to cities like Barcelona, Venice and Amsterdam wrought an unprecedented tourism backlash that brought thousands of protestors to the streets and sparked the birth of the phrase "tourism phobia" in Europe.

Overtourism and its consequential impact on the environment and on quality of life in cities, such as housing costs and overcrowding issues, have put pressure on tourism ministers and DMOs to rethink their roles. In fact, in some cases, they are almost completely changing what they do. The most public of these shifts

happened this spring in the Netherlands, when the Netherlands Board of Tourism and Conventions (NBTC) said in May that it was no longer promoting visitation but would instead focus on managing the visitors it already was getting.

In an extensive report titled "Perspective 2030," the NBTC said its goal is that "every Dutch person benefit from tourism by 2030," noting that until now its mission had been to attract more visitors. "We now know that more is not always better, definitely not everywhere," the report stated. Estimating that, at its current growth pace, the number of international visitors to the Netherlands, a country of 17 million residents, could surge from 18 million in 2017 to 42 million by 2030, the NBTC said that "pressure on the liveability of our cities and iconic locations will increase ... while other parts of the Netherlands do not or insufficiently benefit from the opportunities and socioeconomic boost tourism can offer." The report continued: "If we want to manage the visitor flows and cash in on the opportunities that tourism offers, we have to act now. Instead of promoting the destination, it is time to start managing and developing it." Antonia Koedijk, the NBTC's director for North America, said the new vision "really reflects consideration of focusing on areas we haven't focused on in the past." One of the pillars of the plan is to distribute tourism around the country, which will be done not just by marketing those areas but by helping to develop product in those communities in concert with residents and suppliers and by improving transportation, all with sustainability top of mind. In terms of marketing, the NBTC will target a more "high quality" visitor who is interested in culture, history and meeting locals. "In the past, we wanted to see growth, and the more the numbers were increasing, the better we were doing," Koedijk said. "Now we'd like to welcome a visitor who is of high quality, who not only spends in our destination but has respect for the residents, for the cities, for nature and who is enhancing the areas instead of becoming a burden to them." (travelweekly).

40 percent of Germans still book their holidays with a travel agent

The holiday season begins, and many Germans are now starting their summer holidays. Holiday bookings on the Internet are booming, but even the traditional travel agency is still popular - as a survey of the Travel Analysis 2019 by the Forschungsgemeinschaft Urlaub und Reisen shows. Last year, 42 percent of those surveyed stated that they preferred to book their holidays over the Internet for five days or more. In 2010, the figure was only 26 percent, as a Statista chart shows. However, 40 percent of those surveyed still book their holidays personally at a travel agency (2010: 46 percent). In contrast, booking by telephone is less common (16 percent). E-mail holiday booking increased by seven percent compared to 2010. (tageskarte)

More and more Germans go by plane

Both Lufthansa and Easyjet announce rising passenger numbers - in the private and business travel segments. The airlines, however, are struggling with the trend towards cheap tickets. According to recent reports, Lufthansa expects passenger numbers to grow again in 2019: Carsten Spohr told the "Neue Zürcher Zeitung" an expected increase of four percent. According to the Lufthansa boss, the so-called Greta effect - named after the Swedish schoolgirl - would have no effect. Exactly the opposite was the case. In addition to the increasing number of business trips, more and more Germans are taking a plane vacation. This trend is continuing despite the climate discussions. Competitor Easyjet also expects further growth. Last year, 90 million people bought tickets for flights operated by the low-cost airline. Stephan Erler, CEO of Germany, expects even more passengers this year.

However, the number of those who pay compensation to a non-profit organization such as Atmosfair for their flight is also increasing. The latter invests the money in so-called compensation projects, especially in the Third World, in order to offset the CO2 emissions of flights or cruises. In the first half of 2019 alone, Atmosfair earned 7.5 million euros, twice as much as in the same period last year. (fvw)

TUI wants to have ten million "sustainable" trips

The Group understands this to mean holiday trips during which customers spend the night in hotels with an external, recognised sustainability certification. By 2018, 9.2 million TUI guests had already made use of this - twelve per cent more than in the previous year. TUI is undoubtedly one of the pioneers in environmental management among the major providers of classic package tours. As early as 1990, under the impression of increasing tourism criticism, the Group installed Wolf Michael Iwand, an environmental officer who was based at management level, i.e. one floor below the Executive Board. TUI also played a leading role in founding the industry initiative Futouris, while others jumped on the bandwagon later for lack of their own strategy rather than out of conviction.

Today, the travel industry is once again under the microscope of overtourism and climate protection debates. So, it's no wonder that Group CEO Fritz Jousen uses the publication of the current Sustainability Report as an opportunity to present his own progress in this area. TUI promotes "more sustainable tourism - within its own Group, together with partners along the tourism value chain and locally in the travel countries", said Jousen. "We want to use our creative power to increase the social and economic benefits of tourism. And at the same time, we will continue to invest in innovations and technologies that reduce the ecological footprint of travel," he announced.

As far as plastic waste is concerned, the TUI CEO joins the concert of the industry majority, which likes to lead how much disposable plastic is avoided by measures such as the elimination of plastic straws and the like, without quantifying the overall volume problem, which is admittedly not easy. According to the sustainability report, the TUI Group was able to avoid the use of 140 million parts of disposable plastic by the end of 2018. On the basis of newly introduced recommendations for action, the hotels alone have done without 112 million plastic articles. TUI Cruises is pursuing "ambitious goals" with a plastics reduction programme, and airlines and destinations are also committed to achieving the new goal. By the end of 2020, the Group wanted to avoid 250 million parts of disposable plastic. TUI is therefore working on numerous adjustments to improve the eco-balance of "warm water tourism". It cannot be expected that it will resolve the classic dilemma arising in ecological terms from a permanent growth strategy, fueled by new markets such as China or India. (countervor9)