

京都市トリノ／ローマ情報拠点レポート(2019年6月・7月分)

1 統計

○訪日旅行者数(イタリア)

- ・2019年6月 11,400人 (2018年6月 11,044人) (伸率 3.2%)
 - ・2019年7月 13,600人 (2018年7月 13,540人) (伸率 0.4%)
- ※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(イタリア)

- ・2019年6月 7,493人 (2018年6月 7,274人) (伸率 3.0%)
対象施設数:57ホテル
 - ・2019年7月 8,560人 (2018年7月 9,372人) (伸率 -8.7%)
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

Honeymoon

An analysis by Volagratis shows that 50% of Italians dream a far destination for their honeymoon, especially if the destinations offer experiences never tried before (44%). There are also those who (30%) are willing to give up their honeymoon in favour of more trips during the year. Preferred destinations always according to Volagratis are Kenya, Bali, New Zealand, Mauritius and finally, the timeless Venice.

Advertising in tourism

In Italy the travel industry invests 216 million euros (2017) in adv which in relation to the total is about 0.5%, and it is only 0.1% of the GDP generated by tourism. These are the privileged channels: video 54.1% - social media 100% - search 42.4% classified 41.7% - 79.8% display. The tourism industry invests more than twice as much on social media compared to the rest of the companies.

According to the data, the social media channels' ROI (Return of Investment) is much higher than the one generated by the search engines, monopolized by Ota.

Italy - Summer 2019

eDreams, one of the leading online travel agencies in Europe, has published a study on the trends that will characterize Italian holidays. Following this research, most Italians will split between breaks, mainly in August, a week (31%) and holidays of 10-14 days (31%). In fact, at a European level we will go on holiday longer than the others, immediately behind us France (29%) and UK (27%).