

京都市ニューヨーク情報拠点レポート(2019年8月・9月分)

1 統計

○訪日旅行者数(アメリカ)

・2019年8月 117,800人 (2018年8月 103,092人) (伸率 14.3%)

・2019年9月 127,200人 (2018年9月 104,637人) (伸率 21.6%)

※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(アメリカ)

・2019年8月 30,175人 (2018年8月 26,703人) (伸率 13.0%)

対象施設数:58ホテル

・2019年9月 38,969人 (2018年9月 30,619人) (伸率 27.3%)

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

Market Trends:

- In a recent article in CNN, Japan National Tourism Organization weighs in on the use of influencers for tourism marketing. Those on the industry side say there's tangible commercial benefit, provided influencers are carefully vetted. "If people are actively liking and commenting on influencers' posts, it shows they're getting inspired by the destination," Keiko Matsuura, PR specialist at the Japan National Tourism Organization, tells CNN Travel.
- Research from the Global Wellness Summit noted that Japan is now the third largest wellness tourism destination in Asia in terms of total visitors. Traditionally, most of those visitors have come from within Asia. However, recently, the tourism industry writ large has received substantial investments in preparation for the 2020 Tokyo Olympics. They are in part designed to broaden Japan's international appeal and to distribute its tourism flows. Travel Market Report also reported on the trend, and noted that Luxury resort operator Banyon Tree, promoting wellness lifestyle since the later 1990s, will open its first Japanese property in Kyoto in 2022.
- According to Skift, women-only wellness excursions are on the rise this year. They note that the clientele for these trips likely has plenty of money to spend too. Many of these travelers tend to be women in the thick of a busy career, looking for a mental break and an emotional high.

- In a recent article published in National Geographic Traveler, it was reported that travel trends may come and go but through a survey taken by more than a dozen leading industry professionals, a single commonality they pointed out is “intention.” Sustainability will continue to become a key focus for travelers as they want to enrich the places they visit. More travelers will start to develop an explorer’s mindset as they venture off beaten paths to avoid overtourism and immerse themselves into the local culture.