

京都市ロサンゼルス情報拠点レポート(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:

- According to the Japan National Tourism Organization, Japan is currently tracking at a 12.1% growth rate for travelers from the U.S. market, with 1,032,000 visitors from the United States having visited Japan between January and July 2019.

Country/..	2018		2019	
	Jan.-Jul.	Growth Rate(.	Jan.-Jul.	Growth Rate(.
South Korea	4,624,323		4,424,400	-4.3
China	4,935,580		5,583,000	13.1
Taiwan	2,966,237		2,940,100	-0.9
Hong Kong	1,337,392		1,314,700	-1.7
Thailand	681,067		756,800	11.1
Singapore	221,102		235,800	6.6
Malaysia	259,265		260,900	0.6
Indonesia	240,616		241,100	0.2
Philippines	304,536		332,900	9.3
Vietnam	227,743		294,000	29.1
India	92,937		106,200	14.3
Australia	329,202		361,800	9.9
United States	920,845		1,032,000	12.1
Canada	193,026		213,100	10.4
United Kingdo..	195,756		214,600	9.6
France	182,452		194,900	6.8
Germany	123,250		137,100	11.2
Italy	80,105		88,400	10.4
Russia	54,183		64,900	19.8
Spain	60,148		67,300	11.9
Others	701,338		760,800	8.5

- Travel Weekly recently reported that several top touring companies are focusing on avoiding overtouristed destinations and attractions, with companies like Tauck, Abercrombie & Kent and Luxury Gold creating itineraries that focus on the lesser-known regions of destinations like Egypt, France and Japan.
- In a recent article reported by Travel+Leisure, 55 percent of millennials did not take a vacation within the past year, citing debt and budget woes as a primary reason for staying home. However, 76 percent of millennials surveyed said they were interested in traveling, but the majority indicated their budget for their trip in its entirety would need to be under \$1,000, ruling out many international destinations.
- Recent data analyzation reports that travel is expected to slow during 2020. Statistics reported by Luxury Travel Advisor show that in regards to travel, US market trends indicate that there is a strong correlation between slowdown and presidential election years. Virtuoso recently analyzed network sales data to discover that on average, US sales increased 14.3% in the year before an election and only 2.9% during the election year. The travel consortia reports that 2019 has been a good year for bookings, but it is still possible that 2020 follows the trend of slower years. The company ads that bookings to tend to rebound in the years following an election, meaning the election-year drop-offs don't go beyond that one year.