

京都市ロンドン情報拠点レポート(2019年8月・9月分)

1 統計

○訪日旅行者数(イギリス)

・2019年8月 26,200人 (2018年8月 24,164人) (伸率 14.3%)

・2019年9月 49,600人 (2018年9月 26,906人) (伸率 84.4%)

※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(イギリス)

・2019年8月 8,292人 (2018年8月 7,861人) (伸率 5.5%)

対象施設数:58ホテル

・2019年9月 15,994人 (2018年9月 8,924人) (伸率 51.8%)

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

1. Market Trends

- “Leaf-peeping” is a term coined in America to describe the appreciation of nature during the autumn season - hillsides painted fiery red and gold. As the autumn season grows closer more editorial features will be linked to this theme.
- 4Hoteliers reports that hospitality brands in Japan are moving overseas in a bid to further growth at home. Regular travellers to Japan will be familiar with hotel groups like Hoshinoya and Okura, but now Japanese hospitality brands are heading overseas as part of an effort to grow brand recognition outside their home market.
- Virtuoso Week 2019: Tips and Trends includes how the travel industry is seeking to address overtourism. Many Virtuoso attendees had ideas to address this issue, AFAR’s destination news editor Lyndsey Matthews said: “The conversations I had came from a standpoint not of ‘too many people’ but more about ‘badly behaved people,” she continued: “Many tourism boards and hotels kept saying that they wanted a Code of Conduct for travellers.”
- Travel Market Report highlights the Global Wellness Institute’s 2019 Global Wellness Trends report which sites Japan as being the World’s next Wellness Destination. Japan is now the third-largest wellness tourism destination in Asia, in

terms of total visitors. Since the tourism industry has received substantial investments in preparation for the 2020 Tokyo Olympics, officials are promoting Japanese wellness — from an extraordinary hot springs culture to forest bathing — to broaden the country's international appeal.

- Revfine.com offers 13 opportunities for the tourism industry to take note including: Solo Travel, Eco Travel, Local Experience, Personalisation, Bleisure Travel, Robots, chatbots and automation, AI, Recognition technology, Virtual Reality, Augmented Reality (AR), Healthy and organic food and Customer Experience.
- Today's Generation Z travellers are looking for more meaningful, experiential and responsible travel experiences. Abra Dunsby reports on key trends in TTG.