

## 京都市ニューヨーク情報拠点レポート(2019年12月・2020年1月分)

### 1 統計

#### ○訪日旅行者数(アメリカ)

・2019年12月 144,500人 (2018年12月 126,850人) (伸率 13.9%)

・2020年1月 117,300人 (2019年1月 103,191人) (伸率 13.7%)

※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12月 31,742人 (2018年12月 26,227人) (伸率 21.0%)

対象施設数:58ホテル

・2020年1月 20,762人 (2019年1月 18,555人) (伸率 8.9%)

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 a recent study by Visionary Marketing for Luxury Brands, sustainability, over-tourism and the environment are of increasing concern, causing luxury travelers to be more conscious of their impact on the places they visit and steering them towards uncharted destinations.
- A Skift article reported that Asian destinations are reeling from China's move to cancel outbound group trips indefinitely, as part of measures to control the spread of the deadly coronavirus. In Japan, whose popularity with Chinese travelers grew at the expense of Thailand following the Phuket fatal boat accident involving Chinese tourists in July 2018, losses of \$23 billion (2.48 trillion yen) are anticipated if the Wuhan virus causes a steep decline in visitors for the full year.
- According to TravelPulse, at least half of travelers plan to take more trips this year compared to last. More than 50 percent also plan to spend more money on travel in 2020 compared to 2019.