

京都市ロサンゼルス情報拠点レポート(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 the Japan National Tourism Organization, as of December 2019, overseas travelers visiting Japan have increased by 5.1% year-over-year. This equates to 20,080,649 arrivals between January and December.
- Of the more than 2.5M arrivals to Japan in December 2019, 5.7% come from the United States market. This accounts for 144,500 arrivals, making the U.S. the 6th largest market for Japan, behind China, Taiwan, South Korea, Hong Kong and Thailand.

Dec. 2019 Breakdown of Country/Area

Country/Area	2018		2019	
	Visitor Arrivals	Growth Rate(%)	Visitor Arrivals	Growth Rate(%)
South Korea	681,566 *	*	248,000 **	-63.6 **
China	599,086 *	*	710,200 **	18.5 **
Taiwan	335,790 *	*	348,300 **	3.7 **
Hong Kong	209,454 *	*	249,600 **	19.2 **
Thailand	128,304 *	*	164,900 **	28.5 **
Singapore	87,083 *	*	100,400 **	15.3 **
Malaysia	67,627 *	*	78,300 **	15.8 **
Indonesia	53,966 *	*	59,200 **	9.7 **
Philippines	55,666 *	*	81,500 **	46.4 **
Vietnam	24,356 *	*	30,600 **	25.6 **
India	10,272 *	*	11,700 **	13.9 **
Australia	63,608 *	*	72,700 **	14.3 **
United States	126,850 *	*	144,500 **	13.9 **
Canada	28,132 *	*	35,100 **	24.8 **
United Kingdom	22,888 *	*	27,700 **	21.0 **
France	17,728 *	*	20,300 **	14.5 **
Germany	12,466 *	*	13,600 **	9.1 **
Italy	8,942 *	*	11,200 **	25.3 **
Russia	6,293 *	*	8,800 **	39.8 **
Spain	5,990 *	*	7,300 **	21.9 **
Others	85,710 *	*	102,500 **	19.6 **

- The coronavirus has rocked the travel industry, as detailed by Travel Weekly in a story about the effects we've seen to-date. As Chinese residents are restricted from travel outside of their home country, many travelers from other regions of the world are reportedly avoiding Asian countries for their vacations this time of year.
- Brit+Co, a women's lifestyle publication based in San Francisco, distributed their Top Travel Trends of 2020, which includes Japan. The article notes that Kyoto is the spot to visit for those interested in exploring temples.
- As the general public becomes more aware of carbon footprints and environmental impacts, TravelAge West reports that travel agents should be prepared for difficult conversations with their clients around sustainability.