

京都市ロンドン情報拠点レポート(2019年12月・2020年1月分)

1 統計

○訪日旅行者数(イギリス)

・2019年12月 27,700人 (2018年12月 22,888人) (伸率 21.0%)

・2020年1月 24,300人 (2019年1月 21,554人) (伸率 12.7%)

※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(イギリス)

・2019年12月 5,006人 (2018年12月 4,274人) (伸率 17.1%)

対象施設数:58ホテル

・2020年1月 4,246人 (2019年1月 3,356人) (伸率 12.7%)

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

- Conde Nast Traveller reveals its 15 travel trends for 2020, among them: vegan hotels, next-level surfing, luxury bunks and climate-neutral trips. Prior to the list of trends, the article summaries: “at the dawn of the new decade, not only is a new generation of travellers coming of age (Gen Z, aged 10 to 25) but there is also mass awareness of climate change, and how every individual needs to be responsible for their own carbon footprint. If that means flying less and planting trees, so be it.
- 2020 luxury travel trends include conscious tourism and wellness travel reported by Travel Daily Media. Conscious tourism is still top of the agenda as friendly travel and its impact on the earth is at the forefront of travel discussions, with luxury travel no exception with bookings for ethical and eco-friendly travel predicted to rise by 70%. The rise of mindfulness and wellbeing activities is taking high precedence on holiday checklists and alternative wellness locations are being

considered because of their authentic experiences, with Japan proving to be popular.

- An AFAR article shares insights from ILTM and identifies seven trends for 2020. Explaining: “luxury travel will never go back to the way it was before, and the travel industry—through top travel advisors, hotels, cruise lines, and destinations—has the power to lead the way. What is changing? Luxury travellers are now “conscious travellers” concerned about the well-being of themselves, others, and the planet. And brands will have to change how they run their business and market their story. The backlash against plastic straws is just the beginning. According to an ILTM report, there are 22.8 million high net worth individuals with more than \$1 million around the world; they represent only 0.3 percent of the population, but they contribute 36 percent of annual travel spending (\$507.6 billion out of \$1.41 trillion). The choices they make shape the entire travel industry, and advisors play a big role in shaping those choices. And guess who those advisors are starting to listen to? Gen Z. “
- Architectural Digest lists the top 20 must-visit design destinations to travel in 2020. Included on the list is Japan due to Tokyo hosting the 2020 Olympic Games. Also included on the list is Kyoto and Osaka.
- Forbes highlights that companies such as lastminute.com are forecasting a rise in booking to Japan, with Last Minute revealing its bookings have already increased 49% in 2019 year on year.
-