

京都市トリノ／ローマ情報拠点レポート(2019年12月・2020年1月分)

1 統計

○訪日旅行者数(イタリア)

・2019年12月 11,200人 (2018年12月 8,942人) (伸率 25.3%)

・2020年1月 6,900人 (2019年1月 6,033人) (伸率 14.4%)

※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(イタリア)

・2019年12月 3,112人 (2018年12月 3,283人) (伸率 -5.2%)

対象施設数:58ホテル

・2020年1月 2,943人 (2019年1月 2,522人) (伸率 16.7%)

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

1. Recent Tourism Market Trends and News

1.1 Market insights and trends

Italians travelling during Christmas break

3 million Italians traveling during the first week of January (Epifania - 6th of January, Catholic celebration) according to Federalberghi, + 4.8% compared to the previous year. 96% preferred a domestic destination, average length of vacation 3 days.

Source:

www.lagenziadiviaggi.it/federalberghi-per-lepifania-3-milioni-di-italiani-in-viaggio/

Consumer trends

Osservatorio Innovazione Digitale nel Turismo (Digital Innovation in Tourism Observatory) has published a research about young consumers' behavior trends. Following the research 29% of young travelers between 25 and 34 years old books its trips at the travel agency. As regard to the 35-44 years old segment the percentage rises to 31%. As age rises the percentage of those purchasing trips by the travel agency decreases. This testifies that the association young travelers + buying trips via internet is not confirmed by data.

Source:

<http://www.guidaviaggi.it/notizie/201035/un-terzo-dei-giovani-va-in-agenzia-viaggi>

Tourism trends in Italy for Ciset – Ca' Foscari

Ciset – Ca' Foscari has developed a Forecast Model of tourist flows which measures the links between economic and socio-demographic trends and the tourist phenomenon through the analysis of tourist choices.

As a matter of fact, Italians traveling to international destinations will be 24.6 million in 2020 with an increase rate of 3.3%. The growth in flows to the Mediterranean area will be above average (+ 3.8%), absorbing more than half of the total flows from our country. Central Europe is growing (+ 2.9%), + 3% for Northern Europe and the United Kingdom. For the Extra Europe area (USA, Canada, Australia, Japan, Latin America and Africa) performance below the average (+2.2) with the USA leading (+ 2.9%)

Source:

<https://www.lagenziadiviaggi.it/la-sfera-di-cristallo-del-ciset-i-numeri-del-turismo-2020/>

STATISTICS In December 11.200 Italians visited Japan (+25,3% vs previous year). Italians in Japan from January to December 2019 have been 162.800 (+8,5%).

2.2 Industry news

Sales of Japan product in Italy

Alitalia will fly from Fiumicino to Tokyo Haneda since next 29th March 2020.

Iberia will also fly to Tokyo starting from March the 29th.

ANA From April 20 ANA will connect Italy to Japan with a direct Malpensa- Tokyo Haneda flight. The new three-week flight will become daily starting July 10th.

Finnair Special rates that can be purchased until 30 January and can be used by December 2020

1. Kibo Tours: new itinerary dedicated to honeymooners and based in Japan – Tokyo, Kyoto, Kanazawa e Takayama - + Maldives.

2. Meridiano Tour Operator and **Prestige Italy Gold** make an agreement to offer travel agencies a unique and quality Japan product, aiming at boosting sales of the destination

3. Mappamondo 4 new tours in Japan with Italian guide to be launched for the summer season. Leaving from Tokyo: “Alpi Giapponesi – Macachi, Saké e Ryokan” an itinerary to Nagano, Matsumoto, Suwa e Tsumago; “Hakone – Onsen, lago Ashi e il Monte Fuji”. Leaving from Kyoto: “Monte Koya e Osaka – Monastero e mondanità”; leaving from Osaka “Tutto Giappone 4 – Onsen e Ryokan autentico Giappone” from Osaka to Tokyo, passing through Kyoto, Nara&Fushimi, Ogoto Onsen.

4. H.I.S. Europe Italy declares an increase of 20% of sales in year 2019. Following their opinion, to continue growing it is necessary to know the Country that well to be able to propose and sell off-the-beaten tracks itinerary, guaranteeing unusual experiences close to the locals.