

Toward a timely reading of “the signs of change” in tourism

The Number of Foreign Visitors and Visit Ratio by Prefecture

Advance estimation of monthly indexes: January report

Yoshihisa Inada, Director of Research &
Director of Center for Quantitative Economic Analysis

Yoichi Matsubayashi, Senior Research Fellow

Ryosuke Nomura, Research Fellow

For inquiries, please contact: nomura-r@apir.or.jp

Main points

● Advance estimates of the number of foreign visitors and visit ratios by prefecture in January*

▶ The estimated number of foreign visitors in Greater Kansai area in January is 4,200 in Fukui, 18,390 in Mie, 15,779 in Shiga, 722,470 in Kyoto, 1,025,973 in Osaka, 132,749 in Hyogo, 356,350 in Nara, 27,734 in Wakayama, 9,115 in Tottori, 6,244 in Tokushima (Table 1 and Figure 1).

▶ By major region (or Transport Bureau district as defined by MLIT) the respective numbers are 213,732 in Hokkaido, 1,317,317 in Kanto, 390,614 in Chubu, 1,099,067 in Kansai (Kinki), and 217,926 in Kyushu (Table 1 and Figure 1).

▶ The estimated visit ratios by prefecture in Greater Kansai in January are 0.2% in Fukui, 0.7% in Mie, 0.6% in Shiga, 27.2% in Kyoto, 38.6% in Osaka, 5.0% in Hyogo, 13.4% in Nara, 1.0% in Wakayama, 0.3% in Tottori, and 0.2% in Tokushima (Table 2 and Figure 2). The visit ratio increased MoM in Hyogo, while it decreased in Mie, Shiga, Kyoto, Osaka, Nara, Wakayama, Tottori, and Tokushima. In Fukui, it remained unchanged from the previous month.

▶ By major region, the estimated January visit ratios are 8.0% in Hokkaido, 49.5% in Kanto, 14.7% in Chubu, 41.3% in Kansai (Kinki), and 8.2% in Kyushu. On a MoM basis, the visit ratio increased in Hokkaido and Kyushu, while it decreased in Kanto, Kansai (Kinki) and Chubu (Table 2 and Figure 2).

● Review of January data

▶ According to JNTO estimates (Table 3), the total number of foreign visitors in January was 2,661,000, a -1.1% YoY decrease, marking the 4th consecutive month of negative growth. The number of Korean visitors continues its sharp decline on a YoY basis, but the number of visitors from 19 other major countries showed a marked growth (+23.0% YoY).

▶ The top five inbound nationalities were China (924,800 visitors, +22.6% YoY), Taiwan (461,200 visitors, +19.0% YoY), South Korea (316,800 visitors, -59.4% YoY), Hong Kong (219,400 visitors, +42.2% YoY), and USA (117,300 visitors, +13.7% YoY).

▶ In January, the growth in visitor numbers from China remained positive for the 16th consecutive month. Visitor numbers from Taiwan and Hong Kong increased too, for the 6th and 5th month in a row, respectively. On the other hand, the number of South Korean visitors dropped for the 7th consecutive month, but the decline slightly attenuated MoM (from -63.6% in December). However, **these tendencies need to be kept under observation, as the impact of the Novel Coronavirus that became clear at the end of January is not yet reflected in the statistics.**

* The advance estimation is conducted as follows. First, we turn the quarterly visit ratio by prefecture into monthly data, and we use it to estimate a time series model. Then we make a forecast for the visit ratio in the next 6 months. By multiplying this newly obtained visit ratio with the number of foreign visitors provided each month by the JNTO, we estimate the number of foreign visitors on a monthly basis. This procedure is repeated until the actual values of the visit ratio are released. The estimation is based on a technique we use for our very short-term forecasts of the trends in the Japanese economy. For a detailed explanation, refer to APiR's Trend Watch No. 54 (May 2019).

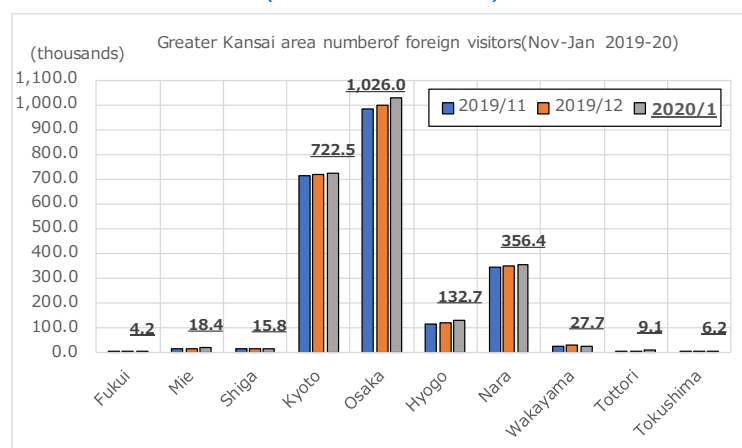
Table 1 Number of foreign visitors by prefecture
(advance estimates)

Prefecture	2019/11	2019/12	2020/1	19Q3	19Q4
Fukui	4,228	4,144	4,200	17,160	13,092
Mie	18,102	17,989	18,390	68,639	55,366
Shiga	16,227	15,803	15,779	60,059	49,293
Kyoto	712,401	718,189	722,470	2,565,365	2,167,355
Osaka	983,006	998,548	1,025,973	3,500,565	2,996,582
Hyogo	116,708	120,083	132,749	480,470	363,961
Nara	342,943	347,628	356,350	1,184,015	1,040,748
Wakayama	28,232	29,154	27,734	94,378	84,974
Tottori	8,216	8,313	9,115	34,319	25,588
Tokushima	6,686	6,389	6,244	25,739	20,206

Transport Bureau	2019/11	2019/12	2020/1	19Q3	19Q4
Hokkaido	190,596	188,915	213,732	652,066	582,838
Kanto	1,290,257	1,290,869	1,317,317	4,573,042	3,919,966
Chubu	380,899	382,662	390,614	1,312,712	1,154,912
Kinki	1,050,246	1,070,124	1,099,067	3,740,800	3,202,489
Kyushu	179,034	189,159	217,926	729,284	561,206

Note 1: The numbers also include visits for purposes other than leisure. The visit ratios for each prefecture are based on multiple answers. Accordingly, the number of foreign visitors in each major region is less than the sum of the visitor numbers of the individual prefectures in that region, as it excludes persons who visited several prefectures within the region. Actual values are highlighted.

Figure 1 Number of foreign visitors by prefecture
(advance estimates)



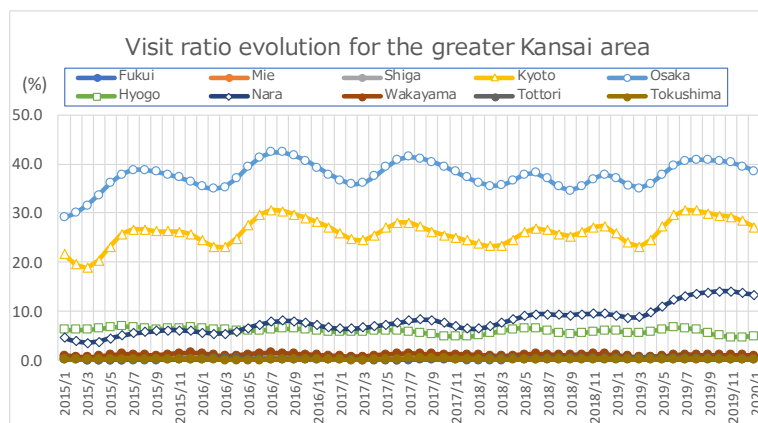
Note: The numerical values are forecasts for the three most recent months.

Table 2 Monthly visit ratio (advance estimates)

Visit ratio(%)					
Prefecture	2019/11	2019/12	2020/1	19Q3	19Q4
Fukui	0.17	0.16	0.16	0.20	0.16
Mie	0.74	0.71	0.69	0.80	0.71
Shiga	0.66	0.63	0.59	0.70	0.63
Kyoto	29.18	28.43	27.15	29.90	28.43
Osaka	40.27	39.52	38.56	40.80	39.52
Hyogo	4.78	4.75	4.99	5.60	4.75
Nara	14.05	13.76	13.39	13.80	13.76
Wakayama	1.16	1.15	1.04	1.10	1.15
Tottori	0.34	0.33	0.34	0.40	0.33
Tokushima	0.27	0.25	0.23	0.30	0.25

Transport Bureau					
	2019/11	2019/12	2020/1	19Q3	19Q4
Hokkaido	7.81	7.48	8.03	7.60	7.48
Kanto	52.85	51.10	49.50	53.30	51.10
Chubu	15.60	15.15	14.68	15.30	15.15
Kinki	43.02	42.36	41.30	43.60	42.36
Kyushu	7.33	7.49	8.19	8.50	7.49

Figure 2 Monthly visit ratios (advance estimates)



Note: Actual values are highlighted.

Table 3 Foreign visitors in January 2020 (JNTO estimates)

Country/Area	Total			Total		
	2019	2020	Growth rate(%)	2019	2020	Growth rate(%)
	January	January		Jan	Jan	
Grand Total	2,689,339	2,661,000	-1.1	2,689,339	2,661,000	-1.1
Major countries total (excl. S.Korea)	1,830,752	2,252,300	23.0	1,830,752	2,252,300	23.0
South Korea	779,383	316,800	-59.4	779,383	316,800	-59.4
China	754,421	924,800	22.6	754,421	924,800	22.6
Taiwan	387,498	461,200	19.0	387,498	461,200	19.0
Hong Kong	154,292	219,400	42.2	154,292	219,400	42.2
Thailand	92,649	112,500	21.4	92,649	112,500	21.4
Singapore	22,676	30,200	33.2	22,676	30,200	33.2
Malaysia	31,399	44,800	42.7	31,399	44,800	42.7
Indonesia	32,477	37,500	15.5	32,477	37,500	15.5
Philippines	35,987	53,600	48.9	35,987	53,600	48.9
Vietnam	35,375	50,400	42.5	35,375	50,400	42.5
India	12,468	13,900	11.5	12,468	13,900	11.5
Australia	81,063	85,300	5.2	81,063	85,300	5.2
U.S.A.	103,191	117,300	13.7	103,191	117,300	13.7
Canada	22,293	28,900	29.6	22,293	28,900	29.6
United Kingdom	21,554	24,300	12.7	21,554	24,300	12.7
France	15,320	16,500	7.7	15,320	16,500	7.7
Germany	11,358	11,200	-1.4	11,358	11,200	-1.4
Italy	6,033	6,900	14.4	6,033	6,900	14.4
Russia	6,316	8,400	33.0	6,316	8,400	33.0
Spain	4,382	5,200	18.7	4,382	5,200	18.7
Others	79,204	91,900	16.0	79,204	91,900	16.0

Source: Based on data published by Japan National Tourism Organization (JNTO) on 19th of February 2020