

To a faster reading of "the signs of change" in tourism

The Number of Foreign Visitors and Visit Ratio by Prefecture

Advanced estimation of monthly indexes: August report

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Points

● **Advanced estimation of the number of foreign visitors and visit ratio by prefecture for August***

▶ The number of foreign visitors by prefecture in August in the greater Kansai area (estimated numbers, see Table 1 and Figure 1) shows the following figures for each prefecture: Fukui – 4,652, Mie – 13,535, Shiga – 13,750, Kyoto – 637,619, Osaka – 828,300, Hyogo – 141,002, Nara – 256,416, Wakayama – 25,512, Tottori – 12,256, Tokushima – 4,756.

▶ For each regional Transportation Bureau territorial unit, the numbers are as in the following (see Table 1 and Figure 1): Hokkaido – 176,965, Kanto – 1,213,133, Chubu – 342,249, Kinki – 905,210, Kyushu – 296,562.

▶ Having a look at the visit ratios in August for each prefecture of the greater Kansai area (estimated numbers, see Table 2 and Figure 2), we will have the following values: Fukui – 0.2%, Mie – 0.5%, Shiga – 0.6%, Kyoto – 25.3%, Osaka – 32.9%, Hyogo – 5.6%, Nara – 10.2%, Wakayama – 1.0%, Tottori – 0.5%, Tokushima – 0.2%. The visit ratio expanded on a MoM basis in Mie, Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, and Tokushima. On the other hand, it decreased in Fukui and Tottori.

▶ The visit ratios for each regional Transportation Bureau are as in the following (see Table 2 and Figure 2): Hokkaido – 7.0%, Kanto – 48.1%, Chubu – 13.6%, Kinki – 35.9%, Kyushu – 11.8%. On a MoM basis, it has increased in Hokkaido, Kanto, Chubu, Kinki, and Kyushu.

● **Review of August data**

▶ According to the number of foreign visitors estimated by JNTO (see Table 3), the total number for August is 2,520,100, a -2.2% YoY decrease. It is the first decrease in 11 months, since September 2018. As a result, the total number of foreign visitors for the Jan-Aug 2019 interval was 22,144,900 (+3.9% YoY).

▶ By country or area, the top 5 numbers are: China – 1,000,600 (+16.3% YoY), followed by Taiwan – 420,300 (+6.5% YoY), South Korea – 308,700 (-48.0% YoY), Hong Kong – 190,300 (-4.0 YoY), and USA – 117,800 (+14.3% YoY).

▶ Looking at the growth ratios, for China it has increased for 11 consecutive months, while for Taiwan, for the first time in 2 months. On the other hand, for Hong Kong and South Korea, it is the 2nd consecutive month of decrease. In case of South Korea, the decline has sharpened under the influence of the worsening Japan-South Korea relations, coming closer to the decline range following the March 2011 Great East Japan Earthquake (-66.4%).

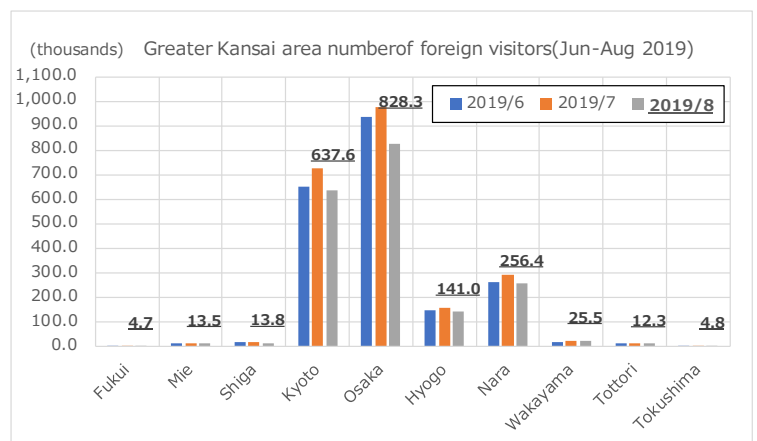
Table 1 Number of foreign visitors by prefecture (advanced estimation)

Prefecture	2019/6	2019/7	2019/8	19Q1	19Q2
Fukui	5,539	5,707	4,652	16,744	16,730
Mie	15,122	15,785	13,535	51,641	46,401
Shiga	16,190	16,148	13,750	48,943	48,943
Kyoto	652,042	724,096	637,619	1,869,649	1,889,211
Osaka	937,971	975,712	828,300	2,823,484	2,836,765
Hyogo	148,732	159,848	141,002	452,350	447,447
Nara	264,099	290,346	256,416	710,119	758,801
Wakayama	16,279	22,728	25,512	54,460	44,816
Tottori	14,925	15,017	12,256	38,135	45,753
Tokushima	4,606	5,163	4,756	17,638	13,871

Transportation Bureau	2019/6	2019/7	2019/8	19Q1	19Q2
Hokkaido	203,781	194,902	176,965	902,686	801,141
Kanto	1,369,406	1,430,786	1,213,133	3,830,861	4,073,746
Chubu	369,090	396,451	342,249	949,672	1,066,767
Kinki	996,630	1,053,708	905,210	2,976,611	2,987,261
Kyusyu	328,825	344,063	296,562	951,886	987,492

Note: The numbers include as well visits for purposes other than leisure. Moreover, the visit ratios for each prefecture include multiple answers. The number of foreign visitors by region differs from the sum of the numbers of foreign visitors by prefecture, as it excludes the duplication of the number of foreigners that visited several prefectures within the same region. Also, the real values are shown in shadow.

Figure 1 Number of foreign visitors by prefecture (advanced estimation)



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

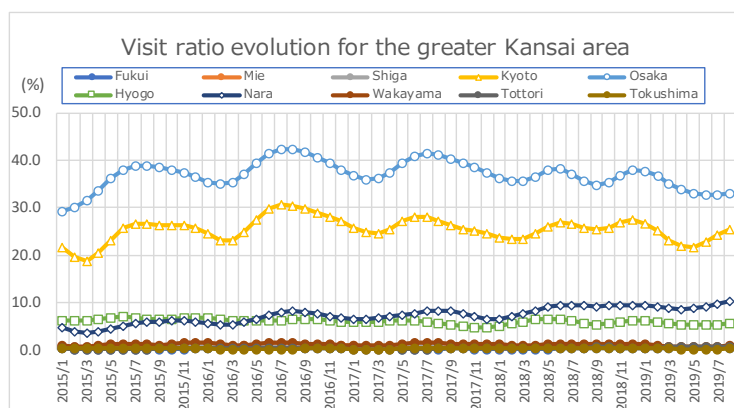
* The advanced estimation is conducted according to the following sequence. First, we turn the quarterly visit ratio by prefecture into monthly data, we use that to estimate a time series model, and then we make a forecast for 6 months. By multiplying this newly obtained visit ratio with the number of foreign visitors provided each month by the JNTO, we can estimate the number of foreign visitors on a monthly basis. Until the actual values of the visit ratio are made public, this routine is repeated. This technique applies an idea used by our institute for very short-term forecasts of the trends in Japanese economy. For a detailed explanation, see Trend Watch No. 54 (May 2019).

Table 2 Monthly visit ratio (advanced estimation)

Visit ratio(%)					
Prefecture	2019/6	2019/7	2019/8	19Q1	19Q2
Fukui	0.19	0.19	0.18	0.21	0.19
Mie	0.53	0.53	0.54	0.64	0.53
Shiga	0.56	0.54	0.55	0.61	0.56
Kyoto	22.64	24.21	25.30	23.21	22.64
Osaka	32.57	32.62	32.87	35.06	32.57
Hyogo	5.16	5.34	5.60	5.62	5.16
Nara	9.17	9.71	10.17	8.82	9.17
Wakayama	0.57	0.76	1.01	0.68	0.57
Tottori	0.52	0.50	0.49	0.47	0.52
Tokushima	0.16	0.17	0.19	0.22	0.16

Transportation Bureau	2019/6	2019/7	2019/8	19Q1	19Q2
Hokkaido	7.08	6.52	7.02	11.21	7.08
Kanto	47.55	47.83	48.14	47.57	47.55
Chubu	12.82	13.25	13.58	11.79	12.82
Kinki	34.60	35.23	35.92	36.96	34.60
Kyusyu	11.42	11.50	11.77	11.82	11.42

Figure 2 Monthly visit ratio (advanced estimation)



Note: the real values are shown in shadow.

Table 3 Foreign visitors in August 2019 (JNTO estimation)

Country/Area	Total			Total		
	2018	2019	Growth rate(%)	2018	2019	Growth rate(%)
	August	August		Jan-Aug	Jan-Aug	
Grand Total	2,578,021	2,520,100	-2.2	21,309,124	22,144,900	3.9
South Korea	593,941	308,700	-48.0	5,218,264	4,733,100	-9.3
China	860,121	1,000,600	16.3	5,795,701	6,583,600	13.6
Taiwan	394,551	420,300	6.5	3,360,788	3,360,300	0.0
Hong Kong	198,127	190,300	-4.0	1,535,519	1,505,000	-2.0
Thailand	47,507	49,600	4.4	728,574	806,400	10.7
Singapore	16,332	19,700	20.6	237,434	255,500	7.6
Malaysia	20,143	19,800	-1.7	279,408	280,700	0.5
Indonesia	17,470	16,200	-7.3	258,086	257,300	-0.3
Philippines	24,714	31,500	27.5	329,250	364,400	10.7
Vietnam	34,229	43,700	27.7	261,972	337,700	28.9
India	10,509	13,300	26.6	103,446	119,400	15.4
Australia	23,729	27,000	13.8	352,931	388,800	10.2
U.S.A.	103,092	117,800	14.3	1,023,937	1,149,800	12.3
Canada	24,951	27,600	10.6	217,977	240,700	10.4
United Kingdom	24,164	26,200	8.4	219,920	240,800	9.5
France	28,195	30,900	9.6	210,647	225,800	7.2
Germany	16,206	17,300	6.8	139,456	154,400	10.7
Italy	22,055	22,800	3.4	102,160	111,200	8.8
Russia	6,729	8,300	23.3	60,912	73,200	20.2
Spain	19,265	20,000	3.8	79,413	87,200	9.8
Others	91,991	108,500	17.9	793,329	869,600	9.6

Source: Japan National Tourism Organization (JNTO), 18th of Sep 2019