

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 September***

▶ The number of foreign visitors by prefecture in September in the greater Kansai area (estimated numbers, see Table 1 and Figure 1) shows the following figures for each prefecture: Fukui – 4,003, Mie – 20,276, Shiga – 16,566, Kyoto – 685,508, Osaka – 969,251, Hyogo – 169,753, Nara – 301,478, Wakayama – 29,543, Tottori – 11,057, Tokushima – 5,455.

▶ For each regional Transportation Bureau territorial unit, the September numbers are as in the following (see Table 1 and Figure 1): Hokkaido – 154,040, Kanto – 1,200,951, Chubu – 326,296, Kinki – 1,006,875, Kyushu – 235,805.

▶ Having a look at the visit ratios in September 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 – 0.9%, Shiga – 0.7%, Kyoto – 30.2%, Osaka – 42.6%, Hyogo – 7.5 %, Nara – 13.3%, Wakayama – 1.3%, Tottori – 0.5%, Tokushima – 0.2%. The visit ratio decreased MoM in Mie, Kyoto, Osaka, Nara and Tokushima, while it remained unchanged in Fukui, Shiga, Hyogo and Tottori.

▶ The visit ratios in September for each regional Transportation Bureau are as in the following (see Table 2 and Figure 2): Hokkaido – 6.8%, Kanto – 52.8%, Chubu – 14.4%, Kinki – 44.3%, Kyushu – 10.4%. We can observe a MoM increase in the cases of Hokkaido and Kanto, and MoM decrease for Chubu, Kinki and Kyushu.

● **Review of September data**

▶ According to the number of foreign visitors estimated by JNTO (see Table 3), the total number for September is 2,272,900, a +5.2% YoY increase. This represents the first increase in 2 months, indicating that the negative effects of last year’s typhoon and earthquake have worn off.

▶ By country or area, the top 5 numbers are: China – 819,100 (+25.5% YoY), followed by Taiwan – 376,200 (+14.3% YoY), South Korea – 201,200 (**-58.1% YoY**), Hong Kong – 155,900 (+23.6% YoY), and USA – 127,200 (+21.6% YoY).

▶ Looking at the growth rates, we can observe that they were positive for 12 consecutive months in case of China, and for 2 consecutive months in case of Taiwan, while for Hong Kong it was the first positive growth in 3 months. On the other hand, the growth rate for South Korea was negative for the 3rd consecutive month, further deteriorating by comparison with the previous month (-48.0%). Due to the opening of the Rugby World Cup, the growth rate for certain Western countries has surpassed the last year’s one by a large margin.

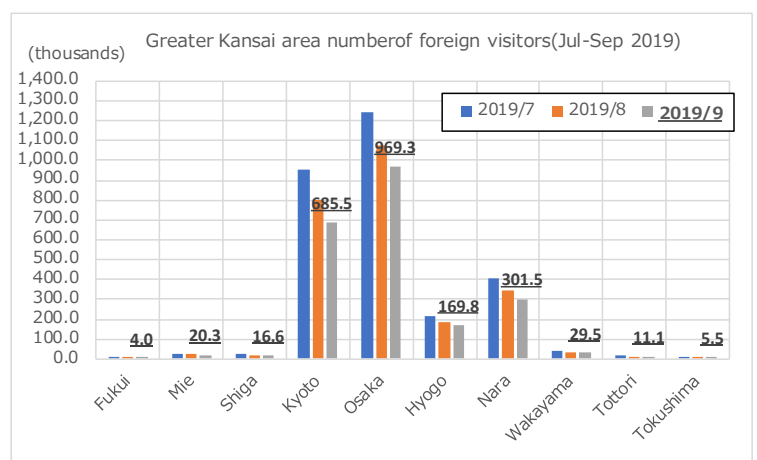
Table 1 Number of foreign visitors by prefecture (advanced estimation)

Number of foreign visitors					
Prefecture	2019/7	2019/8	2019/9	19Q2	19Q3
Fukui	5,792	4,580	4,003	17,160	14,375
Mie	26,428	23,267	20,276	68,639	69,971
Shiga	21,664	18,351	16,566	60,059	56,581
Kyoto	952,183	802,127	685,508	2,539,626	2,439,818
Osaka	1,246,083	1,075,175	969,251	3,406,187	3,290,508
Hyogo	214,779	188,339	169,753	574,848	572,871
Nara	403,471	348,208	301,478	1,055,317	1,053,158
Wakayama	37,949	33,554	29,543	94,378	101,046
Tottori	14,704	12,431	11,057	42,899	38,192
Tokushima	9,337	7,209	5,455	25,739	22,001

Transportation Bureau	2019/7	2019/8	2019/9	19Q2	19Q3
Hokkaido	158,985	141,299	154,040	549,108	454,324
Kanto	1,545,858	1,324,115	1,200,951	4,332,808	4,070,923
Chubu	418,642	362,485	326,296	1,149,695	1,107,423
Kinki	1,349,979	1,147,443	1,006,875	3,689,321	3,504,296
Kyusyu	317,349	262,478	235,805	935,200	815,631

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	2019/7	2019/8	2019/9	19Q2	19Q3
Fukui	0.19	0.18	0.18	0.20	0.18
Mie	0.88	0.92	0.89	0.80	0.89
Shiga	0.72	0.73	0.73	0.70	0.73
Kyoto	31.83	31.83	30.16	29.60	30.16
Osaka	41.66	42.66	42.64	39.70	42.64
Hyogo	7.18	7.47	7.47	6.70	7.47
Nara	13.49	13.82	13.26	12.30	13.26
Wakayama	1.27	1.33	1.30	1.10	1.30
Tottori	0.49	0.49	0.49	0.50	0.49
Tokushima	0.31	0.29	0.24	0.30	0.24

Transportation	2019/7	2019/8	2019/9	19Q2	19Q3
Hokkaido	5.32	5.61	6.78	6.40	6.78
Kanto	51.68	52.54	52.84	50.50	52.84
Chubu	14.00	14.38	14.36	13.40	14.36
Kinki	45.13	45.53	44.30	43.00	44.30
Kyusyu	10.61	10.42	10.37	10.90	10.37

Note: the real values are shown in shadow.

Figure 2 Monthly visit ratio (advanced estimation)

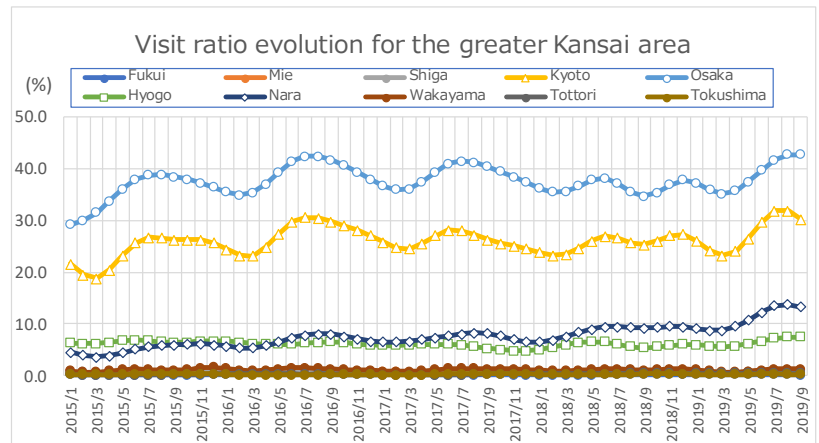


Table 3 Foreign visitors in September 2019 (JNTO estimation)

Country/Area	Total			Total			17/19	18/19
	2018	2019	Growth rate(%)	2017	2018	2019	Growth rate(%)	Growth rate(%)
	September	September		Jan-Sep	Jan-Sep	Jan-Sep		
Grand Total	2,159,595	2,272,900	5.2	21,196,584	23,468,719	24,417,800	15.2	4.0
South Korea	479,733	201,200	-58.1	5,217,993	5,697,997	4,934,200	-5.4	-13.4
China	652,740	819,100	25.5	5,560,590	6,448,441	7,402,600	33.1	14.8
Taiwan	329,142	376,200	14.3	3,460,265	3,689,930	3,736,600	8.0	1.3
Hong Kong	126,174	155,900	23.6	1,680,296	1,661,693	1,660,900	-1.2	0.0
Thailand	54,422	62,100	14.1	673,307	782,996	868,500	29.0	10.9
Singapore	23,366	29,100	24.5	235,088	260,800	284,600	21.1	9.1
Malaysia	26,667	28,800	8.0	283,261	306,075	309,500	9.3	1.1
Indonesia	24,437	25,000	2.3	244,322	282,523	282,300	15.5	-0.1
Philippines	24,779	37,800	52.5	292,754	354,029	402,200	37.4	13.6
Vietnam	29,270	38,300	30.9	231,879	291,242	376,000	62.2	29.1
India	13,310	15,900	19.5	102,071	116,756	135,400	32.6	16.0
Australia	48,617	60,500	24.4	359,152	401,548	449,300	25.1	11.9
U.S.A.	104,637	127,200	21.6	1,017,960	1,128,574	1,277,000	25.4	13.2
Canada	23,100	28,500	23.4	224,133	241,077	269,200	20.1	11.7
United Kingdom	26,904	49,600	84.4	229,317	246,824	290,400	26.6	17.7
France	20,143	26,500	31.6	202,272	230,790	252,300	24.8	9.3
Germany	20,006	22,800	14.0	146,119	159,462	177,200	21.3	11.1
Italy	12,273	13,400	9.2	94,571	114,433	124,500	31.7	8.8
Russia	7,555	10,500	39.0	54,385	68,467	83,700	54.0	22.2
Spain	10,566	11,500	8.8	74,804	89,979	98,700	31.9	9.7
Others	101,754	133,000	30.7	812,045	895,083	1,002,700	23.5	12.0

Source: based on data provided by Japan National Tourism Organization (JNTO), 16th of Oct 2019