

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

**The number of foreign visitors and visit ratio by prefecture**

Advance estimation of monthly indexes: July report

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**Points**

**● Advance estimation of the number of foreign visitors and visit ratio by prefecture for July\***

▶ The number of foreign visitors by prefecture in July in the Greater Kansai area (estimated numbers, see Table 1 and Figure 1) shows the following figures for each prefecture: Fukui – 5,707, Mie – 15,785, Shiga – 16,148, Kyoto – 724,096, Osaka – 975,712, Hyogo – 159,848, Nara – 290,346, Wakayama – 22,728, Tottori – 15,017, Tokushima – 5,163.

▶ For each regional Transportation Bureau territorial unit, the numbers are as in the following (see Table 1 and Figure 1): Hokkaido – 194,902, Kanto – 1,430,786, Chubu – 396,451, Kinki – 1,053,708, Kyushu – 344,063.

▶ Having a look at the visit ratios in July 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 – 0.5%, Kyoto – 24.2%, Osaka – 32.6%, Hyogo – 5.3%, Nara – 9.7%, Wakayama – 0.8%, Tottori – 0.5%, Tokushima – 0.2%. The visit ratio expanded on a MoM basis in Kyoto, Osaka, Hyogo, Nara, Wakayama, and Tokushima. On the other hand, it decreased in Shiga and Tottori. Moreover, it remained unchanged in Fukui and Mie.

▶ The visit ratios for each regional Transportation Bureau are as in the following (see Table 2 and Figure 2): Hokkaido – 6.5%, Kanto – 47.8%, Chubu – 13.3%, Kinki – 35.2%, Kyushu – 11.5%. On a MoM basis, it has increased in Kanto, Chubu, Kinki, and Kyushu. On the other hand, it decreased in Hokkaido.

**● Review of July data**

▶ According to the number of foreign visitors estimated by JNTO (see Table 3), the total number for July is 2,991,200, a 5.6% YoY increase. This is the 10<sup>th</sup> consecutive month of growth, but the increasing rate slowed down compared with the value of the previous month that was +6.5%.

▶ By country or area, the top 5 numbers are: China – 1,050,500, (+19.5% YoY), South Korea – 561,700 (-7.6% YoY), Taiwan – 459,200 (-0.3% YoY), Hong Kong – 216,800 (-4.4% YoY), and USA – 156,900 (+6.9%).

▶ Looking at the growth ratios, for China it has increased for the 9<sup>th</sup> consecutive month. For South Korea, Taiwan and Hong Kong, it is the first decrease in 2 months. It is important to notice that the value is still lower than the one of the same month of the previous year, after the North Osaka Earthquake happened. The number of USA visitors has grown continuously since March 2012.

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

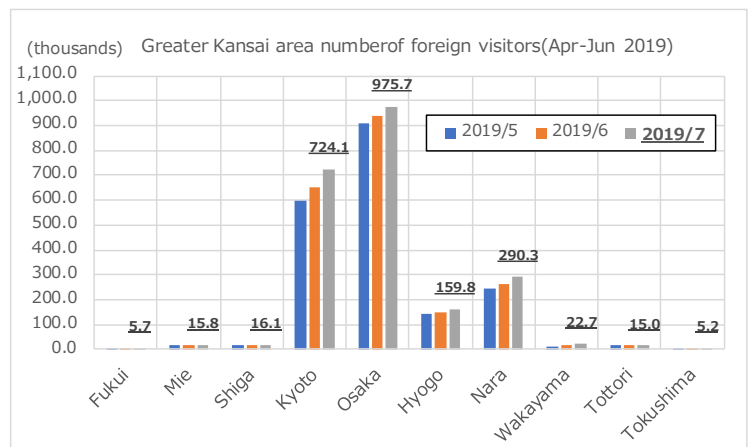
Number of foreign visitors

Prefecture	2019/5	2019/6	2019/7	19Q1	19Q2
Fukui	5,365	5,539	5,707	16,744	16,730
Mie	14,849	15,122	15,785	51,641	46,401
Shiga	15,879	16,190	16,148	48,943	48,943
Kyoto	598,341	652,033	724,096	1,869,649	1,889,211
Osaka	911,249	937,958	975,712	2,823,484	2,836,765
Hyogo	142,994	148,729	159,848	452,350	447,447
Nara	242,493	264,096	290,346	710,119	758,801
Wakayama	13,243	16,279	22,728	54,460	44,816
Tottori	15,011	14,925	15,017	38,135	45,753
Tokushima	4,296	4,606	5,163	17,638	13,871

Transportation Bureau	2019/5	2019/6	2019/7	19Q1	19Q2
Hokkaido	259,706	203,778	194,902	902,686	801,141
Kanto	1,315,157	1,369,387	1,430,786	3,830,861	4,073,746
Chubu	344,240	369,084	396,451	949,672	1,066,767
Kinki	956,295	996,616	1,053,708	2,976,611	2,987,261
Kyusyu	318,393	328,820	344,063	951,886	987,492

Note: The numbers include as well visits for other purposes 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 actual values are shown in shadow.

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



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

\* The advance 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 high frequency model forecast for the Japanese economy. For a detailed explanation, see Trend Watch No. 54 (May 2019).

Table 2 Monthly visit ratio (advance estimation)

Visit ratio(%)					
Prefecture	2019/5	2019/6	2019/7	19Q1	19Q2
Fukui	0.19	0.19	0.19	0.21	0.19
Mie	0.54	0.53	0.53	0.64	0.53
Shiga	0.57	0.56	0.54	0.61	0.56
Kyoto	21.58	22.64	24.21	23.21	22.64
Osaka	32.86	32.57	32.62	35.06	32.57
Hyogo	5.16	5.16	5.34	5.62	5.16
Nara	8.74	9.17	9.71	8.82	9.17
Wakayama	0.48	0.57	0.76	0.68	0.57
Tottori	0.54	0.52	0.50	0.47	0.52
Tokushima	0.15	0.16	0.17	0.22	0.16

Transportation Bureau					
	2019/5	2019/6	2019/7	19Q1	19Q2
Hokkaido	9.37	7.08	6.52	11.21	7.08
Kanto	47.43	47.55	47.83	47.57	47.55
Chubu	12.41	12.82	13.25	11.79	12.82
Kinki	34.48	34.60	35.23	36.96	34.60
Kyusyu	11.48	11.42	11.50	11.82	11.42

Note: the actual values are shown in shadow.

Figure 2 Monthly visit ratio (advance estimation)

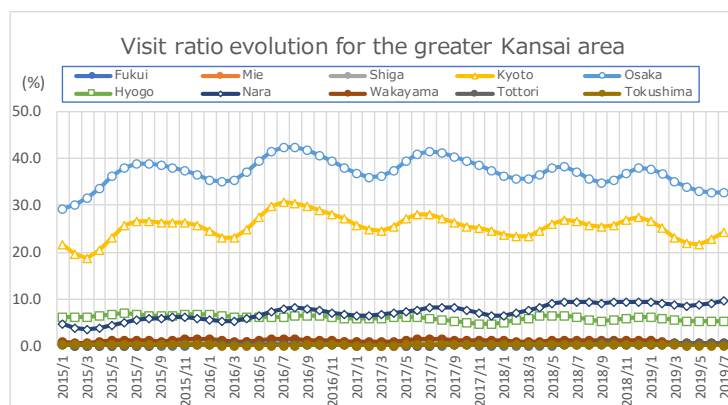


Table 3 Foreign visitors in July 2019 (JNTO estimation)

Country/Area	Total			Total		
	2018	2019	Growth rate(%)	2018年	2019年	Growth rate(%)
	July	July		Jan-Jul	Jan-Jul	
Grand Total	2,832,040	2,991,200	5.6	18,731,103	19,624,800	4.8
South Korea	607,953	561,700	-7.6	4,624,323	4,424,400	-4.3
China	879,097	1,050,500	19.5	4,935,580	5,583,000	13.1
Taiwan	460,473	459,200	-0.3	2,966,237	2,940,100	-0.9
Hong Kong	226,755	216,800	-4.4	1,337,392	1,314,700	-1.7
Thailand	74,402	73,200	-1.6	681,067	756,800	11.1
Singapore	21,383	21,700	1.5	221,102	235,800	6.6
Malaysia	23,088	23,000	-0.4	259,265	260,900	0.6
Indonesia	26,495	25,200	-4.9	240,616	241,100	0.2
Philippines	28,965	37,800	30.5	304,536	332,900	9.3
Vietnam	33,492	40,800	21.8	227,743	294,000	29.1
India	12,429	13,200	6.2	92,937	106,200	14.3
Australia	33,863	34,900	3.1	329,202	361,800	9.9
U.S.A.	146,716	156,900	6.9	920,845	1,032,000	12.1
Canada	27,252	29,300	7.5	193,026	213,100	10.4
United Kingdom	26,508	28,900	9.0	195,756	214,600	9.6
France	33,255	34,600	4.0	182,452	194,900	6.8
Germany	17,160	18,600	8.4	123,250	137,100	11.2
Italy	13,540	13,600	0.4	80,105	88,400	10.4
Russia	7,768	9,000	15.9	54,183	64,900	19.8
Spain	13,486	15,800	17.2	60,148	67,300	11.9
Others	117,960	126,500	7.2	701,338	760,800	8.5

Source: Japan National Tourism Organization (JNTO), 21<sup>st</sup> of Aug 2019