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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: June report

Points

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

▶ The number of foreign visitors by prefecture in June in the Greater Kansai area (estimated numbers, see Table 1 and Figure 1) shows the following figures for each prefecture: Fukui – 5,539, Mie – 15,122, Shiga – 16,190, Kyoto – 652,033, Osaka – 937,958, Hyogo – 148,729, Nara – 264,096, Wakayama – 16,279, Tottori – 14,925, and Tokushima – 4,606.

▶ For each regional Transportation Bureau territorial unit, the numbers are as in the following (see Table 1 and Figure 1): Hokkaido – 203,778, Kanto – 1,369,387, Chubu – 369,084, Kinki – 996,616, and Kyushu – 328,820.

▶ Having a look at the visit ratio in June 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-22.6%, Osaka-32.6%, Hyogo-5.2%, Nara-9.2%, Wakayama-0.6%, Tottori-0.5%, Tokushima-0.2%. The visit ratio expanded on a MoM basis in Kyoto, Nara, Wakayama, and Tokushima prefectures, while it decreased in Mie, Shiga, Osaka, and Tottori. In Fukui and Hyogo, it has remained unchanged.

▶ The visit ratios for each regional Transportation Bureau are as in the following (see Table 2 and Figure 2): Hokkaido 7.1%, Kanto 47.6%, Chubu 12.8%, Kinki 34.6%, Kyushu 11.4%. On a MoM basis, it has increased in Kanto, Chubu and Kinki, while it decreased in Hokkaido and Kyushu.

● Review of June data

▶ According to the number of foreign visitors estimated by JNTO (see Table 3), the total number for June is 2.88 million, a 6.5% YoY increase. This is the 9th consecutive month of growth, and up from the previous month of +3.7%.

▶ By country or area, the top 5 numbers are: 880,700 for China (+15.7% YoY increase), followed by 611,900 for South Korea (+0.9%), 461,100 for Taiwan (+0.9%), 209,000 for Hong Kong (+1.7%), and 175,500 for USA (+8.5%).

▶ Looking at the growth ratios, for China it has increased for the 9th consecutive month, while the ratio for South Korea increased for the first time in 4 months, for Taiwan, in 3 months, for Hong Kong, in 2 months; also, the ratio for the USA shows a steady growth pace. It appears that the region has recovered from the influence of the natural disasters that happened last year in June.

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

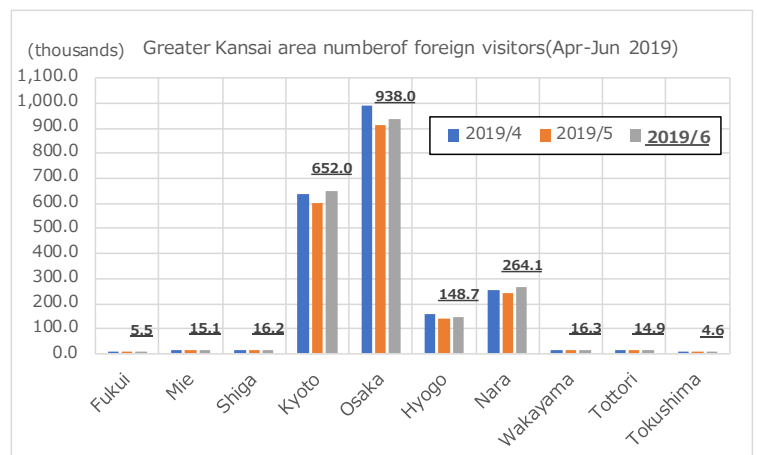
Number of foreign visitors

Prefecture	2019/4	2019/5	2019/6	19Q1	19Q2
Fukui	5,826	5,365	5,539	16,744	16,730
Mie	16,430	14,849	15,122	51,641	46,401
Shiga	16,873	15,879	16,190	48,943	48,943
Kyoto	638,837	598,341	652,033	1,869,649	1,889,211
Osaka	987,558	911,249	937,958	2,823,484	2,836,765
Hyogo	155,723	142,994	148,729	452,350	447,447
Nara	252,213	242,493	264,096	710,119	758,801
Wakayama	15,294	13,243	16,279	54,460	44,816
Tottori	15,816	15,011	14,925	38,135	45,753
Tokushima	4,969	4,296	4,606	17,638	13,871

Transportation Bureau	2019/4	2019/5	2019/6	19Q1	19Q2
Hokkaido	337,658	259,706	203,778	902,686	801,141
Kanto	1,389,203	1,315,157	1,369,387	3,830,861	4,073,746
Chubu	353,443	344,240	369,084	949,672	1,066,767
Kinki	1,034,350	956,295	996,616	2,976,611	2,987,261
Kyushu	340,278	318,393	328,820	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.

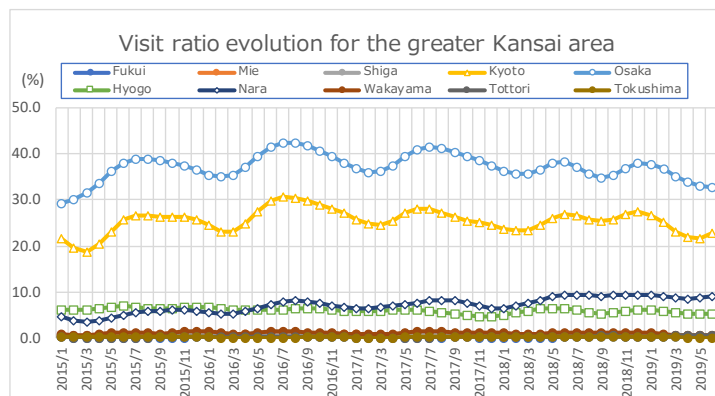
* The advance estimation is conducted according to the following sequence. First, we turn the quarterly visit ratio by prefecture into monthly data, we use that to estimate a time series model, and then we make a forecast for 6 months. By multiplying this newly obtained visit ratio with the number of 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	2019/4	2019/5	2019/6	19Q1	19Q2
Fukui	0.20	0.19	0.19	0.21	0.19
Mie	0.56	0.54	0.53	0.64	0.53
Shiga	0.58	0.57	0.56	0.61	0.56
Kyoto	21.83	21.58	22.64	23.21	22.64
Osaka	33.74	32.86	32.57	35.06	32.57
Hyogo	5.32	5.16	5.16	5.62	5.16
Nara	8.62	8.74	9.17	8.82	9.17
Wakayama	0.52	0.48	0.57	0.68	0.57
Tottori	0.54	0.54	0.52	0.47	0.52
Tokushima	0.17	0.15	0.16	0.22	0.16

Transportation Bureau					
	2019/4	2019/5	2019/6	19Q1	19Q2
Hokkaido	11.54	9.37	7.08	11.21	7.08
Kanto	47.47	47.43	47.55	47.57	47.55
Chubu	12.08	12.41	12.82	11.79	12.82
Kinki	35.34	34.48	34.60	36.96	34.60
Kyusyu	11.63	11.48	11.42	11.82	11.42

Figure 2 Monthly visit ratio (advance estimation)



Note: the actual values are shown in shadow.

Table 3 Foreign visitors in June (JNTO estimation)

Country/Area	Total			Total		
	2018	2019	Growth rate(%)	2018	2019年	Growth rate(%)
	June	June		Jan-Jun	Jan-Jun	
Grand Total	2,704,631	2,880,000	6.5	15,899,063	16,633,600	4.6
South Korea	606,162	611,900	0.9	4,016,370	3,862,700	-3.8
China	760,949	880,700	15.7	4,056,483	4,532,500	11.7
Taiwan	456,895	461,100	0.9	2,505,764	2,480,800	-1.0
Hong Kong	205,549	209,000	1.7	1,110,637	1,097,900	-1.1
Thailand	73,642	63,000	-14.5	606,665	683,700	12.7
Singapore	39,975	47,300	18.3	199,719	214,200	7.3
Malaysia	36,462	30,500	-16.4	236,177	237,900	0.7
Indonesia	56,157	49,300	-12.2	214,121	215,900	0.8
Philippines	37,354	46,800	25.3	275,571	295,100	7.1
Vietnam	29,476	35,400	20.1	194,251	253,200	30.3
India	12,485	15,400	23.3	80,508	93,000	15.5
Australia	35,782	37,300	4.2	295,339	326,900	10.7
U.S.A.	161,736	175,500	8.5	774,129	875,200	13.1
Canada	23,914	25,400	6.2	165,774	183,700	10.8
United Kingdom	22,550	25,800	14.4	169,248	185,700	9.7
France	19,381	21,300	9.9	149,197	160,300	7.4
Germany	14,421	15,700	8.9	106,090	118,500	11.7
Italy	11,044	11,400	3.2	66,565	74,800	12.4
Russia	7,048	8,800	24.9	46,415	55,900	20.4
Spain	8,288	9,800	18.2	46,662	51,500	10.4
Others	85,361	98,600	15.5	583,378	634,200	8.7

Source: Japan National Tourism Organization (JNTO)