

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: October report

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Main points

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

▶ The estimated number of foreign visitors in the Greater Kansai area in October is 4,295 in Fukui, 20,119 in Mie, 18,149 in Shiga, 713,950 in Kyoto, 1,053,626 in Osaka, 180,629 in Hyogo, 312,145 in Nara, 31,447 in Wakayama, 11,163 Tottori, and 5,221 in Tokushima (Table 1 and Figure 1).

▶ By major region, the respective numbers were 189,420 in Hokkaido, 1,310,461 in Kanto, 345,032 in Chubu, 1,072,525 in Kansai, and 261,898 in Kyushu (Table 1 and Figure 1).

▶ The estimated visit ratios by prefecture in Greater Kansai in October are 0.2% for Fukui, 0.8% for Mie, 0.7% for Shiga, 28.6% for Kyoto, 42.2% for Osaka, 7.2% for Hyogo, 12.5% for Nara, 1.3% for Wakayama, 0.5% for Tottori, and 0.2% for Tokushima. There was a MoM decrease in all prefectures except Shiga, whose ratio remained unchanged (Table 2 and Figure 2).

▶ By major region, the estimated October visit ratios are 7.6% for Hokkaido, 52.5% for Kanto, 13.8% for Chubu, 43.0% for Kansai, 10.5% for Kyushu. On a MoM basis, the visit ratio expanded in Hokkaido and Kyushu, but it declined in Kanto, Chubu and Kansai (Table 2 and Figure 2).

● Review of October data

▶ According to JNTO estimates, the total number of foreign visitors in October was 2,496,600, a -5.5% YoY decrease, marking the first decrease in two months (Table 3). The impact of the drop in Korean visitor numbers was significant.

▶ The top 5 inbound nationalities were China (730,600 visitors, +2.1% YoY), Taiwan (413,700 visitors, +9.0% YoY), South Korea (197,300 visitors, -65.5% YoY), Hong Kong (180,600 visitors, +6.6% YoY), and the US (153,400 visitors, +6.5% YoY).

▶ The growth in visitor numbers from China remained positive for 13 consecutive months. However, it decelerated substantially MoM (+2.1% YoY, down from +25.5% in September), reflecting the impact of flight cancellations due to Typhoon Hagibis and that of the yuan's depreciation. The number of Korean visitors dropped for the fourth month in a row, with the decline ratio deteriorating compared to the previous month (-65.5% YoY versus -58.1% in September). In contrast, the number of visitors from Western countries increased thanks to the Rugby World Cup.

Table 1 Number of foreign visitors by prefecture

(Advance estimates)

Number of foreign visitors

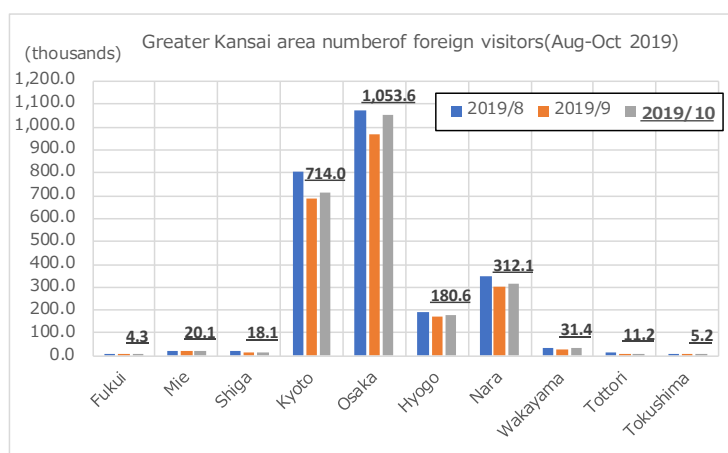
Prefecture	2019/8	2019/9	2019/10	19Q2	19Q3
Fukui	4,580	4,003	4,295	17,160	14,375
Mie	23,267	20,276	20,119	68,639	69,971
Shiga	18,352	16,566	18,149	60,059	56,581
Kyoto	802,137	685,508	713,950	2,539,626	2,439,828
Osaka	1,075,189	969,251	1,053,626	3,406,187	3,290,523
Hyogo	188,342	169,753	180,629	574,848	572,874
Nara	348,213	301,478	312,145	1,055,317	1,053,163
Wakayama	33,554	29,543	31,447	94,378	101,046
Tottori	12,431	11,057	11,163	42,899	38,192
Tokushima	7,209	5,455	5,221	25,739	22,001

Transportation Bureau	2019/8	2019/9	2019/10	19Q2	19Q3
Hokkaido	141,301	154,040	189,420	549,108	454,326
Kanto	1,324,132	1,200,951	1,310,461	4,332,808	4,070,941
Chubu	362,489	326,296	345,032	1,149,695	1,107,427
Kinki	1,147,458	1,006,875	1,072,525	3,689,321	3,504,312
Kyushu	262,481	235,805	261,898	935,200	815,635

Note: 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.

Figure1 Number of foreign visitors by prefecture

(Advance estimates)



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

* 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 2 Monthly visit ratio (advance estimates)

Visit ratio(%)					
Prefecture	2019/8	2019/9	2019/10	19Q2	19Q3
Fukui	0.18	0.18	0.17	0.20	0.18
Mie	0.92	0.89	0.81	0.80	0.89
Shiga	0.73	0.73	0.73	0.70	0.73
Kyoto	31.83	30.16	28.60	29.60	30.16
Osaka	42.66	42.64	42.20	39.70	42.64
Hyogo	7.47	7.47	7.23	6.70	7.47
Nara	13.82	13.26	12.50	12.30	13.26
Wakayama	1.33	1.30	1.26	1.10	1.30
Tottori	0.49	0.49	0.45	0.50	0.49
Tokushima	0.29	0.24	0.21	0.30	0.24

Transportation					
	2019/8	2019/9	2019/10	19Q2	19Q3
Hokkaido	5.61	6.78	7.59	6.40	6.78
Kanto	52.54	52.84	52.49	50.50	52.84
Chubu	14.38	14.36	13.82	13.40	14.36
Kinki	45.53	44.30	42.96	43.00	44.30
Kyusyu	10.42	10.37	10.49	10.90	10.37

Note: Actual values are highlighted.

Figure 2 Monthly visit ratio (advance estimates)

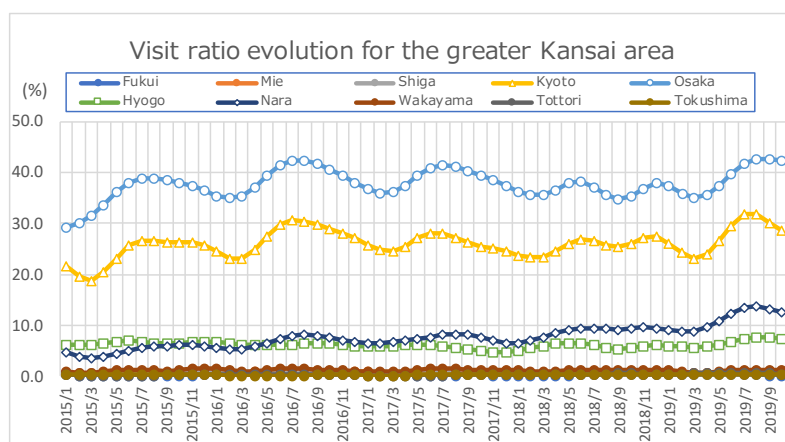


Table 3 Foreign visitors in October 2019 (JNTO estimates)

Country/Area	Total					18/19
	2018	2019	Growth rate(%)	2018	2019	Growth rate(%)
	October	October		Jan-Oct	Jan-Oct	
Grand Total	2,640,610	2,496,600	-5.5	26,109,329	26,914,400	3.1
South Korea	571,176	197,300	-65.5	6,269,173	5,131,600	-18.1
China	715,255	730,600	2.1	7,163,696	8,133,200	13.5
Taiwan	379,633	413,700	9.0	4,069,563	4,150,200	2.0
Hong Kong	169,473	180,600	6.6	1,831,166	1,841,500	0.6
Thailand	117,949	145,300	23.2	900,945	1,013,800	12.5
Singapore	35,123	41,900	19.3	295,923	326,500	10.3
Malaysia	39,139	48,900	24.9	345,214	358,400	3.8
Indonesia	28,253	34,100	20.7	310,776	316,300	1.8
Philippines	47,316	64,700	36.7	401,345	466,900	16.3
Vietnam	39,421	46,500	18.0	330,663	422,500	27.8
India	13,736	13,900	1.2	130,492	149,300	14.4
Australia	47,444	51,600	8.8	448,992	500,800	11.5
U.S.A.	143,977	153,400	6.5	1,272,551	1,430,400	12.4
Canada	33,753	37,700	11.7	274,830	306,800	11.6
United Kingdom	36,850	68,400	85.6	283,674	358,800	26.5
France	34,320	39,500	15.1	265,110	291,800	10.1
Germany	24,864	26,300	5.8	184,326	203,400	10.3
Italy	15,064	14,700	-2.4	129,497	139,200	7.5
Russia	10,778	14,300	32.7	79,245	98,100	23.8
Spain	14,090	13,700	-2.8	104,069	112,400	8.0
Others	122,996	159,500	29.7	1,018,079	1,162,500	14.2

Source: Based on data by Japan National Tourism Organization (JNTO), 18th of December 2019