

Kutchan Tourist Survey



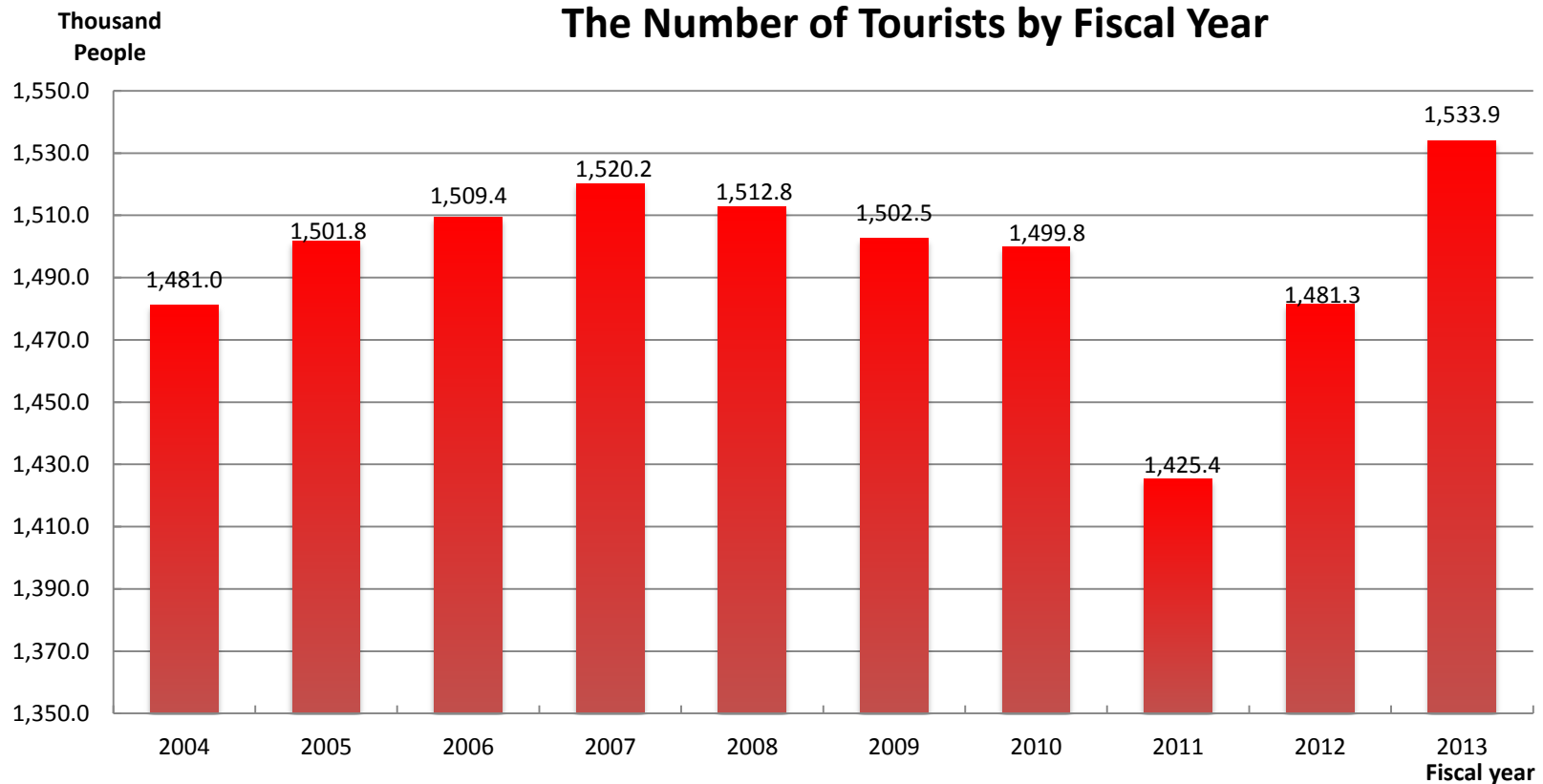
俱知安町
Kutchan Town

(As of 2014)



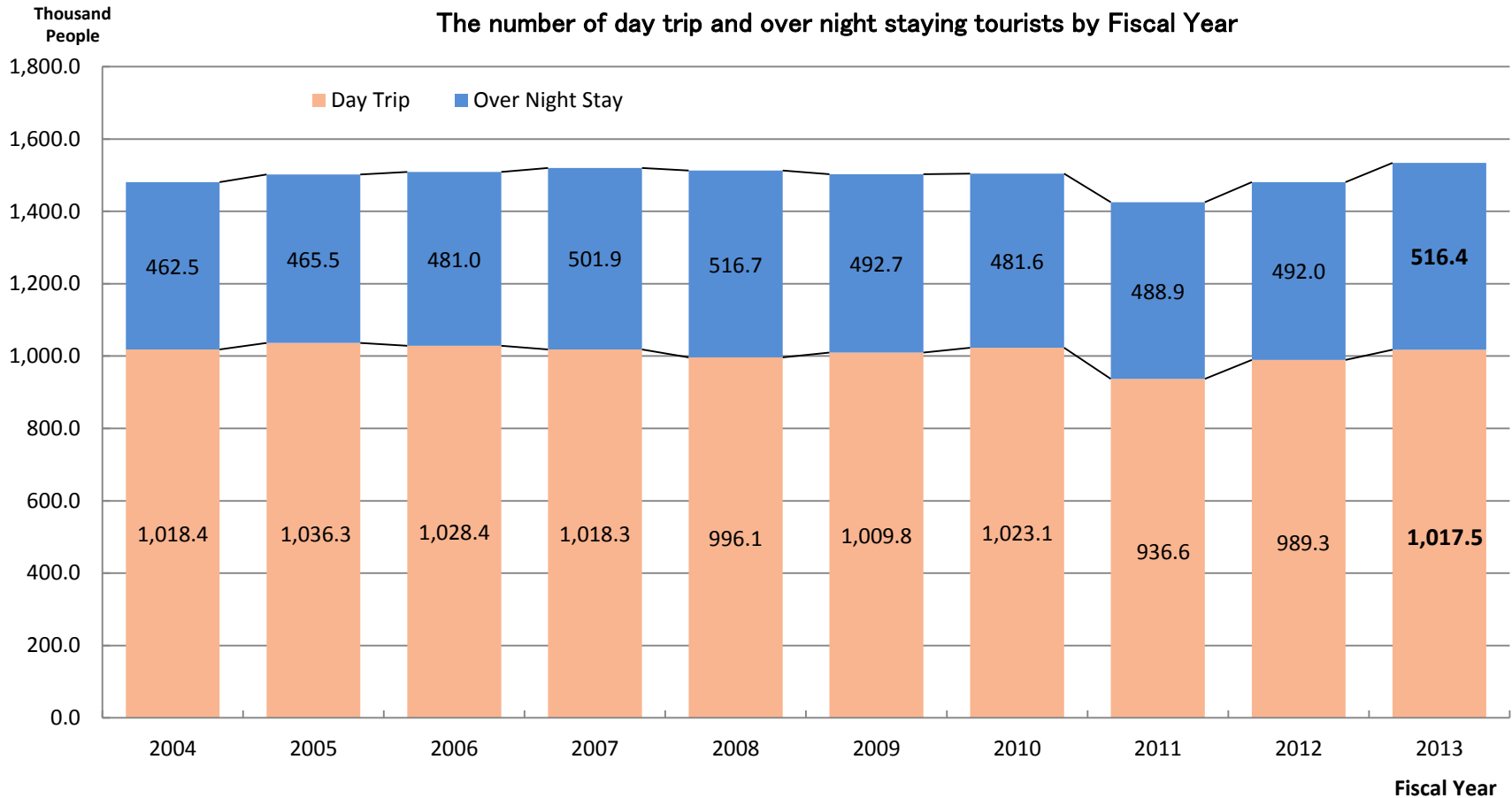
2014 Kutchan Town Office

The number of Tourists approximately **1.53million**
(up 3.6%) when compared with the previous fiscal year ▲526,000



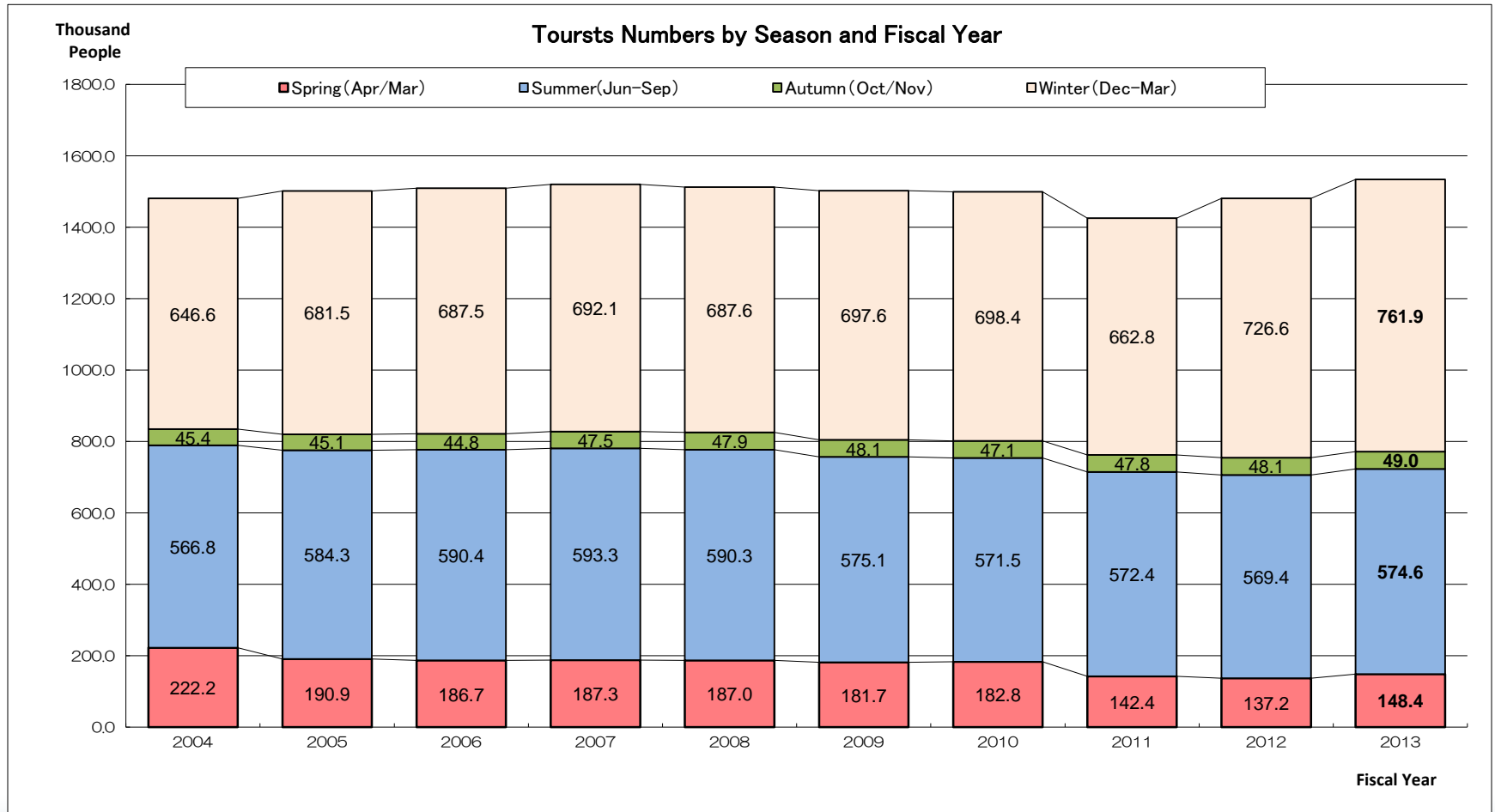
Tourists staying over night:492,000

has increased 5%, when compared with the previous fiscal year.



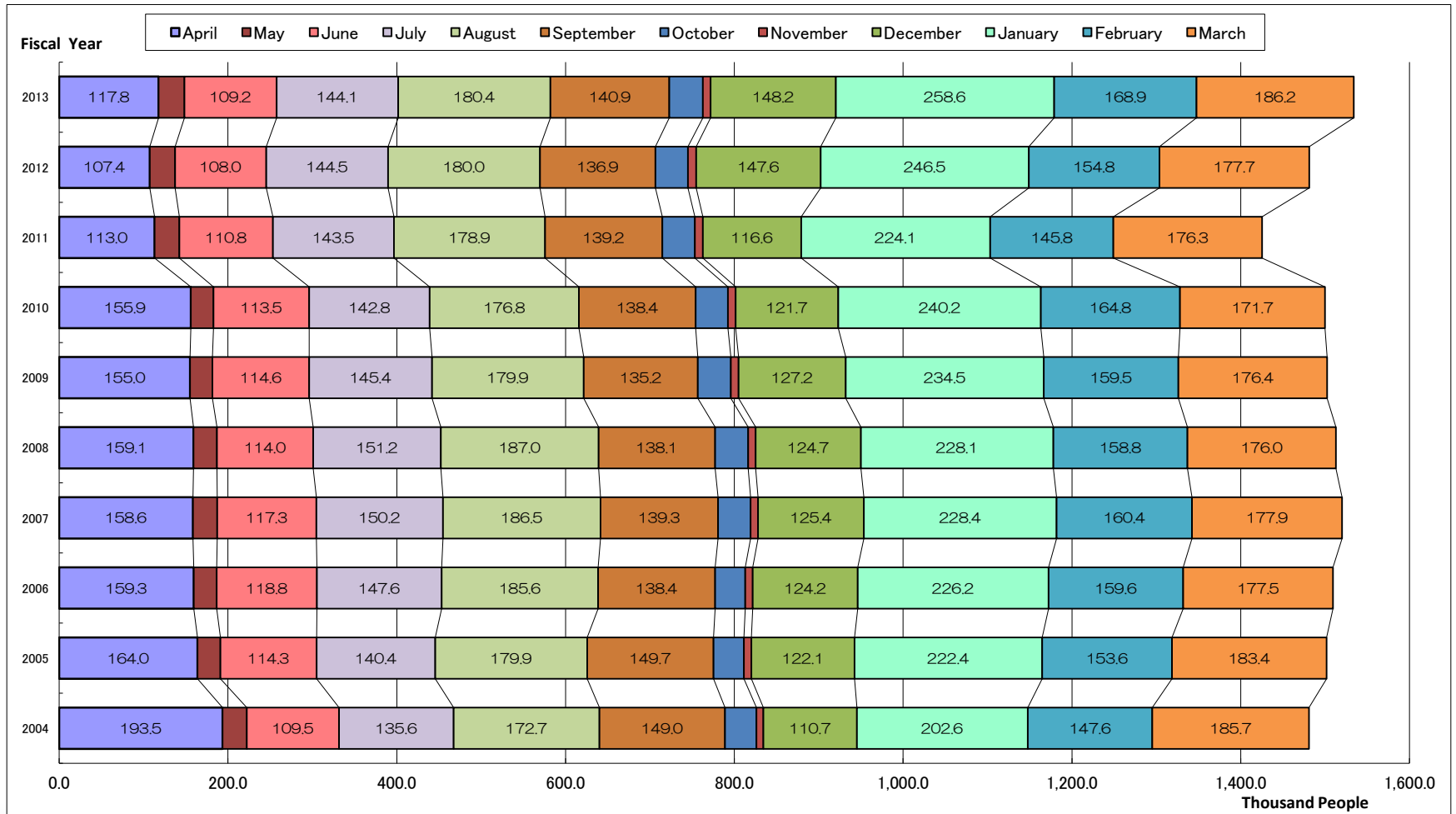
The Number of Tourists in Winter (Dec. - Mar.)

Approximately 762,000. 49.7% of total number of tourists



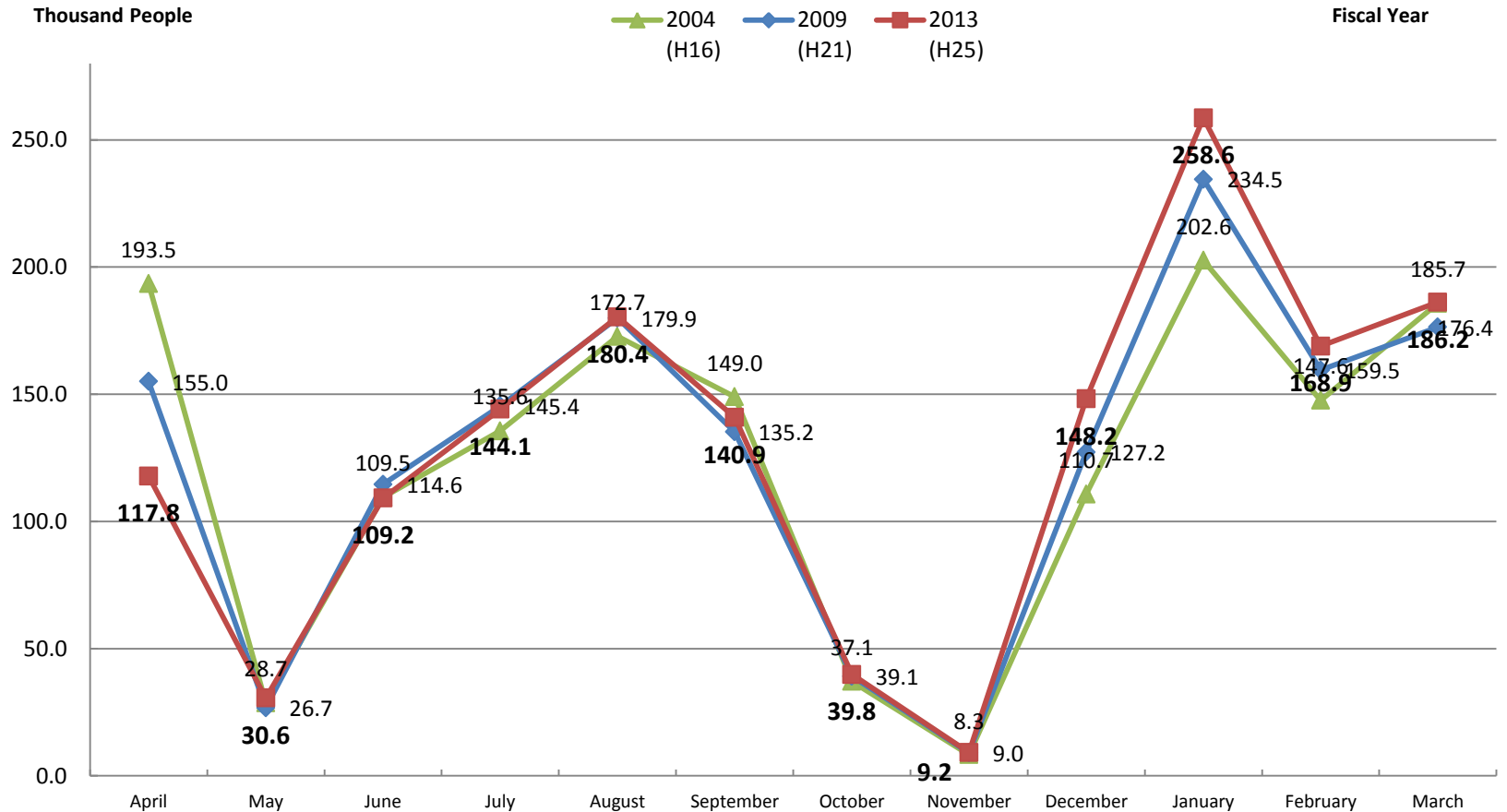
The Number of Tourists by Month

Busiest month: January 259,000. 2nd busiest month: March 186,000.



The Number of Tourists by Month

January(16.9%) + March(12.1%) → 29% of total number of tourists





International Tourists



The Number of International Tourists (Staying over night) by Fiscal Year/Country

Occupancy questionnaire participation rate of 62.8%(54 accommodations out of 86)

Tourist Numbers by Fiscal year / Country

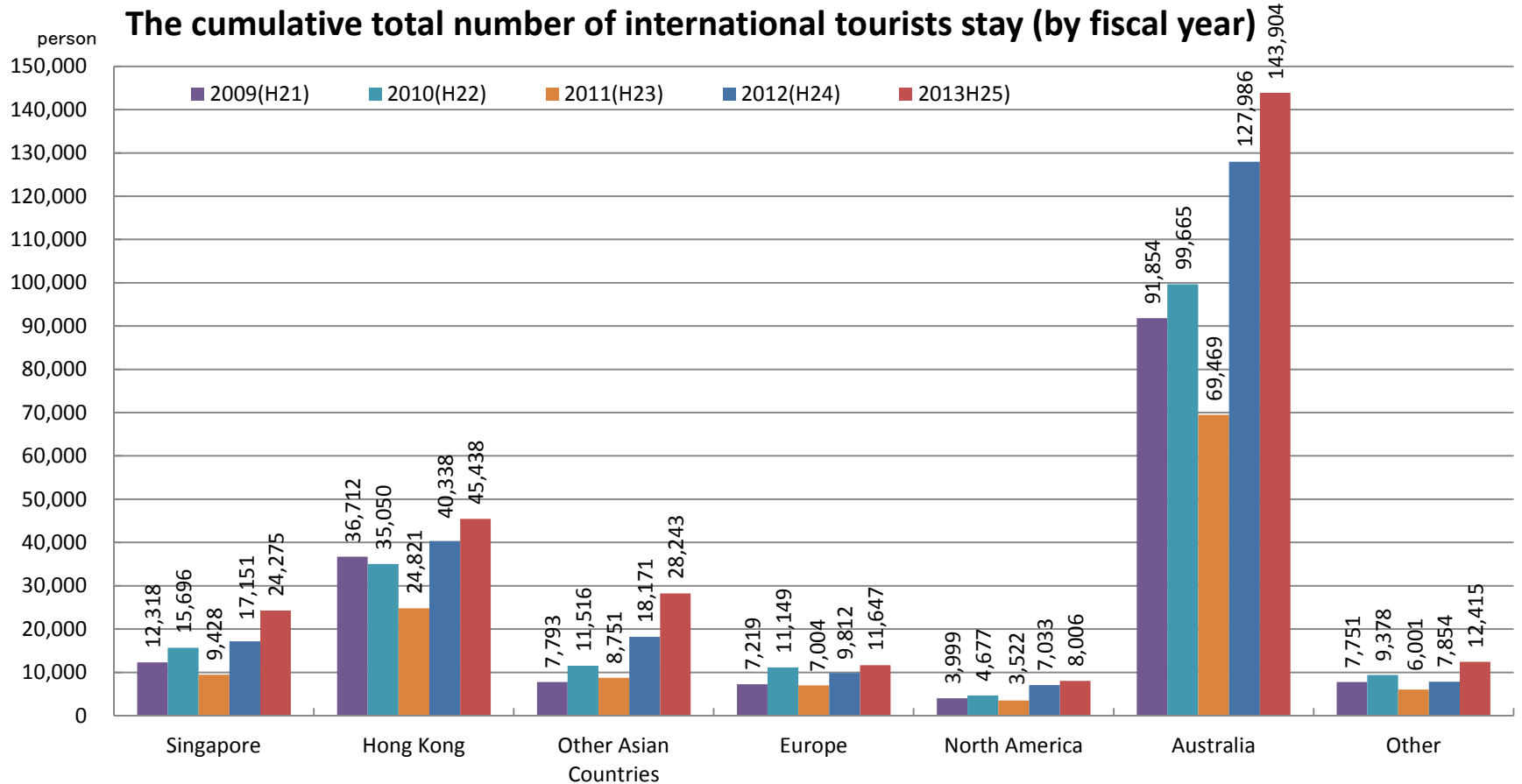
A unit: Person

Fiscal year	Number	Asia										Europe					North America		South America	Africa	Oceania		Unknown	Total
		China	Korea	Taiwan	Hong Kong	Singapore	Philippine	Malaysia	Thailand	India	Other	Russia	UK	France	Germany	Other	US	Canada			Australia	Other		
2005	No. of guests	76	26	22	1,017	203	0	0	0		117	29	51	5	31	46	128	42	1	0	7,696	73	0	9,563
	Cumulative total number	304	174	44	4,113	1,165	0	0	0		896	85	356	36	156	289	552	225	9	0	67,240	423	0	76,067
2006	No. of guests	60	110	192	3,401	339	0	0	0		46	64	86	145	14	45	219	73	0	0	9,418	185	9	14,406
	Cumulative total number	183	278	603	14,187	1,858	0	0	0		177	330	411	573	52	199	900	317	0	0	70,335	1,043	24	91,470
2007	No. of guests	359	321	283	3,254	1,277	12	115	80		44	80	388	57	40	147	332	87	3	3	13,157	169	3,747	23,955
	Cumulative total number	1,442	968	619	12,865	5,614	65	640	450		157	314	1,920	323	107	671	1,312	467	16	14	89,503	1,185	24,905	143,557
2008	No. of guests	474	133	293	4,168	1,307	66	190	135		113	134	581	64	44	216	633	161	18	13	11,072	242	4,513	24,570
	Cumulative total number	1,962	478	900	18,290	7,839	258	973	1,039		586	938	3,666	412	198	1,022	2,866	905	53	13	83,665	1,769	11,251	139,083
2009	No. of guests	675	180	233	7,469	2,509	34	185	210		295	287	692	79	55	330	701	169	9	16	14,081	621	845	29,675
	Cumulative total number	2,697	521	908	36,712	12,318	192	820	1,060		1,595	971	3,802	333	187	1,926	3,275	724	24	109	91,854	4,538	3,080	167,646
2010	No. of guests	963	292	410	8,126	4,296	66	402	210	14	545	242	678	83	114	642	636	220	11	7	14,669	567	898	34,091
	Cumulative total number	3,722	1,080	1,397	35,050	15,696	263	1,661	1,025	61	2,307	1,080	4,219	572	714	4,564	3,572	1,105	30	20	99,665	4,003	5,325	187,131
2011	No. of guests	755	343	383	5,740	2,059	11	260	145	0	411	223	764	92	39	401	679	181	29	8	10,261	423	513	23,720
	Cumulative total number	3,008	1,209	1,357	24,821	9,428	44	1,028	604	0	1,501	908	2,965	442	228	2,461	2,528	994	153	108	69,469	2,939	2,801	128,996
2012	No. of guests	1,106	536	831	7,505	3,381	24	468	599	19	723	272	810	58	146	694	1,078	393	76	38	19,085	476	423	38,741
	Cumulative total number	4,819	1,987	2,805	40,338	17,151	81	2,298	2,979	38	3,164	1,490	4,476	248	488	3,110	4,694	2,339	484	230	127,986	2,777	4,363	228,345
2013	No. of guests	1,940	629	992	10,312	4,993	16	1,241	1,573	123	969	278	979	168	107	1,048	1,719	458	0	0	22,961	688	1,543	52,737
	Cumulative total number	6,920	2,623	3,224	45,438	24,275	45	4,856	5,813	375	4,387	1,496	4,569	759	599	4,224	6,065	1,941	0	0	143,904	4,493	7,922	273,928
2014	No. of guests	1,940	629	992	10,312	4,993	16	1,241	1,573	123	969	278	979	168	107	1,048	1,719	458	0	0	22,961	688	1,543	52,737
	Cumulative total number	6,920	2,623	3,224	45,438	24,275	45	4,856	5,813	375	4,387	1,496	4,569	759	599	4,224	6,065	1,941	0	0	143,904	4,493	7,922	273,928

※No. of guests x No. of nights = The cumulative total number of foreign tourists stay

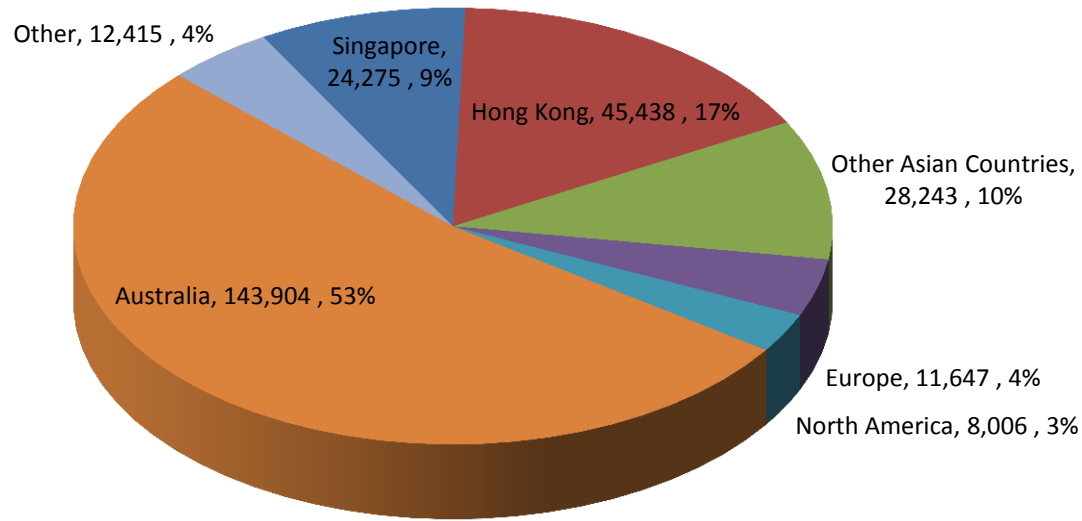
The total number of international tourist stayed over night has increased 20% from the previous fiscal year.

The number of tourists from Australia has also increased approx 12.4%(16,000)



Australian tourists - 53% of all international tourists

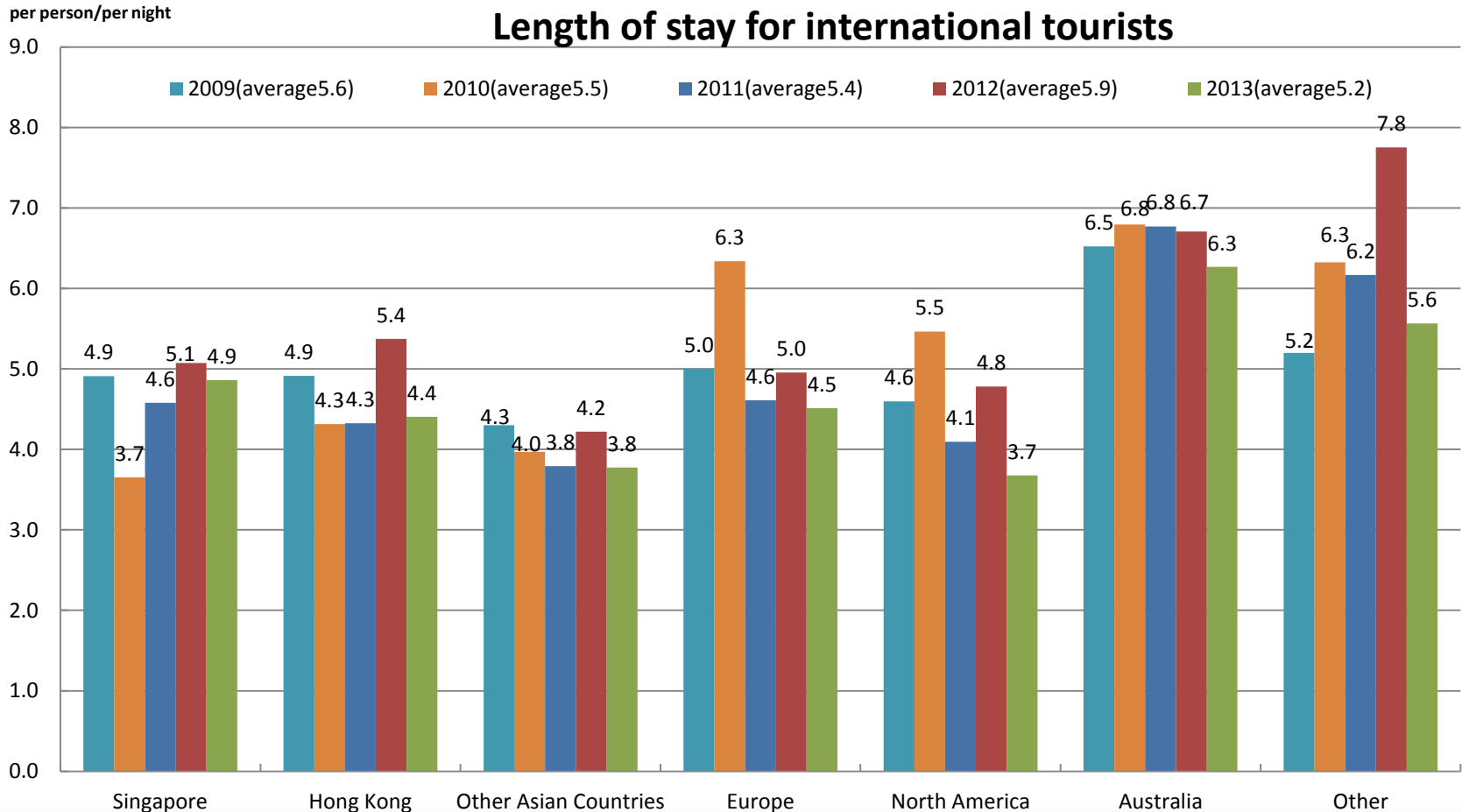
The ratio of international tourists by country in the F.Y.2013



Average length of stay was 5.2 nights per person

(decreased 0.7 nights per person, compared with the previous fiscal year.)

Australian tourists stayed on average approx 6.3 nights



The cumulative total number of International tourists stay increased, Domestic stay decreased.

