

Overview of Kutchan Tourism



倶知安町
Kutchan Town
(As of 2011)

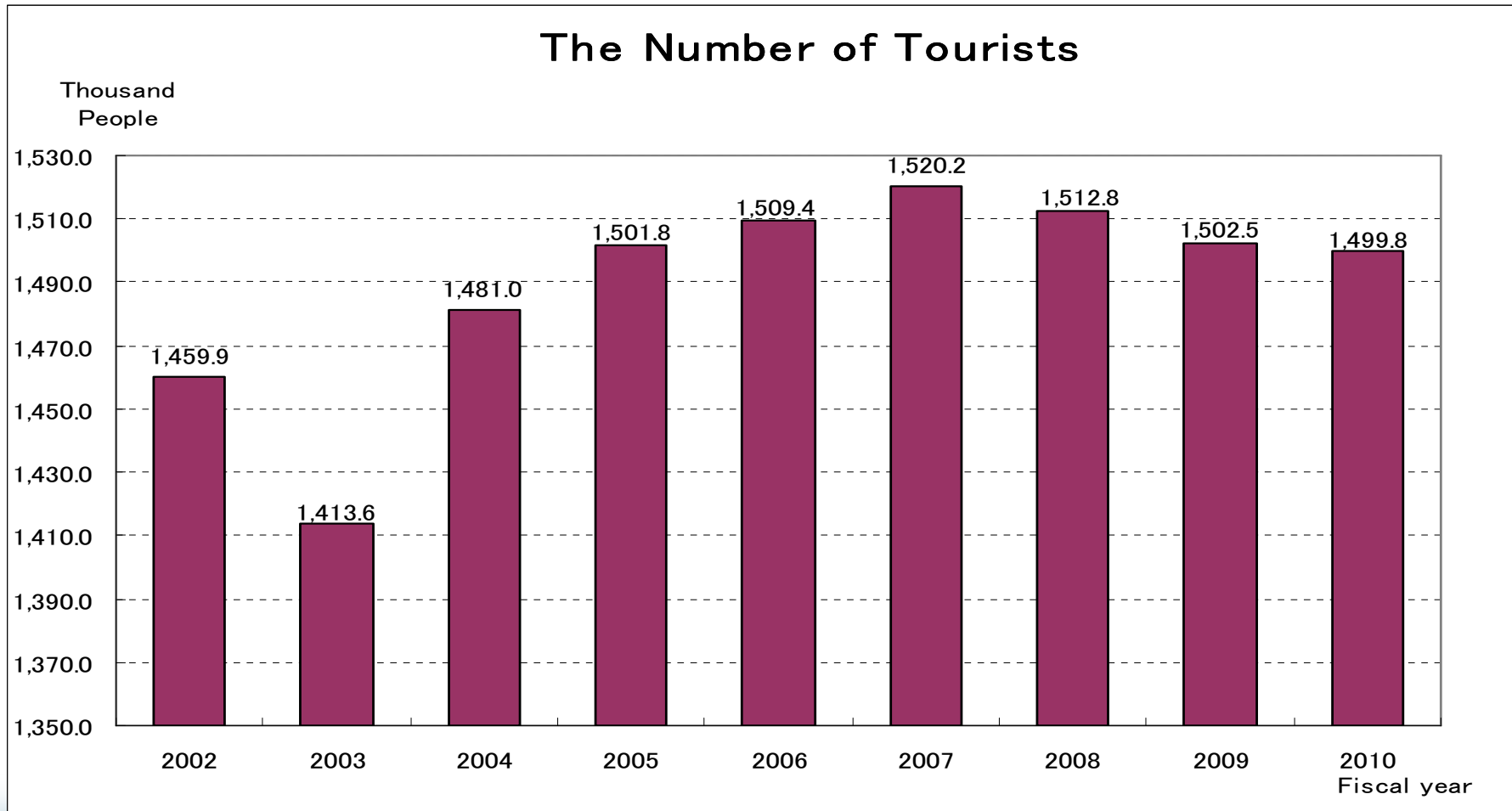


2011 Kutchan Town Office

2011/6/14

The Number of Tourists approximately 1.5million.

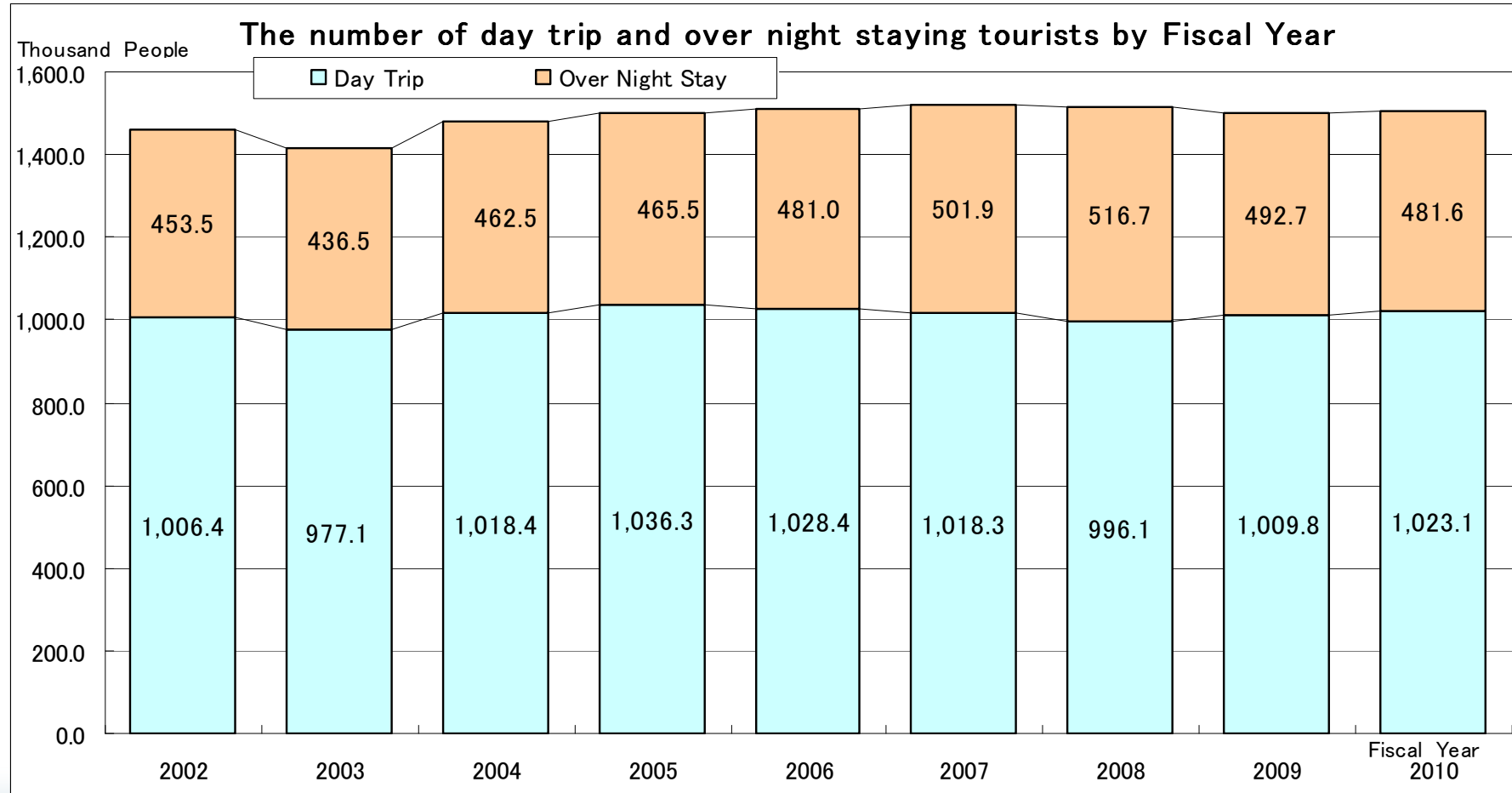
Compared with the previous fiscal year ▼2,700. (down 0.2%)



Over night staying tourists: 481,600.

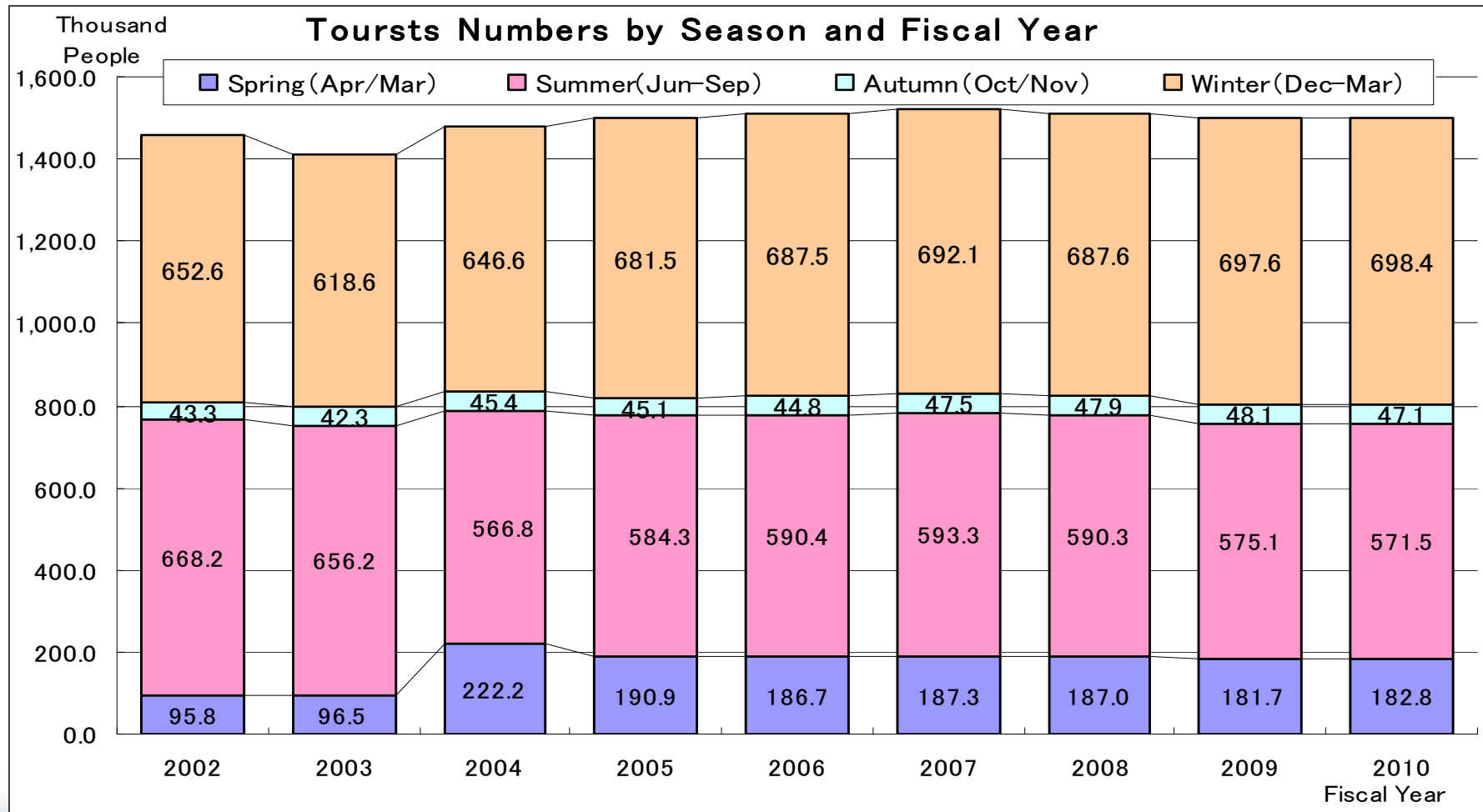
(A decrease of 0.2%, when compared with the previous fiscal year)

Day Trip Tourists have increased slightly



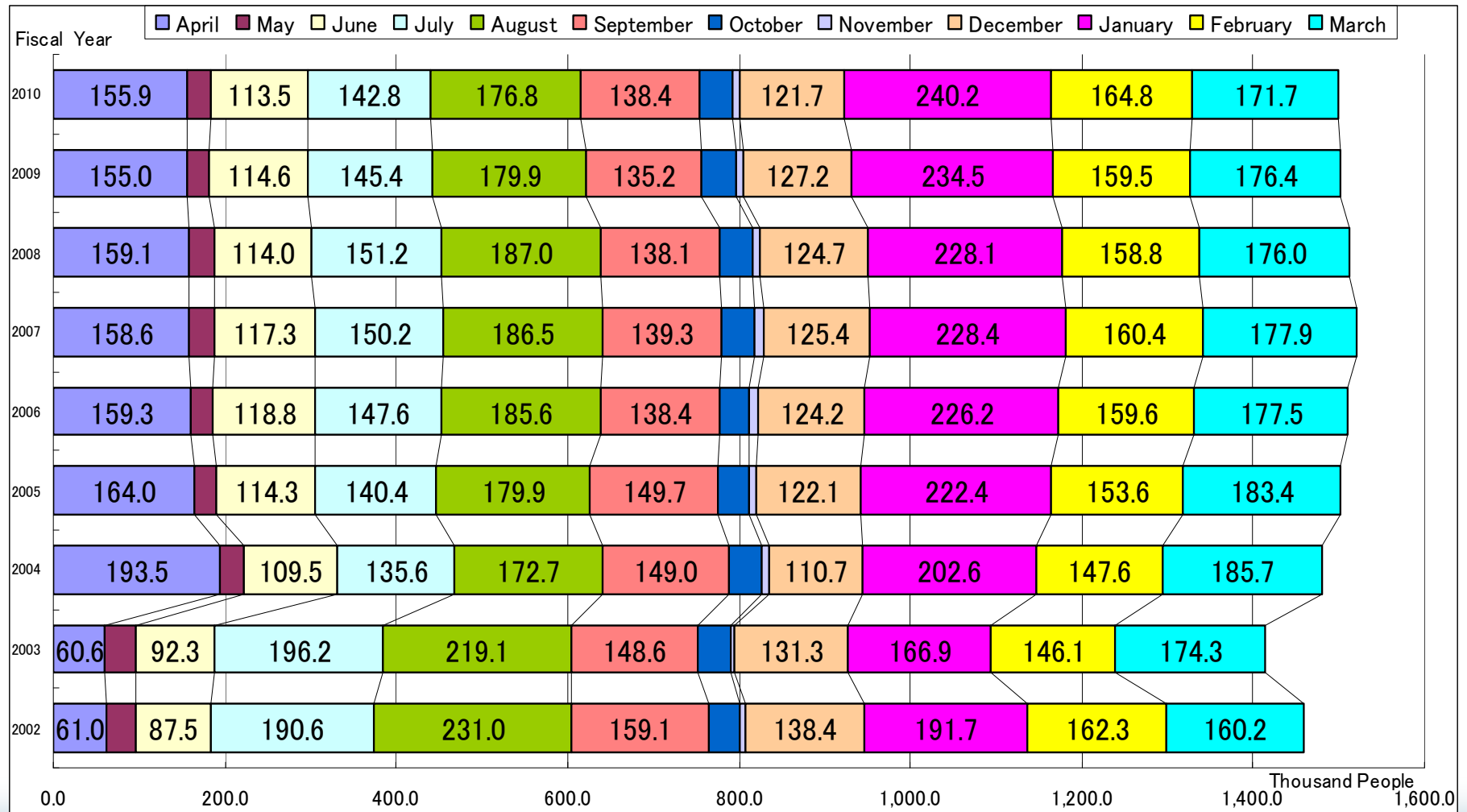
The Number of Tourists in Winter (Dec. - Mar.)

Approximately 698,400. 46.6% of all



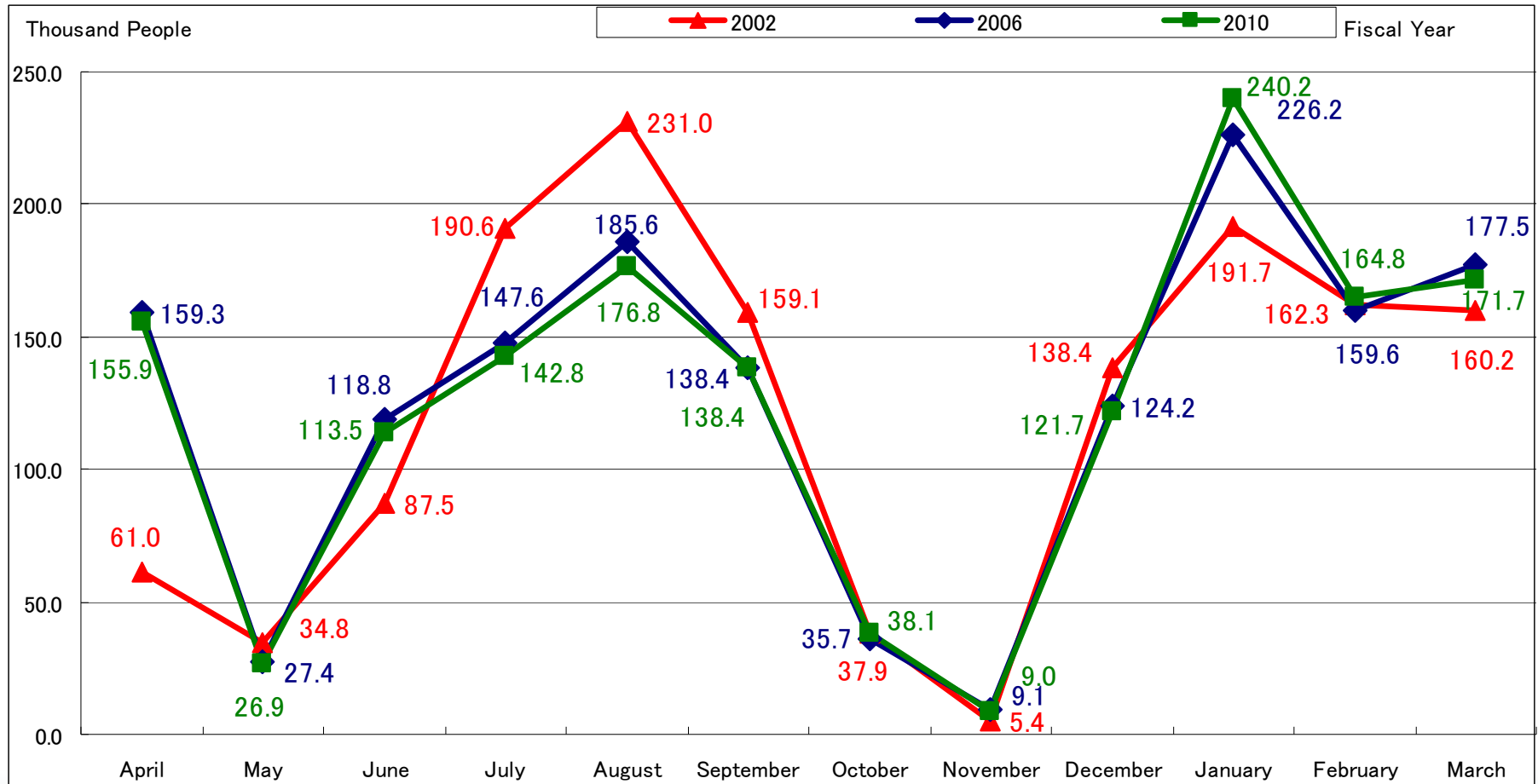
The Number of Tourists by Month

Busiest month: January 240,200. 2nd busiest month: August 176,800.



The Number of Tourists by Month

January + August → 27.8% of all



2011 Kutchan Town Office



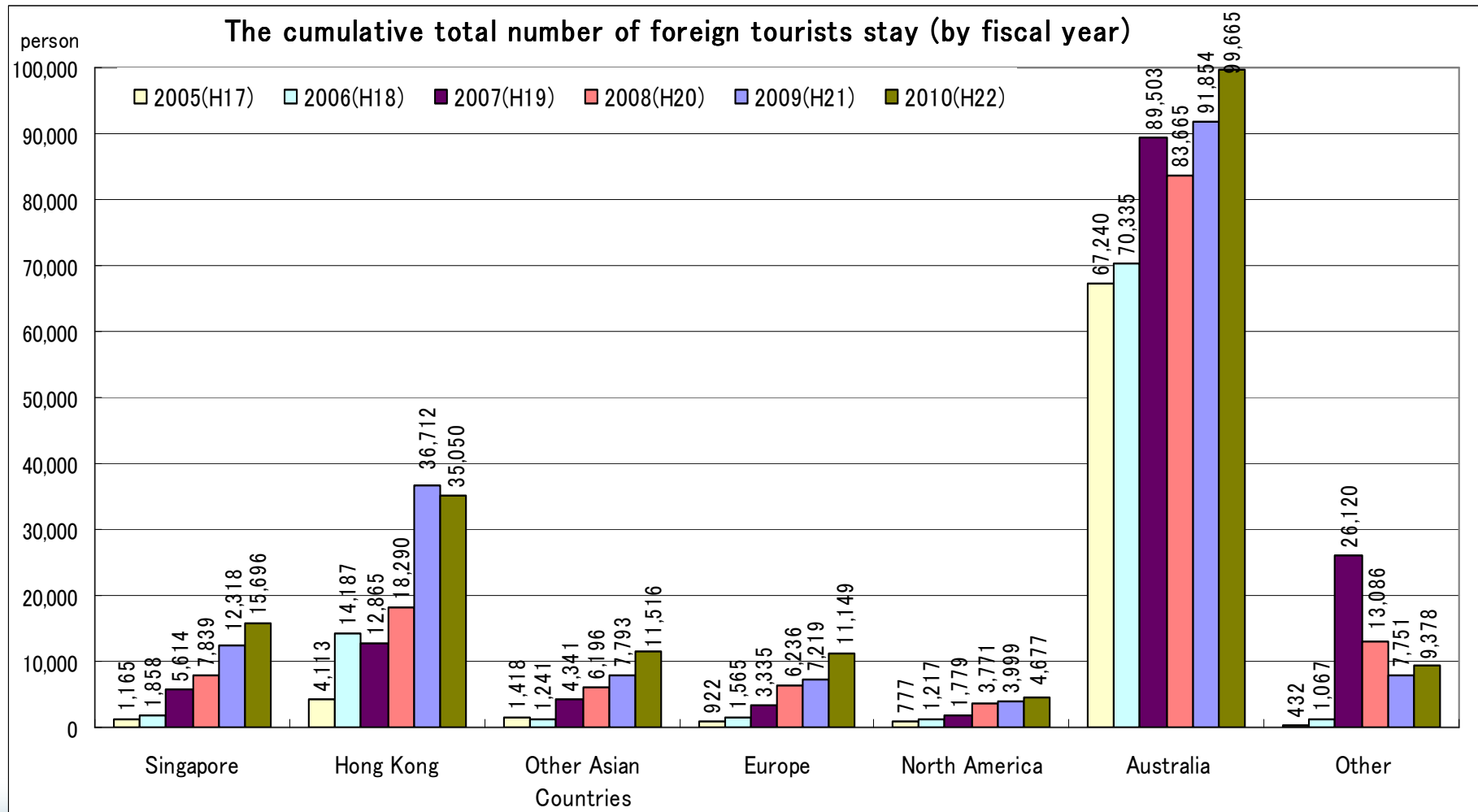
International Tourists



2011 Kutchan Town Office

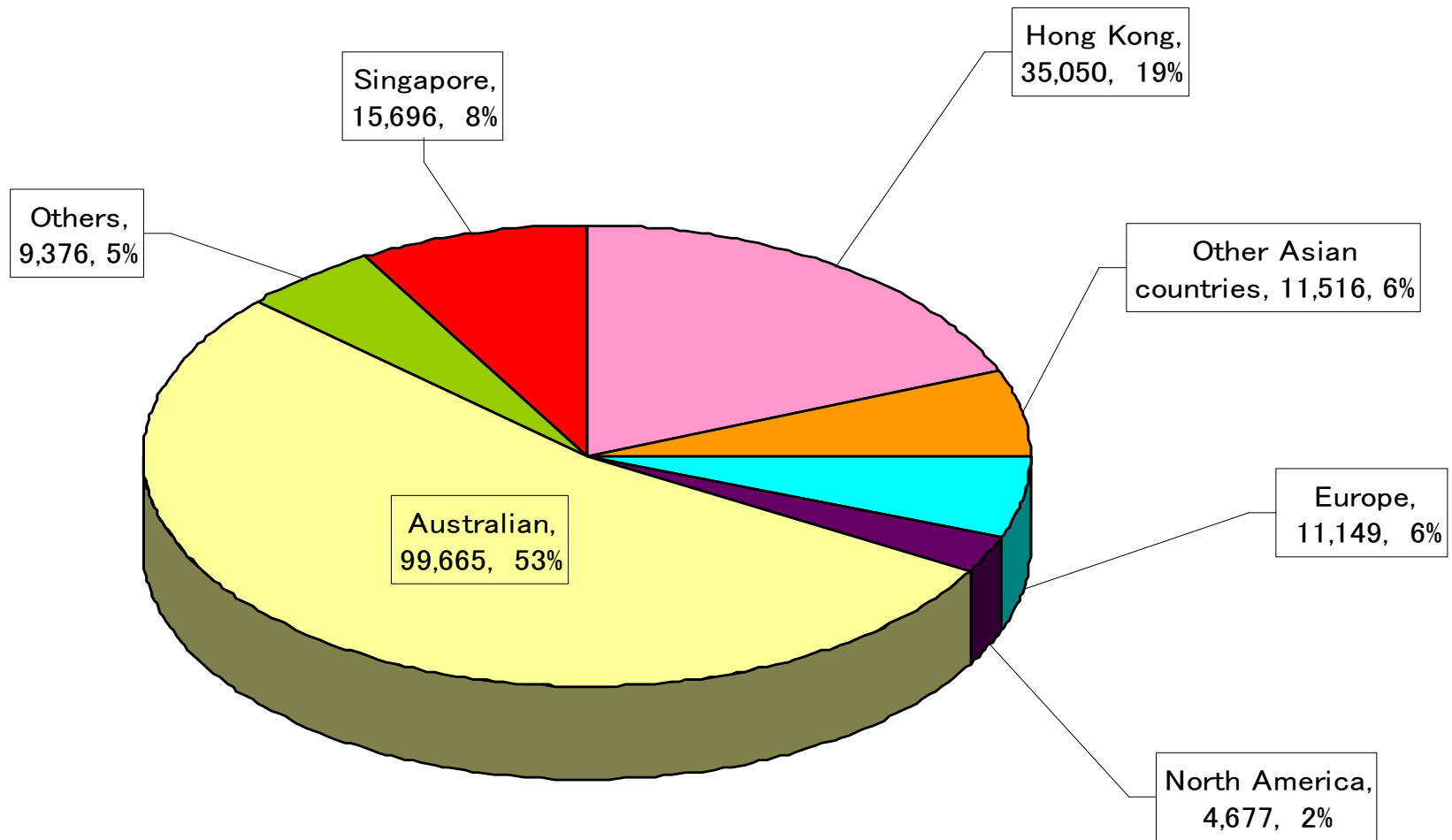
Tourists from Europe (Increased 54.4% from the previous fiscal year)

The number of tourists from Australia has also increased by 8.5%

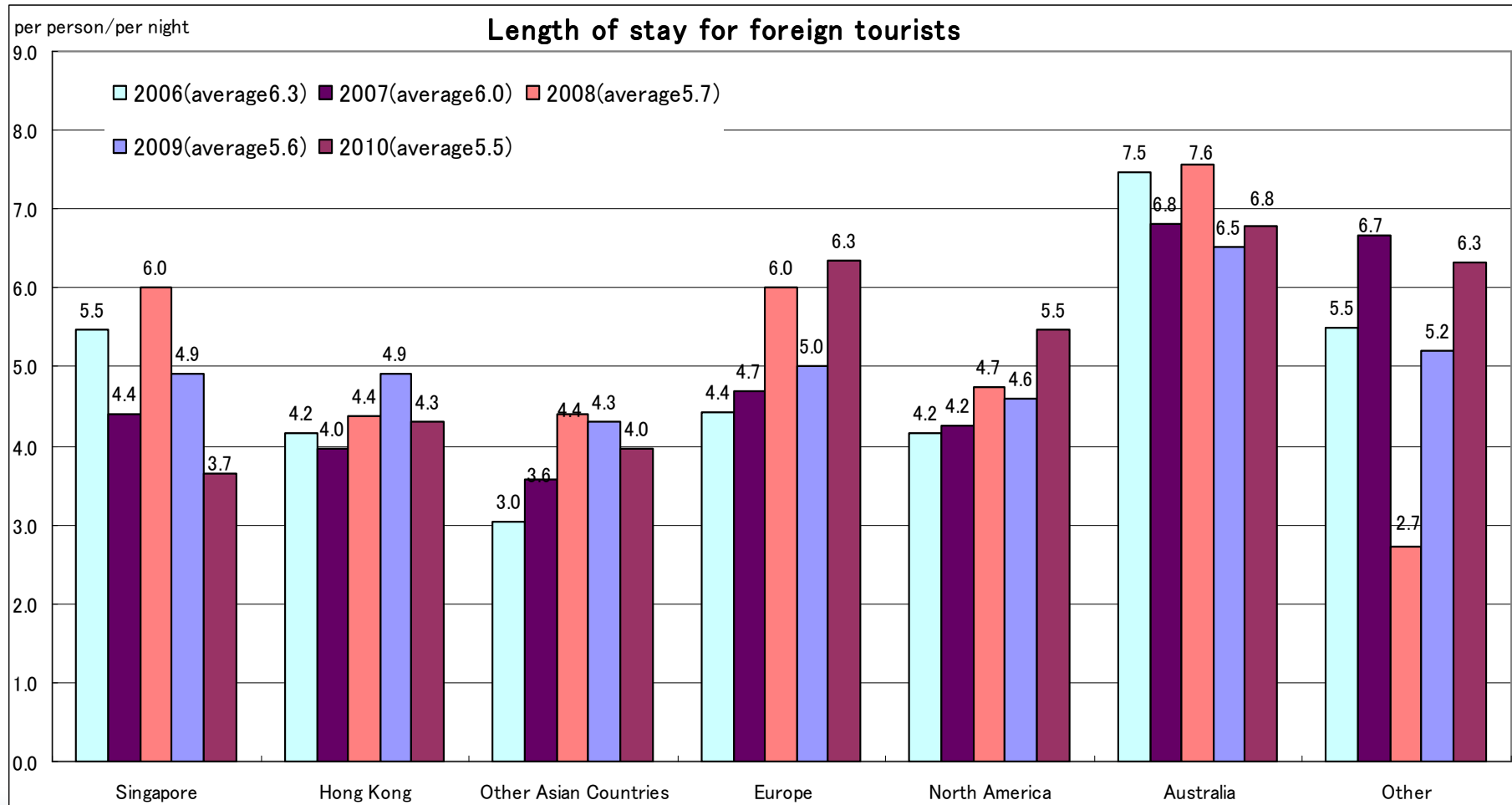


Australian tourists 53%(of all foreign tourists)

The ratio of foreign tourists by country in the F.Y.2010



Average length of stay was 5.5 nights per person (Decreased 0.1 nights, compared with previous fiscal year. Australian tourists stayed average 6.8 nights)



**The cumulative total number of foreign tourists stay is increasing every year
26.9% of the total**

**The cumulative total number of Japanese tourists stay is ▼10,500 (down 2.0%),
compared with the previous fiscal year**

