

Overview of Kutchan Tourism



倶知安町

Kutchan Town

(As of 2012)

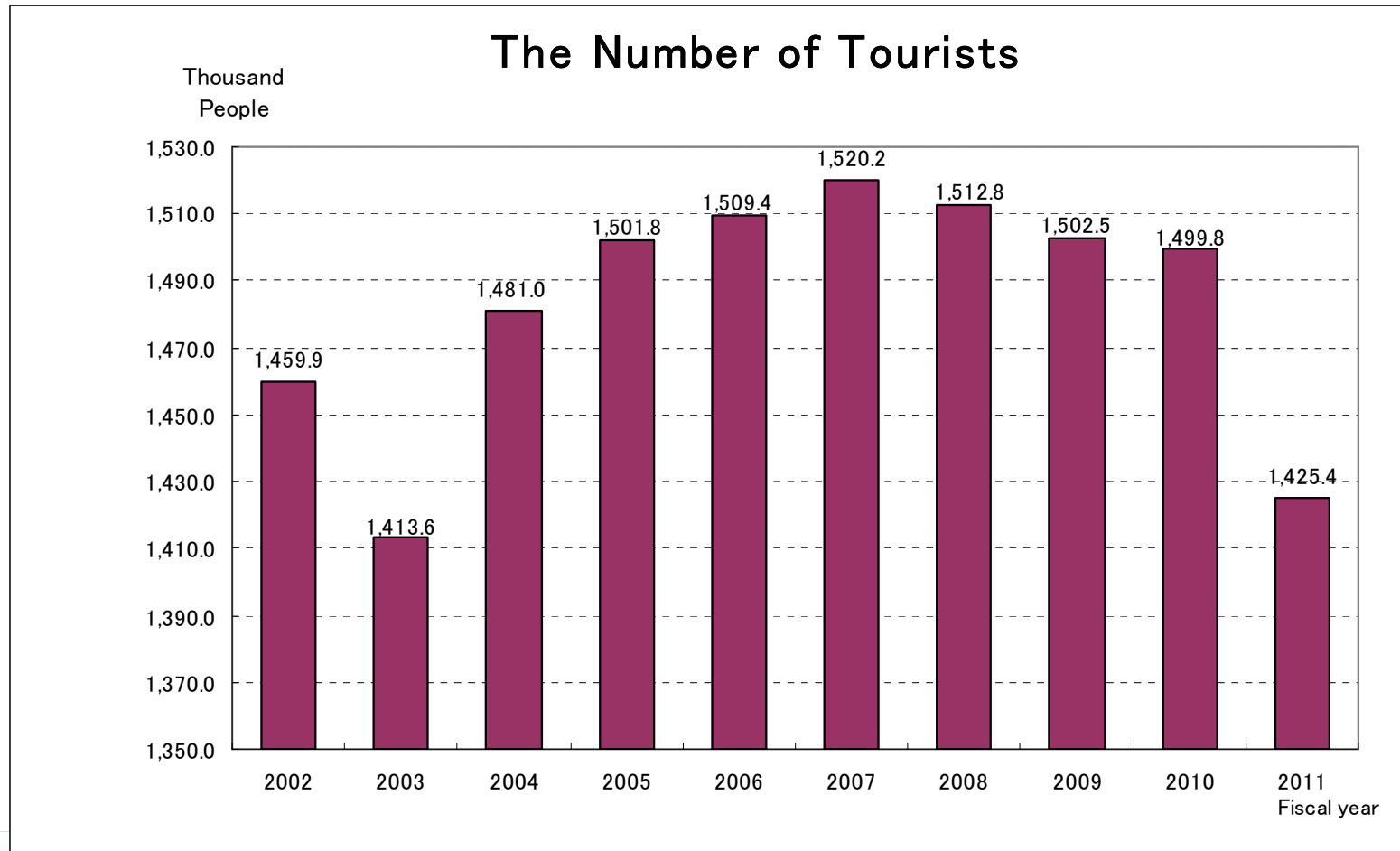


2012 Kutchan Town Office

2012/8/1

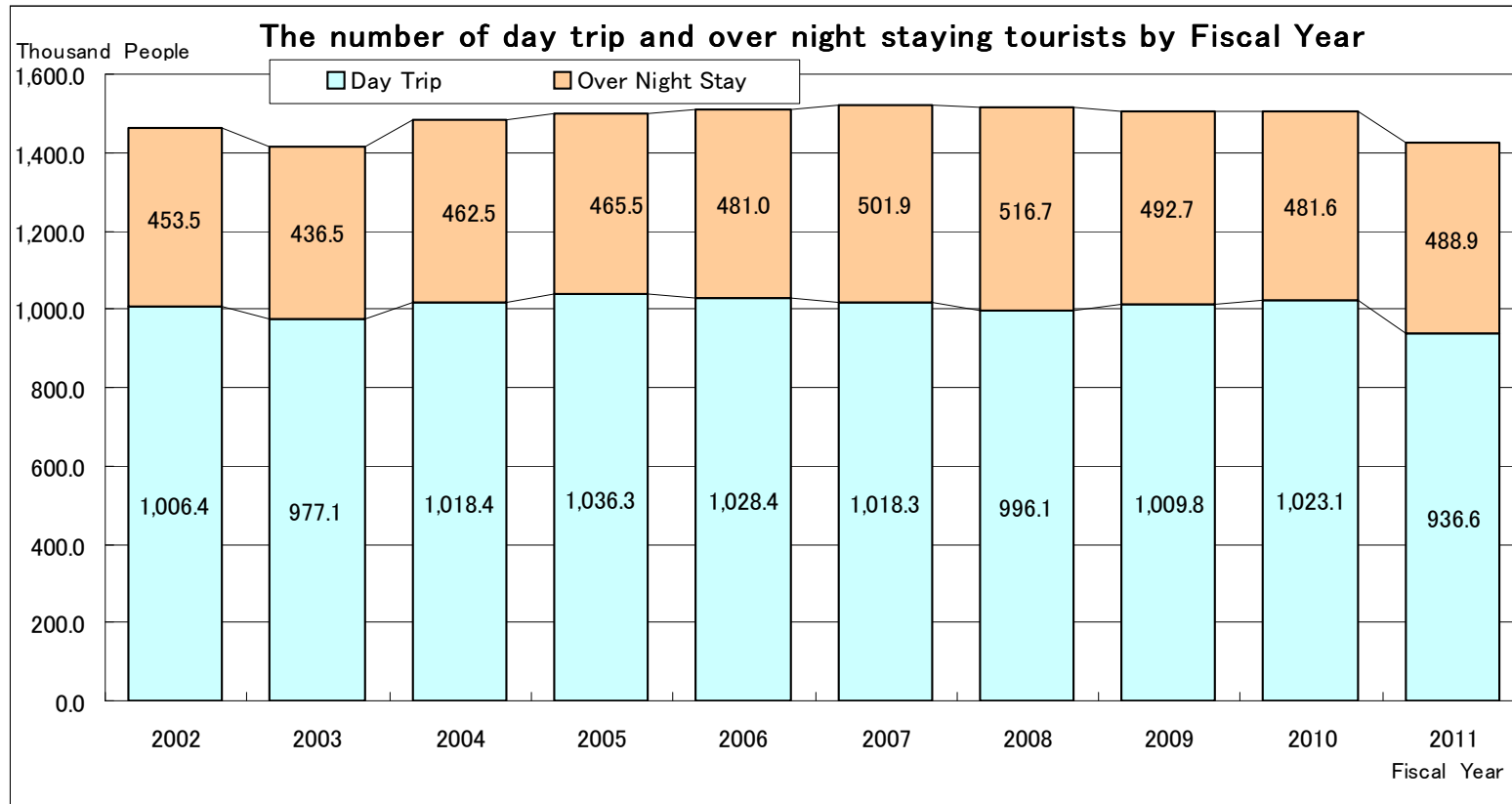
The Number of Tourists approximately 1.4million.

Compared with the previous fiscal year ▼744,000 (down 5.0%)



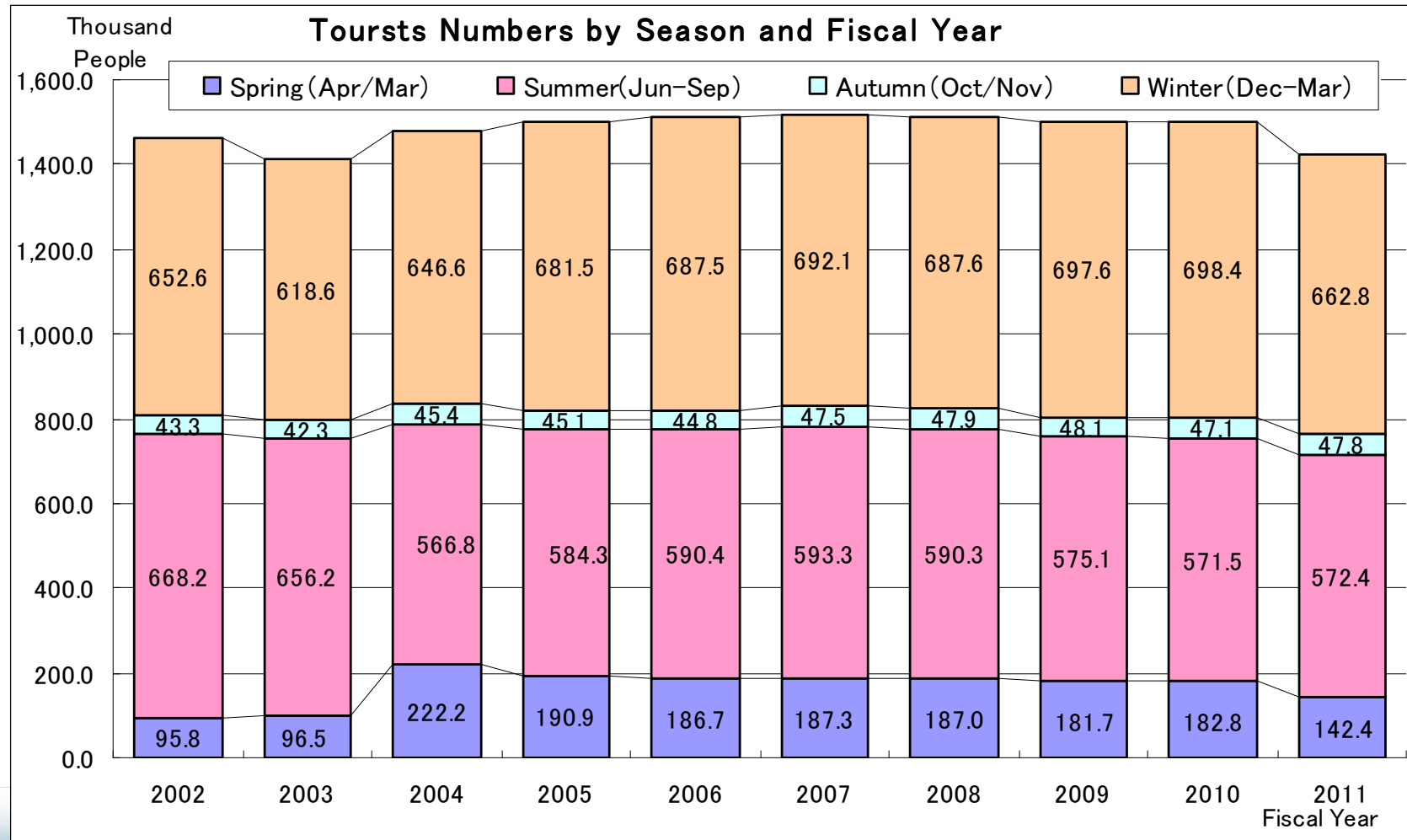
Tourists staying over night: 490,000.

(1.5% increase from the previous fiscal year). Day trip tourists have decreased.



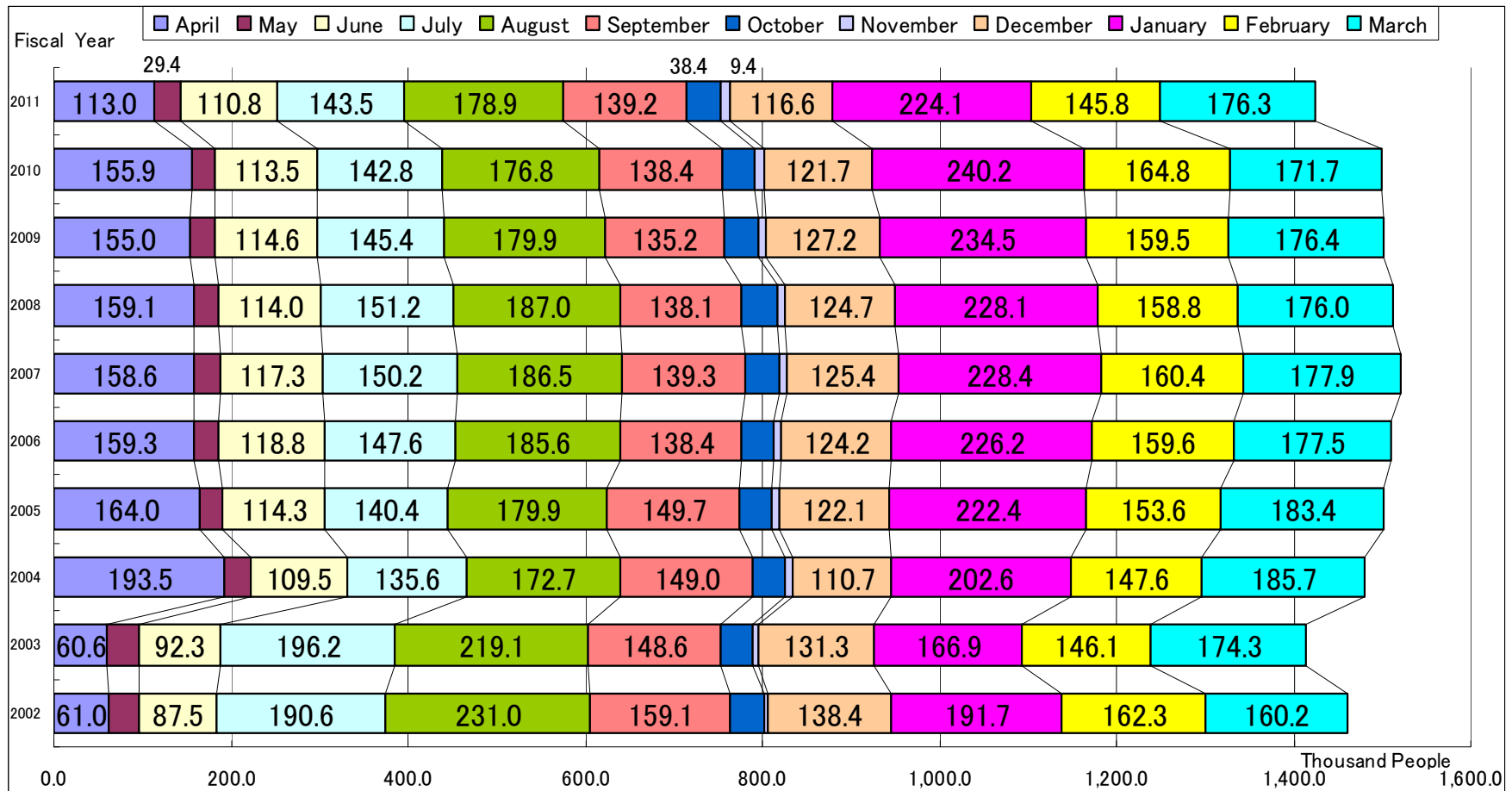
The Number of Tourists in Winter (Dec. - Mar.)

Approximately 663,000 - 46.5% of total number of tourists in FY 2011.



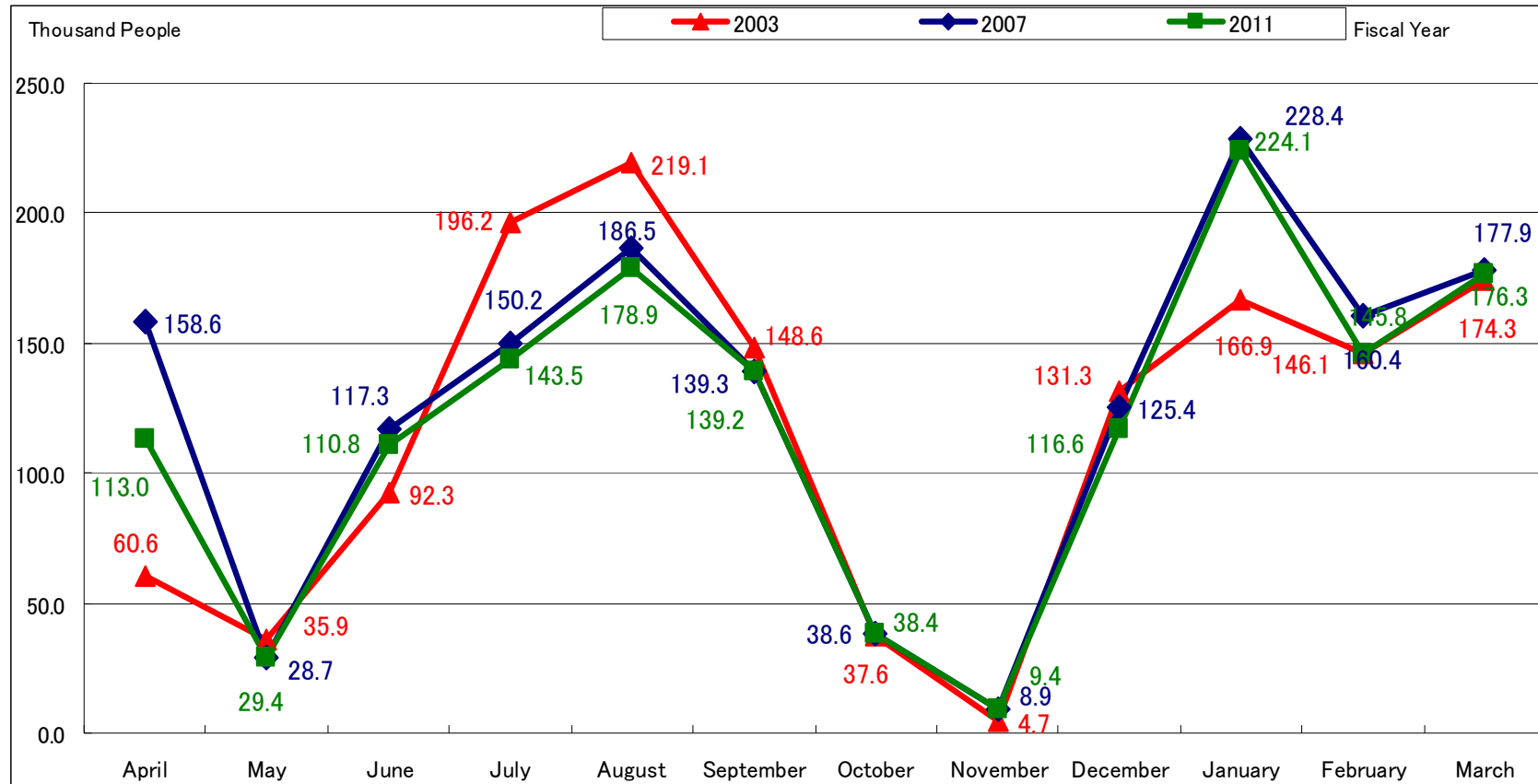
The Number of Tourists by Month

Busiest month: January 224,100. 2nd busiest month: August 178,900.



The Number of Tourists by Month

January(15.7%)+August(12.6%) → 28.3% of total number of tourists in FY2011





International Tourists



The Number of International Tourists who stay over night by Fiscal Year/Country

occupancy questionnaire participation rate of 58.8%(60 accommodations out of 102)

Tourist Numbers by Fiscal year / Country

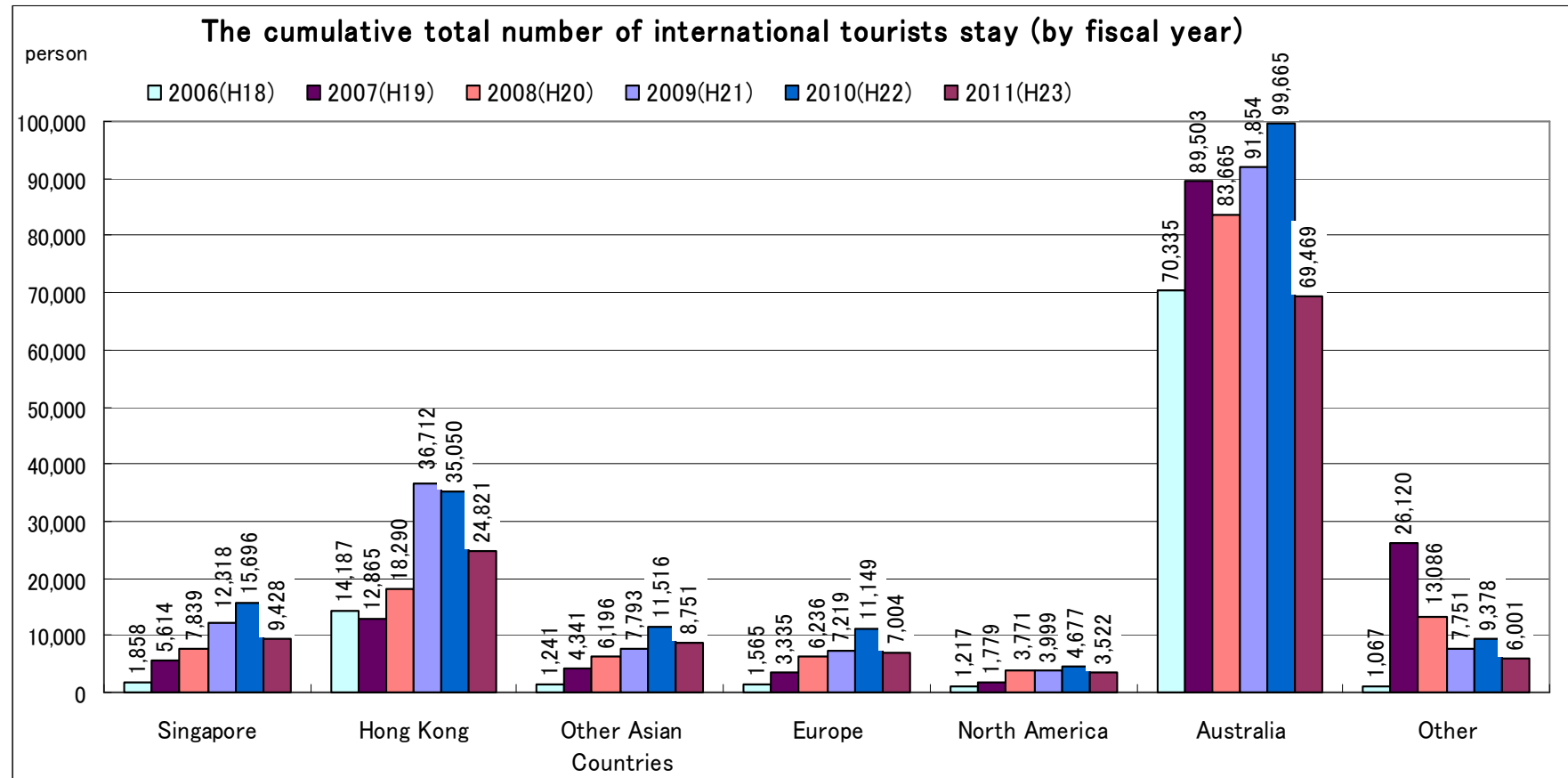
A unit: Person

Fiscal year	Number	Asia										Europe					North America		South America	Africa	Oceania		Unknown	Total
		China	Korea	Taiwan	Hong Kong	Singapore	Philippine	Malaysia	Thailand		Other	Russia	UK	France	Germany	Other	US	Canada			Australia	Other		
2002	No. of guests	0	6	101	406	9	-	-	-	-	207	0	20	2	2	14	122	17	7	0	657	19	34	1,623
	Cumulative total number	0	12	356	1,220	46	-	-	-	-	685	0	69	10	10	30	390	50	72	0	4,477	87	98	7,612
2003	No. of guests	5	20	250	417	23	-	-	-	-	17	8	64	2	5	28	104	20	2	2	2,924	70	45	4,006
	Cumulative total number	26	39	290	1,429	74	-	-	-	-	58	20	251	2	21	192	428	71	2	15	23,510	781	103	27,312
2004	No. of guests	6	27	93	846	197	-	-	-	-	28	30	67	5	15	18	96	85	4	1	4,201	64	0	5,783
	Cumulative total number	14	58	585	4,896	1,795	-	-	-	-	571	140	279	19	41	121	479	670	10	3	44,813	826	0	55,320
2005	No. of guests	76	26	22	1,017	203	-	-	-	-	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	-	-	-	-	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	-	-	-	-	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	-	-	-	-	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	23,957
	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	0	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	0	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

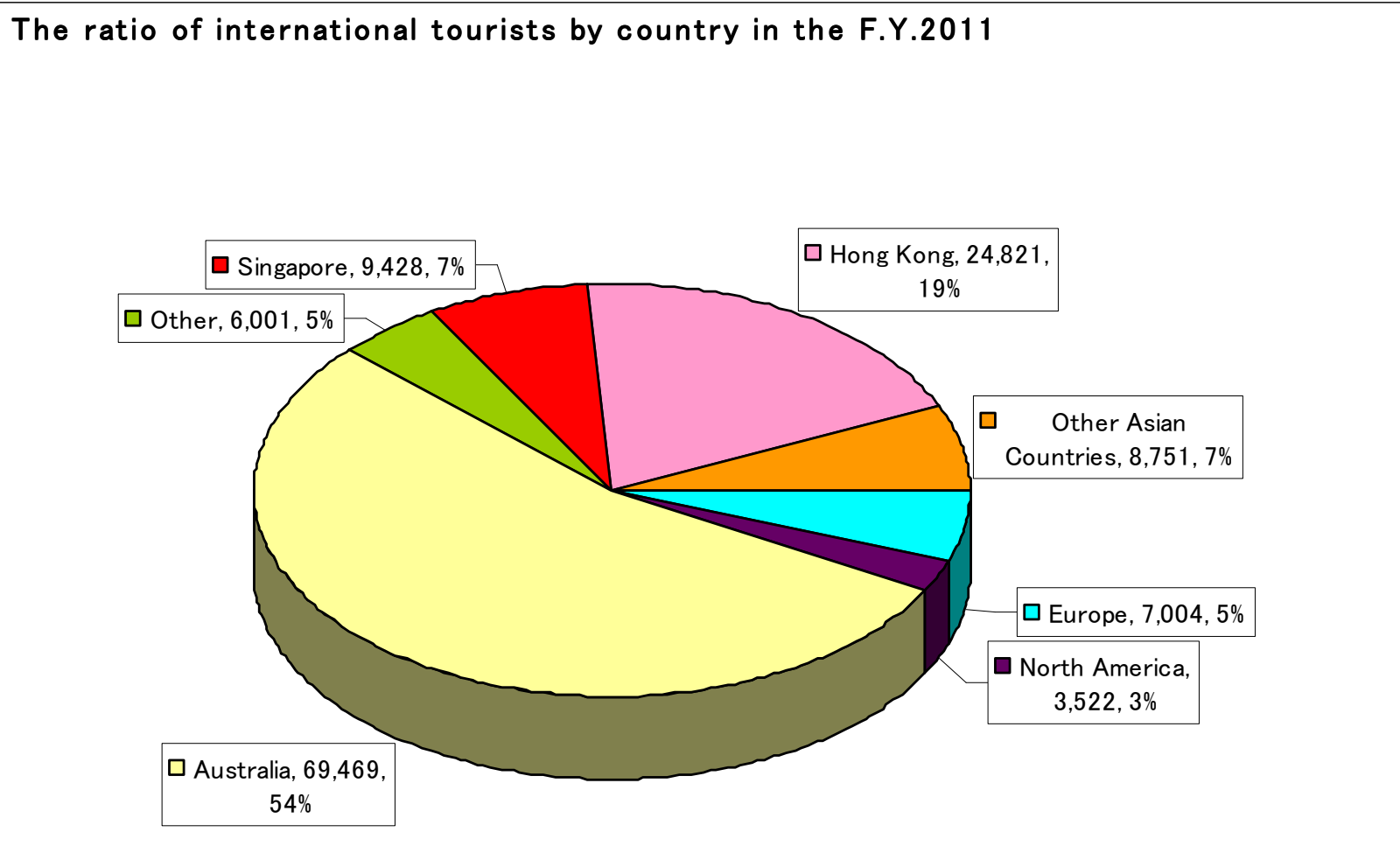
※No. of guests x No. of nights = The cumulative total number of foreign tourists stay

The cumulative total number of International tourists 31% decrease from the previous fiscal year.

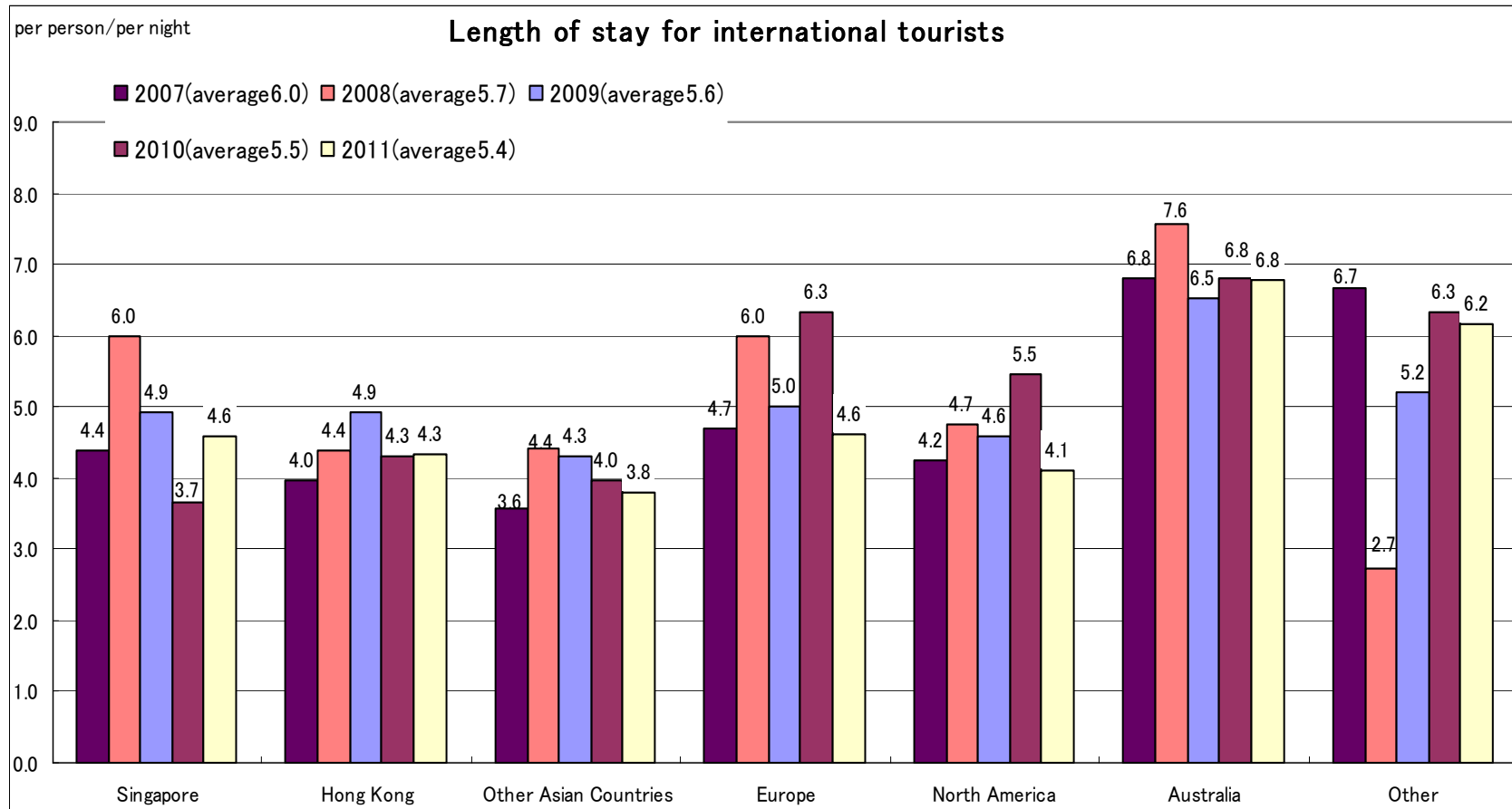
The number of tourists from Australia has also decreased by 30% (approximately 30,000).



Australian tourists - 54% of all international tourists



The average length of stay was 5.4 nights per person (0.1 nights decrease from the previous fiscal year) Australian tourists stayed on average 6.8 nights



**The cumulative total number of tourists who stay over night
International – decreased / Domestic – increased
compared with the previous fiscal year.**

