

Survey concerning visitors to Tokyo in 2018

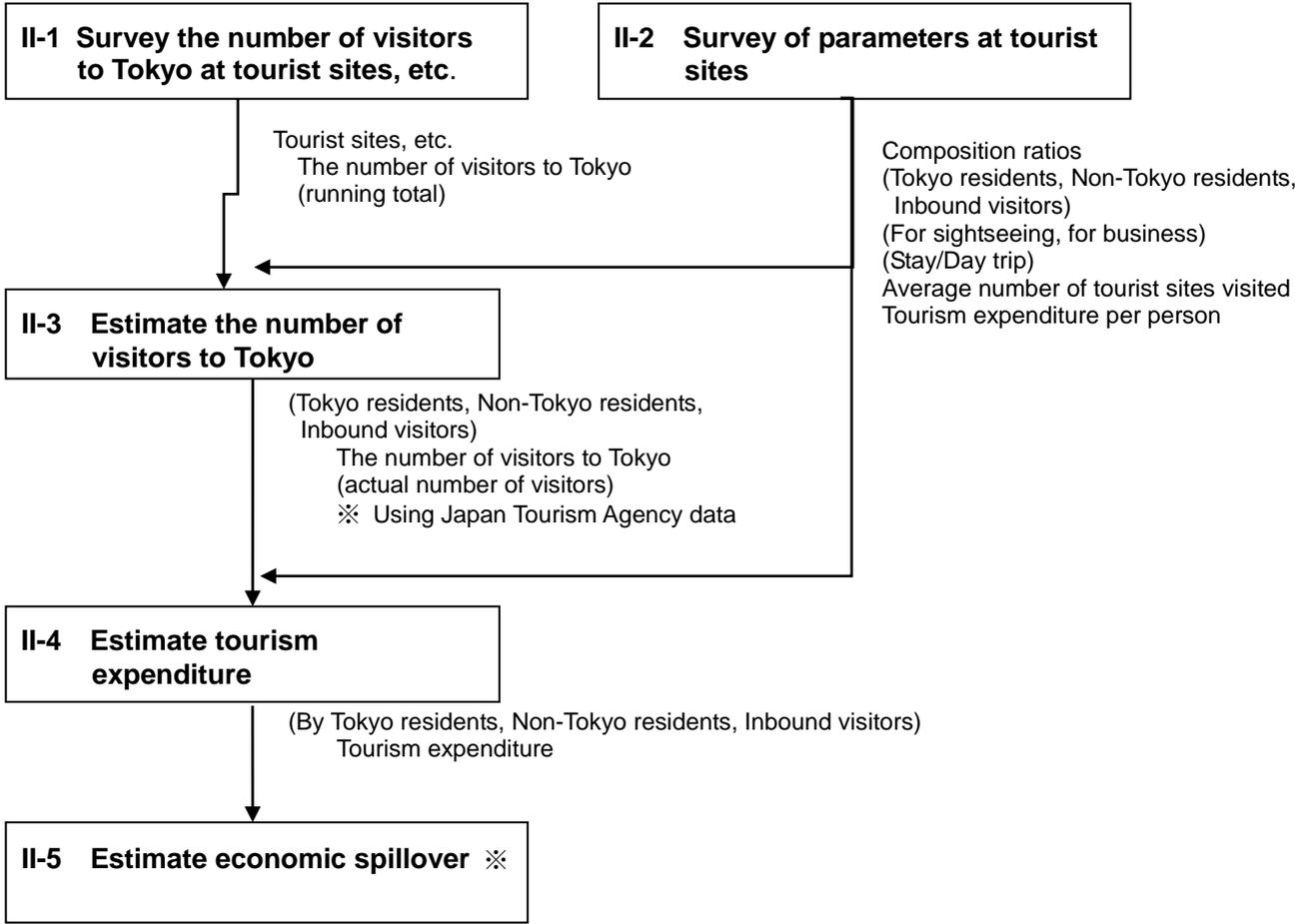
I . Survey Outline

1. Objective

To use estimates on the number of visitors to Tokyo, tourism expenditures, and economic spillover of tourism in Tokyo during 2018 (January-December), as basic data to promote measures for advancing the tourism industry.

2. Process

Surveys are conducted quarterly for estimates of the number of visitors to Tokyo based on “Common Criteria for Tourist Statistics (Japan Tourism Agency, formulated December 2009, revised March 2013),” with the addition of features distinctive to Tokyo’s tourism. The survey process is outlined below.



※ Estimates scheduled to be released this summer.

3. Content

(II-1) Survey the number of visitors to Tokyo at tourist sites, etc.

In order to derive the total number of visitors to Tokyo by tourist site, festival and event, tourism-related facilities and event organizers were surveyed as below.

Type of Survey	① Tourism-related facilities Survey of number of visitors	② Festivals and Events Survey of number of visitors	③ Accommodations Survey of guest numbers
Subject of survey	Tourism-related facilities: 685	Event organizers: 389 Number of events: 526 (quarterly total)	Used Japan Tourism Agency's survey result, "Overnight-stay statistics"
Survey items	<ul style="list-style-type: none"> Number of visitors by month Inbound visitors by month Availability of actual numbers, etc. 	<ul style="list-style-type: none"> Number of visitors at festivals/events Inbound visitors, etc. 	
Response	Average of 503 facilities (Response rate: 73.4%)	277 organizations (Response rate: 71.2%) 351 events (Response rate: 66.7%)	
Method	Postal survey (Returned by post, fax, email, or web survey)		

(II-2) Survey of parameters at tourist sites

In order to determine parameters to estimate the number of visitors to Tokyo and tourism expenditures, surveys were taken at tourist sites and gateways to the islands.

Type of survey	① Surveys at tourist sites	② Surveys at Tokyo's islands
Subject of survey	Visitors to tourist facilities	Port and airport users
Locations	The 23 special wards 30 sites Tama region 27 sites	(5 locations) Takeshiba Pier Atami Port Chofu Airport Oshima Airport Hachijo-jima Airport
Survey Items	<ul style="list-style-type: none"> Purpose Number of people visiting together Stay overnight or not, nights of stay Tourist sites visited (including planned visits) Tourism expenditure Sources of travel information How hotel reservations were made Responder info (Address, age, sex) 	<ul style="list-style-type: none"> Purpose Number of people visiting together Stay overnight or not, nights of stay Tourist sites visited (including planned visits) Tourism expenditure Sources of travel information How hotel reservations were made Responder info (Address, age, sex)
Response	28,336	2,267
Method	Polling by fieldworkers and self-responses from distributed surveys	
Languages	Japanese, English, Korean, Chinese (Traditional and Simplified)	

II . Survey Results

1. Survey results of number of the visitors to Tokyo at tourist sites, etc.

Type	Total
Tourist sites Number of visitors (running total) (thousands)	1,175,578 (4.8%)
Festivals/events Number of visitors (running total) (thousands)	65,737 (14.2%)

※ Percentage in parentheses is change over the previous year.

2. Results of survey of parameters at tourist sites

Average number of sites visited per person

Type		Categories					
		Tokyo residents		Non-Tokyo residents		Inbound visitors	
Overnight visitors (sites/person/visit)	Sightseeing	3.0	(0.1)	3.0	(- 0.4)	4.8	(- 0.2)
	Business	1.4	(- 1.1)	2.8	(0.3)	3.2	(- 0.2)
Day trip visitors (sites/person/visit)	Sightseeing	1.7	(- 0.0)	1.9	(0.1)	3.8	(0.5)
	Business	1.4	(- 0.1)	1.6	(0.1)	2.5	(0.0)

※ Figure in parentheses is change from the previous year.

3. Estimate of number of visitors to Tokyo (actual number of visitors) (unique visitors)

Type	Total	Categories				
		Domestic visitors	Tokyo residents	Non-Tokyo residents	Inbound visitors	
Visitors to Tokyo (thousands)	550,738 (2.5%)	536,496 (2.5%)	285,350 (4.8%)	251,146 (0.1%)	14,243 (3.4%)	
Overnight visitors	46,162 (4.2%)	35,520 (4.5%)	10,415 (10.2%)	25,105 (2.3%)	10,642 (3.3%)	
Day trip visitors	504,576 (2.4%)	500,975 (2.4%)	274,935 (4.6%)	226,041 (- 0.1%)	3,601 (3.8%)	

※ Percentage in parentheses is change from the previous year.

※ Figures have been rounded so the totals may not match the total of the categories. (Same with below)

4. Estimate of tourism expenditure

Type	Total	Categories		
		Tokyo residents	Non-Tokyo residents	Inbound visitors
Tourism expenditure (millions JPY)	6,036,131 (3.3%)	1,858,587 (4.1%)	2,980,851 (1.9%)	1,196,693 (5.4%)

※ Percentage in parentheses is change from the previous year.

※ Tourism expenditure refer to the gross amount spent within Tokyo by visitors to Tokyo.