

[16th IFNAT in Gyeongsan 경산 慶山, 2021]

Int'l Tourism and the COVID-19 Pandemic

- The Revitalizing Measures-

「国際観光とCOVID-19(新型コロナウイルス)」
—復活の諸手法—

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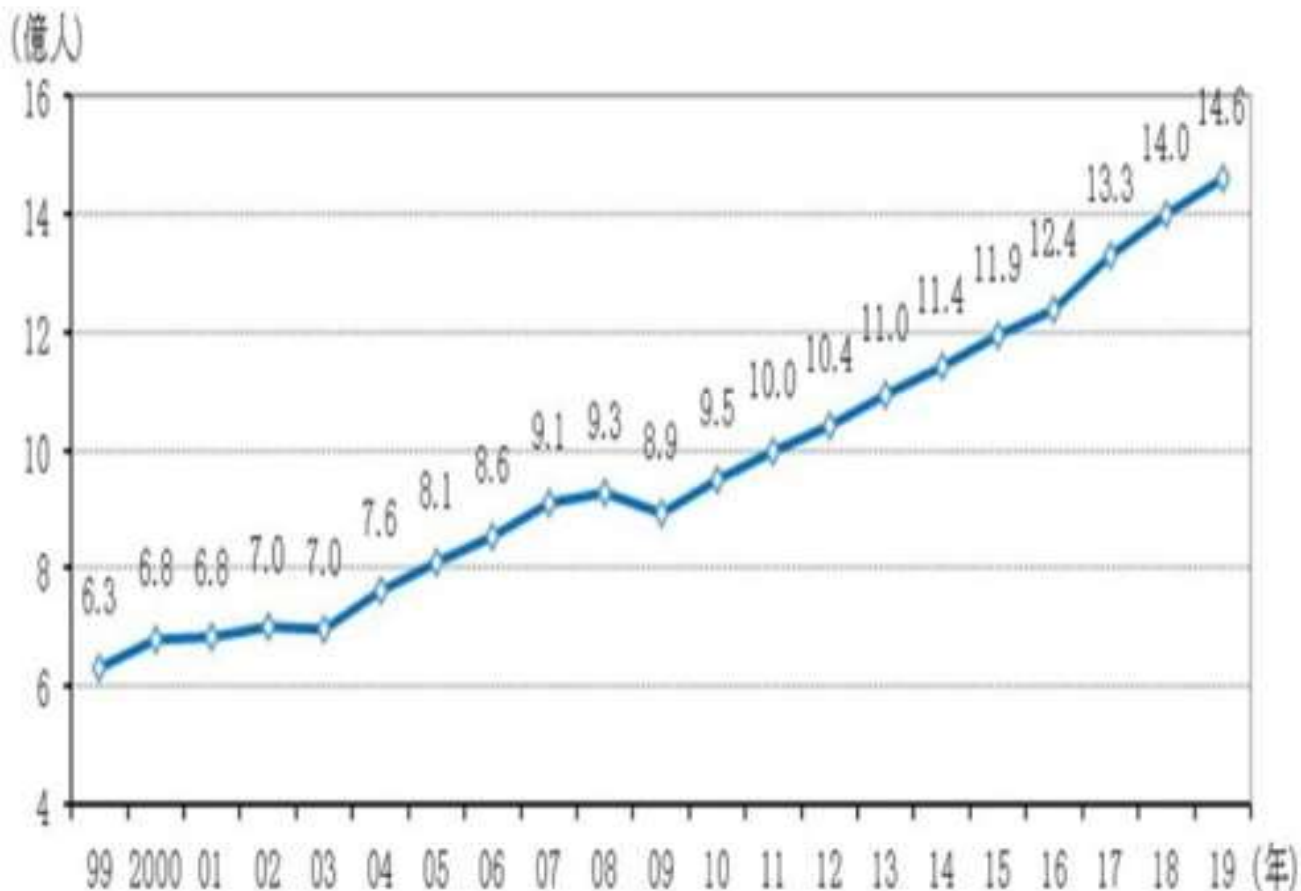
1. Introduction: Pre-COVID-19 Tourism situation & the Impacts of COVID-19

「序—国際観光 & 新型コロナの影響」

International Tourist Arrivals

(国際観光客数の推移 & 伸率)

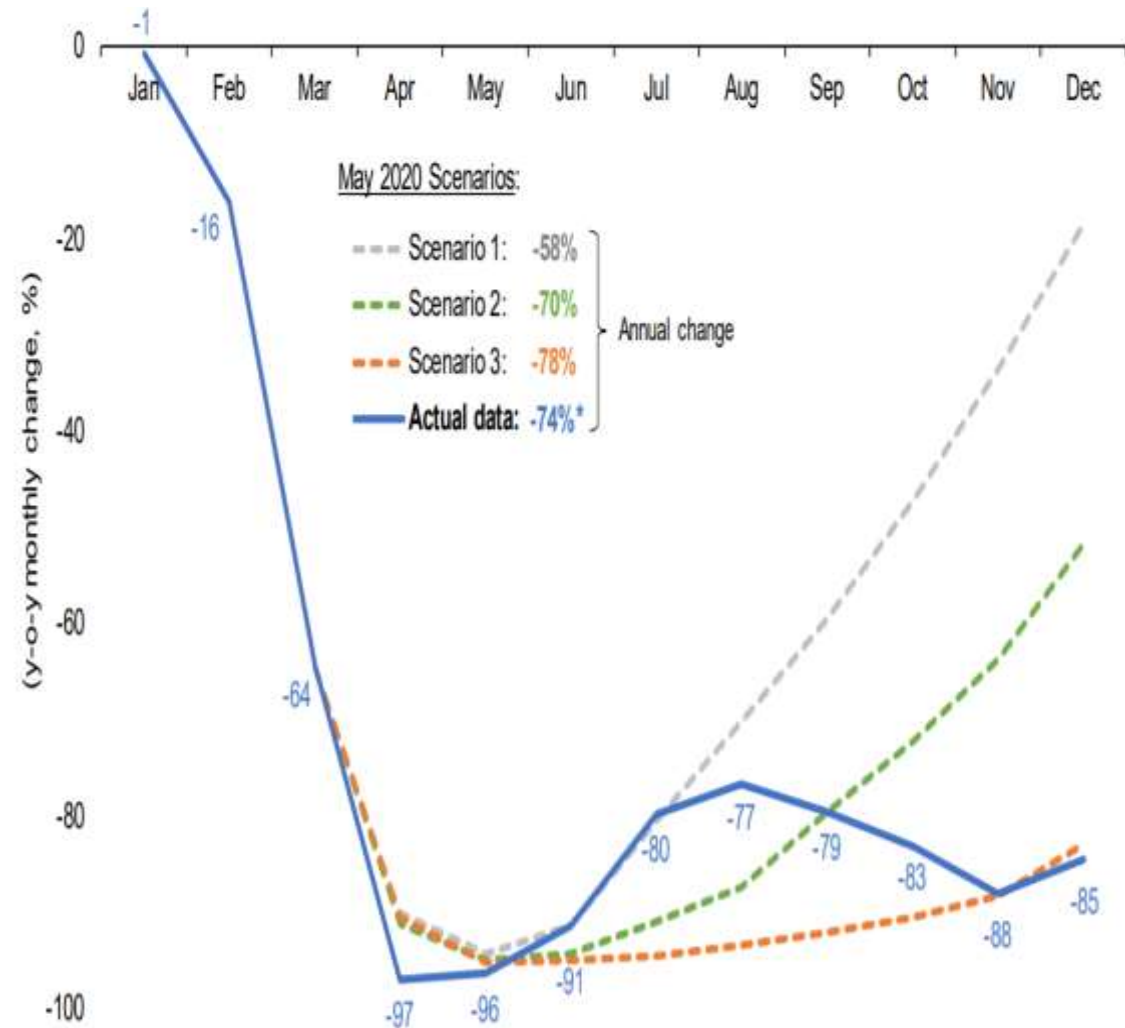
(100 million)



資料：UNWTO (国連世界観光機関) 資料に基づき観光庁作成

International tourist arrivals in 2020: Scenarios and actual results (y-o-y monthly change, %)

(国際観光客数2020:シナリオと実際)



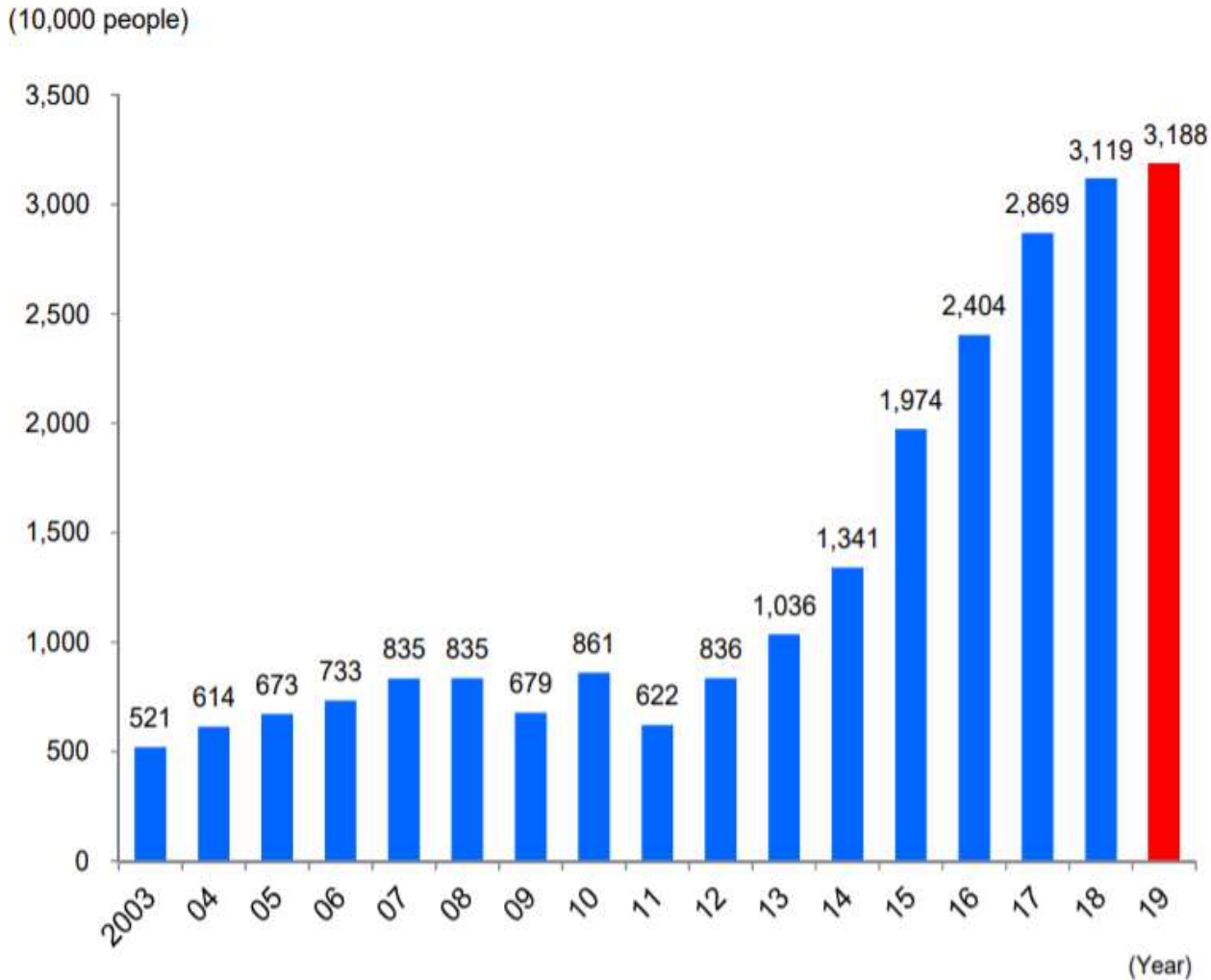
Source: World Tourism Organization (UNWTO)

(Data collected January 2021)

* Actual data is preliminary and based on estimates for destinations which have not yet reported full-year results.

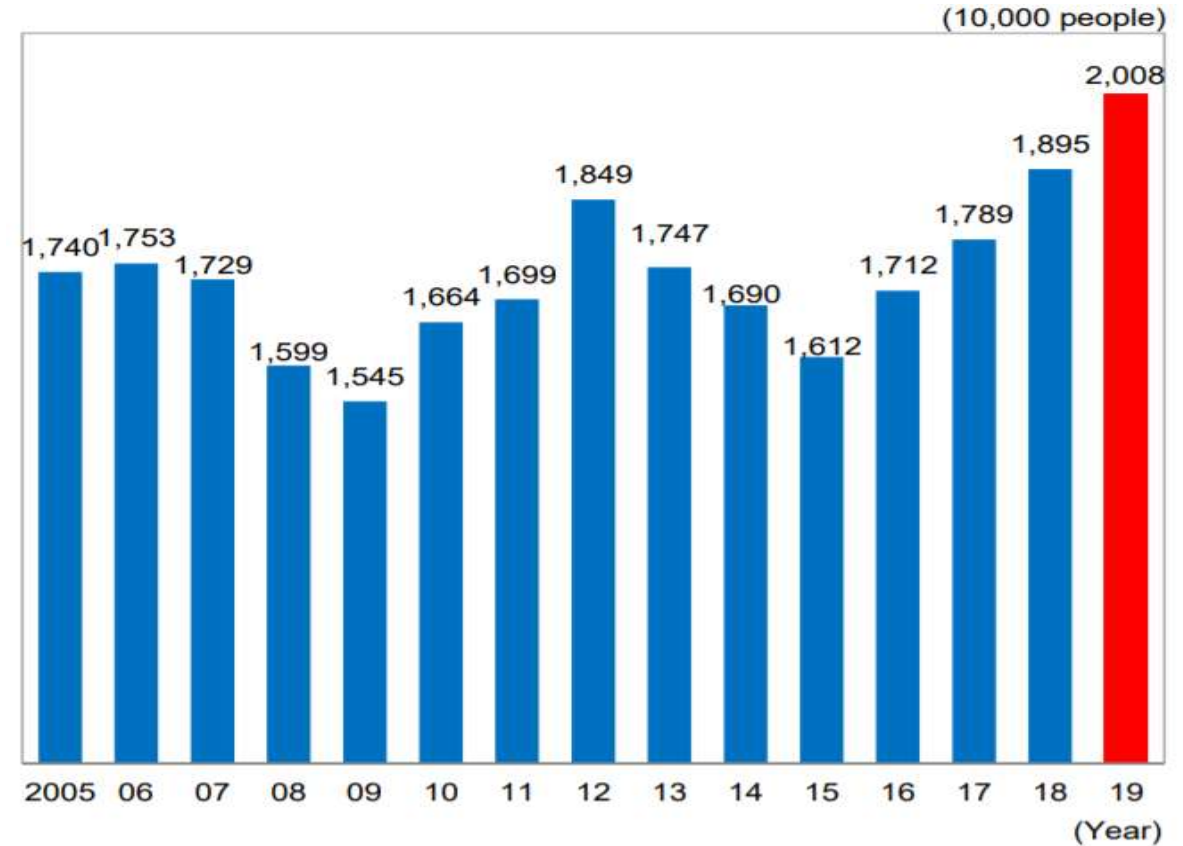
「訪日外国人旅行者数と出国日本人数の推移」 (観光庁「観光白書2020」) (Inbound & Outbound in Japan)

(Number of International Visitors to Japan)



Source: Prepared by the JTA based on data from JNTO

(Number of Japanese Overseas Travelers)



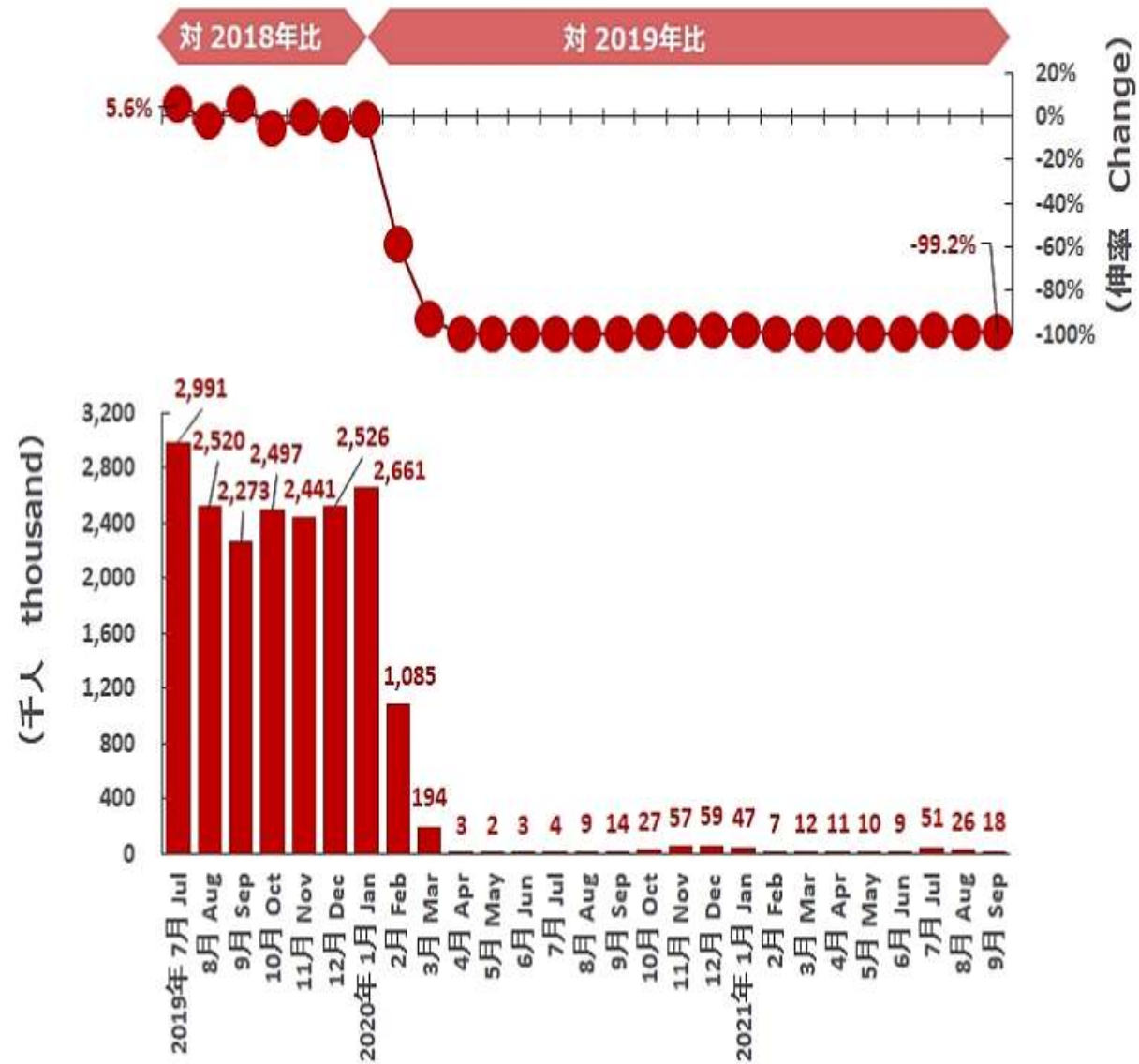
source: Prepared by the JTA based on data from JNTO

訪日外国人数 2021年9月期



Visitor Arrivals to Japan in Sept. 2021

www.TravelVoice.jp



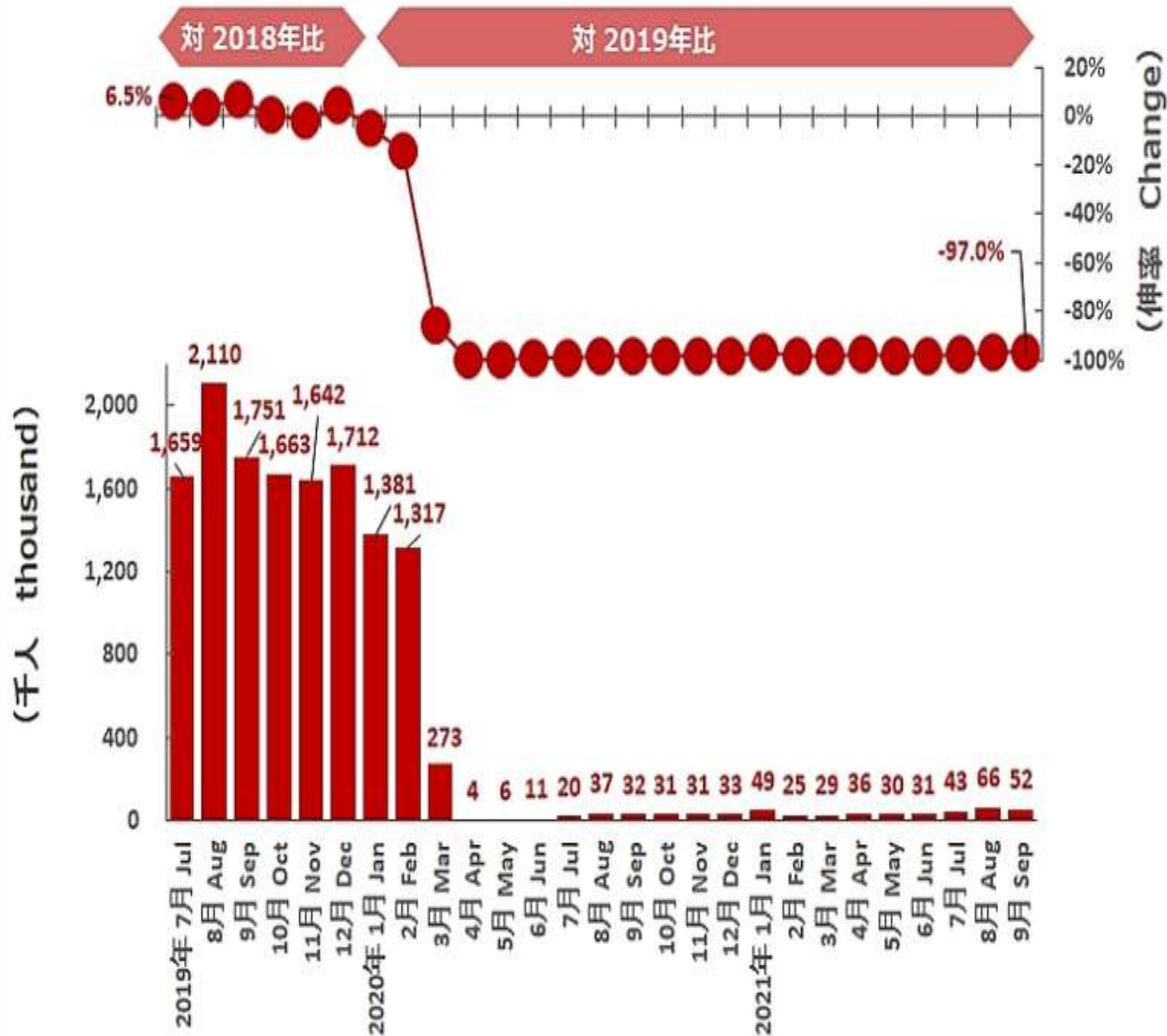
出典: 日本政府観光局 Source: Japan National Tourism Organization

日本人出国者数 2021年9月期



Japanese Overseas Travelers in Sept. 2021

www.TravelVoice.jp



出典: 日本政府観光局 Source: Japan National Tourism Organization

2. JNTO Tourism Revitalizing Policies & Keidanren(JBF) Proposals 「JNTO復活政策 & 経団連・提言」 (by JNTO)

JNTO's a three-steps roadmap to revive the inbound travel market.
(Travel Voice: July 10, 2020) 「インバウンド活性化・ロードマップ」(JNTO)

STEP 1 (travel restrictions are still effective both in Japan and the rest of the world)

(外出制限・自粛が継続)

1. Consecutive delivery of information to Japan fans on SNS
2. Delivery of information for B to B on webinars

STEP 2 (reopening of domestic travel both in Japan and the rest of the world, and entry restrictions into Japan are lifted step by step)

(日本および相手国で国内旅行が再開し、日本への入国制限が段階的に解除)

3. Delivery of safe and security information
4. Support local DMOs in creating products designed for new trends
5. Appealing public images of travel in Japan in accordance with new trends

STEP 3 (travel restrictions on tourists are lifted worldwide)

(観光客の入国制限が解除され、インバウンドの受入環境が整った状況)

6. Restart of promotional campaigns with travel companies or airlines
7. Inviting media, foreign travel agents or SNS influencers to Japan

2. JNTO Tourism Revitalizing Policies & Keidanren(JBF) Proposals

「JNTO復活政策&経団連・提言」

(by JBF経団連)

- ▶ ● Proposal from KEIDANREN(JBF) [Travel Voice] 07Sept.2021
「Keidanren (Japan Business Federation) submitted its three proposals for activation of social and economic activities living with COVID-19 to the Japanese government.」
 - 1) Reinforce a thorough medical system for COVID-19 treatments
「早期治療を可能とする医療提供体制の整備」
 - 2) Active COVID-19 test
「積極的な検査の実施」
 - 3) Shorten the mandatory quarantine 「帰国・入国後隔離措置の適正化/短期化」
▶ (period from 14 days to up to 10 days⇒Now,3days)
▶
- ▶ (July,2021)[A vaccination passport] Keidanren proposed that it should be used
「ワクチンパスポートの早期活用を求める」

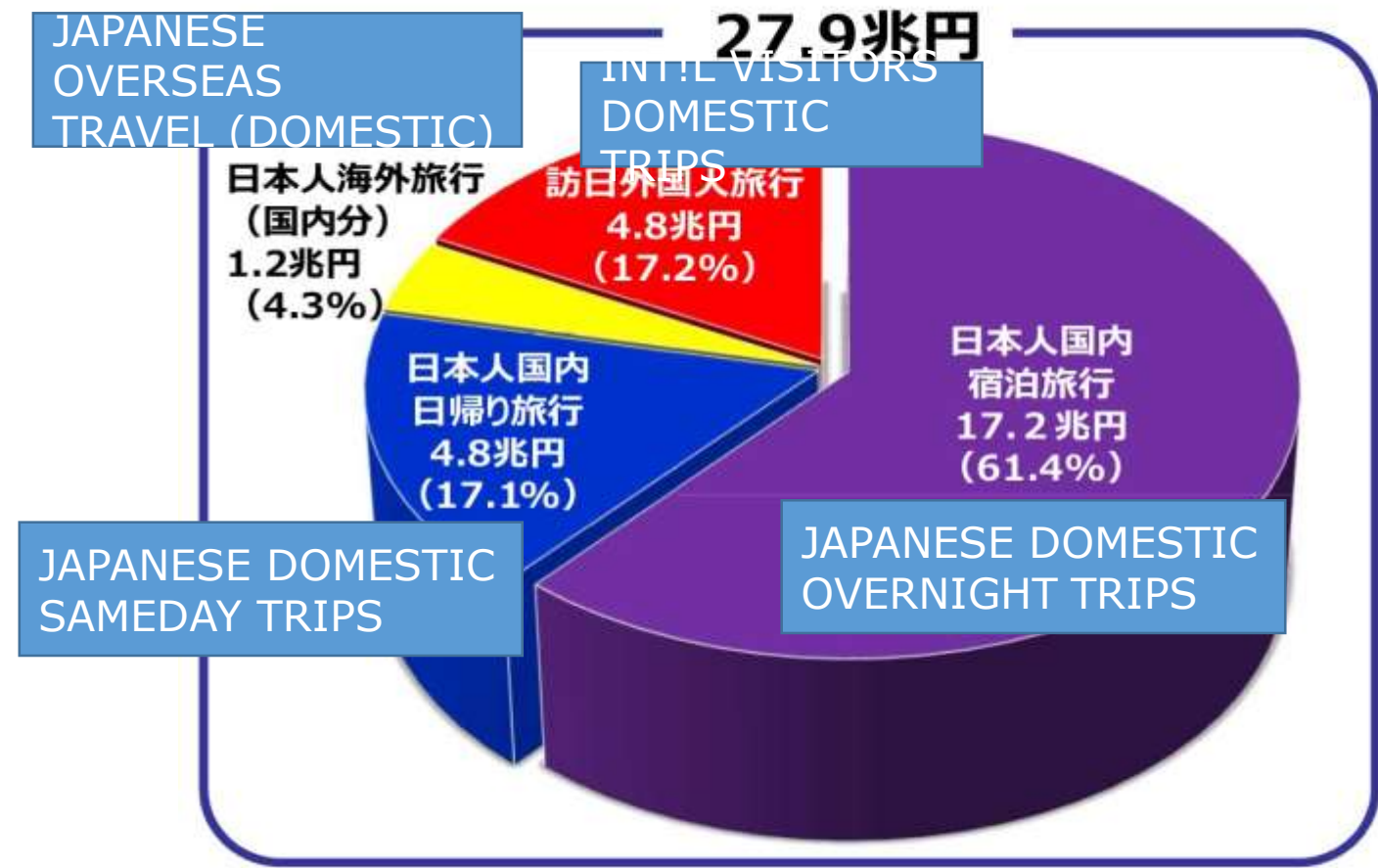
3. My proposal of Revitalizing -Domestic & Int'l Tourism (Part 1) 「私の復活手法—国内&国際観光(1)」

DOMESTIC TOURISM CONSUMPTION (2019 : 27.9 Trillion Yen)

(図表 I -31) 日本国内における旅行消費額

①1st stage) 国内観光の振興
 Domestic tourism promotion
 (Travel within prefecture →
 Travel in a Region → Travel nationwide)

②2nd stage) 国際観光の振興
 Int'l tourism promotion
 (Focusing on Int'l tourism:
 Inbound & Outbound)



資料：観光庁「旅行・観光消費動向調査」及び「訪日外国人消費動向調査」より作成

4. My proposal of Revitalizing –Cross Border EC (Part 2)

「私の復活手法—越境EC」(2)

Impact of Recent Increase in International Visitors to Japan

Impact (1): Impact on Consumption (Sales)消費(売上高)

Impact (2): Regional effects地域経済

Impact (3): Impact on Investment投資

Impact (4): Impact on Exports (Cross-border EC)輸出(越境EC)

[White Paper on Tourism in Japan(観光白書)2018]

The increase in international visitors to Japan contributes to not only “tourism consumption” but also an increase in “exports.” For example, purchases of Japanese products made through cross-border E-commerce after travel to Japan have increased.

●[EC: E-Commerce]: Cross-border shopping is an electronic commerce between a consumer and a business with a nationality other than the country where the consumer resides(METI通産省—Ministry of Economy, Trade and Industry)

● [Cross-border shopping]: is any purchase made by consumers from retailers or providers located in a country other than the country in which a particular consumer is resident.

(EU COMM.欧州委員会)

Estimated Scale of Purchases through Cross-border EC Made after Travel to Japan (2017)

	Top 5 countries and regions in the ranking of the number of international visitors to Japan (including China)	China
(1) Purchases made after one's own travel to Japan	6,300	3,500
(2) Purchases made after one's family member's or acquaintance's travel to Japan	1,500	1,200
Total amount of Japanese products purchased through cross-border EC	15,500	11,100

Source: JTA document based on a questionnaire survey

Note 1: 5 countries/regions: China, Taiwan, South Korea, Hong Kong, and the United States

Note 2: B to C transactions fall under cross-border EC.

Note 3: Figures above indicate the purchase amount in each country and region.

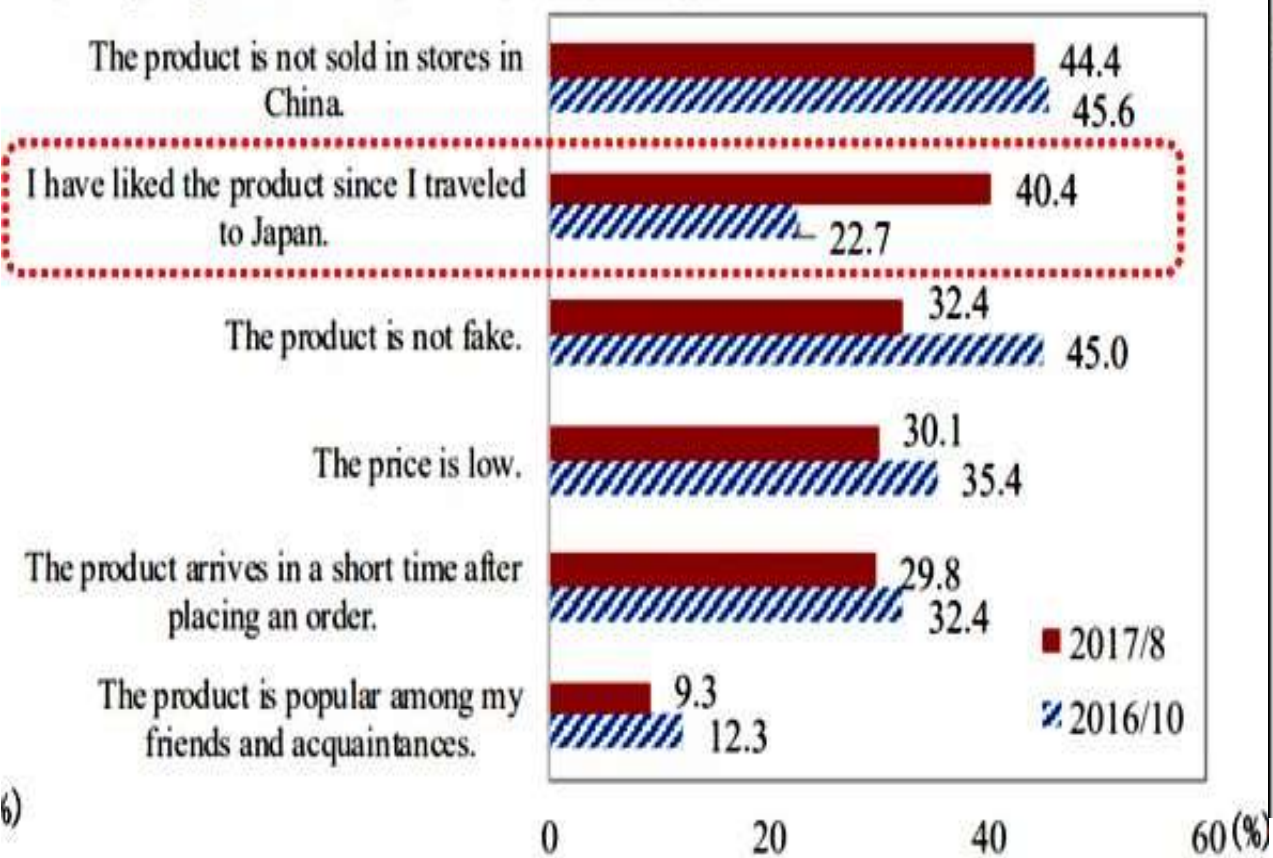
The figures include fees for cross-border EC and do not indicate the amount of exports from Japan.

Int'l Tourism & Cross Border EC

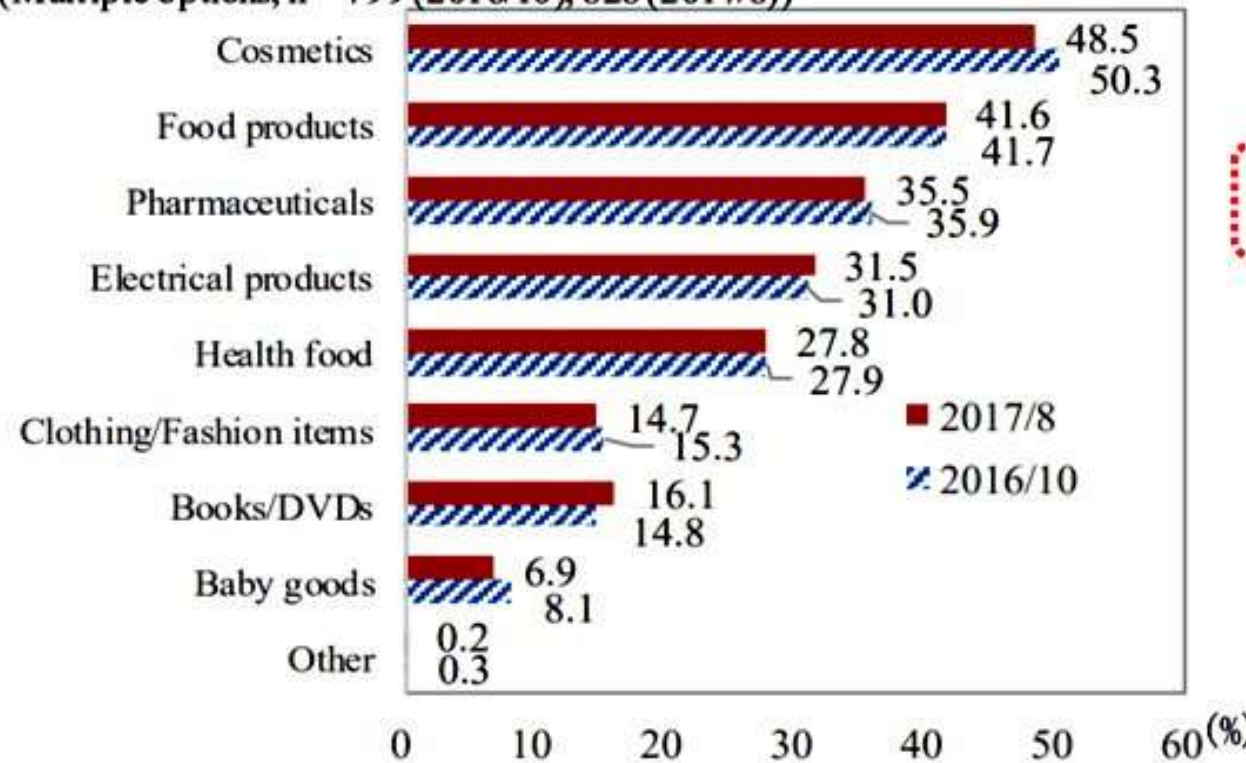
- About 40% of them have purchased Japanese products since they traveled to Japan.
- Popular Japanese products purchased through cross-border EC are cosmetics, food, and pharmaceuticals.

Popular Products Purchased through Cross-border EC in China and Reasons for Purchase

(Multiple options, n = 962 (2016/10), 992 (2017/8))



(Multiple options, n = 799 (2016/10), 828 (2017/8))



Cross Border EC (Case Study in Japan 1)

[1] Cross Border EC—Hida TAKAYAMA(GIFU)

岐阜県・飛騨高山[Before COVID-19/ May,2017]

(資料:公益財団法人ソフトピアジャパン)

<https://www.softopia.or.jp/events/20170519ouentaiseminar/>



参加無料

Webコア飛騨開設記念セミナー

～インバウンドからアウトバウンドへ～

越境ECで外国人観光客のハートをキャッチ

INBOUND OUTBOUND

2017年
5月19日 金
13:30～16:00

会場	高山市民文化会館 2・5 会議室
定員	50名(先着順)
参加費	無料

PR TIMES

[GIFU-Pre.] WITH COVID-19

(Mar.2021)

Promotion[Cross Border EC×Tourism]

<Traditional Industry>

- ・MINO/ Washi (Japanese) Paper 「美濃和紙」
- ・SEKI/Blades 「関の刃物」
- ・TAJIMI Toki/Ceramic Ware 「陶磁器」

[伝統産業PR:フランス語にて:資料岐阜県&PRTIMES]

■フランス語 <https://fr.shopping.rakuten.com/event/gifu>



Cross Border EC (Case Study in Japan 2)

[3] ONLINE TOUR X Cross Border EC

[DMO海の京都 与謝娘酒造[Yosano Musume brewery]

ONLINE TOUR」 by DMO Umi no Kyoto (2021)

(BEENOS Travelビーノストラベル(株)発表/
& <https://www.kyotobythesea.com/> HP)



★ Domestic tourism promotion

⇒ Int'l tourism promotion

(国内観光⇒国際観光)

★ Repeating Visitors & Shopping Repeaters for Cross Border EC

(観光リピーター&越境ECリピート購入者)

Thank you for your attention

ご清聴をありがとうございました。

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<http://tourism-nippon.com>