

## Survey Result about the impact of COVID-19 on accommodations in Kutchan Town

—Sep 16<sup>th</sup>, 2020—

### 1. Survey Outline

Since COVID-19 was confirmed in Wuhan City in China on December 31<sup>st</sup>, 2019 the Kutchan Tourism Association has investigated the impact of COVID-19. Our investigation has been carried out since January and so far, we have reported 2 results, February 17, 2020 and the March 17, 2020.

This time, with cooperation from accommodation businesses, we have summarized the results of the number of nights/total number of nights(total occupancy) from January~July, a comparison to last year, the booking status from August and their target markets for this coming winter. We hope this information will be useful to all our business members, and we publish the survey results here.

Target : 485 accommodation facilities in Kutchan

Period : January – July 2020

Survey Method : KTA Mailing System for our members · Asking by TEL to a few of our members and non-members.

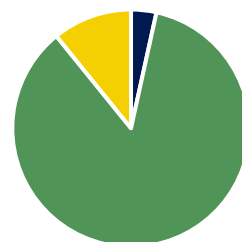
How to Answer : Google Form · FAX

### 2. Survey Results

We received responses from business operators that manage 203 facilities, out of a total of 485 accommodation facilities. (Response Rate : 41.7%) .

#### ① Accommodation Types (who answered)

	Number of Responses	%
■ Hotel/Ryokan	7	3%
■ Condominium/House	174	86%
■ Pension/Lodge	22	11%

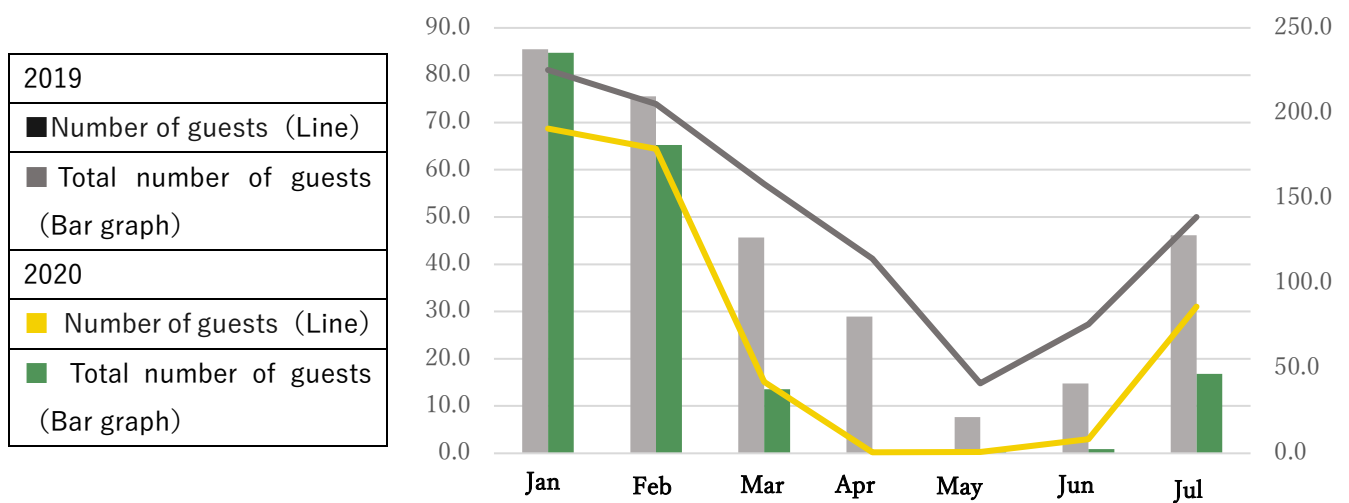


#### ② Number of guests · Total Number of guests (Total occupancy)

When the effects of COVID-19 were strong, which was after March (March – July), compared to last year, the number of guests was 26.1% and the total number of guests (total occupancy) was about 22.0%. Due to the start of the discount campaign “Dominwari” by the Hokkaido Government on June 28<sup>th</sup>, the number of guests recovered compared to April-June 2020. However, only seeing the estimated value in July, number of guests comparison from last year is 62.0% and the total number of guests comparison from last year is 36.4%.

	2019		2020※		Last Year Comparison※	
	Number of guests (1,000)	Total number of guests (total occupancy)	Number of guests (1,000)	Total number of guests (total occupancy)	Number of guests	Total number of guests (total occupancy)
Jan	81.1	237.5	68.7	235.4	84.7%	99.1%
Feb	73.9	209.7	64.4	181.2	87.1%	86.4%
Mar	57.0	126.9	15.1	37.6	26.5%	29.6%
Apr	41.2	80.4	0.21	0.24	0.5%	0.3%
May	14.8	21.2	0.30	0.7	2.0%	3.5%
Jun	27.3	41.1	3.0	2.5	11.0%	6.0%
Jul	50.0	128.1	31.0	46.6	62.0%	36.4%

※ This is a fixed value based on the tourist entry statistics of Kutchan Town until March. After April, the estimates are based on the median compared to last year, and some variations can be seen.



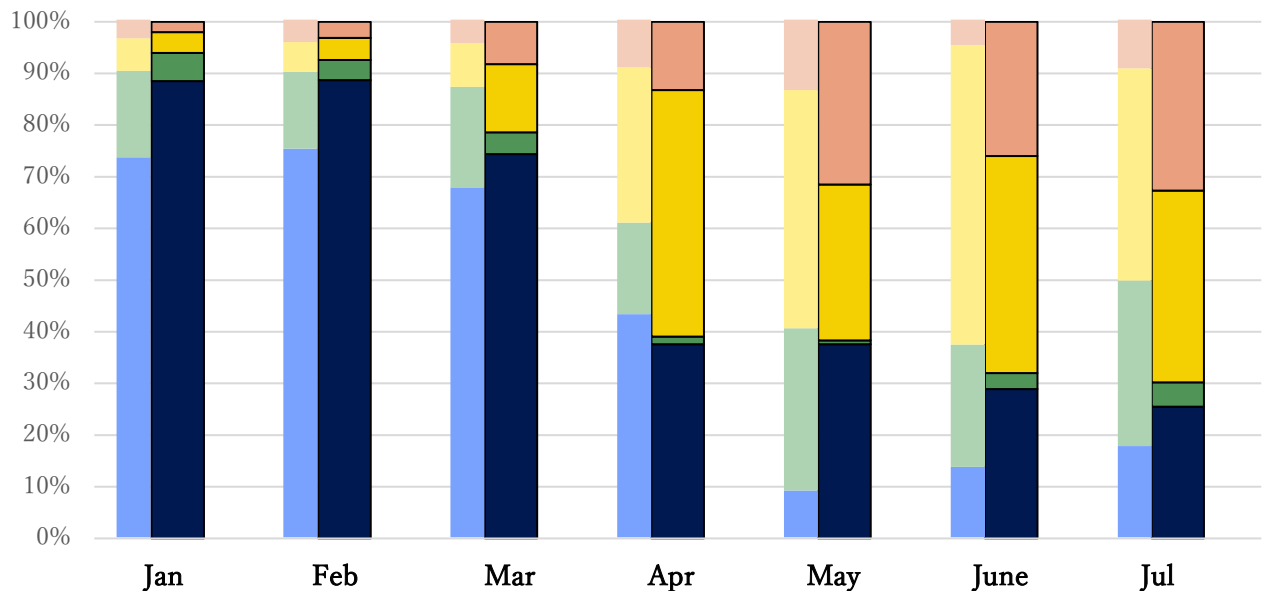
### ③ Monthly composition ratio comparison

The number of infected people in the world exceeded 1 million on April 3rd, 2020 and the Japanese Government issued a state of emergency to seven prefectures on April 7th. The percentage of Japanese visiting from outside Hokkaido after April decreased significantly. The ratio of foreigners staying in May to June was considered to be the results of a number of guests staying on after the winter, although those total number is small.

※The ratio for last year was calculated from the Kutchan Town tourism entry statistical data.

[Number of guests] (2020 / 2019)

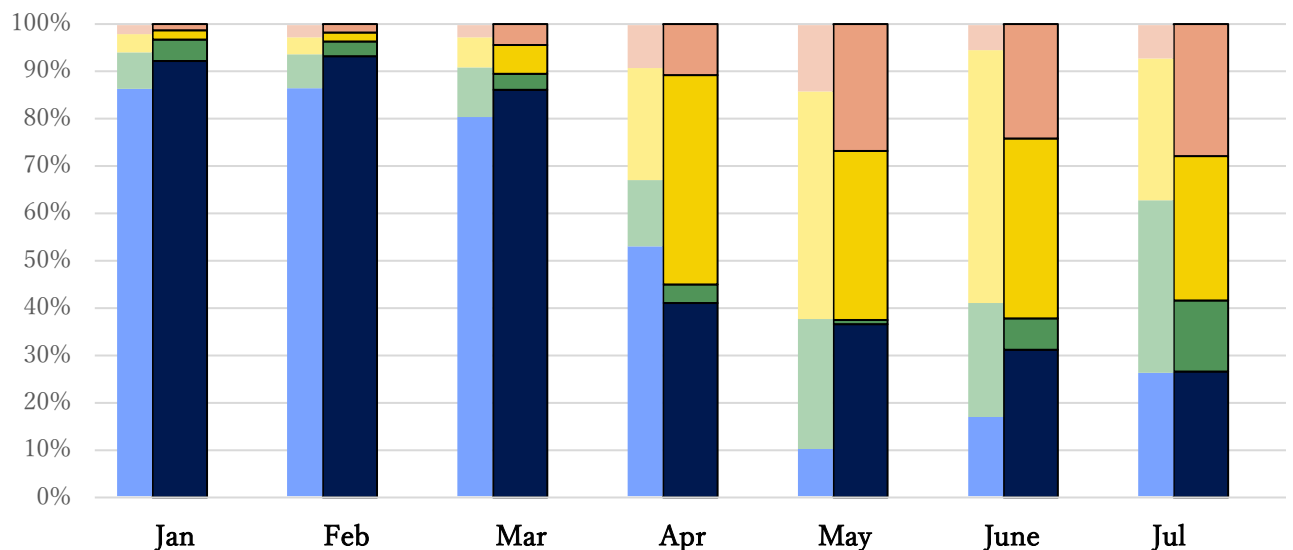
(%)	Foreigner	Japanese	Outside of Hokkaido	Hokkaido Residents	Unknown
Jan	88.5 / 73.4	11.5 / 26.6	5.5 / 16.7	4.0 / 6.3	2.0 / 3.6
Feb	88.7 / 75.1	11.3 / 24.9	3.9 / 14.8	4.3 / 5.8	3.0 / 4.3
Mar	74.4 / 67.6	25.6 / 32.4	4.2 / 19.4	13.2 / 8.5	8.1 / 4.4
Apr	37.6 / 43.1	62.4 / 56.9	1.5 / 17.7	47.7 / 30.0	13.2 / 9.1
May	37.6 / 9.0	62.4 / 91.0	0.7 / 31.4	30.2 / 46.0	31.5 / 13.5
Jun	28.9 / 13.6	71.1 / 86.4	3.1 / 23.6	42.0 / 57.9	26.0 / 4.9
Jul	25.5 / 17.6	74.5 / 82.4	4.7 / 32.0	37.1 / 41.0	32.7 / 9.3



2019	Japanese—Unknown	2020	Japanese—Unknown
	Japanese—Hokkaido Residents		Japanese—Hokkaido Residents
	Japanese—Outside of Hokkaido		Japanese—Outside of Hokkaido
	Foreigners		Foreigners

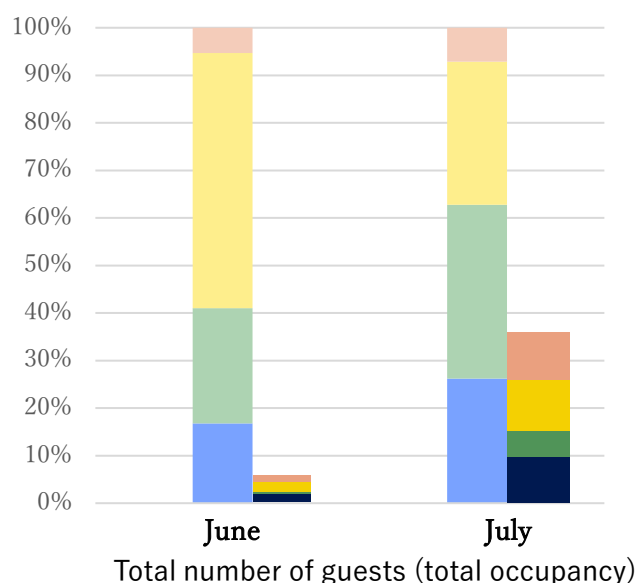
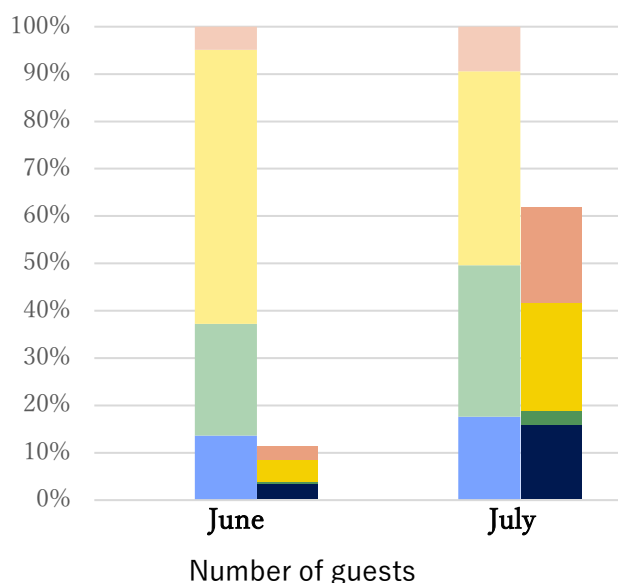
[Total Number of guests (total occupancy)] (2020 / 2019)

(%)	Foreigner	Japanese	Outside of Hokkaido	Hokkaido Residents	Unknown
Jan	92.2 / 86.5	7.8 / 13.5	4.5 / 7.7	2.0 / 3.9	1.3 / 1.9
Feb	93.2 / 86.6	6.8 / 13.4	3.1 / 7.2	1.9 / 3.6	1.8 / 2.5
Mar	86.1 / 80.5	13.9 / 19.5	3.4 / 10.5	6.1 / 6.4	4.3 / 2.7
Apr	41.1 / 53.1	58.9 / 46.9	3.9 / 14.1	44.2 / 23.8	10.8 / 9.0
May	36.6 / 10.0	63.4 / 90.0	0.9 / 27.6	35.7 / 48.3	26.9 / 14.0
Jun	31.2 / 16.8	68.8 / 83.2	6.6 / 24.2	38.0 / 53.7	24.2 / 5.2
Jul	26.6 / 26.2	73.4 / 73.8	15.0 / 36.6	30.5 / 30.1	27.8 / 7.1



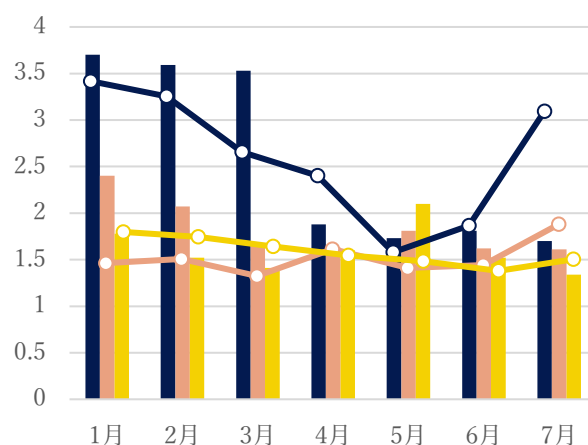
※Color coding is the same for the above number of guests

[ (Reference) The survey only reports accommodation usage compared to last year(2019).  
It does not report on any unused capacity in 2019. ]



[Average number of nights] (2020 / 2019)

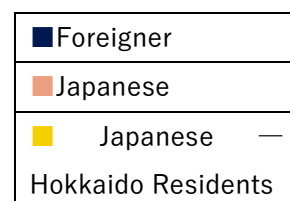
	Foreigner	Japanese	Hokkaido Residents
Jan	3.70 / 3.40	2.40 / 1.47	1.78 / 1.80
Feb	3.59 / 3.24	2.07 / 1.51	1.52 / 1.75
Mar	3.53 / 2.65	1.65 / 1.34	1.41 / 1.65
Apr	1.88 / 2.40	1.63 / 1.61	1.60 / 1.56
May	1.73 / 1.59	1.81 / 1.42	<b>2.10</b> / 1.50
Jun	1.81 / 1.87	1.62 / 1.45	1.52 / 1.40
Jul	<b>1.70</b> / 3.08	1.61 / 1.86	1.34 / 1.52



Hokkaido Residents average number of overnight stays in May increased, and it is thought that these people usually travel outside Hokkaido and abroad, but this year they stayed in Hokkaido. In addition, the number of foreigners staying in July decreased, so long term foreign guests have not returned.

Bar Graph 2020

Line Graph 2019



3. 「Booking status from August to October」 and 「the target market for this coming winter」

In general, a lot of businesses answered there are many customers from Japan, especially from Hokkaido. Another common answer was, that there are more last-minute bookings than usual. However, the number of reservations in August was different depending on the facilities as some answers were, about the same as usual for some facilities, or even higher than last year, or less than usual.

As international flights at the New Chitose Airport were almost totally suspended, many businesses find it difficult for the inbound market. Many businesses are considering making plans and campaigns for the domestic market, especially for the Hokkaido market, where there is demand for snow activities.

4. About “Dominwari” and the accompanying campaign conducted by our association.

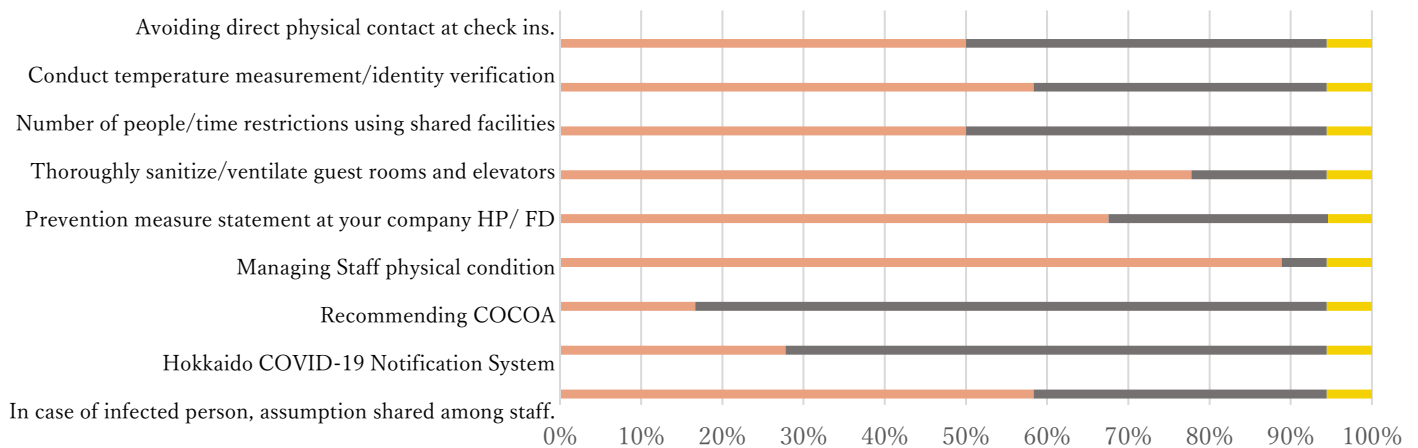
Regarding the “Dominwari” in Hokkaido, the subsidy to each business was small, but there are some businesses saying that there was a certain positive effect. For businesses that originally have few customers from Hokkaido, it was a good opportunity for them to advertise in Hokkaido.

About the Dominwari campaign carried out by our association (KTA), there were some cases where the inflow could not be seen due to telephone reservation, and also because of the little amounts given to businesses. However, for some businesses, when we had our web advertisement from June 26<sup>th</sup> to July 14<sup>th</sup>, it was reported to us that that the inflow from our web page was over 70%.

We checked our access report until July 29<sup>th</sup>, there were 34,037 users of our web page. During our web advertisement, there were 2,000 users each day, and 61.97% were from Hokkaido and 43.14% were from Sapporo.



5. COVID-19 Prevention measures



(※COCOA = COVID-19 Contact Confirming Application by Ministry of Health, Labour and Welfare)

■ Yes ■ No ■ Considering/Not operating

Businesses who answered our survey, are taking above COVID-19 prevention measures.

Our association will endeavor to disseminate and enlighten member businesses about COVID-19 prevention measures and the new style of travel, because doing so is essential for business recovery.

**【Regarding this report】**

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