昭和48年度

北海道の観光客入込に関する資料

昭和49年10月

北海道
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1 あらまし

1 調査の目的
本調査は、道内の主要観光地を訪れる観光客の入込数等を把握するため例年実施しているものである。

2 調査の方法
道内の主要観光地71カ所を管轄する72市町村及び各交通機関からの各種資料をもとに集計した。
（注）「主要観光地」とは、道内の主要な観光地であって、入込観光客数の把握が比較的容易である地点を、運輸省の「入込観光客の調査に関する統一基準」に基づいてあらかじめ調査対象地点として指定したものである。

3 入込総数（延べ）8,919万人、伸び率10.2%。
昭和48年度に、道内主要観光地に入込観光客は、延べ8,919万9,726人（前年8,276,625人に対し110.2%）
うち 道外客 2,630,915人
（前年2,571,306人に対し104.5%）
道内客 4,279,011人
（前年3,952,944人に対し108.6%）と推定される。
また、観光客別にみると、道央3,181万人（35.3%）で最も多く、以下、道東1,196万人（17.3%）、大雪山1,011万人（18.3%）、道南741万人（10.7%）、道北185万人（2.7%）の順となっている。
（注）延べ数とは、例えば「観光客1人が3カ所」の観光地を訪れた場合は「3人」として算出した数である。
4. 来館観光客数～217万人、退率22.9％
昭和48年度における、道外からの観光客の数は2,172,794人（前年
1,767,742人に対し、122.9％）と推定される。
来館観光客が利用した交通機関別内訳をみると次のとおりである。
国鉄 1,071,645人
（前年度928,249人に対し115.4％）
航空機 545,657人
（前年度408,974人に対し133.4％）
フェリー 555,492人
（前年度430,519人に対し129.0％）

状況交通機関別観光客来館状況

観光客の入込状況を月別にみると、8月が14,355,055人で全体の
20.7％を占めて最も多く、次いで7月、9月、6月の順になっている。

主要観光地における観光客の月別入込状況（例数）
6. 四季別入込状況～夏季が63.6%

観光客の入込数状況を四季別にみると、夏（6月～9月）が4,598万人で最も多く、以下、冬（12月～3月）1,008万人、春（4月～5月）761万人、秋（10月～11月）752万人の順となっている。

また、各観光地毎に四季別構成比をみると、道北では全体の88.7%（164万人）、道東では75.2%（900万人）が夏であり、夏至観光地といえるが、大雪山では22.5%（265万人）が冬、道南では14.2%（120万人）が春で、それぞれ全道の夏、春の比率を大きく上回っているのが特色である。
7、昭和48年度の観光客入込の動向

本道における観光レクリエーション需要は近年著実に伸長を示し、観光入込客も順調に増加している。

年度後半の石炭危機に端を発する経済的抑制政策により観光部門への影響が懸念されたが、通年観光の施策と周知に定着した観光レクリエーションへの根強い意欲に支えられ、夏の伸率に比べ春、秋、冬の伸率が増大し、観光シーズンの延長傾向を示すなど順調な伸びを示している。

8、「過去10年間の観光客」の推移図

- 本道入込客
- 道内客
- 道外客
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(対象観光地) (66カ所) (67カ所) (67カ所) (68カ所) (68カ所) (68カ所) (71カ所) (71カ所) (71カ所)

前年対比 | 124.8 | 112.4 | 104.2 | 125.2 | 116.5 | 107.9 | 108.8 | 116.5 | 102.1 | 110.2 |
昭和59年度対比 | 10.00 | 11.24 | 11.72 | 14.67 | 16.21 | 17.48 | 19.22 | 23.88 | 26.41 |

注：昭和39年度の△印は未回報のため推算した。
表2 観光客入数の関東、関東、関東、関東、関東、関東、関東

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注：
- 表格内容为日语。
- 表格中列出了不同的时间区分（頃、早、智）和人数统计。
- 每个区分下又有详细的子区分和小计。
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過去5年間における季節別、観光関別、観光客入込数

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5 利用交通機関別来往観光客

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備考: 100%は交通機関別運賃比
過去5年間における交通機関別来着観光客数
（単位：人、％）

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資料

観光バス利用観光客入込数の道外客、道内客、日帰り及び通過客、宿泊客の区分

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この表は、入退室者数に応じて地名を分類し、郵便番号、城市、郷、町、区を示しています。