

Calculations on the economic ripple effect of Nara Tourism Statistics Week

Regarding the Nara Tourism Statistics Week held on November 17 to 21, the economic ripple effect was calculated based on the cost of holding the event and the expenditure in Japan by the participants.

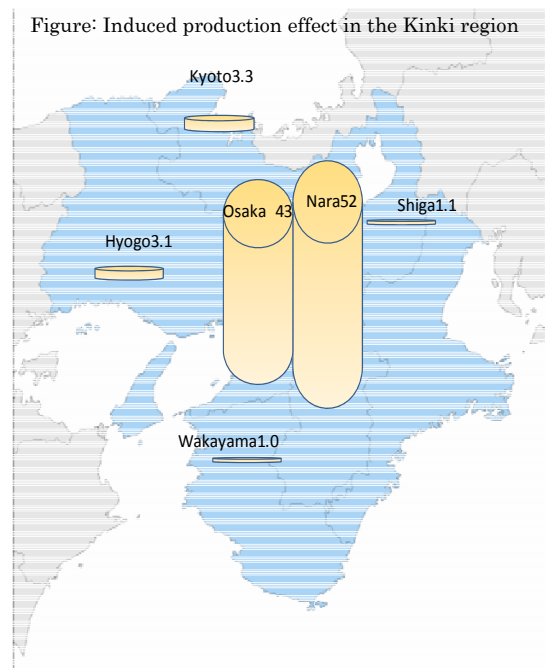
We would like the participants to virtually grasp the economic ripple effect of this event and take this opportunity to deepen the understanding towards the significance and importance of tourism statistics. Moreover, we would be obliged if the analysis will help JTA, JNTO, municipalities and the Convention Bureau (CB) as the implementing organizations of MICE promotion projects to understand the economic ripple effect of a particular event more specifically and practically in addition to the conventional estimation of the effect at a national level.

【Estimation method overview】

- Estimate of direct effect based on the questionnaire survey and the cost of the event
- Estimate of regional effect by an input-output model based on the interprefectural input-output table (CY2005 Table independently estimated by Mitsubishi Research Institute, Inc.)

【Estimation result overview】

- It was estimated that the amount of expenditure by the participants of Nara Tourism Statistics Week was about 13 million yen and the amount of the costs for holding the event was about 44 million yen.
- An induced production of about 52 million yen was generated in Nara Prefecture as the result of holding Nara Tourism Statistics Week.
- The ripple effect expanded throughout the Kinki region, with the generation of induced production of about 43 million yen in Osaka and about 3 million yen in Kyoto. This suggests that the event had a certain impact in the Kinki region as well as Nara Prefecture.
- The induced production was about 104 million yen for Kinki region as a whole and 137 million yen for Japan as a whole.



*Since the company located in Osaka had been mainly commissioned to support the operation of this conference, some of spending occurred in Osaka, and economic effect also did.