

＜那須町＞ 観 光 客 入 込 み の 推 移 (前年対比表)

(単位：人)

| 年号 | 年次 | 総数 | 月 別 入 込 み 客 数 | | | | | | | | | | | |
|----|-----------|-----------|---------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | | | 1月 | 2月 | 3月 | 4月 | 5月 | 6月 | 7月 | 8月 | 9月 | 10月 | 11月 | 12月 |
| 平成 | 6 | 4,876,711 | 168,028 | 169,890 | 233,437 | 316,891 | 500,718 | 383,624 | 541,336 | 796,273 | 483,796 | 655,612 | 422,289 | 204,817 |
| | 7 | 5,176,788 | 312,649 | 186,775 | 233,537 | 328,612 | 531,459 | 389,874 | 536,664 | 815,654 | 506,652 | 708,338 | 401,711 | 224,863 |
| | 8 | 5,467,051 | 245,971 | 372,802 | 381,408 | 356,160 | 488,388 | 420,409 | 530,778 | 797,048 | 547,033 | 668,233 | 390,788 | 268,033 |
| | 9 | 5,409,906 | 288,524 | 320,182 | 362,487 | 349,335 | 506,824 | 422,267 | 549,133 | 803,255 | 472,907 | 732,427 | 414,169 | 188,396 |
| | 10 | 5,020,859 | 226,739 | 265,125 | 322,087 | 321,062 | 564,899 | 382,386 | 566,590 | 715,143 | 425,024 | 598,294 | 473,015 | 160,495 |
| | 11 | 5,122,438 | 234,480 | 249,010 | 283,383 | 295,349 | 582,356 | 394,686 | 510,268 | 765,546 | 497,064 | 698,318 | 442,146 | 169,832 |
| | 12 | 4,855,640 | 229,608 | 245,689 | 261,193 | 309,944 | 506,482 | 374,006 | 518,574 | 732,326 | 460,359 | 637,363 | 410,111 | 169,985 |
| | 13 | 4,892,890 | 207,007 | 242,362 | 262,001 | 328,793 | 533,064 | 375,010 | 540,816 | 687,312 | 494,818 | 676,738 | 384,589 | 160,380 |
| | 14 | 4,878,572 | 210,215 | 230,536 | 263,228 | 333,528 | 559,497 | 380,635 | 478,758 | 706,081 | 494,983 | 711,370 | 348,397 | 161,344 |
| | 15 | 4,871,294 | 212,428 | 222,293 | 276,828 | 319,751 | 540,251 | 403,194 | 465,046 | 667,135 | 508,149 | 706,524 | 384,629 | 165,066 |
| | 16 | 4,818,453 | 205,806 | 228,145 | 262,110 | 328,728 | 546,761 | 379,344 | 524,234 | 682,998 | 469,105 | 611,091 | 413,750 | 166,381 |
| | 17 | 4,855,797 | 203,255 | 222,826 | 266,556 | 323,751 | 540,441 | 387,314 | 526,012 | 696,572 | 487,319 | 629,029 | 416,431 | 156,291 |
| | 18 | 4,889,266 | 207,064 | 213,945 | 296,081 | 331,440 | 514,137 | 421,955 | 472,042 | 683,717 | 483,949 | 690,721 | 394,575 | 179,640 |
| | 19 | 4,947,044 | 219,578 | 229,645 | 288,772 | 363,917 | 534,374 | 438,623 | 460,935 | 693,507 | 495,163 | 664,554 | 381,617 | 176,359 |
| | 20 | 4,990,527 | 211,747 | 206,138 | 298,237 | 342,311 | 527,868 | 386,790 | 478,071 | 638,459 | 503,288 | 788,785 | 430,544 | 178,289 |
| | 21 | 5,088,265 | 216,460 | 215,830 | 292,384 | 341,675 | 612,385 | 417,475 | 481,016 | 705,804 | 547,482 | 672,235 | 414,613 | 170,906 |
| | 22 | 5,141,516 | 221,718 | 219,941 | 298,546 | 338,348 | 613,768 | 420,342 | 487,355 | 714,682 | 539,793 | 684,559 | 422,501 | 179,963 |
| | 23 | 3,903,624 | 224,985 | 252,213 | 99,974 | 199,966 | 442,406 | 312,402 | 386,683 | 553,175 | 426,237 | 523,056 | 335,248 | 147,279 |
| | 24 | 4,491,400 | 190,242 | 201,925 | 245,336 | 335,807 | 508,972 | 366,151 | 434,777 | 718,113 | 489,233 | 526,015 | 332,207 | 142,622 |
| | 25 | 4,802,705 | 195,093 | 222,072 | 273,601 | 362,578 | 613,789 | 397,456 | 444,165 | 731,338 | 501,169 | 534,043 | 355,357 | 172,044 |
| 26 | 4,707,029 | 228,230 | 161,530 | 300,831 | 371,175 | 628,880 | 365,279 | 426,627 | 690,229 | 543,033 | 493,457 | 341,548 | 156,210 | |
| 27 | 4,802,208 | 201,319 | 216,406 | 311,739 | 360,332 | 659,162 | 372,416 | 419,808 | 652,693 | 566,968 | 538,829 | 327,308 | 175,228 | |
| 28 | 4,847,795 | 200,559 | 220,674 | 298,135 | 389,019 | 625,277 | 377,192 | 461,890 | 681,146 | 503,223 | 573,852 | 327,135 | 189,693 | |
| 29 | 4,723,235 | 200,088 | 217,129 | 306,116 | 358,763 | 608,510 | 387,848 | 435,789 | 733,958 | 528,560 | 442,004 | 334,839 | 169,631 | |
| 30 | 4,922,783 | 194,103 | 210,530 | 295,875 | 473,517 | 588,692 | 389,902 | 467,294 | 637,443 | 496,860 | 611,476 | 365,342 | 191,749 | |
| 令和 | 元 | 4,799,209 | 202,422 | 201,629 | 282,784 | 465,503 | 647,208 | 354,791 | 430,561 | 619,451 | 552,985 | 467,970 | 371,716 | 202,189 |
| | 2 | 3,480,872 | 204,381 | 196,078 | 240,621 | 71,345 | 96,365 | 188,052 | 287,963 | 588,108 | 441,871 | 488,270 | 479,737 | 198,081 |
| | 3 | 4,108,071 | 117,292 | 125,550 | 272,898 | 269,731 | 395,099 | 262,397 | 409,823 | 583,059 | 370,157 | 538,357 | 508,920 | 254,788 |
| | 4 | 4,425,168 | 144,168 | 113,519 | 268,067 | 313,642 | 518,773 | 303,228 | 430,870 | 758,575 | 442,429 | 525,127 | 398,181 | 208,589 |
| | 5 | 5,127,138 | 196,828 | 173,703 | 372,211 | 385,277 | 569,038 | 327,139 | 496,167 | 839,025 | 491,295 | 556,109 | 463,927 | 256,419 |
| | 前年比 | 115.86% | 136.53% | 153.02% | 138.85% | 122.84% | 109.69% | 107.89% | 115.15% | 110.61% | 111.04% | 105.90% | 116.51% | 122.93% |
| | 増減数 | 701,970 | 52,660 | 60,184 | 104,144 | 71,635 | 50,265 | 23,911 | 65,297 | 80,450 | 48,866 | 30,982 | 65,746 | 47,830 |

＜那須町＞ 年 別 宿 泊 施 設 利 用 状 況 (前年対比表)

| 年号 | 年次 | 計 | 旅館・ホテル | 民 宿 | ペンション | 寮・保養所 | 貸別荘・別荘・別荘 | キャンプ場 | そ の 他 | |
|----|-----|-----------|-----------|-----------|---------|---------|-----------|---------|---------|--------|
| 平成 | 6 | 1,894,810 | 1,078,724 | 31,596 | 178,921 | 293,769 | 162,128 | 111,307 | 38,365 | |
| | 7 | 2,009,017 | 1,122,986 | 47,808 | 215,817 | 358,709 | 162,191 | 73,623 | 27,883 | |
| | 8 | 2,159,257 | 1,249,723 | 45,597 | 244,614 | 357,148 | 142,746 | 78,982 | 40,447 | |
| | 9 | 2,227,370 | 1,304,076 | 38,754 | 278,540 | 337,365 | 142,036 | 85,769 | 40,830 | |
| | 10 | 2,015,635 | 1,212,263 | 34,644 | 254,729 | 300,696 | 122,075 | 58,066 | 33,162 | |
| | 11 | 2,127,120 | 1,265,676 | 33,835 | 296,330 | 298,457 | 123,397 | 75,460 | 33,965 | |
| | 12 | 2,026,193 | 1,226,401 | 33,109 | 293,283 | 260,402 | 111,453 | 70,454 | 31,091 | |
| | 13 | 1,967,390 | 1,222,927 | 30,622 | 255,648 | 228,778 | 107,107 | 68,852 | 53,456 | |
| | 14 | 1,769,991 | 1,088,299 | 29,439 | 235,671 | 194,098 | 102,998 | 67,609 | 51,877 | |
| | 15 | 1,761,134 | 1,092,348 | 24,964 | 224,960 | 191,243 | 92,019 | 65,831 | 69,769 | |
| | 16 | 1,858,230 | 1,187,899 | 27,009 | 225,687 | 183,762 | 96,440 | 65,642 | 71,791 | |
| | 17 | 1,827,175 | 1,139,404 | 24,895 | 221,057 | 181,234 | 114,153 | 69,039 | 77,393 | |
| | 18 | 1,770,510 | 1,079,841 | 26,780 | 219,163 | 171,803 | 106,801 | 88,186 | 77,936 | |
| | 19 | 1,831,521 | 1,168,124 | 28,833 | 219,284 | 138,607 | 139,401 | 78,448 | 58,824 | |
| | 20 | 1,777,545 | 1,153,779 | 28,466 | 197,089 | 131,314 | 129,307 | 77,599 | 59,991 | |
| | 21 | 1,743,629 | 1,182,408 | 21,917 | 188,339 | 120,462 | 119,407 | 72,109 | 38,987 | |
| | 22 | 1,666,704 | 1,154,023 | 19,045 | 177,894 | 86,064 | 118,047 | 70,961 | 40,670 | |
| | 23 | 1,261,110 | 867,508 | 14,044 | 135,714 | 55,845 | 95,901 | 65,303 | 26,795 | |
| | 24 | 1,559,558 | 1,092,803 | 16,405 | 167,264 | 71,619 | 92,416 | 69,579 | 49,472 | |
| | 25 | 1,657,610 | 1,156,894 | 16,192 | 166,067 | 73,868 | 133,551 | 77,101 | 33,937 | |
| | 26 | 1,659,723 | 1,159,197 | 17,120 | 158,389 | 66,645 | 142,355 | 81,251 | 34,766 | |
| | 27 | 1,727,872 | 1,215,116 | 17,594 | 165,294 | 68,851 | 137,877 | 90,064 | 33,076 | |
| | 28 | 1,715,847 | 1,220,286 | 16,666 | 164,046 | 66,681 | 135,322 | 80,564 | 32,282 | |
| | 29 | 1,719,294 | 1,255,412 | 17,601 | 163,614 | 52,903 | 130,321 | 66,478 | 32,965 | |
| | 30 | 1,727,959 | 1,242,443 | 15,849 | 148,807 | 42,413 | 135,001 | 115,059 | 28,387 | |
| | 令和 | 元 | 1,748,432 | 1,257,550 | 16,224 | 148,076 | 40,462 | 148,121 | 107,228 | 30,771 |
| | | 2 | 1,239,884 | 871,805 | 7,904 | 86,690 | 13,802 | 138,118 | 114,735 | 6,830 |
| | | 3 | 1,225,409 | 777,712 | 8,086 | 82,735 | 11,332 | 151,883 | 183,996 | 9,665 |
| | | 4 | 1,635,576 | 1,093,105 | 14,789 | 119,061 | 17,476 | 202,729 | 172,443 | 15,973 |
| | | 5 | 1,738,323 | 1,132,402 | 12,050 | 120,559 | 18,747 | 238,642 | 198,448 | 17,475 |
| | 前年比 | 106.28% | 103.59% | 81.48% | 101.26% | 107.27% | 117.71% | 115.08% | 109.40% | |
| | 増減数 | 102,747 | 39,297 | -2,739 | 1,498 | 1,271 | 35,913 | 26,005 | 1,502 | |

＜那須町＞令和5年 宿泊施設月利用状況

| 月 | 計 | 旅館・ホテル | 民 宿 | ペンション | 寮・保養所 | 貸別荘・民宿・コテージ | キャンプ場 | その他 |
|-------|-----------|-----------|--------|---------|--------|-------------|---------|--------|
| 1 | 78,234 | 61,088 | 5,484 | 808 | 176 | 6,475 | 3,426 | 777 |
| 2 | 72,464 | 59,471 | 3,767 | 619 | 86 | 3,587 | 4,190 | 744 |
| 3 | 152,002 | 107,106 | 8,893 | 817 | 352 | 23,335 | 10,587 | 912 |
| 4 | 125,142 | 85,140 | 7,270 | 623 | 996 | 15,407 | 13,760 | 1,946 |
| 5 | 150,512 | 90,871 | 12,092 | 1,164 | 1,872 | 21,130 | 20,755 | 2,628 |
| 6 | 108,835 | 72,161 | 6,211 | 829 | 1,403 | 13,738 | 12,171 | 2,322 |
| 7 | 180,155 | 110,367 | 11,171 | 999 | 2,702 | 26,286 | 26,810 | 1,820 |
| 8 | 272,496 | 154,139 | 24,443 | 1,740 | 3,813 | 44,599 | 42,164 | 1,598 |
| 9 | 160,390 | 98,432 | 12,524 | 1,019 | 2,363 | 25,210 | 19,017 | 1,825 |
| 10 | 166,910 | 106,516 | 11,225 | 1,300 | 2,502 | 25,097 | 18,722 | 1,548 |
| 11 | 160,170 | 107,032 | 11,047 | 1,343 | 2,017 | 21,542 | 16,062 | 1,127 |
| 12 | 111,013 | 80,079 | 6,432 | 789 | 465 | 12,236 | 10,784 | 228 |
| 合計 | 1,738,323 | 1,132,402 | 12,050 | 120,559 | 18,747 | 238,642 | 198,448 | 17,475 |
| 収容人数 | 17,244 | 8,215 | 265 | 1,984 | 328 | 2,756 | 3,259 | 437 |
| 調査対象者 | 243 | 57 | 89 | 14 | 9 | 35 | 16 | 23 |

外国人宿泊数国別割合(平成21年～令和5年)

| | | 平成21年 | 平成22年 | 平成23年 | 平成24年 | 平成25年 | 平成26年 | 平成27年 | 平成28年 | 平成29年 | 平成30年 | 令和元年 | 令和2年 | 令和3年 | 令和4年 | 令和5年 |
|-----------|-----------|--------------|---------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|---------------|
| アジア・中東 | 韓国 | 1,154 | 6,388 | 2,330 | 177 | 318 | 349 | 844 | 356 | 2,784 | 2,849 | 1,376 | 48 | 185 | 31 | 893 |
| | 台湾 | 1,796 | 2,441 | 397 | 820 | 1,655 | 4,274 | 10,010 | 9,064 | 7,950 | 9,248 | 9,448 | 1763 | 35 | 402 | 7,504 |
| | 中国(大陸) | 295 | 376 | 128 | 398 | 175 | 457 | 965 | 436 | 782 | 1,381 | 2,132 | 118 | 102 | 90 | 664 |
| | 香港 | 70 | 367 | 120 | 219 | 241 | 402 | 660 | 788 | 1,621 | 1,317 | 1,669 | 181 | 16 | 209 | 1,458 |
| | タイ | | | | 4 | 24 | 620 | 433 | 168 | 229 | 344 | 712 | 8 | 0 | 61 | 354 |
| | マレーシア | | | | 8 | 4 | 24 | 18 | 2 | 10 | 25 | 204 | 278 | 0 | 120 | 885 |
| | シンガポール | | | | 4 | 0 | 18 | 44 | 61 | 44 | 75 | 95 | 112 | 3 | 111 | 355 |
| | インドネシア | | | | | 11 | 84 | 6 | 10 | 455 | 81 | 31 | 3 | 0 | 10 | 692 |
| | フィリピン | | | | | 2 | 2 | 13 | 16 | 40 | 16 | 35 | 2 | 0 | 10 | 11 |
| | ベトナム | | | | | 1 | 11 | 770 | 29 | 7 | 169 | 19 | 0 | 500 | 1,709 | 802 |
| | インド | | | | | 6 | 36 | 4 | 5 | 0 | 23 | 6 | 9 | 0 | 2 | 90 |
| | その他のアジア | 345 | 508 | 16 | 35 | 55 | 101 | 17 | 111 | 168 | 821 | 3 | 19 | 136 | 145 | 263 |
| | 中東 | | | | | 0 | 9 | 1 | 4 | 6 | 9 | 0 | 0 | 11 | 3 | 14 |
| | 小計 | 3,660 | 10,080 | 2,991 | 1,665 | 2,492 | 6,387 | 13,785 | 11,050 | 14,096 | 16,358 | 15,730 | 2541 | 988 | 2,903 | 13,985 |
| 北米州 | 米国 | 364 | 394 | 114 | 82 | 230 | 960 | 172 | 365 | 480 | 295 | 272 | 6 | 43 | 65 | 433 |
| | カナダ | 9 | 11 | 3 | 11 | 7 | 79 | 17 | 3 | 35 | 78 | 72 | 6 | 0 | 8 | 99 |
| | 小計 | 373 | 405 | 117 | 93 | 237 | 1,039 | 189 | 368 | 515 | 373 | 344 | 12 | 43 | 73 | 532 |
| 中南米 | | 0 | 10 | 0 | 3 | 6 | 0 | 4 | 17 | 21 | 4 | 6 | 6 | 6 | 0 | 22 |
| 欧州 | 英国 | | | | | 6 | 23 | 11 | 43 | 17 | 28 | 50 | 2 | 89 | 7 | 34 |
| | フランス | | | | | 1 | 5 | 12 | 43 | 6 | 27 | 3 | 0 | 0 | 0 | 22 |
| | スペイン | | | | | | | | | | | | 0 | 0 | 0 | 0 |
| | ドイツ | | | | | 1 | 78 | 139 | 3 | 11 | 6 | 15 | 132 | 0 | 0 | 9 |
| | ロシア | | | | | 0 | 0 | 0 | 18 | 5 | 6 | 3 | 4 | 7 | 2 | 5 |
| | その他欧州 | 33 | 31 | 20 | 56 | 5 | 236 | 64 | 50 | 52 | 54 | 71 | 2 | 2 | 18 | 41 |
| | 小計 | 33 | 31 | 20 | 56 | 13 | 342 | 226 | 157 | 91 | 121 | 142 | 140 | 98 | 27 | 111 |
| 大洋州 | 豪州 | | | | | 11 | 143 | 22 | 92 | 54 | 20 | 52 | 10 | 1 | 6 | 69 |
| | その他大洋州 | 0 | 2 | 14 | 11 | 0 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 8 | 5 | 0 |
| | 小計 | 0 | 2 | 14 | 11 | 11 | 143 | 23 | 93 | 57 | 20 | 52 | 10 | 9 | 11 | 69 |
| アフリカ | | | | | | 3 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| その他の州 | | 6 | 20 | 23 | 22 | | | | | | | | | | | |
| 不明 | | 98 | 24 | 10 | 58 | 161 | 236 | 64 | 371 | 150 | 1,051 | 1443 | 14 | 526 | 314 | 337 |
| 合計 | | 4,164 | 10,552 | 3,152 | 1,886 | 2,920 | 8,147 | 14,291 | 12,056 | 14,930 | 17,927 | 17,717 | 2,723 | 1,670 | 3,328 | 15,056 |

*その他の州はアフリカ州、ロシア連邦及びN S I諸国を指す。(平成24年までの)