

表一 平成26年度秋季（平成26年9月～11月）

地域・規模別営業概況調査

旅館部門

| | 総宿泊単価(円、%) | | | 宿泊単価(円、%) | | | 定員稼働率(%) | | | 客室利用率(%) | | |
|------|------------|--------|-------|-----------|--------|-------|----------|------|--------|----------|------|--------|
| | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 |
| 北海道 | 12,564 | 12,556 | ▲ 0.1 | 10,001 | 10,027 | 0.3 | 35.5 | 36.6 | 3.2 | 62.0 | 64.7 | 4.2 |
| 大規模 | 12,807 | 12,748 | ▲ 0.5 | 10,127 | 10,131 | 0.0 | 36.5 | 37.7 | 3.3 | 63.4 | 66.3 | 4.6 |
| 中規模 | 11,593 | 11,689 | 0.8 | 9,615 | 9,727 | 1.2 | 34.6 | 35.4 | 2.4 | 60.4 | 62.5 | 3.5 |
| 小規模 | 11,432 | 12,139 | 6.2 | 8,808 | 8,963 | 1.8 | 22.6 | 23.6 | 4.4 | 46.7 | 47.2 | 1.2 |
| 東北 | 17,071 | 17,057 | ▲ 0.1 | 12,082 | 12,276 | 1.6 | 36.6 | 35.7 | ▲ 2.3 | 65.8 | 64.8 | ▲ 1.5 |
| 大規模 | 17,196 | 17,235 | 0.2 | 11,612 | 11,945 | 2.9 | 39.4 | 38.0 | ▲ 3.6 | 69.2 | 67.7 | ▲ 2.2 |
| 中規模 | 16,681 | 16,431 | ▲ 1.5 | 12,496 | 12,415 | ▲ 0.6 | 35.7 | 35.4 | ▲ 0.8 | 68.3 | 67.3 | ▲ 1.6 |
| 小規模 | 17,808 | 18,384 | 3.2 | 13,119 | 13,508 | 3.0 | 28.1 | 27.8 | ▲ 0.8 | 49.0 | 49.7 | 1.5 |
| 関東 | 17,533 | 17,581 | 0.3 | 14,131 | 14,385 | 1.8 | 42.0 | 43.3 | 3.0 | 68.3 | 69.0 | 1.1 |
| 大規模 | 16,958 | 17,023 | 0.4 | 13,919 | 14,179 | 1.9 | 44.0 | 45.5 | 3.6 | 71.5 | 71.6 | 0.1 |
| 中規模 | 17,720 | 17,688 | ▲ 0.2 | 14,208 | 14,390 | 1.3 | 40.1 | 41.4 | 3.2 | 66.7 | 69.0 | 3.5 |
| 小規模 | 21,554 | 22,151 | 2.8 | 15,565 | 16,288 | 4.6 | 37.9 | 36.9 | ▲ 2.6 | 52.7 | 50.9 | ▲ 3.3 |
| 北陸信越 | 21,106 | 21,270 | 0.8 | 15,027 | 15,156 | 0.9 | 34.8 | 34.1 | ▲ 2.2 | 61.5 | 60.2 | ▲ 2.1 |
| 大規模 | 24,055 | 24,228 | 0.7 | 16,598 | 16,830 | 1.4 | 34.9 | 33.5 | ▲ 4.0 | 65.1 | 63.3 | ▲ 2.9 |
| 中規模 | 16,359 | 16,560 | 1.2 | 11,774 | 11,796 | | 36.0 | 36.2 | 0.4 | 60.3 | 59.2 | ▲ 1.8 |
| 小規模 | 21,443 | 22,103 | 3.1 | 17,712 | 18,152 | 2.5 | 31.0 | 30.4 | ▲ 1.8 | 51.0 | 51.2 | 0.5 |
| 中部 | 19,394 | 19,156 | ▲ 1.2 | 14,494 | 14,350 | ▲ 1.0 | 37.9 | 38.5 | 1.6 | 56.0 | 57.0 | 1.9 |
| 大規模 | 18,809 | 18,440 | ▲ 2.0 | 14,563 | 14,525 | ▲ 0.3 | 39.6 | 40.0 | 0.9 | 54.8 | 54.9 | 0.1 |
| 中規模 | 19,765 | 19,749 | ▲ 0.1 | 14,127 | 13,914 | ▲ 1.5 | 38.6 | 39.3 | 1.9 | 58.9 | 61.0 | 3.5 |
| 小規模 | 20,666 | 19,798 | ▲ 4.2 | 16,346 | 15,968 | ▲ 2.3 | 27.7 | 28.6 | 3.3 | 48.4 | 49.6 | 2.5 |
| 関西 | 20,312 | 20,237 | ▲ 0.3 | 14,771 | 15,135 | 2.5 | 43.0 | 42.8 | ▲ 0.5 | 65.3 | 66.9 | 2.4 |
| 大規模 | 23,510 | 23,212 | ▲ 3.4 | 17,276 | 17,200 | ▲ 0.4 | 42.5 | 42.0 | ▲ 0.2 | 71.4 | 74.9 | 4.9 |
| 中規模 | 20,120 | 19,983 | ▲ 0.7 | 14,311 | 14,729 | 2.9 | 40.5 | 40.9 | 1.0 | 60.5 | 60.2 | ▲ 0.5 |
| 小規模 | 16,360 | 16,651 | 1.8 | 12,725 | 12,937 | 1.7 | 46.7 | 46.8 | 0.1 | 63.8 | 66.9 | 4.8 |
| 中国 | 18,791 | 18,991 | 1.1 | 14,622 | 14,624 | 0.0 | 41.9 | 38.9 | ▲ 7.1 | 78.1 | 74.5 | ▲ 4.7 |
| 大規模 | 18,542 | 18,773 | 1.2 | 14,083 | 13,979 | ▲ 0.7 | 44.1 | 38.8 | ▲ 12.0 | 83.7 | 75.9 | ▲ 9.4 |
| 中規模 | 18,299 | 18,495 | 1.1 | 14,462 | 14,569 | 0.7 | 40.8 | 40.1 | ▲ 1.7 | 78.9 | 79.6 | 0.8 |
| 小規模 | 21,605 | 21,961 | 1.6 | 17,084 | 17,060 | ▲ 0.1 | 39.2 | 34.4 | ▲ 12.4 | 64.2 | 57.6 | ▲ 10.2 |
| 四国 | 19,013 | 19,031 | 0.1 | 12,518 | 12,636 | 0.9 | 38.9 | 39.9 | 2.6 | 62.2 | 64.1 | 3.0 |
| 大規模 | 18,911 | 19,079 | 0.9 | 12,535 | 12,627 | 0.7 | 42.0 | 42.4 | 1.1 | 59.7 | 60.3 | 1.0 |
| 中規模 | 19,080 | 18,777 | ▲ 1.6 | 12,326 | 12,371 | 0.4 | 36.5 | 38.2 | 4.4 | 67.7 | 71.1 | 4.9 |
| 小規模 | 19,483 | 20,369 | 4.5 | 13,696 | 14,565 | 6.3 | 31.8 | 33.2 | 4.3 | 52.3 | 56.3 | 7.6 |
| 九州 | 16,791 | 16,815 | 0.1 | 12,696 | 12,903 | 1.6 | 42.8 | 43.0 | 0.4 | 66.4 | 68.3 | 2.7 |
| 大規模 | 17,969 | 17,953 | ▲ 0.1 | 13,217 | 13,465 | 1.9 | 50.4 | 48.8 | ▲ 3.2 | 81.0 | 78.5 | ▲ 3.0 |
| 中規模 | 15,484 | 15,576 | 0.6 | 11,833 | 12,044 | 1.8 | 39.4 | 40.8 | 3.4 | 60.1 | 64.3 | 7.0 |
| 小規模 | 18,497 | 18,826 | 1.8 | 16,362 | 16,394 | 0.2 | 26.6 | 27.9 | 4.9 | 41.2 | 45.3 | 10.1 |
| 全国 | 17,393 | 17,836 | 2.5 | 12,952 | 13,405 | 3.5 | 39.7 | 38.9 | ▲ 2.0 | 64.7 | 65.4 | 1.0 |
| 大規模 | 18,034 | 17,950 | ▲ 0.5 | 13,349 | 13,465 | 0.9 | 39.8 | 39.9 | 0.2 | 66.8 | 67.0 | 0.2 |
| 中規模 | 16,276 | 17,433 | 7.1 | 12,170 | 13,090 | 7.6 | 40.9 | 38.8 | ▲ 5.2 | 64.1 | 65.5 | 2.1 |
| 小規模 | 19,469 | 19,798 | 1.7 | 15,025 | 15,300 | 1.8 | 30.5 | 30.6 | 0.3 | 50.7 | 51.4 | 1.3 |

ホテル部門

| | 総宿泊単価(円、%) | | | 宿泊単価(円、%) | | | 定員稼働率(%) | | | 客室利用率(%) | | |
|------|------------|-------|-------|-----------|-------|-------|----------|------|-------|----------|------|-------|
| | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 | 25年度 | 26年度 | 前年比 |
| 北海道 | 4,335 | 4,809 | 10.9 | 3,794 | 4,263 | 12.3 | 55.8 | 51.3 | ▲ 8.1 | 73.5 | 69.3 | ▲ 5.8 |
| 東北 | 4,881 | 4,861 | ▲ 0.4 | 4,401 | 4,494 | 2.1 | 43.4 | 48.4 | 11.5 | 60.8 | 64.6 | 6.2 |
| 関東 | 7,050 | 7,089 | 0.5 | 6,254 | 6,311 | 0.9 | 62.7 | 62.1 | ▲ 0.9 | 78.5 | 77.4 | ▲ 1.3 |
| 北陸信越 | 6,596 | 6,851 | 3.9 | 5,637 | 5,458 | ▲ 3.2 | 38.1 | 36.7 | ▲ 3.6 | 62.3 | 60.9 | ▲ 2.3 |
| 中部 | 7,160 | 6,931 | ▲ 3.2 | 4,949 | 4,991 | 0.8 | 65.5 | 70.1 | 7.1 | 70.1 | 75.0 | 7.1 |
| 関西 | 5,165 | 5,382 | 4.2 | 4,985 | 5,187 | 4.1 | 67.2 | 71.4 | 6.3 | 78.9 | 82.9 | 5.1 |
| 中国 | 8,362 | 8,553 | 2.3 | 5,308 | 5,396 | 1.6 | 68.9 | 69.2 | 0.4 | 78.2 | 79.4 | 1.5 |
| 四国 | 5,972 | 5,839 | ▲ 2.2 | 4,751 | 4,649 | ▲ 2.1 | 53.0 | 53.3 | 0.6 | 64.5 | 65.1 | 1.0 |
| 九州 | 5,973 | 6,004 | 0.5 | 5,159 | 4,841 | ▲ 6.2 | 61.6 | 66.0 | 7.2 | 71.8 | 77.6 | 8.1 |
| 全国 | 6,218 | 6,328 | 1.8 | 5,012 | 5,101 | 1.8 | 60.7 | 61.5 | 1.3 | 72.8 | 74.2 | 1.8 |