

Monthly Market Update

December 2024

Trend Summary

Globally, hybrid work is rising in IT roles. Japan follows a similar trend. To attract top IT talents, offering remote work options remains crucial.

More women changed jobs than before and saw their salaries increased by changing jobs.

More female STEM professionals compared to other fields want to switch to other similar companies.

Internally promoting female executives is crucial to growing candidates for external directors.

More local entities across Japan, try to attract foreign talents.

Highlights Overview

Market Data

1. HRog reports: monthly salary & vacancies on increase.
2. Persol DODA job-to-applicant ratio increased to 2.75.
3. Latest MHLW job-to-applicant ratio 1.25, 0.01 pt up MoM, Tokyo 1.77 & Osaka 1.21, full time 1.02.
4. Zenkyukyo (job ads info) reports several job ads on increase YoY in October, a gradually declining trend until September which turned up again in October.

Market Trend

1. Globally hybrid work is rising in IT roles, with 86% of temp workers partially or fully remote in 2023, full remote work is declining while hybrid work is increasing.
2. Fivefold increase in women's job changes over a decade, driven by flexible work and salary growth.
3. Three times more women in STEM fields want to switch to companies similar to those in other fields.
4. 24% of outside directors hold positions at three or more companies.
5. Workforce shortage and market trend: Many local prefectures/entities are establishing programmes and partnerships to attract foreign talents.

West Japan Expansion

1. Boplan Japan, a Belgian industrial company, set up their office in Nara.
2. Lululemon, a Canadian athletic apparel brand, Osaka store opened on October 19.
3. Daiichi Kotsu, Kita-kyushu Taxi, aims to hire 2,400 drivers this fiscal year, up from the usual 1,000.
4. The increase in foreign hotel brands continues, particularly through the rebranding of existing hotels, driven by expanding inbound tourism and the relatively low presence of luxury foreign brands in Japan.

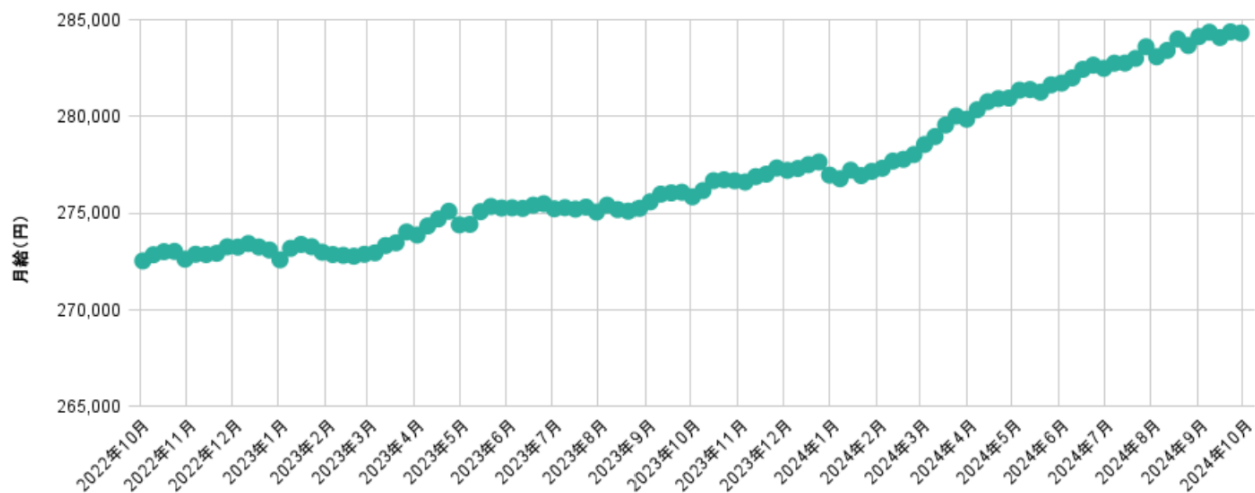
Market Highlights

December 2024

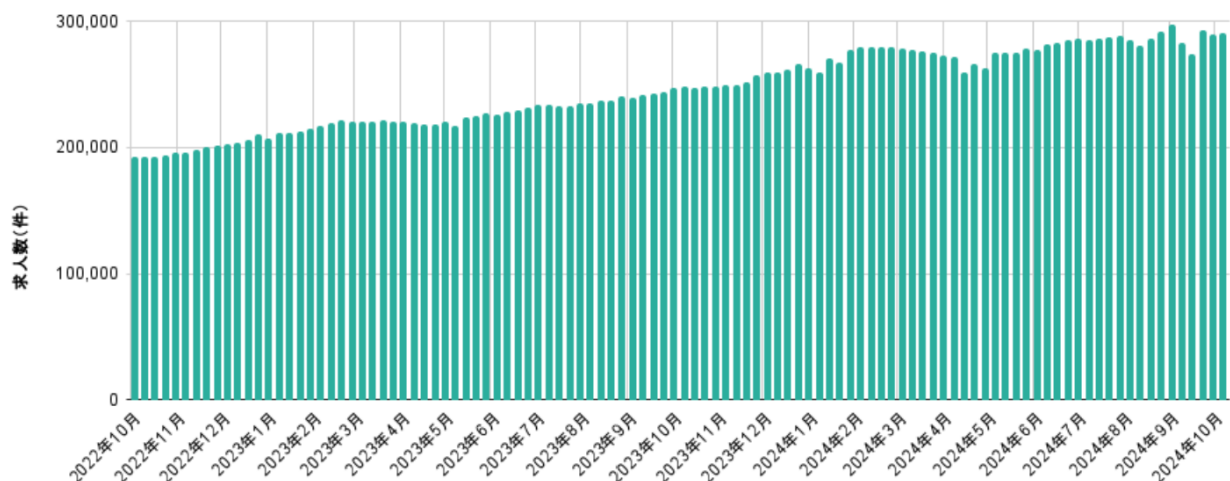
Market Data

HRog reports October 2024 full-time employee averages salary & vacancies. Average salary is 284,234 yen, +0.04% (+105yen) MoM, +3.04% (+8,390yen) YoY with 290,243 vacancies which are -2.41% (-7,161 jobs) MoM/ +17.37% (+42,951jobs) YoY.

【図1】 全国平均月給 直近25か月の推移



【図2】 全国求人数 直近25か月の推移



Market Highlights

December 2024

October Persol DODA Job to Applicant ratio is 2.75, -0.12 point MoM/+0.33 point YoY. There are more vacancies and less job seekers but vacancies grew more.
Vacancies at 100.3% MoM and 102.4% YoY, job seekers at 104.5% MoM/ 102.5% YoY.

doda転職求人倍率・求人数・転職希望者数



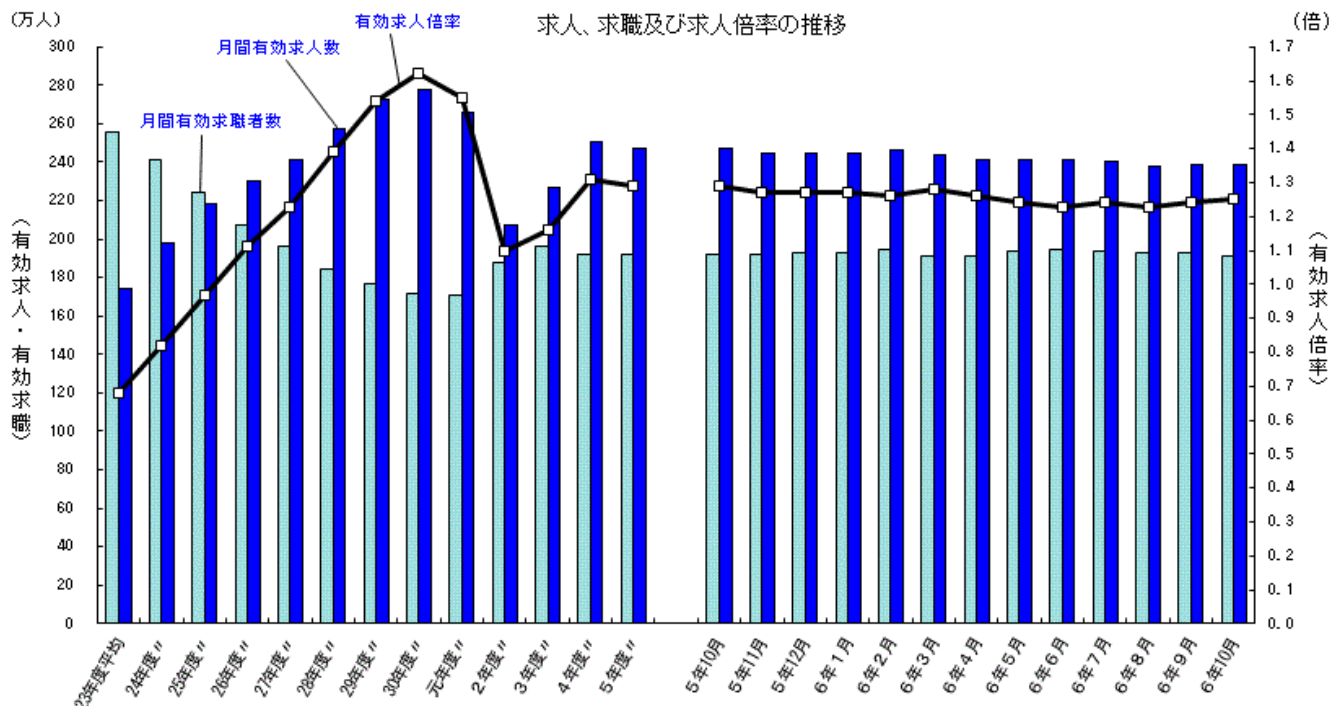
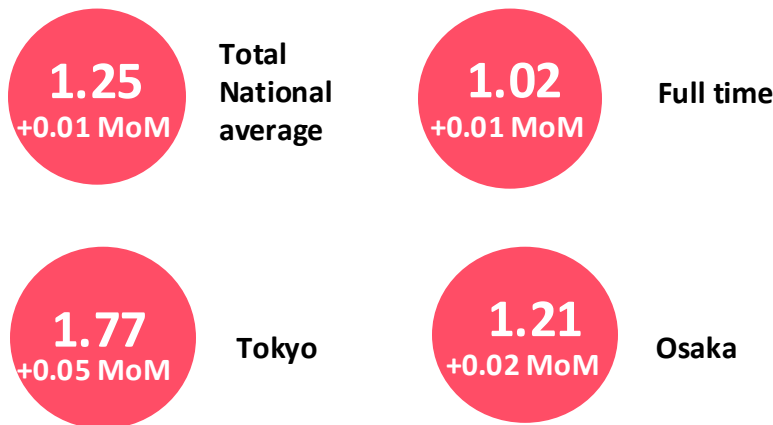
	転職求人倍率	前月差	前年同月差	求人数前月比	転職希望者数前月比
全体	2.75	↓-0.12	↑0.33	100.3%	104.5%
IT・通信	7.20	↓-0.43	↑0.56	98.4%	104.3%
メディア	3.90	↓-0.16	↓-0.15	100.1%	104.2%
金融	2.68	↓-0.13	↑0.53	99.4%	104.3%
メディカル	1.09	↓-0.06	↓-0.11	99.7%	105.5%
メーカー	3.30	↓-0.10	↑0.44	101.2%	104.4%
商社	1.72	↓-0.08	↑0.13	100.3%	104.9%
小売・流通	0.68	↓-0.01	↑0.12	101.8%	103.6%
レジャー・外食	0.79	↓-0.06	↑0.03	97.5%	105.2%
エネルギー	2.72	↓-0.03	↑0.39	102.0%	103.0%
建設・不動産	5.69	↓-0.35	↑0.97	97.3%	103.2%
コンサルティング	9.72	↓-0.03	↑3.64	100.1%	100.4%
人材サービス	8.85	↑0.19	↑1.99	105.7%	103.4%
その他	0.29	↓-0.02	↓-0.01	99.9%	105.9%

	転職求人倍率	前月差	前年同月差	求人数前月比	転職希望者数前月比
全体	2.75	↓-0.12	↑0.33	100.3%	104.5%
営業	3.05	↓-0.12	↑0.34	98.0%	101.8%
企画・管理	3.66	↓-0.16	↑0.29	100.7%	105.0%
エンジニア (IT・通信)	12.37	↓-0.44	↑2.39	100.3%	103.8%
エンジニア (機械・電気)	6.45	↓-0.07	↑1.61	103.3%	104.5%
専門職 (メディカル)	0.76	↓-0.04	↓-0.10	99.5%	105.2%
専門職 (化学・食品)	1.88	↓-0.08	↑0.42	101.2%	105.3%
専門職 (建設・不動産)	5.87	↓-0.34	↑0.80	98.8%	104.5%
専門職 (コンサル・金融)	6.67	↓-0.41	↑0.08	97.2%	103.1%
クリエイター	1.26	↓-0.04	↓-0.18	101.6%	104.9%
販売・サービス	0.71	↓-0.03	↑0.04	100.2%	104.7%
事務・アシスタント	0.51	↓-0.01	↑0.09	103.7%	106.4%
その他	0.04	-0.00	↑0.01	99.1%	104.5%

Market Highlights

December 2024

LATEST MHLW JOB-TO-APPLICANT RATIO – AS OF AUGUST 2024



Market Highlights

December 2024

全国計

採用（除パート） 6年10月

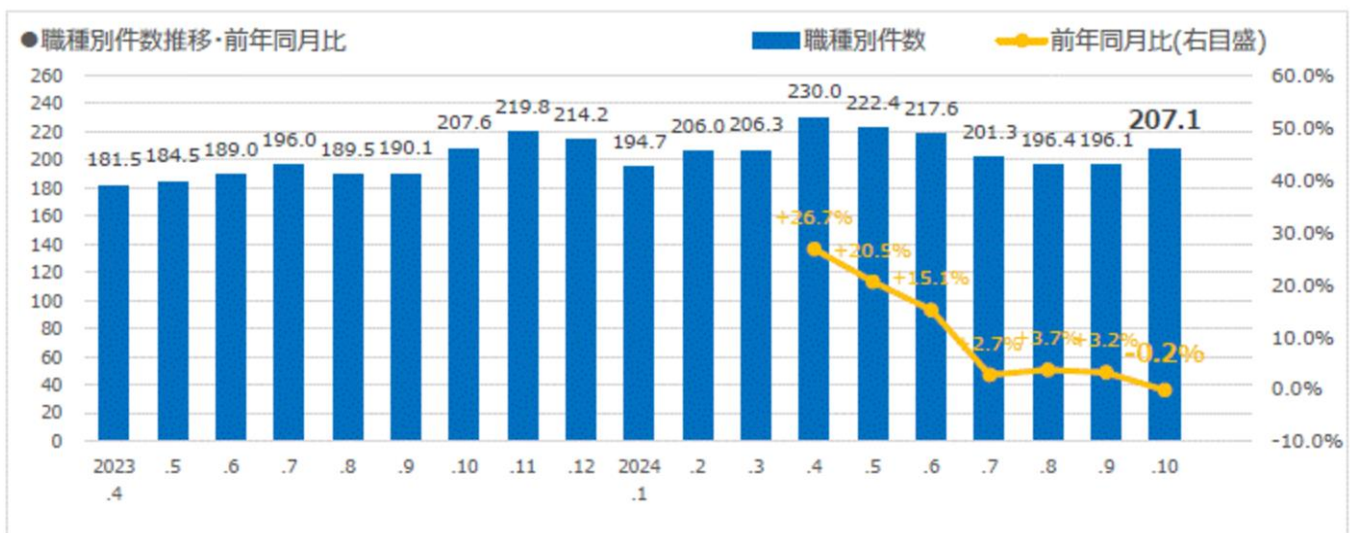
	新規求人	有効求人	新規求職	有効求職	紹介件数	就職件数	新規求人 倍率	有効求人 倍率
職業計	523,356	1,428,590	232,143	1,154,336	200,952	49,465	2.25	1.24
管理的職業従事者	2,170	5,627	1,107	5,198	1,136	133	1.96	1.08
専門的・技術的職業従事者	131,158	367,611	36,887	183,542	28,575	7,647	3.56	2.00
製造技術者（開発）	5,588	15,041	1,260	6,193	1,180	207	4.43	2.43
製造技術者（開発を除く）	4,438	11,795	2,826	13,145	1,238	285	1.57	0.90
建築・土木・測量技術者	20,555	58,732	1,840	8,586	2,024	526	11.17	6.84
情報処理・通信技術者	18,992	52,652	5,415	31,940	5,936	435	3.51	1.65
その他の技術者	2,481	11,121	323	1,471	471	109	7.68	7.56
医師、歯科医師、獣医師、薬剤師	2,425	6,448	427	2,014	140	47	5.68	3.20
保健師、助産師、看護師	23,533	64,116	6,760	27,200	4,560	2,186	3.48	2.36
医療技術者	10,091	28,273	2,109	9,006	1,140	592	4.78	3.14
その他の保健医療従事者	6,558	18,956	1,582	8,585	912	339	4.15	2.21
社会福祉専門職業従事者	29,266	80,683	5,787	26,431	5,887	2,274	5.06	3.05
美術家、デザイナー、写真家、映像撮影者	1,302	3,679	3,351	22,842	2,044	174	0.39	0.16
その他の専門的職業	5,929	16,115	5,207	26,129	3,043	473	1.14	0.62
事務従事者	51,978	134,866	59,545	313,914	75,431	11,233	0.87	0.43
一般事務従事者	33,472	85,951	48,810	259,565	52,217	8,007	0.69	0.33
会計事務従事者	5,269	13,975	4,581	23,012	9,259	1,254	1.15	0.61
生産関連事務従事者	4,384	11,669	1,492	7,044	3,547	637	2.94	1.66
営業・販売事務従事者	5,785	14,859	3,139	14,751	8,070	924	1.84	1.01
外勤事務従事者	166	369	25	115	87	18	6.64	3.21
運輸・郵便事務従事者	2,000	5,785	380	1,646	1,077	251	5.26	3.51
事務用機器操作員	902	2,258	1,118	7,781	1,174	142	0.81	0.29
販売従事者	52,906	149,057	14,262	67,232	14,218	2,524	3.71	2.22
商品販売従事者	22,406	64,627	6,496	31,567	4,477	1,166	3.45	2.05
販売類似職業従事者	1,562	3,987	297	1,515	373	67	5.26	2.63
営業職業従事者	28,938	80,443	7,469	34,150	9,368	1,291	3.87	2.36
サービス職業従事者	91,415	249,221	20,195	92,919	18,211	6,811	4.53	2.68
家庭生活支援サービス職業従事者	77	191	31	145	35	10	2.48	1.32
介護サービス職業従事者	41,101	114,071	6,982	31,435	6,171	3,003	5.89	3.63
保健医療サービス職業従事者	5,965	16,131	1,196	4,921	2,210	873	4.99	3.28
生活衛生サービス職業従事者	7,756	21,374	1,235	6,976	571	207	6.28	3.06
飲食調理従事者	19,865	50,710	4,494	20,389	3,549	1,364	4.42	2.49
接客・給仕職業従事者	10,675	31,194	3,427	15,677	2,469	662	3.11	1.99
居住施設・ビル等管理人	1,369	3,350	1,001	4,442	1,584	277	1.37	0.75
その他のサービス職業従事者	4,607	12,200	1,829	8,934	1,622	415	2.52	1.37
保安職業従事者	20,407	54,979	1,791	7,686	3,317	1,236	11.39	7.15
農林漁業従事者	3,698	9,917	1,740	8,386	1,454	650	2.13	1.18
生産工程従事者	61,241	165,814	21,694	98,416	26,027	7,915	2.82	1.68
生産設備制御・監視従事者（金属製品）	1,211	3,494	856	3,278	535	157	1.41	1.07
生産設備制御・監視従事者（金属製品を除く）	2,312	6,196	728	2,880	1,207	349	3.18	2.15
機械組立設備制御・監視従事者	606	1,692	447	1,997	248	69	1.36	0.85
製品製造・加工処理従事者（金属製品）	13,187	36,905	3,841	15,939	5,424	1,742	3.43	2.32
製品製造・加工処理従事者（金属製品を除く）	15,778	41,915	5,402	24,551	9,300	3,049	2.92	1.71
機械組立従事者	6,077	16,625	4,985	22,976	2,971	812	1.22	0.72
機械整備・修理従事者	13,706	36,817	1,727	7,928	2,303	729	7.94	4.64
製品検査従事者（金属製品）	1,203	2,972	531	2,239	698	172	2.27	1.33
製品検査従事者（金属製品を除く）	1,449	3,707	472	2,019	925	224	3.07	1.84
機械検査従事者	1,025	2,666	482	2,100	579	154	2.13	1.27
生産関連・生産類似作業従事者	4,687	12,825	2,223	12,509	1,837	458	2.11	1.03
輸送・機械運転従事者	39,696	105,987	10,869	44,854	11,663	4,523	3.65	2.36
鉄道運転従事者	52	151	32	148	17	3	1.63	1.02
自動車運転従事者	30,868	82,110	7,519	29,373	8,239	3,524	4.11	2.80
船舶・航空機運転従事者	27	70	21	124	4	2	1.29	0.56
その他の輸送従事者	2,304	5,870	1,561	7,072	1,211	334	1.48	0.83
定置・建設機械運転従事者	6,445	17,786	1,736	8,137	2,192	660	3.71	2.19
建設・採掘従事者	40,336	112,103	4,228	18,891	4,337	2,049	9.54	5.93
建設躯体工事従事者	6,926	19,537	530	2,105	432	236	13.07	9.28
建設従事者（建設躯体工事従事者を除く）	11,342	30,609	1,288	5,569	1,238	524	8.81	5.50
電気工事従事者	7,147	19,700	1,004	5,300	992	383	7.12	3.72
土木作業従事者	14,817	41,932	1,394	5,858	1,649	898	10.63	7.16
採掘従事者	104	325	12	59	26	8	8.67	5.51
運搬・清掃・包装等従事者	28,351	73,408	18,101	103,589	16,583	4,744	1.57	0.71
運搬従事者	15,475	39,521	7,850	35,257	8,704	2,320	1.97	1.12
清掃従事者	6,200	15,918	2,184	14,313	3,310	1,101	2.84	1.11
包装従事者	1,113	2,818	469	2,419	854	256	2.37	1.16
その他の運搬・清掃・包装等従事者	5,563	15,151	7,598	51,600	3,715	1,067	0.73	0.29
分類不能の職業	-	-	41,724	209,709	-	-	0.00	0.00

(注) 上記の数値は、平成21年12月改定の「日本標準職業分類」に基づく区分である。

Market Highlights

December 2024

Zenkkyo reports that the number of job ads in October was +5.6% MoM, and -0.2% YoY. Until September there was a gradual declining trend but turned up again in October. The sector with the highest rate of MoM increase was construction +17.8%, Service (customer) +10.2% and the sector with the highest decline was medical/welfare professions -4.4% and security (guard) -2.7%. The number of job ads was 2,071,229, and perm job ads were 1,164,134.



●職種別件数 (占有率TOP10)

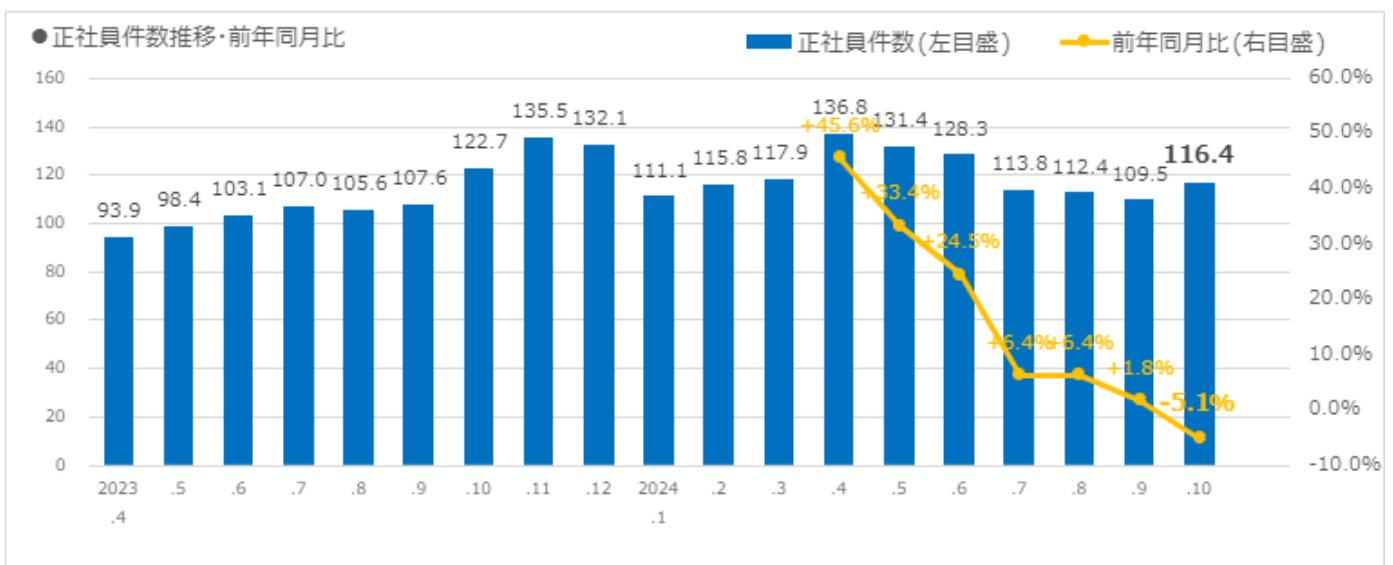
	件数	前月比	前年同月比
全体計	2,071,229	+5.6%	-0.2%
サービス (調理)	99,976	+3.8%	+19.5%
サービス (給仕)	141,826	+4.5%	+17.1%
サービス (接客)	83,956	+10.2%	+13.8%
サービス (理美容)	6,812	-0.2%	-19.3%
サービス (医療・福祉サービス)	55,302	-4.4%	+7.3%
サービス (その他サービス職)	16,247	+4.2%	-1.7%
販売 (販売)	253,359	+1.4%	+1.1%
販売 (営業)	146,544	+6.2%	+5.3%
専門 (IT技術者)	192,120	+4.3%	-18.4%
専門 (医療・福祉専門職)	97,468	+5.8%	-29.6%

From top: total, admin, shop sales, IT tech, sales, services (serving), transportation/cleaning/packing, production process, transport/machine operation, services (cooking), medical/welfare, construction.

Market Highlights

December 2024

Perm job ads



● 職種別×雇用形態別件数 (占有率TOP10)

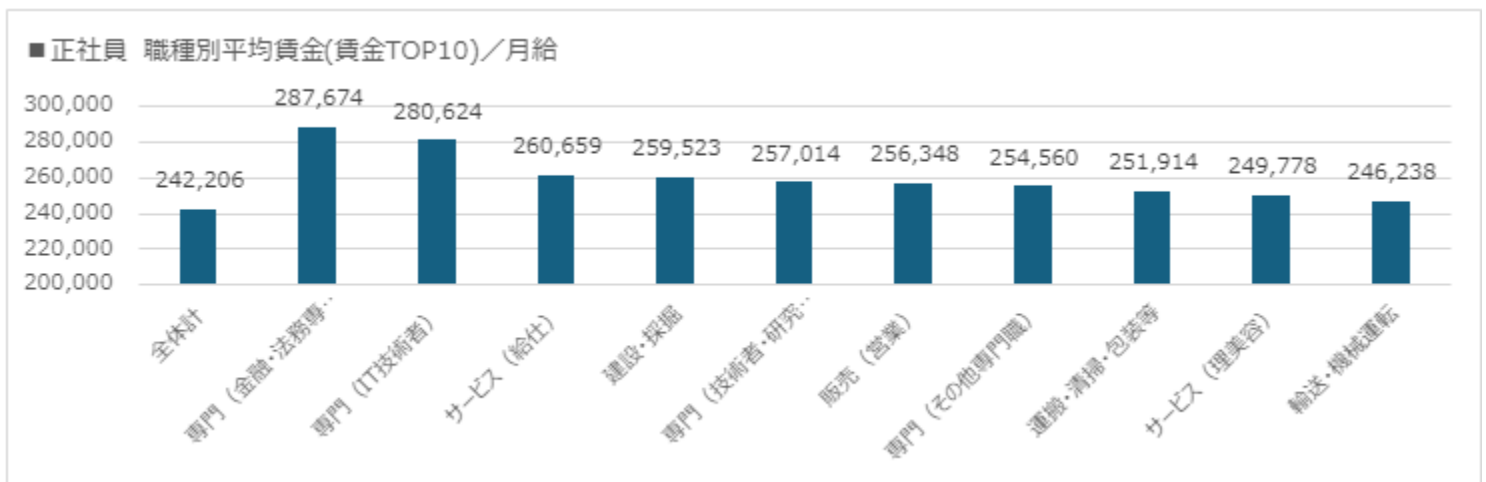
正社員	件数	前月比	前年同月比
全体計	1,164,134	+6.3%	-5.1%
サービス (調理)	19,802	+1.3%	+39.0%
サービス (給仕)	37,072	+3.4%	+30.4%
サービス (接客)	22,275	+4.3%	+18.9%
サービス (理美容)	2,911	+2.4%	-19.0%
サービス (医療・福祉サービス)	16,014	-1.0%	+4.5%
サービス (その他サービス職)	7,772	+11.3%	-0.4%
販売 (販売)	99,654	+2.4%	+9.0%
販売 (営業)	125,554	+6.2%	+6.7%
専門 (IT技術者)	180,250	+4.4%	-20.0%
専門 (医療・福祉専門職)	54,984	+5.1%	-37.4%

From top: total, admin, IT tech, sales, shop sales, technical expert/researcher, transport/machine operation, construction, production process, medical/welfare, services (serving).

Market Highlights

December 2024

The average salary on job ads in 2024 Q3 by job types



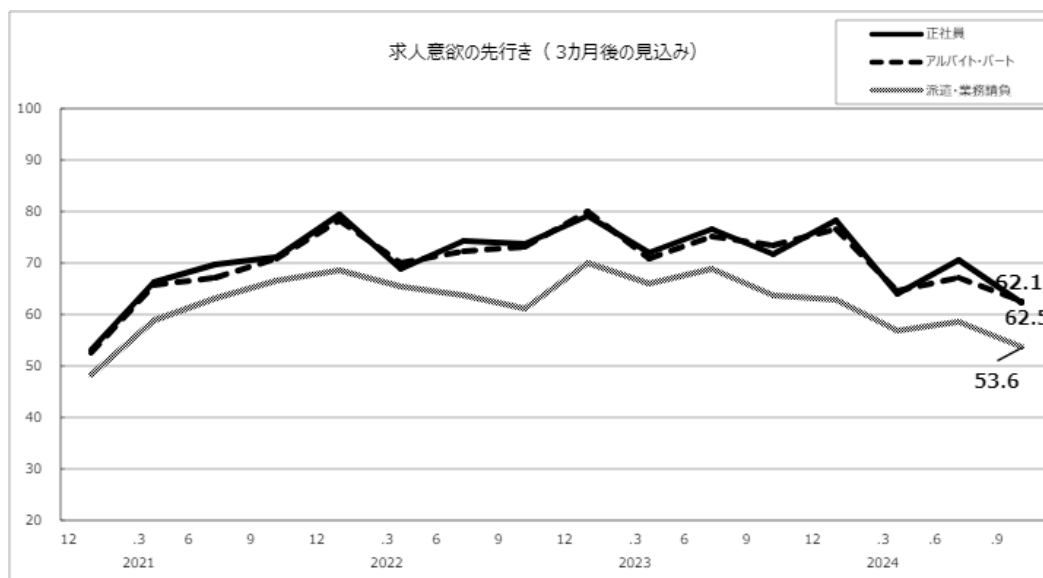
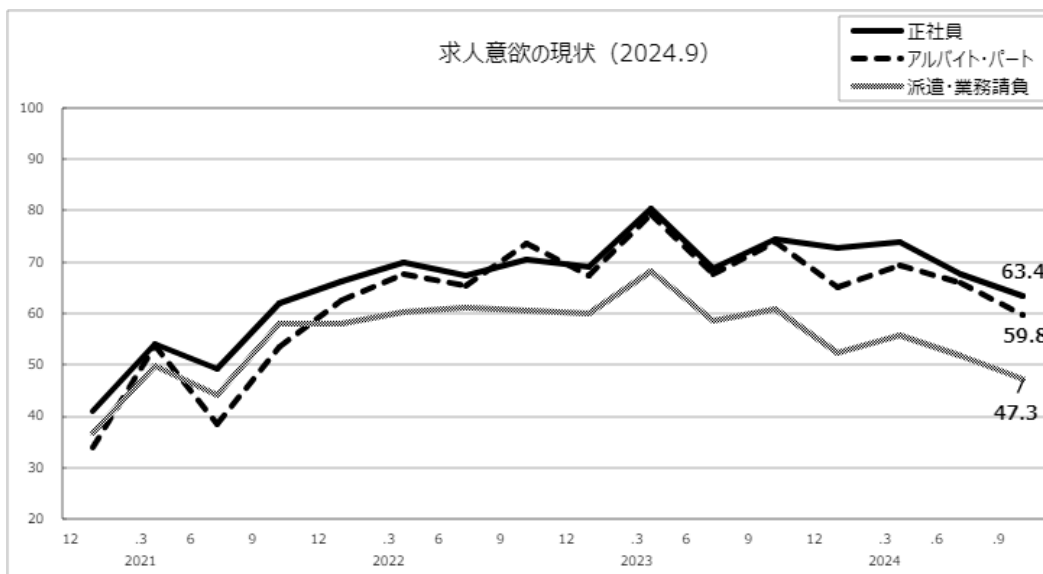
From left: Total, FS/legal, IT tech, services (serving), construction, technical expert/researcher, sales, other specialist, transport/cleaning/packing, services (hairdressing), transport/machine operation.

Source: Zenkyukyo [新集計による2024年8月のデータはこちら](#)

Market Highlights

December 2024

Current recruitment motivation and 3-month outlook: In September, job ads increased by 3.2% YoY. However, the growth rate has slowed down compared to the previous month. They anticipate the overall number of job openings will continue to slow down over the next three months. The primary reason for this slowdown is the rise in part-time job postings. Part-time positions generally have a lower impact on overall employment growth compared to full-time positions. In some cases, companies are postponing job ads when it's difficult to secure applicants. This cautious approach aims to optimise recruitment efforts and resources. Overall, while there is still growth in job ads, the pace is slowing, and companies are adapting their strategies to cope with ongoing labour shortages.



Market Highlights

December 2024

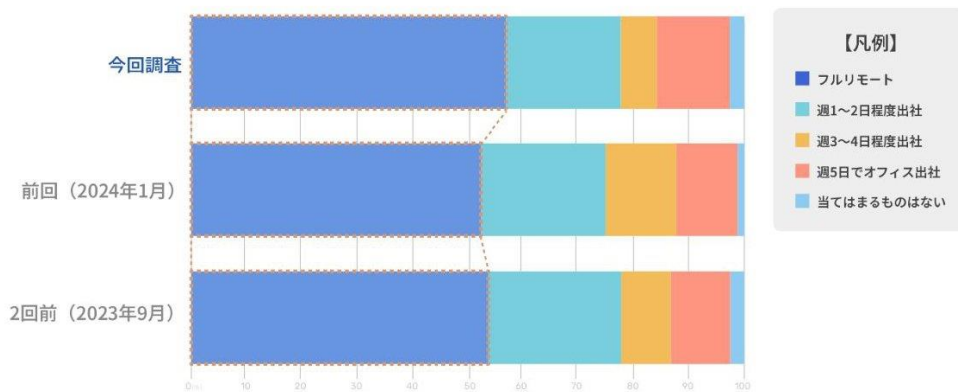
Market trend

Globally hybrid work is rising in IT roles, with 86% of temp workers partially or fully remote in 2023, full remote work is declining while hybrid work is increasing. A similar trend is seen in Japan. Offering remote work options remains crucial for attracting top IT talent. Findy reports that IT engineers prefer remote work, with many considering job changes if remote possibilities decrease. Over 70% expressed a desire to change jobs or become freelancers if remote work is reduced, and 18.5% said they would change jobs even if their salary or other conditions worsened. Only 28.5% of respondents said they would continue working at their current company.

However, more companies are asking engineers to come back to the office because the integration of software businesses with real work, such as in autonomous driving and logistics, requires on-site presence to understand and develop the technology fully. Closer communication between sales and development teams is necessary to deepen business operations.

一方で、国内エンジニアはリモートワーク維持

リモート頻度



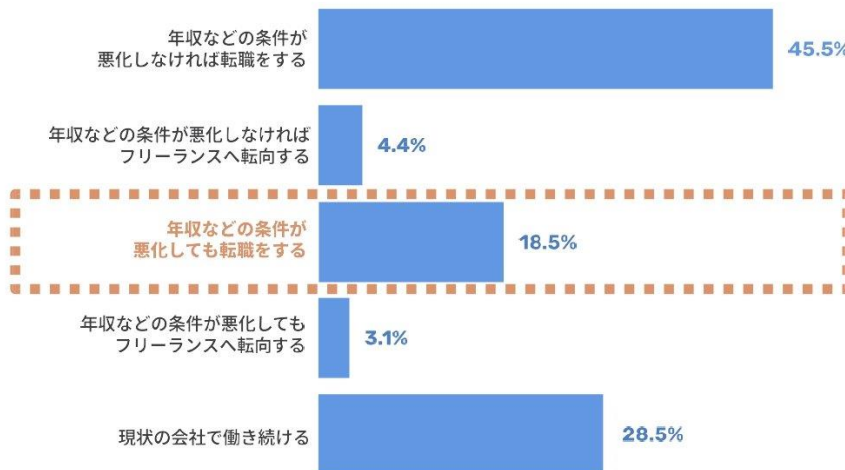
現在の勤務状況におけるフルリモート割合は53.6%で
前回調査時 (=2024年1月) の52.4%から大きく変わらず

出典：IT/Webエンジニア調査レポート (n=681) | 公開：2024年9月 発行：ファインディ株式会社

Market Highlights

December 2024

現職でリモートワーク頻度が減らされた場合、18.5%は「今よりも年収や待遇が悪化するとしても転職する」と回答



出典：IT/Webエンジニア調査レポート (n=681) | 公開：2024年9月 発行：ファインディ株式会社

Findy Team+ Award 2024

#FindyTeamAward

エンジニアが興味を持ったきっかけ

転職活動やスカウト (62回答)

- ・スカウトがよく来るため知りました。プロダクトの数が多く、伸びているイメージです
- ・Findyなどの転職サイトのスカウト経由で知った
- ・カジュアル面談を受けて興味を持ちました

勉強会やカンファレンスなどのイベント (26回答)

- ・カンファレンスなどでの企業紹介・ブース
- ・最近拝見した技術発表で印象に残っている会社を挙げました
- ・各種イベントでの登壇回数が多く開発者への理解がありそうで気になった

記事やSNSでの発信 (24回答)

- ・技術的な発信をよくしている会社のため
- ・フォローしている「強い」エンジニアたちがこぞって当該企業に転職・就職しているため
- ・noteの記事を読んで事業に共感したため

出典：IT/Webエンジニア調査レポート (n=681) | 公開：2024年9月 発行：ファインディ株式会社

Findy Team+ Award 2024

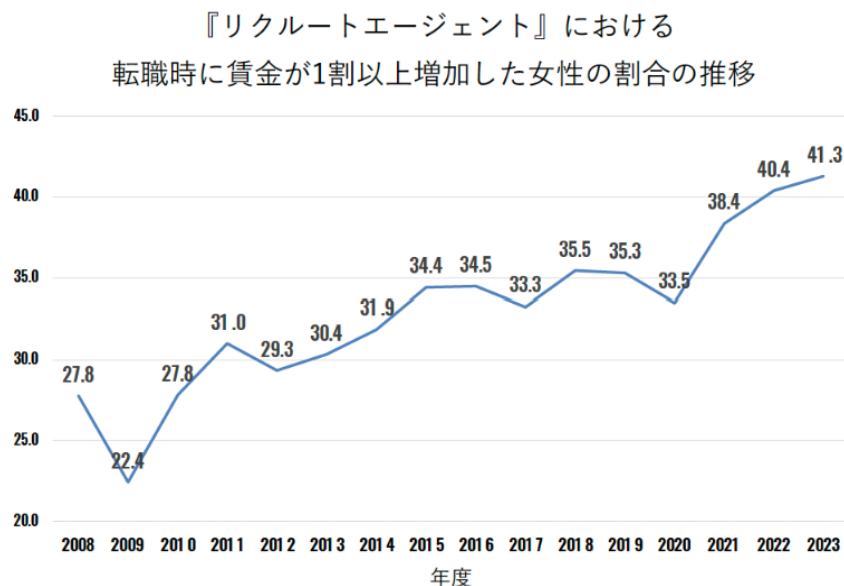
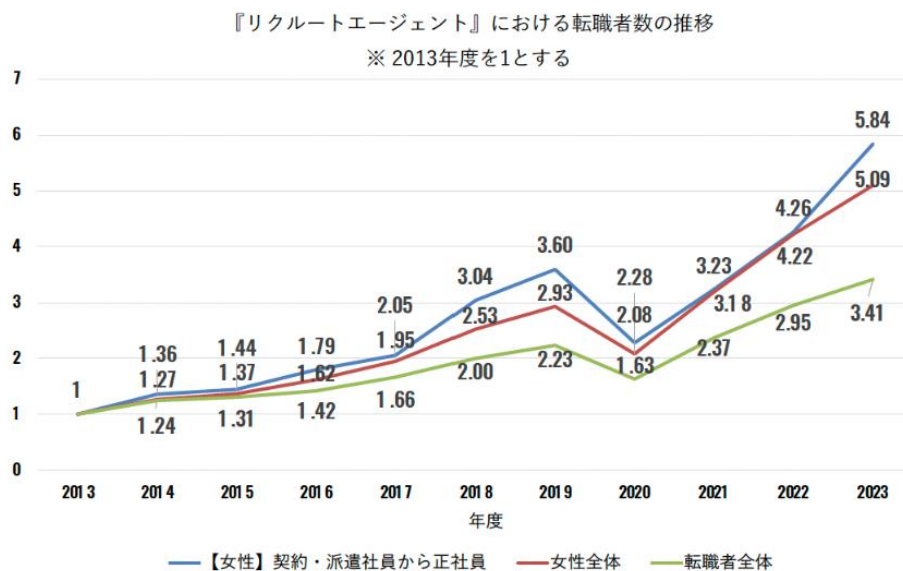
#FindyTeamAward

どうなる？ITエンジニアの採用市場「リモートワーク減れば転職する」の声も求められる就業環境とは - ITmedia NEWS⁶

Market Highlights

December 2024

Fivefold increase in women’s job changes over a decade, driven by flexible work and salary growth. Recruit reports that in 2023, the number of women changing jobs was five times higher than ten years ago. Flexible work options and better support for balancing work and family have driven this increase. Over 40% of women who changed jobs saw their salaries increase by more than 10%. The trend reflects a broader effort to address labour shortages by tapping into the underutilised female workforce.



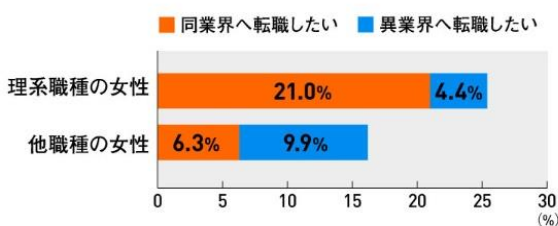
女性の転職は10年で約5倍に増加し、賃金も上昇。空白があっても転職実現。L字カーブ解消の期待 | 株式会社リクルート⁷

Market Highlights

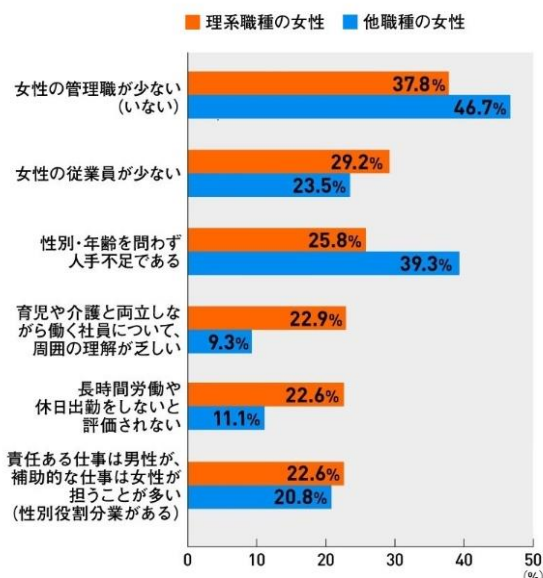
December 2024

Three times more women in STEM fields want to switch to companies similar to those in other fields. 25.4% of women in STEM fields wish to change jobs, compared to 16.2% in other fields. 21% of STEM female talents want to move to similar companies while women in other fields 6.3%. High demand for STEM professionals drives this trend, with job openings in fields like construction, manufacturing, and IT exceeding the average. Many female STEM professionals face challenges in maintaining their careers at their current workplaces, which results in a higher likelihood of them considering job changes. Often work environments may not be supportive or inclusive enough, work-life balance can be particularly challenging without adequate support, limited opportunities for career progression, and a lack of female role models in leadership positions can discourage women from staying in their current roles. As companies strive to increase diversity, they must recognise and address these specific needs such as tailored career support to cater to unique challenges faced by women in STEM, increase female managers, and implement inclusive policies. According to a MIC survey, women make up 13.7% of engineers and 12.2% of researchers in companies, both of which are low percentages.

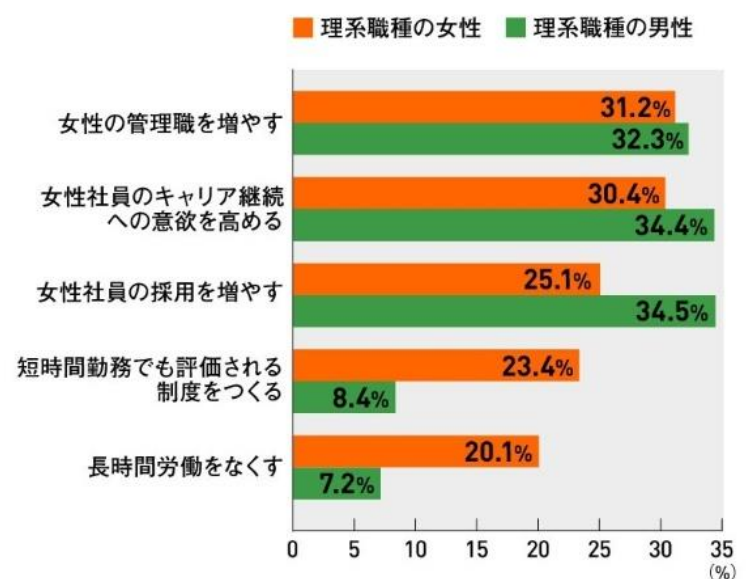
どのような形でキャリアを継続したいか



職場について「当てはまる」と思うもの(複数回答)



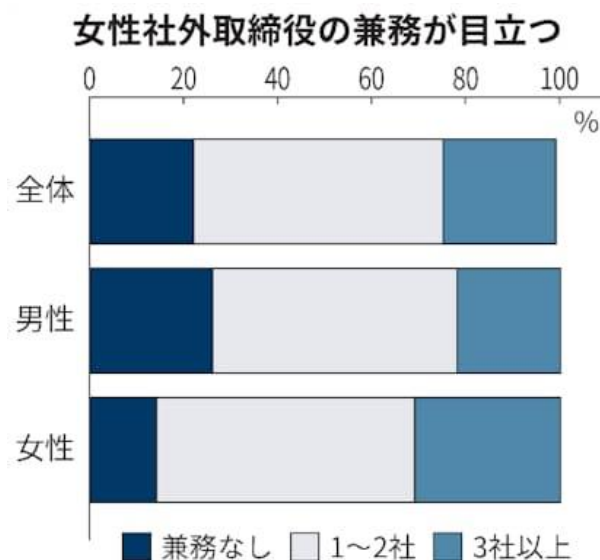
女性のキャリア継続のために組織に求めること(複数回答)



Market Highlights

December 2024

24% of outside directors hold positions at three or more companies. The shortage of female directors persists, with 31% of women holding multiple roles, highlighting the need for more diverse talent and the need to internally promote female talents. The role of outside directors has expanded due to corporate governance reforms, increasing the demand for qualified individuals. There is a significant shortage of female candidates for these roles, leading to a higher percentage of women holding multiple directorships. Companies face pressure from the government and institutional investors to diversify their boards, but the internal development of female executive candidates has not kept pace. As a result, companies are competing to recruit a limited pool of qualified female outside directors from outside their organisations.



(注)集計対象は上場企業約1100社の社外取締役約2450人。出所はデロイトトーマツ

Market Highlights

December 2024

Workforce shortage and market trend: Many local prefectures/entities are establishing programmes and partnerships to attract foreign talents.

Ibaraki prefecture established a group to promote the recruitment of foreign students. This group includes Ibaraki University, the University of Tsukuba, and local business groups to support foreign students in finding interns and jobs. Also, the projected shortage of caregivers will be 12,000 by 2040, and the prefecture is aiming to attract foreign talent.

Oita Prefecture/Social Welfare Council has signed a cooperation agreement with Indonesian caregiving personnel agencies and three vocational schools to secure a stable supply of caregiving workers. The projected shortage is about 1,300 caregivers in Oita by 2026.

Saikyo Bank (Yamaguchi) has launched a new service introducing Indonesian talent to local SMEs. The bank has partnered with Indonesian government-certified talent agencies and vocational schools to secure skilled workers. The service will start in January 2025, with plans to introduce 50 workers to 10 companies in the first year. This initiative aims to support the growth of local businesses and promote the active participation of foreign talent.

The Tokyo Metropolitan Government has launched the “Tokyo Startup Visa” program, allowing foreign entrepreneurs to stay in Japan for up to one year to prepare for starting a business.

Fukuoka City offers the “Startup Visa” program, similar to Tokyo’s, to encourage foreign entrepreneurs to establish businesses in the region.

JETRO provides OFP list which shows a list of companies interested in hiring highly skilled foreign professionals.

[茨城県留学生就職促進コンソーシアム設立総会 - 卒業後も活躍できる地域に | NEWS | 茨城大学](#)¹⁰

[茨城県、外国人留学生のインターン仲介 県内就職促進へ - 日本経済新聞 \(nikkei.com\)](#)¹¹

[【茨城新聞】茨城県内介護職1万2000人不足 40年度県推計 外国人材活用へ](#)¹²

[大分県、介護人材確保へインドネシア関連機関と協定 - 日本経済新聞 \(nikkei.com\)](#)¹³

[西京銀行、中堅・中小にインドネシア人材 現地機関と提携 - 日本経済新聞 \(nikkei.com\)](#)¹⁴

[Program to increase foreign entrepreneurs - Invest Tokyo - Tokyo Metropolitan Government](#)¹⁵

[福岡市 Japan’s First “Startup Visa \(Entrepreneurial Incentives for Foreigners\)”](#)¹⁶

[Companies Interested in Highly-skilled Foreign Professionals \(OFP List\) | Open for Professionals - Japan External Trade Organization - JETRO](#)¹⁷

Market Highlights

December 2024

West Japan Expansion

Boplan Japan, a Belgian industrial company, set up their office in Nara. They plan to use Nara office as a hub to hire sales personnel across Japan, participate in exhibitions, and promote safety products for factories and warehouses. The Nara city is centrally located in Japan and has subsidies to promote the establishment of satellite offices and other facilities. The Location address: 〒630-8012 奈良市二条大路南1丁目2-11 第二松岡ビル4F

[外資系企業ボープランJapan株式会社と立地協定を締結しました - 企業立地 - 奈良市ホームページ](#)¹⁸

Lululemon, a Canadian athletic apparel brand, has opened flagship stores in Tokyo and Osaka, accelerating its expansion in Japan. The Osaka store opened on October 19.

[「ルルレモン」が大阪・御堂筋に関西初の旗艦店オープン 「日本はビジネス規模拡大フェーズに」 - WWDJAPAN](#)¹⁹

Daiichi Kotsu, Kita-kyushu Taxi, aims to hire 2,400 drivers this fiscal year, up from the usual 1,000. This increase addresses labour shortages and meets a growing demand for taxi services. Their key strategy is to offer a fixed salary system for new drivers without previous experience, as they get used to it, can shift to commission-based salaries to earn more money and also support female drivers by holding meetings to gather feedback and improve facilities to retain them.

[第一交通、タクシー運転手の採用好調 今期2400人へ - 日本経済新聞 \(nikkei.com\)](#)²⁰

Market Highlights

December 2024

The increase in foreign hotel brands continues, particularly through the rebranding of existing hotels, driven by expanding inbound tourism and the relatively low presence of luxury foreign brands in Japan. The surge is especially prominent in major cities and popular tourist destinations such as Osaka, Kyoto, Tokyo, Okinawa, and Hokkaido.

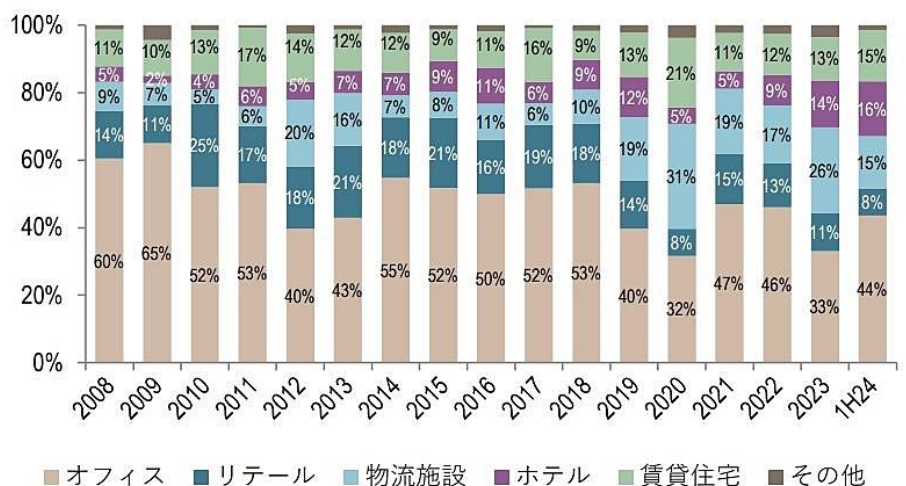
外資系ホテルにリブランドした近年の主な事例

ホテル名	運営会社	開業時期	旧ホテルの運営会社または旧ホテル名
フォーポイント・エクスプレス・バイ・シェラトン函館駅	マリオット・インターナショナル	2016年9月	ロワジュールホテル函館（ケン・コーポレーション）
マリオットホテル（軽井沢、富士山中湖、伊豆修善寺、琵琶湖、南紀白浜）	マリオット・インターナショナル	2017年7月	ラフォーレホテルズ&リゾート（森トラスト）
ダブルツリーbyヒルトン京都東山	ヒルトン	2023年8月	—
ココテル函館	ココ・グローバル・ホスピタリティ（KGH）	2023年9月	リロバケーションズ
グランドメルキュール、メルキュール（計22軒）	アコーグループ	2024年4月	大和リゾート
ガーナー	IHGホテルズ&リゾート	2024年後半	WBF
ホテル創成札幌 Mギャラリー	アコーグループ	2024年冬	ホテルクラブイーサッポロ
ANAクラウンプラザホテル（高知、知立、浜松）	IHGホテルズ&リゾート	2025年上半期	HMIホテルグループ
マリオットホテル、コートヤード・バイ・マリオット（計7軒）	マリオット・インターナショナル	2025~26年	HMIホテルグループ

（注）開業時期は予定を含む

（出所）トラベルボイスなどを基に筆者作成

セクター別投資額割合



Market Highlights

December 2024

Sources

1. '2024年10月度の正社員平均月給・求人数レポート', HROG Co. Ltd, 22 Oct 2024, [Oct 2024 average salary & vacancies for perm employees report 2024年10月度の正社員平均月給・求人数レポートを公表しました | 株式会社フロッグ \(HRog Co.,Ltd.\)](#)
2. '転職求人倍率レポート(2024年10月)', Doda by PersolCareer Co. Ltd., 21 Nov 2024, [report on job to applicant rate in Oct 2024 【転職求人倍率】 doda \(デューダ\)](#)
3. '一般職業紹介状況(令和6年10月分)について', Ministry of Health, Labour and Welfare, 29 Nov 2024, [job to applicant rate for October 2024 一般職業紹介状況 \(令和6年10月分\) について | 厚生労働省 | 厚生労働省](#)
4. '求人広告掲載件数等集計結果(2024年10月分)', Zenkyukyo Association of Job Information of Japan, 25 Nov 2024, [Number of job advertisements 調査発表/求人広告掲載件数 - 全国求人情報協会 \(zenkyukyo.or.jp\)](#)
5. SIA, 5 Nov 2024, [Hybrid on the rise in IT roles | Staffing Industry Analysts](#)
6. IT Media, 1 Nov 2024, [どうなる? ITエンジニアの採用市場 「リモートワーク減れば転職する」の声も 求められる就業環境とは \(2/2 ページ\) - ITmedia NEWS](#)
7. [Fivefold increase in women's job changes over a decade, Recruit Co., Ltd., 13 Nov 2024, 女性の転職は10年で約5倍に増加し、賃金も上昇 ブランクがあっても転職実現。L字カーブ解消の期待 | 株式会社リクルート](#)
8. Nikkei x Women, 1 Nov 2024, [「同業他社に転職したい」理系女性は3倍 企業の人材確保決め手は: 日経xwoman](#)
9. Nikkei, 29 Oct 2024 [社外取締役「3社以上兼任」が24% 女性の人材難続く - 日本経済新聞](#)
10. Ibaraki University, 2 Sept 2024 [茨城県留学生就職促進コンソーシアム設立総会 - 卒業後も活躍できる地域に | NEWS | 茨城大学](#)
11. Nikkei 27 Jun 2024 [茨城県、外国人留学生のインターン仲介 県内就職促進へ - 日本経済新聞](#)
12. Ibaraki Shimbun, 4 Aug 2024 [【茨城新聞】茨城県内介護職1万2000人不足 40年度県推計 外国人材活用へ](#)
13. Nikkei, 10 Oct 2024 [大分県、介護人材確保へインドネシア関連機関と協定 - 日本経済新聞 \(nikkei.com\)](#)
14. Nikkei, 21 Oct 2024 [西京銀行、中堅・中小にインドネシア人材 現地機関と提携 - 日本経済新聞](#)
15. 'Program to increase foreign entrepreneurs', Tokyo Metropolitan Government, [Program to increase foreign entrepreneurs - Invest Tokyo - Tokyo Metropolitan Government](#)
16. Fukuoka City, 23 Oct 2024, [福岡市 Japan's First "Startup Visa \(Entrepreneurial Incentives for Foreigners\)"](#)
17. JETRO, Companies interested in Highly-skilled Foreign Professionals (OFP List), [Companies Interested in Highly-skilled Foreign Professionals \(OFP List\) | Open for Professionals - Japan External Trade Organization - JETRO](#)
18. Nara city 30 Oct 2024 [外資系企業ポープランJapan株式会社と立地協定を締結しました - 企業立地 - 奈良市ホームページ](#)
19. WWD Japan 21 Oct 2024 [「ルルレモン」が大阪・御堂筋に関西初の旗艦店オープン 「日本はビジネス規模拡大フェーズに」 - WWDJAPAN](#)
20. Nikkei, 11 Nov 2024 [第一交通、タクシー運転手の採用好調 今期2400人へ - 日本経済新聞](#)
21. Travel Voice, 1 Nov 2024 [外資系ホテルが日本で開業ラッシュ、既存ホテルのリブランドで進出を加速する理由とは? 【コラム】 | トラベルボイス \(観光産業ニュース\)](#)