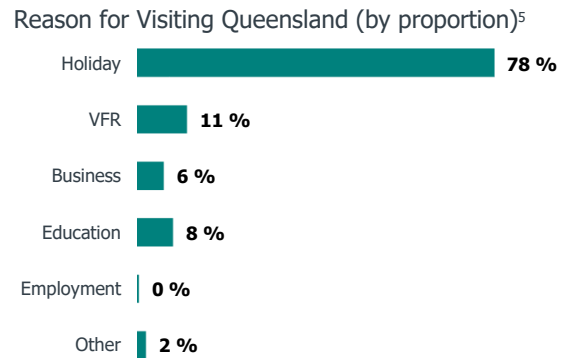
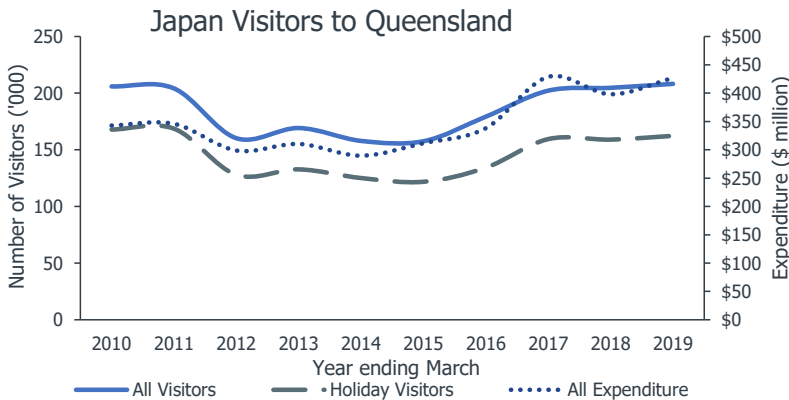
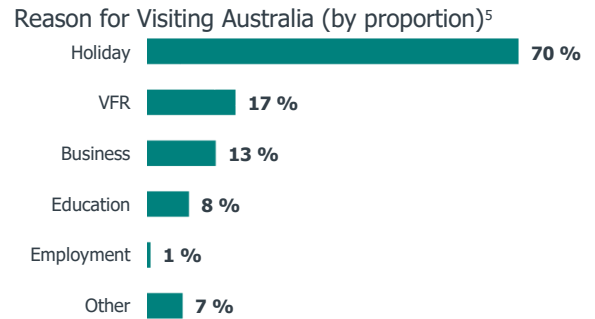
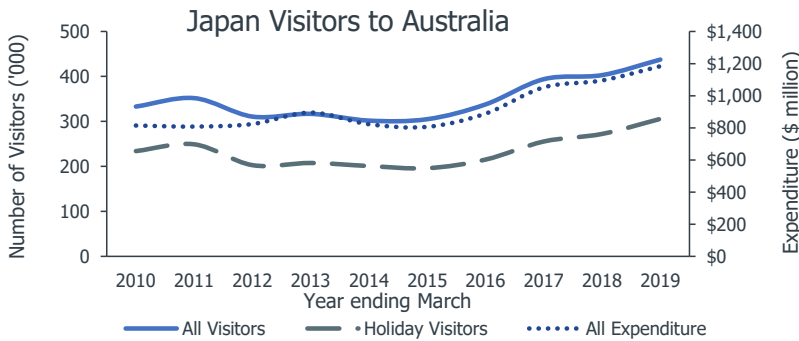


Japan Market Snapshot

Year ending March 2019

Japan Visitors						Japan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	438,000	▲ 8.6%	5%	24.4	▼ -2.9	\$1,183.7	▲ 8.1%	4%	\$2,705.3
Holiday Visitors	306,000	▲ 12.3%	7%	19.1	▼ -2.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	208,000	▲ 1.7%	8%	16.6	▼ -0.6	\$426.8	▲ 7.2%	7%	\$2,049.8
Holiday Visitors	162,000	▲ 2.1%	9%	11.6	▼ -2.2				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	37%	34%	25%	4%	48%	52%	43%	20%	13%	12%
Holiday Visitors	39%	31%	25%	5%	45%	55%	35%	27%	16%	15%
To Queensland										
Total Visitors	40%	29%	25%	6%	45%	55%	30%	26%	17%	15%
Holiday Visitors	40%	30%	24%	6%	45%	55%	23%	31%	20%	17%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	52%	12%	13%	6%	9%	7%	1%	40%
Holiday Visitors	59%	12%	14%	6%	6%	4%	1%	50%
To Queensland								
Total Visitors	61%	14%	8%	4%	7%	5%	1%	54%
Holiday Visitors	68%	13%	7%	3%	5%	3%	0%	63%

Research Updates
To receive an email alert whenever new tourism figures are released, please [click](#)

1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

