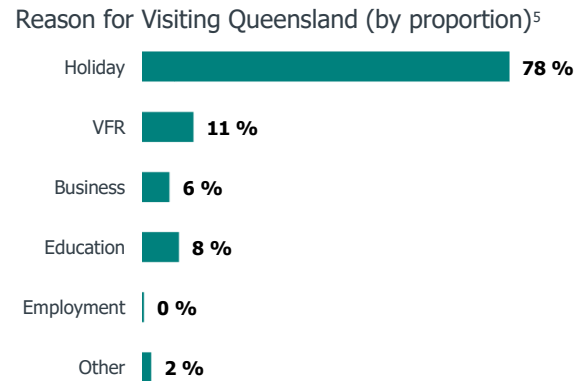
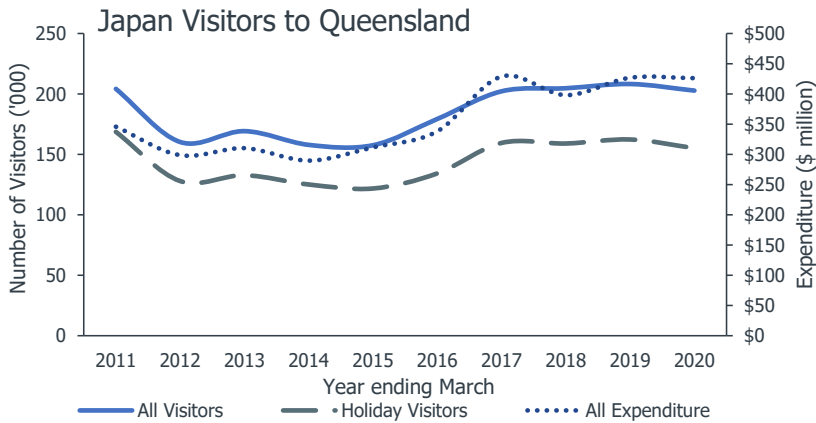
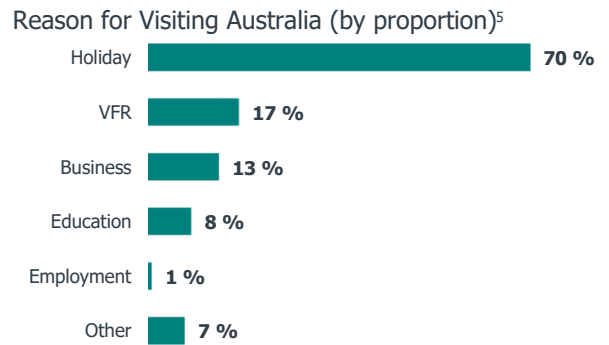


# Japan Market Snapshot

Year ending March 2020

Japan Visitors						Japan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	425,000	▼ -2.8%	5%	24.3	▼ -0.1	\$1,174.7	▼ -0.8%	4%	\$2,762.0
<b>Holiday Visitors</b>	291,000	▼ -4.7%	7%	19.0	▼ -0.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	203,000	▼ -2.6%	8%	16.4	▼ -0.2	\$426.1	● -0.2%	7%	\$2,101.4
<b>Holiday Visitors</b>	155,000	▼ -4.4%	9%	11.9	▲ 0.3				



Year ending March 2020	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	38%	31%	26%	4%	46%	54%	44%	20%	13%	14%
<b>Holiday Visitors</b>	38%	30%	28%	4%	46%	54%	34%	26%	17%	19%
<b>To Queensland</b>										
<b>Total Visitors</b>	40%	28%	27%	6%	46%	54%	31%	27%	17%	17%
<b>Holiday Visitors</b>	38%	29%	27%	6%	46%	54%	21%	33%	20%	21%

Year ending March 2020	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	53%	13%	13%	6%	9%	6%	0%	39%
<b>Holiday Visitors</b>	59%	14%	13%	4%	7%	3%	0%	48%
<b>To Queensland</b>								
<b>Total Visitors</b>	61%	16%	9%	4%	5%	5%	0%	52%
<b>Holiday Visitors</b>	66%	16%	8%	4%	4%	3%	0%	60%

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

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

