

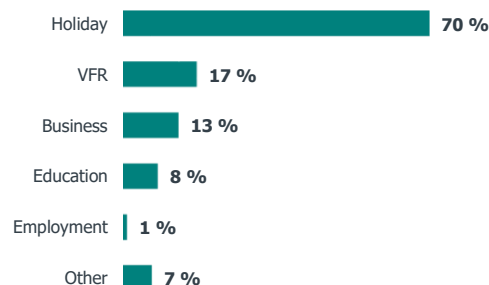
Japan Market Snapshot

Year ending September 2019

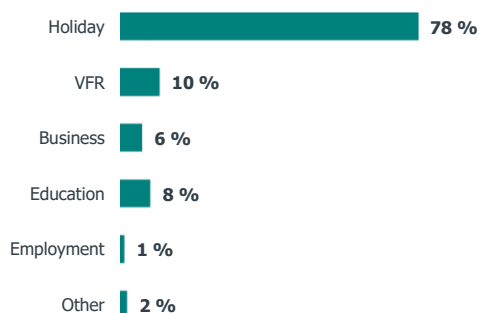
Japan Visitors						Japan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	455,000	▲ 8.8%	5%	23.9	▼ -1.1	\$1,239.1	▲ 10.7%	4%	\$2,720.7
Holiday Visitors	317,000	▲ 11.1%	7%	18.6	▼ -0.5				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	215,000	▲ 4.4%	8%	17.0	▼ 0.0	\$470.5	▲ 21.3%	8%	\$2,184.6
Holiday Visitors	168,000	▲ 5.5%	9%	11.0	▼ -2.4				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	35%	34%	26%	4%	47%	53%	43%	20%	13%	14%
Holiday Visitors	38%	31%	25%	5%	45%	55%	34%	26%	17%	18%
To Queensland										
Total Visitors	38%	30%	26%	6%	46%	54%	30%	26%	18%	16%
Holiday Visitors	38%	31%	24%	7%	45%	55%	21%	31%	21%	19%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	51%	13%	14%	6%	10%	6%	1%	39%
Holiday Visitors	58%	13%	14%	5%	7%	3%	0%	49%
To Queensland								
Total Visitors	60%	16%	9%	4%	7%	5%	1%	54%
Holiday Visitors	65%	15%	8%	4%	5%	3%	0%	62%

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

TRA Forecast for Visitors to Australia from Japan

