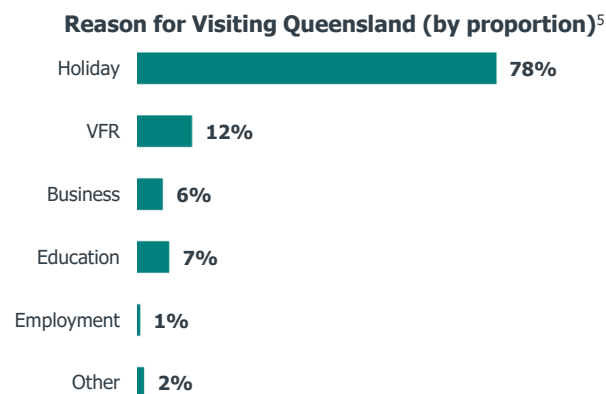
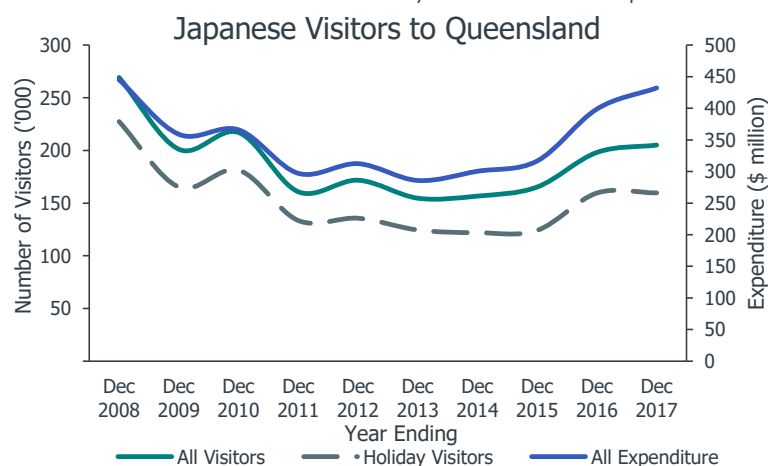
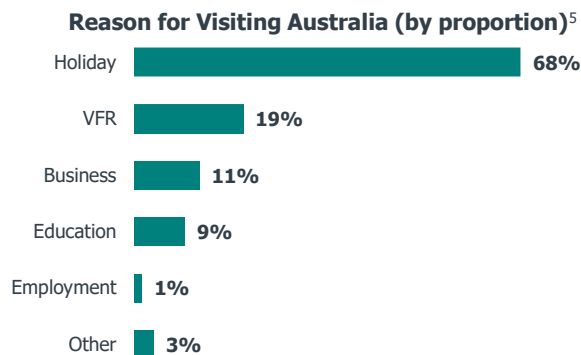
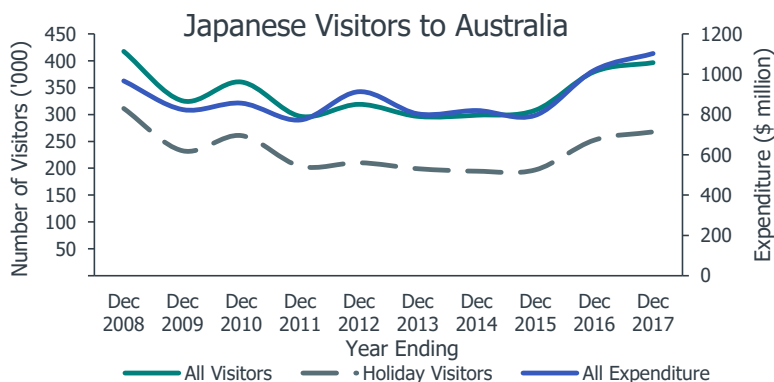


Japan Market Snapshot

Year ending Dec 2017

Japanese Visitors						Japanese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	396,000	▲ 4.5%	5%	28.1	▲ 3.9	\$1,102.8	▲ 8.2%	4%	\$2,771.6
Holiday Visitors	268,000	▲ 6.1%	6%	21.7	▲ 2.2				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	205,000	▲ 3.5%	8%	19.5	▲ 3.2	\$432.1	▲ 8.4%	8%	\$2,106.9
Holiday Visitors	160,000	● 0.1%	8%	15.8	▲ 3.4				



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	42%	30%	25%	4%	48%	52%	46%	21%	12%	14%
Holiday Visitors	43%	28%	25%	4%	47%	53%	35%	28%	15%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	44%	28%	24%	4%	44%	56%	32%	28%	15%	19%
Holiday Visitors	44%	29%	24%	4%	44%	56%	24%	33%	17%	23%

Year ending Dec 2017	Number of Previous Visits to Australia						On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+
Total Visitors	55%	15%	11%	5%	7%	7%	39%
Holiday Visitors	63%	15%	10%	4%	5%	4%	50%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+
Total Visitors	62%	14%	9%	3%	5%	6%	56%
Holiday Visitors	68%	14%	8%	3%	4%	3%	64%

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

