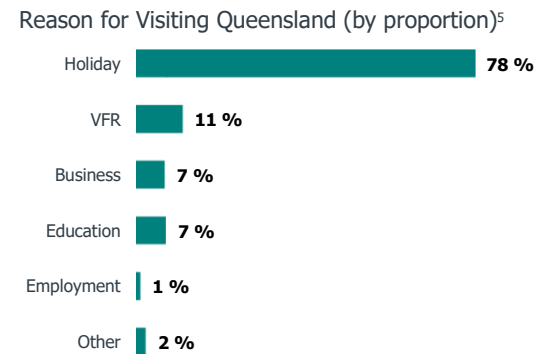
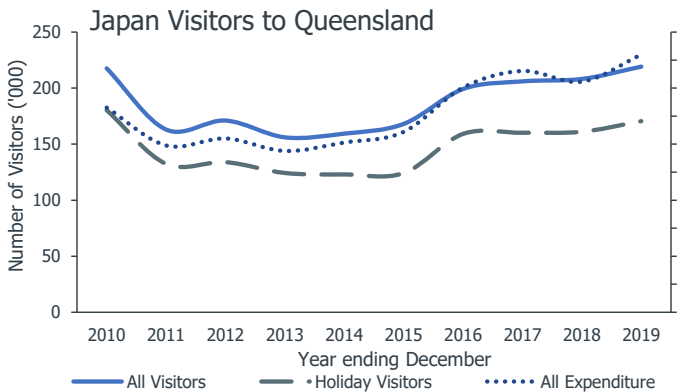
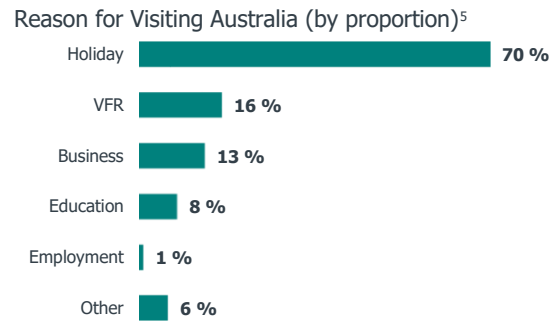


Japan Market Snapshot

Year ending December 2019

| Japan Visitors | | | | | | Japan Expenditure | | | |
|-------------------------|----------|-----------|-------|-------------------|-----------|-------------------------|-----------|-------|------------|
| To Australia | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 458,000 | ▲ 5.6% | 5% | 22.9 | ▼ -2.2 | \$1,239.0 | ▲ 5.7% | 4% | \$2,706.2 |
| Holiday Visitors | 318,000 | ▲ 5.9% | 7% | 18.0 | ▼ -1.5 | | | | |
| To Queensland | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 219,000 | ▲ 5.3% | 8% | 15.8 | ▼ -1.3 | \$459.8 | ▲ 11.7% | 8% | \$2,097.8 |
| Holiday Visitors | 170,000 | ▲ 5.9% | 9% | 10.9 | ▼ -1.4 | | | | |



| Year ending December 201 | Age | | | | Gender | | Traveling with... | | | |
|--------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| To Australia | | | | | | | | | | |
| Total Visitors | 38% | 31% | 27% | 4% | 47% | 53% | 44% | 19% | 13% | 14% |
| Holiday Visitors | 40% | 29% | 27% | 4% | 46% | 54% | 35% | 25% | 17% | 19% |
| To Queensland | | | | | | | | | | |
| Total Visitors | 40% | 28% | 27% | 5% | 46% | 54% | 31% | 24% | 19% | 17% |
| Holiday Visitors | 39% | 28% | 27% | 6% | 46% | 54% | 22% | 30% | 22% | 21% |

| Year ending December 201 | Number of Previous Visits to Australia | | | | | | | On Pkg Tour |
|--------------------------|--|-----|-----|----|-------|--------|-----|-------------|
| | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | |
| To Australia | | | | | | | | |
| Total Visitors | 52% | 13% | 13% | 6% | 9% | 6% | 0% | 40% |
| Holiday Visitors | 58% | 13% | 13% | 5% | 6% | 3% | 0% | 48% |
| To Queensland | | | | | | | | |
| Total Visitors | 61% | 15% | 9% | 4% | 5% | 5% | 0% | 53% |
| Holiday Visitors | 65% | 15% | 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

