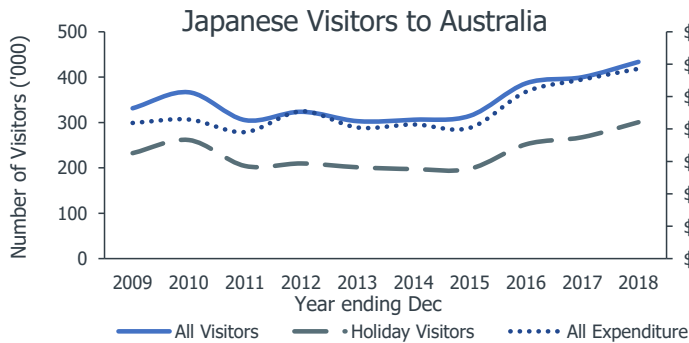


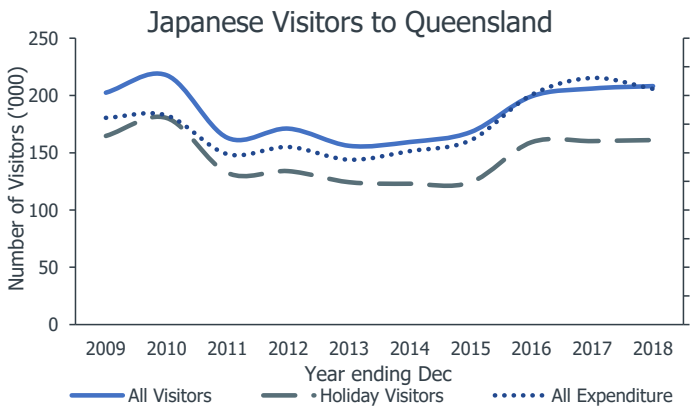
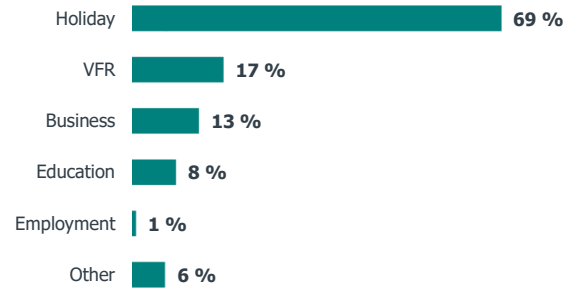
Japan Market Snapshot

Year ending December 2018

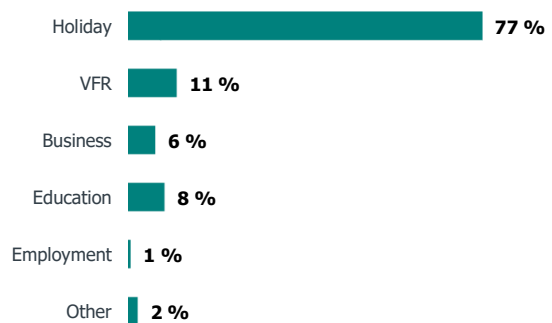
Japanese Visitors						Japanese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	434,000	▲ 8.4%	5%	25.1	▼ -2.9	\$1,171.8	▲ 6.0%	4%	\$2,702.2
Holiday Visitors	301,000	▲ 12.4%	7%	19.5	▼ -2.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	208,000	▲ 1.0%	8%	17.2	▼ -2.1	\$411.4	▼ -4.4%	7%	\$1,976.5
Holiday Visitors	161,000	▲ 0.6%	9%	12.3	▼ -3.3				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	39%	33%	24%	4%	48%	52%	44%	20%	12%	12%
Holiday Visitors	40%	30%	25%	5%	45%	55%	35%	26%	16%	16%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	42%	28%	25%	6%	45%	55%	29%	27%	16%	16%
Holiday Visitors	41%	28%	24%	7%	44%	56%	22%	32%	19%	19%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	53%	13%	12%	6%	9%	6%	1%	40%
Holiday Visitors	60%	13%	12%	5%	6%	3%	0%	51%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	62%	13%	8%	4%	7%	5%	0%	55%
Holiday Visitors	69%	13%	7%	3%	5%	3%	0%	64%

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

