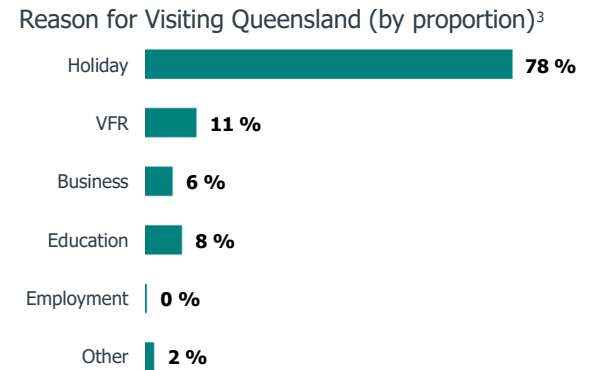
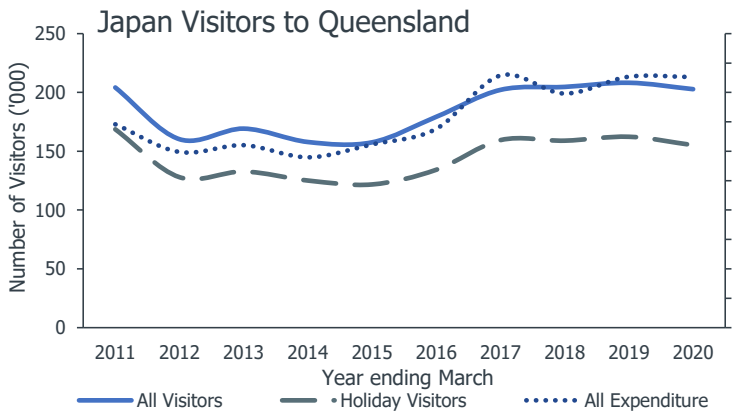
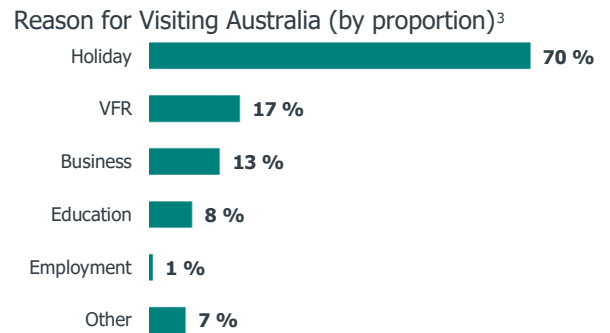


Japan Market Snapshot

Year ending March 2020

Japan Visitors						Japan Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	425,000	▼ -2.8%	5%	24.3	▼ -0.1	\$1,174.7	▼ -0.8%	4%	\$2,762.0
Holiday Visitors	291,000	▼ -4.7%	7%	19.0	▼ -0.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	203,000	▼ -2.6%	8%	16.4	▼ -0.2	\$426.1	● -0.2%	7%	\$2,101.4
Holiday Visitors	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
To Australia										
Total Visitors	38%	31%	26%	4%	46%	54%	44%	20%	13%	14%
Holiday Visitors	38%	30%	28%	4%	46%	54%	34%	26%	17%	19%
To Queensland										
Total Visitors	40%	28%	27%	6%	46%	54%	31%	27%	17%	17%
Holiday Visitors	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+	
To Australia								
Total Visitors	53%	13%	13%	6%	9%	6%	0%	39%
Holiday Visitors	59%	14%	13%	4%	7%	3%	0%	48%
To Queensland								
Total Visitors	61%	16%	9%	4%	5%	5%	0%	52%
Holiday Visitors	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. 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