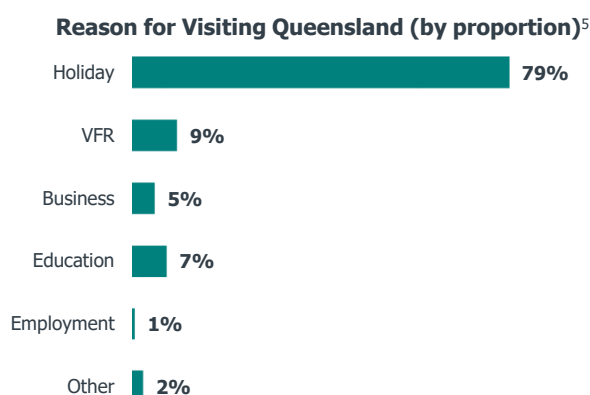
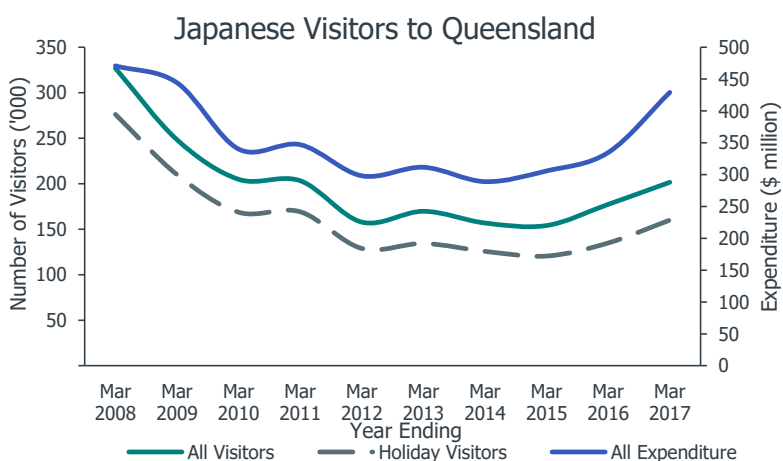
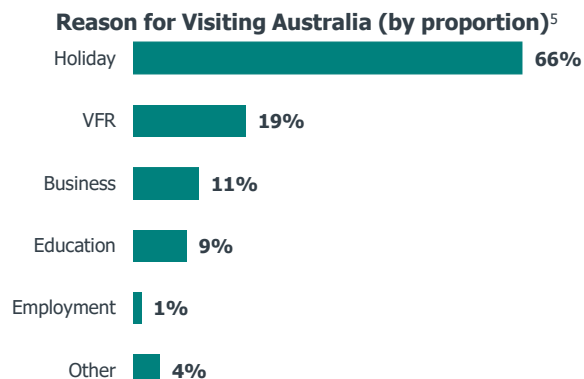
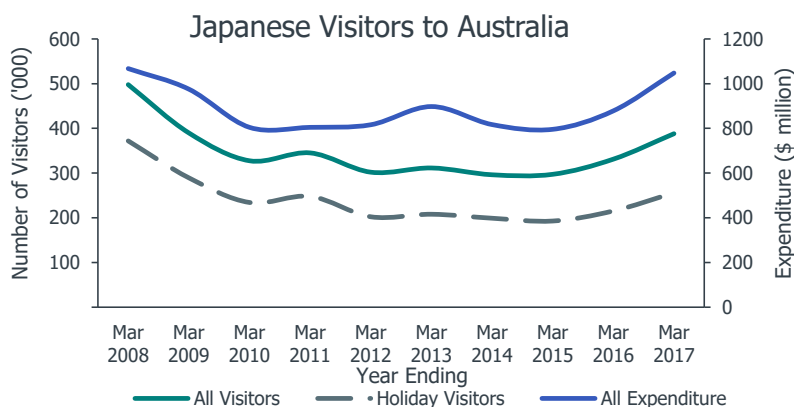


Japan Market Snapshot

Year ending Mar 2017

Japanese Visitors						Japanese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	388,000	▲ 17.2%	5%	25.4	▼ -1.0	\$1,047.6	▲ 19.3%	4%	\$2,683.0
Holiday Visitors	256,000	▲ 18.8%	6%	20.5	▲ 1.1				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	202,000	▲ 13.7%	8%	19.0	▲ 3.0	\$429.1	▲ 28.2%	8%	\$2,121.6
Holiday Visitors	160,000	▲ 18.6%	9%	15.2	▲ 3.9				



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	41%	31%	25%	3%	48%	52%	44%	21%	12%	13%
Holiday Visitors	43%	30%	24%	3%	44%	56%	32%	28%	16%	18%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	47%	30%	22%	2%	46%	54%	30%	28%	15%	18%
Holiday Visitors	47%	30%	21%	2%	45%	55%	23%	34%	17%	21%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	52%	19%	10%	5%	8%	6%	1%	43%
Holiday Visitors	61%	18%	9%	3%	5%	3%	0%	55%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	63%	15%	9%	3%	5%	4%	1%	59%
Holiday Visitors	68%	16%	8%	3%	3%	2%	1%	66%

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. Tourism Research Australia - Forecasting
4. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
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

