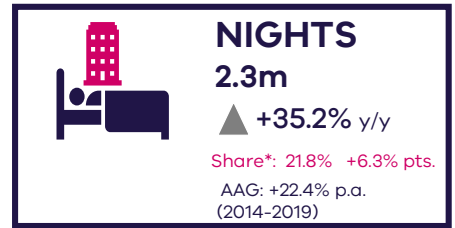
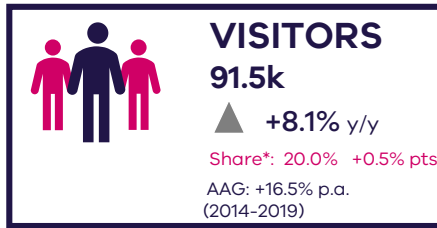
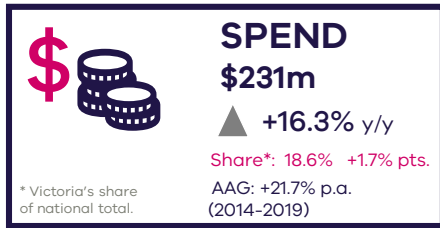


International Tourism Summary: Japan

Year ending December 2019

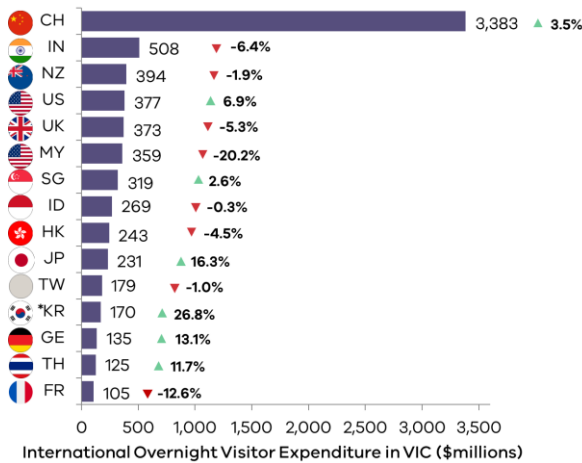


91,500 Japanese visitors spent 2.3 million nights and \$231 million on trips to Victoria in the year ending December 2019.

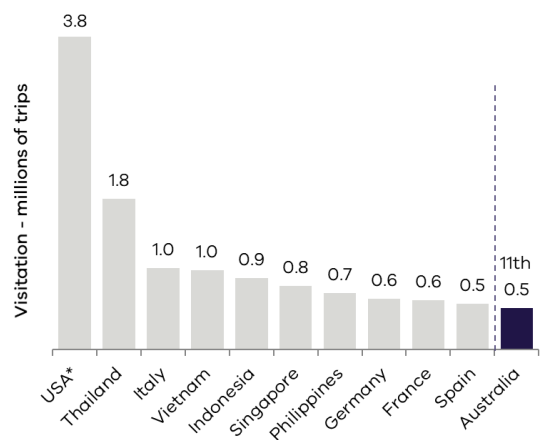


Context: In the year ending December 2019, international overnight visitors to Victoria (3.1 million) accounted for 3 per cent of total visitors to the state and 27 per cent (\$8.8 billion) of total visitor expenditure in Victoria.

International Overnight Expenditure in Victoria (\$m)



Top 10 Out-of-Region Destinations for Japanese Travellers



Japanese visitors spent \$231 million on trips to Victoria in the year ending December 2019, a year-on-year increase of 16.3 per cent. This represents 2.6 per cent of all international overnight visitor spend in Victoria. Japan is ranked Victoria's 10th largest international market in terms of expenditure.

Australia was ranked #11 for visitation against other out-of-region destinations for Japanese travellers in the year ending December 2019 (down from #10 in 2018).

*USA including Hawaii Source: Tourism Economics, YE2019

* In the year ending December 2019, all Korean visitors to Australia were from South Korea.

AUSTRALIA



Spend
\$1.2b ▲ +5.7%
Visitors
458k ▲ +5.6%
Nights
10.5m ▼ -3.6%

NEW SOUTH WALES



Spend
\$385m ▼ -5.2%
Visitors
202k ▲ +2.7%
Nights
3.4m ▼ -18.7%

QUEENSLAND



Spend
\$460m ▲ +11.7%
Visitors
219k ▲ +5.3%
Nights
3.5m ▼ -2.9%

The growth of Japanese expenditure on trips to Victoria (+16.3% year-on-year) was ahead of the national average (+5.7%) and Queensland (+11.7%), and in contrast to the decline in New South Wales (-5.2%).

MELBOURNE



Spend
\$219m ▲ +14.8%
Visitors
89k ▲ +8.4%
Nights
2.1m ▲ +32.2%

REGIONAL VICTORIA



np
Visitors
8k ▲ +4.2%
np

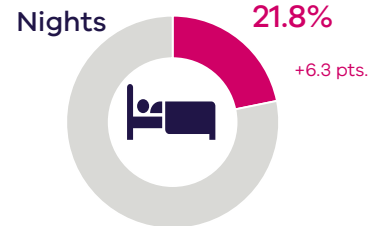
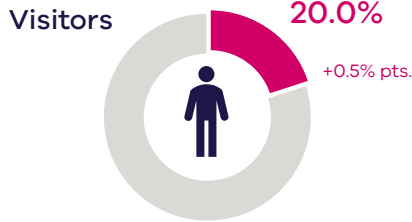
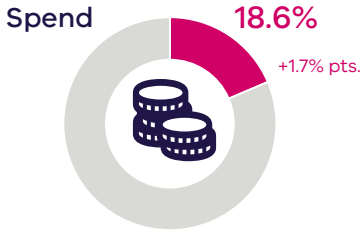
In the year ending December 2019:

- 89,000 Japanese visitors spent 2.1 million nights and \$219 million on trips to Melbourne
- 8,000 Japanese visitors stayed overnight in regional Victoria.

np = non-publishable (figures are below reliable and publishable thresholds)

Japanese Spend, Visitors and Nights by Key States Visited

Victoria's Market Share of Japanese spend, visitors and nights



Japanese Overnight Expenditure in Australia by Key States, 2014-2019

Expenditure by Visitors from Japan Year Ending December	Total Expenditure (\$ million)					Share of National %			Expenditure Per Night \$			Expenditure Per Visitor \$		
	2014	2018	2019	Av Ann 14-19	% Change 18-19	2014	2018	2019	2014	2018	2019	2014	2018	2019
New South Wales	308	406	385	4.6% p.a.	-5.2%	37.2%	34.6%	31.0%	93	98	115	2,145	2,065	1,904
Victoria	87	198	231	21.7% p.a.	16.3%	10.5%	16.9%	18.6%	104	117	101	2,033	2,343	2,521
Queensland	303	411	460	8.7% p.a.	11.7%	36.6%	35.1%	37.1%	112	115	133	1,900	1,977	2,098
Australia	828	1,172	1,239	8.4% p.a.	5.7%				96	108	118	2,704	2,702	2,706

Total VIC International Expenditure	4,903	8,467	8,826	12.5% p.a.	4.2%
Japan's Share of VIC International Expenditure	1.8%	2.3%	2.6%		

AAG = Average Annual Growth

NB: Visitor expenditure includes expenditure on packages attributable to destination. Estimates may differ from those published by Tourism Australia
Source: Regional Expenditure Model, International Visitor Survey, December 2014-2019, Tourism Research Australia, Canberra.

Victoria received 18.6 per cent of Japanese overnight visitors' expenditure in Australia in the year ending December 2019, behind key competitor states Queensland (37.1%) and New South Wales (31.0%). Japanese visitors' expenditure per night in Victoria (\$101) was lower than the national average (\$118), Queensland (\$133) and New South Wales (\$115). Victoria received a higher total spend per visitor (\$2,521) than Queensland (\$2,098) and New South Wales (\$1,904).

Japanese Overnight Visitation (000s) to Australia by Key States, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Visitors %
Australia	306	315	387	400	434	458	8.4% p.a.	5.6%	
New South Wales	143	130	167	168	197	202	7.1% p.a.	2.7%	44%
Victoria	43	48	60	79	85	92	16.5% p.a.	8.1%	20%
Queensland	159	168	199	206	208	219	6.6% p.a.	5.3%	48%

NB: Where there is a '-'; figures are unreliable and are unable to be published.

The year-on-year increase in Japanese overnight visitor numbers to Victoria (+8.1%) was ahead of the national average (+5.6%), Queensland (+5.3%) and New South Wales (+2.7%) in the year ending December 2019. Over the longer term (2014 to 2019), Japanese overnight visitors to Victoria increased at an average annual rate of 16.5 per cent, well ahead of the national average (+8.4% p.a.), New South Wales (+7.1% p.a.) and Queensland (+6.6% p.a.).

Japanese Visitor Nights (000s) in Australia by Key States, 2014-2019

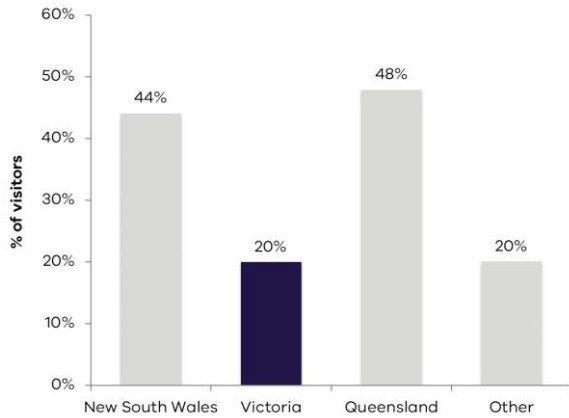
Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Nights %
Australia	8,637	8,450	9,305	11,199	10,894	10,498	4.0% p.a.	-3.6%	
New South Wales	3,315	2,673	2,966	3,353	4,127	3,357	0.2% p.a.	-18.7%	32%
Victoria	834	1,668	1,495	2,367	1,695	2,292	22.4% p.a.	35.2%	22%
Queensland	2,693	2,856	3,270	3,962	3,573	3,468	5.2% p.a.	-2.9%	33%

NB: Where there is a '-'; figures are unreliable and are unable to be published.

In the year ending December 2019, Japanese visitor nights to Victoria increased strongly by 35.2 per cent year-on-year, in contrast to the decline in the national average (-3.6%), Queensland (-2.9%) and New South Wales (-18.7%). Over the longer term (2014 to 2019), Japanese visitor nights spent in Victoria increased at an average annual rate of 22.4 per cent, well ahead of the national average (+4.0% p.a.), Queensland (+5.2% p.a.) and New South Wales (+0.2% p.a.).

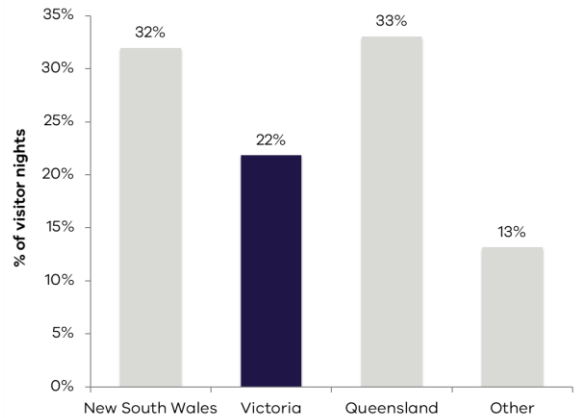
Market Share by Key States¹

Japanese Overnight Visitors to Australia
Year ending December 2019 – Market Share by Key States



In the year ending December 2019, 20 per cent of Japanese visitors to Australia stayed overnight in Victoria; behind Queensland (48%) and New South Wales (44%).

Japanese Visitor Nights to Australia
Year ending December 2019 – Market Share by Key States



Victoria's market share of visitor nights spent by Japanese travellers to Australia in the year ending December 2019 was 22 per cent; behind Queensland (33%) and New South Wales (32%).

Main Purpose of Trip (000s) to Australia by Key States Visited and Market Share

Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Business	Education	Other reason	Total
New South Wales	136	21	157	26	11	6	202
Market Share %	43%	44%	44%	48%	41%	48%	44%
Victoria	51	12	63	16	8	-	92
Market Share %	16%	25%	17%	29%	30%	-	20%
Queensland	169	17	186	14	13	-	219
Market Share %	54%	35%	52%	26%	46%	-	48%
Australia	313	48	361	54	27	13	458

* Total Leisure = Holiday + VFR

NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Employment' visitors are unreliable and are unable to be published

In the year ending December 2019, 17 per cent of Japanese leisure visitors to Australia stayed overnight in Victoria, including 16 per cent of holiday and 25 per cent of visiting friends and relatives (VFR) visitors. Queensland's share of Japanese leisure visitors was higher at 52 per cent, with New South Wales' share also higher at 44 per cent. During the same period, Victoria's share of the Japanese education visitor market was 30 per cent and business visitor market share was 29 per cent.

Purpose of Visit to Victoria (and the Destinations Within)

Some international visitors to Victoria visit more than one destination in the state, and for different purposes. For example, a visitor might stay in Melbourne for education reasons, and visit the Great Ocean Road region for a holiday. As such, the percentages of international visitors who visited Victoria for each purpose total more than 100 per cent.

Japanese Overnight Expenditure and Visitation to Victoria by Destination Purpose of Visit – Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Business	Education	Total
Overnight Expenditure (\$M)	84	-	97	28	104	231
Overnight Visitors (000s)	55	16	68	15	7	92
Visitor Nights (000s)	1,054	-	1,226	-	885	2,292
Average Length of Stay	19.2	-	18.0	-	134.1	25.0
Spend per Visitor	1,532	-	1,420	1,816	15,701	2,521
Spend per Night	80	-	79	-	117	101

* Total Leisure = Holiday + VFR (NB total leisure may equal more than the sum of holiday + VFR, since visitors can visit more than one destination in Victoria with more than one purpose)

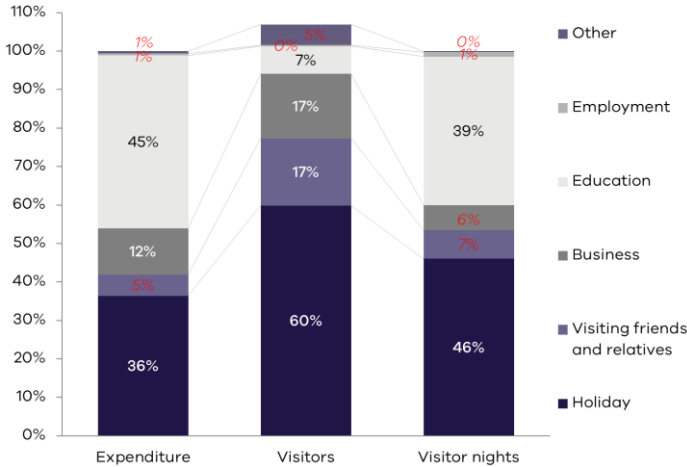
NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Employment' and 'Other' visitors are unreliable and are unable to be published

¹NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

Japanese Overnight Expenditure, Visitors and Nights to Victoria by Purpose of Visit

Year Ending December 2019



In the year ending December 2019, education visitors accounted for 45 per cent of Japanese visitor expenditure in Victoria. Japanese leisure visitors accounted for 42 per cent of expenditure, including 36 per cent of spend contributed by holiday visitors.

During the same period, 60 percent of Japanese visitors travelled to Victoria for holiday purposes, 17 per cent travelled for VFR, an additional 17 per cent travelled on business and seven per cent came to the state for education purposes.

Forty-six per cent (46%) of all nights spent in Victoria by Japanese visitors in the year ending December 2019 were accounted for by holiday visitors, while education visitors accounted for 39 per cent of visitor nights.

Note: Percentages of visitors will not add up to 100% as visitors can travel to multiple destinations in Victoria with different purposes.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

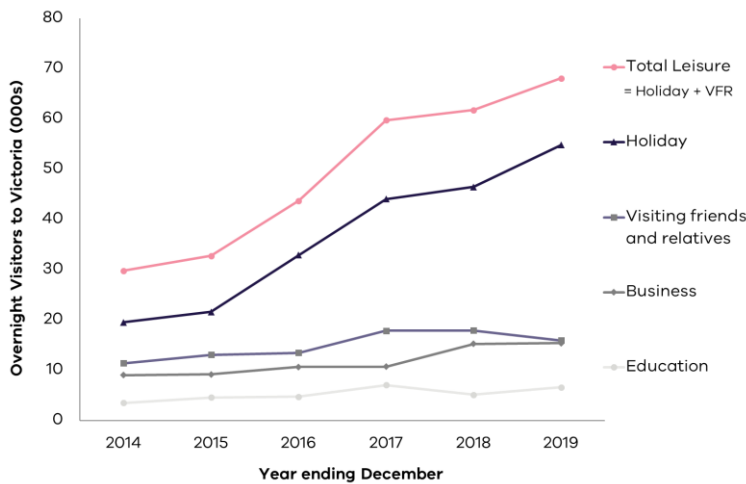
Japanese Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Holiday	20	22	33	44	46	55	23.0% p.a.	17.9%
Visiting friends and relative	11	13	13	18	18	16	7.0% p.a.	-10.8%
Total Leisure	30	33	44	60	62	68	18.0% p.a.	10.2%
Business	9	9	11	11	15	15	11.3% p.a.	1.0%
Education	-	-	-	7	5	7	-	29.4%

NB: Where there is a '-', figures are unreliable and are unable to be published.

NB: Figures for 'Employment' and 'Other' visitors are unreliable and are unable to be published

Japanese Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019



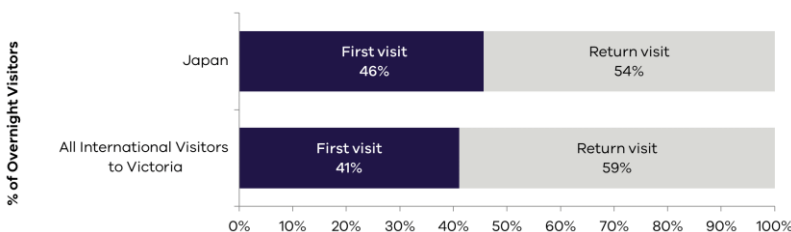
Of all the main purpose segments, the Japanese holiday market has provided the strongest growth to overnight visitor numbers to Victoria over the past five years (+23.0% p.a.), while VFR visitors have also increased (+7.0% p.a.).

Overall, overnight Japanese leisure visitors to Victoria have increased at an average annual rate of 18.0 per cent per annum over the period 2014-2019.

Overnight Japanese business visitors to Victoria have increased at an average rate of 11.3 per cent per annum since 2014.

Repeat Visitation to Australia

Repeat Visitation to Australia (% of Japanese overnight visitors to Victoria vs all international overnight visitors to Victoria)



In the year ending December 2019, 46 per cent of overnight visitors from Japan to Victoria were visiting Australia for the first time, compared with 41 per cent of international overnight visitors to Victoria overall.

Melbourne and Regional Victoria Overnight Visitation

Japanese Overnight Visitation (000s) to Victoria, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Melbourne	41	47	57	76	82	89	16.7% p.a.	8.4%
Regional Victoria	-	-	7	10	8	8	-	4.2%
Victoria	43	48	60	79	85	92	16.5% p.a.	8.1%

NB: Where there is a '-', figures are unreliable and are unable to be published.

There were 89,000 Japanese overnight visitors to Melbourne in the year ending December 2019, an 8.4 per cent increase over the previous year. Japanese visitors to Melbourne have grown at an average annual rate of 16.7 per cent over the period 2014 to 2019.

In the year ending December 2019, there were 8,000 Japanese overnight visitors to regional Victoria, a 4.2 per cent increase over the previous year.

Japanese Visitor Nights (000s) to Victoria, 2 years² (rolling), 2014-2019

2 Years Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Melbourne	1,994	2,273	2,904	3,538	3,730	3,612	12.6% p.a.	-3.2%
Regional Victoria	-	-	259	324	332	374	-	12.8%
Victoria	2,212	2,502	3,163	3,862	4,062	3,986	12.5% p.a.	-1.9%

NB: Where there is a '-', figures are unreliable and are unable to be published.

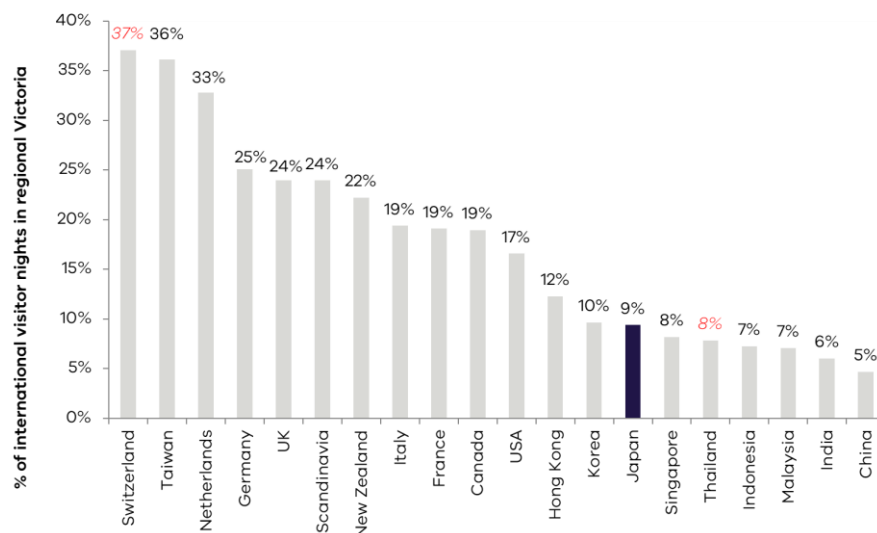
Japanese visitors spent 3.6 million nights in Melbourne in the two years ending December 2019, a decline of 3.2 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum*), visitor nights spent in Melbourne increased at an average annual rate of 12.6 per cent.

In the two years ending December 2019, Japanese visitors spent 374,000 nights in regional Victoria, an increase of 12.8 per cent compared with the two years ending December 2018.

* where 2014 includes years ending December 2013 and 2014 and 2019 includes years ending December 2018 and 2019.

Regional Dispersal

Regional Dispersal of Top 20 International Overnight Markets to Victoria – 2 Years Ending December 2019



Of the 4.0 million nights spent in Victoria by Japanese visitors in the two years ending December 2019, only nine per cent (374,000) of them were spent in regional Victoria.

Japanese visitors to Victoria have the 7th lowest rate of overnight dispersal of all the state's top 20 international markets.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

² Two years of data are used to increase reliability of the figures.

Places Visited in Regional Victoria and Melbourne Attractions

Places Visited in Regional Victoria – Year Ending December 2019

Selected Places Visited - Overnight Visit or Daytrip (% of all Overnight Visitors to Victoria)	Japan Visitors	All International Visitors
Ballarat, Sovereign Hill	-	6%
Bendigo	-	3%
Daylesford, Hepburn Springs, Mt. Macedon	-	1%
Geelong & the Bellarine Peninsula	-	9%
Great Ocean Road/Twelve Apostles	22%	33%
Healesville Sanctuary	-	2%
Mornington Peninsula	-	8%
Phillip Island/Penguin Parade	14%	17%
Puffing Billy and Dandenong Ranges	-	10%
Victorian Snowfields	-	2%
Wilson's Promontory	-	3%
Yarra Valley	11%	12%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In the year ending December 2018, 22 per cent of Japanese overnight visitors to Victoria spent time (daytrip or overnight) in the Great Ocean Road/Twelve Apostles region. This region is very popular generally, with 33 per cent of all international overnight visitors to Victoria travelling there.

Fourteen per cent (14%) of Japanese overnight visitors to Victoria went to the Phillip Island/Penguin Parade area (compared with 17 per cent of international overnight visitors to Victoria overall) and 11 per cent visited the Yarra Valley region (compared with 12 per cent of international overnight visitors to Victoria overall).

Melbourne Attractions Visited – Year Ending December 2019

Selected Places Visited - Melbourne Attractions (% of Overnight Visitors to Victoria)	Japan Visitors	All International Visitors
Australian Centre for the Moving Image (ACMI)	-	4%
Brunswick Street	7%	10%
Chadstone Shopping Centre	11%	15%
Chapel Street	9%	9%
Crown Casino/entertainment complex	14%	19%
Docklands/Marvel Stadium (prev. Etihad Stadium)	18%	19%
Federation Square	21%	38%
Melbourne CBD Shopping Precinct	78%	63%
Melbourne Cricket Ground (MCG)	-	6%
Melbourne Museum (Royal Exhibition Building)	25%	16%
Melbourne Zoo	9%	8%
National Gallery of Victoria (NGV)	22%	17%
Queen Victoria Market	53%	44%
Shrine of Remembrance	9%	12%
Southbank/Southgate	25%	26%
St Kilda	30%	28%

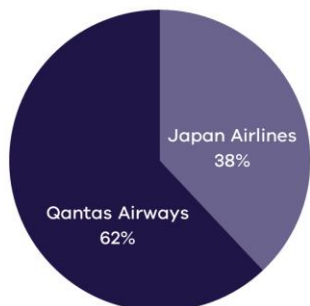
NB: Where there is a '-', figures are unreliable and are unable to be published.

The most visited Melbourne attractions by Japanese overnight visitors to Victoria were the CBD shopping precinct (78 per cent compared with 63 per cent of international visitors overall) and Queen Victoria Market (53 per cent of Japanese overnight visitors compared with 44 per cent of international visitors overall).

Other attractions that Japanese visitors were more likely to visit compared to international visitors overall included St Kilda (30 per cent of Japanese overnight visitors compared with 28 per cent of international overnight visitors overall), Melbourne Museum (25 per cent compared with 16 per cent of international overnight visitors overall) and the NGV (22 per cent compared with 17 per cent of international overnight visitors to Victoria overall).

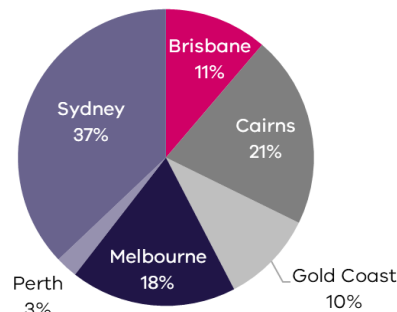
Aviation³

Airline Market Share – Direct Seats into Melbourne from Japan – Year ending December 2019



In the year ending December 2019, Qantas contributed 62 per cent of the 168,700 available seats on direct flights from Japan to Melbourne, while Japan Airlines contributed the remaining 38 per cent.

Direct Flight Market Share – Direct Seats into Australian Airports from Japan – Year ending December 2019



In the year ending December 2019, Melbourne received 18 per cent of the 929,300 available seats on direct flights from Japan to Australia. Sydney received the largest share at 37 per cent of available seats, while Cairns received 21 per cent of available seats.

³ Note: Aviation capacity is measured by "available seats", which includes international visitors and Australian residents returning home.

Sources:

- International Visitor Survey (IVS), years ending December 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Regional Expenditure Model (REX) 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Tourism Australia Consumer Demand Project, Tourism Economics, April 2020
- International Airlines Operated Flights and Seats, year ending December 2019, Department of Infrastructure and Regional Development (BITRE)
- Visitor Arrivals and Departures, year ending December 2019, Tourism Research Australia

Base for IVS and Expenditure data: Only those trips where International visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope. Expenditure includes package expenditure.

Figures that are unreliable and unable to be published are represented by '-'. Figures might not add up due to rounding.

To view the full suite of 15 International Tourism Summaries (Victoria's top 15 international markets in terms of expenditure, visitors and nights), see <https://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on IVS and Expenditure data sources used please refer to our Guide to Tourism Data Sources and Definitions document found here: <https://www.business.vic.gov.au/tourism-industry-resources/research/teve-research>

For further information on Tourism Australia's Consumer Demand Project, see <http://www.tourism.australia.com/en/markets-and-research/reports/consumer-research.html>

Further information on international visitor statistics: <https://www.tra.gov.au/international>;
<http://www.tourism.australia.com/en/markets-and-research/market-regions.html>

Factsheet produced by the TEVE Research Unit, May 2020.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for the use of this information.