



## Data for visitors to Australia for less than 12 months



Japan is Australia's seventh largest inbound market, reaching 74 per cent of pre-pandemic levels in FY2023-24. Over half of Japanese visitors are solo travellers.

### Visitor numbers



Total visitors  
**360,100**



Change vs last year  
**+108%**



Change vs pre-pandemic  
**-26%**



Rank  
**7th**

### Visitor group type



Solo traveller  
**52%**  
Total INT: 57%



Adult couple  
**13%**  
Total INT: 20%



Family  
**15%**  
Total INT: 12%



Other  
**20%**  
Total INT: 11%

### Visitor spend



Average visitor spend  
**\$4,100**



Total spend in Australia  
**\$1.3b**



Change in total spend vs last year  
**+80%**



Change in total spend vs pre-pandemic  
**+9%**

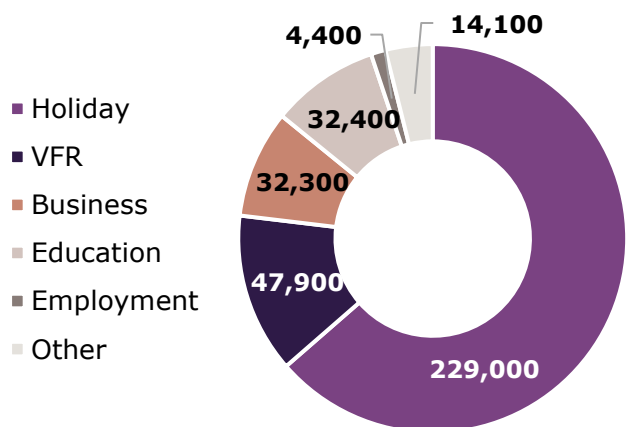


Japan is forecast to return to pre-pandemic levels in in 2026. 3 in 4 Japanese visitors come to Australia for a holiday or visiting friends and relatives (VFR).

### Forecast visitor growth



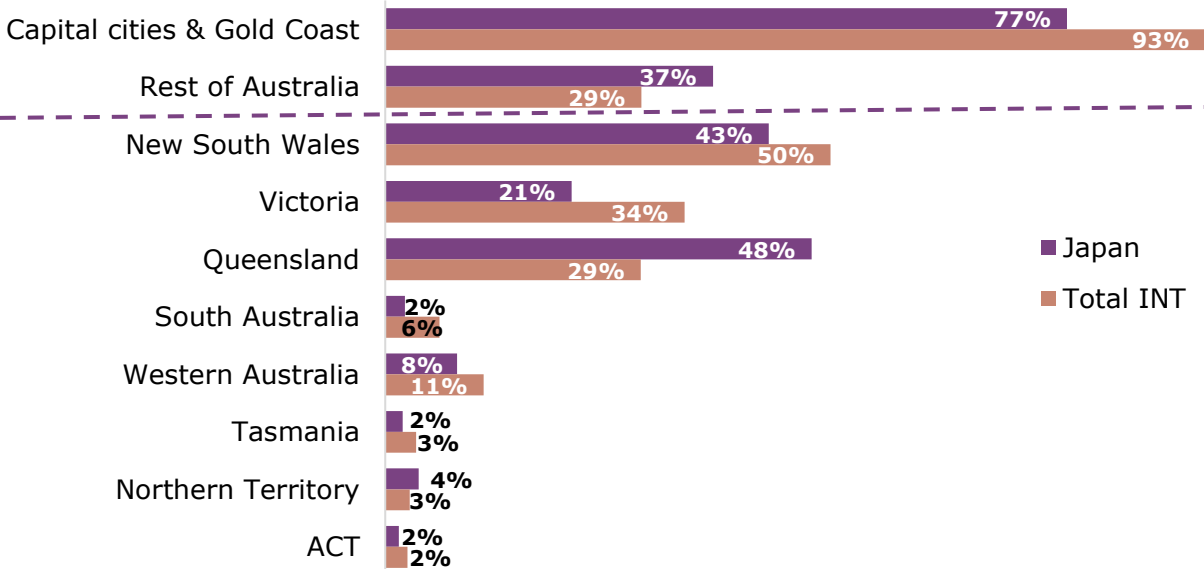
### Main reason for visitation



	Japan	Total INT
Holiday	64%	43%
Visiting Friends or Relatives	13%	34%
Business	9%	9%
Education	9%	6%
Employment	1%	4%
Other	4%	4%

\*Total INT = The average for total international visitors to Australia

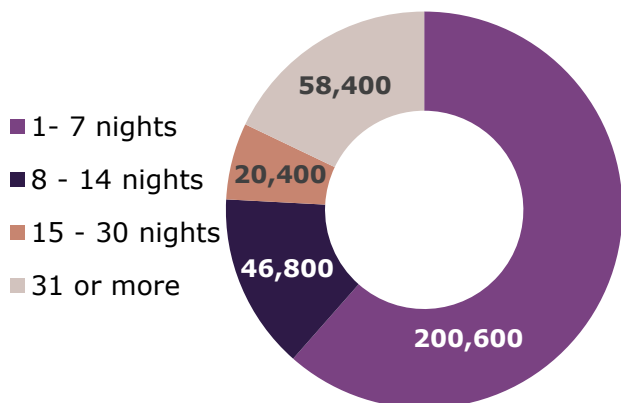
### Where visitors stay





Japanese visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the beach.

## Nights Stayed



	Japan	Total INT
1- 7 nights	61%	34%
8 - 14 nights	14%	23%
15 - 30 nights	6%	17%
31 or more nights	18%	25%

\*Total INT = The average for total international visitors to Australia

## Visitor experience rating and trip type



Positive trip sentiment  
 (7+ out of 10)  
**95%**  
 Total INT: 96%

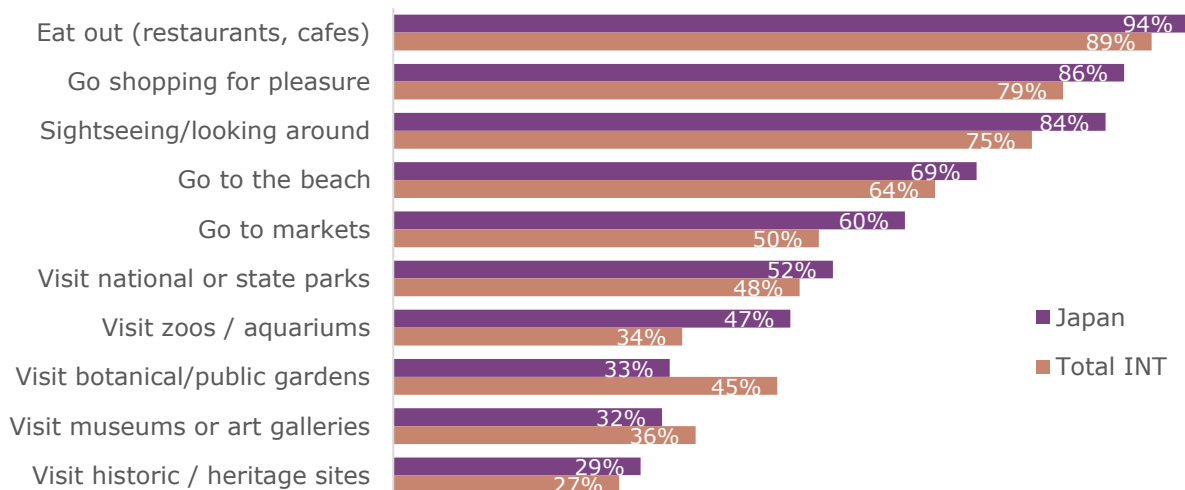


First trip to Australia  
**55%**  
 Total INT: 36%



Return trip to Australia  
**45%**  
 Total INT: 64%

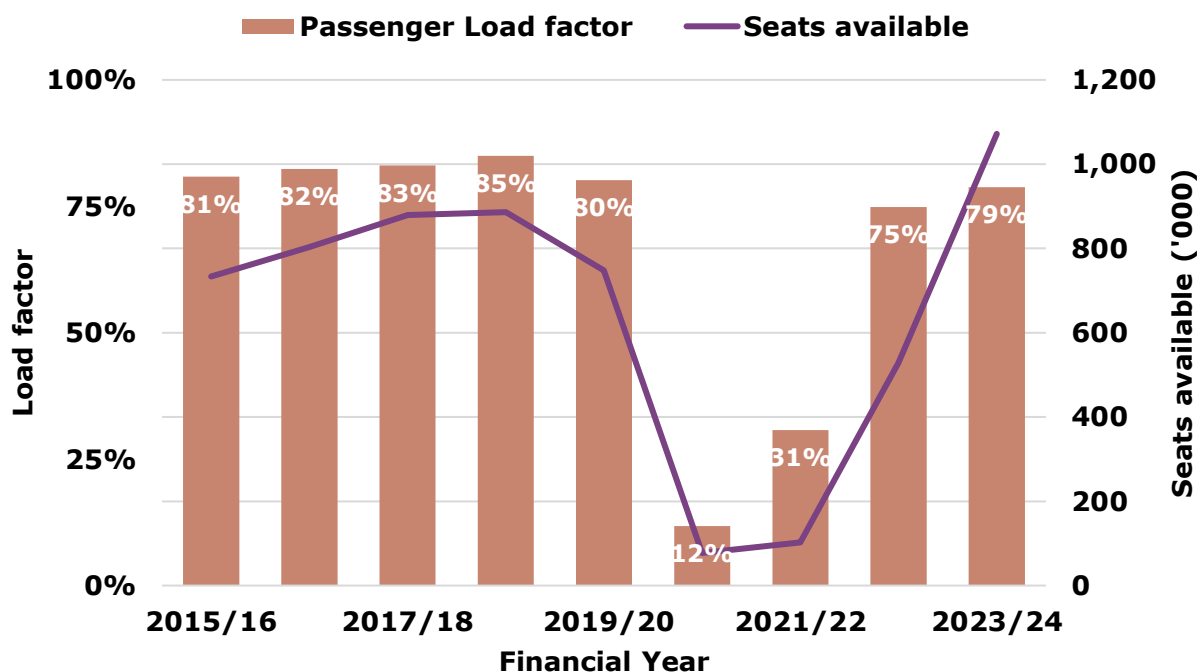
## What visitors do





Aviation capacity for Japan overtook pre-pandemic levels in FY2023-24. Over 702,700 Australians visited Japan in FY2023-24.

## Aviation capacity



## Australian visitors to market



Australian residents  
 returning from market  
**702,700**



Japanese residents  
 coming into Australia  
**360,100**



NET visitor  
 balance  
**-342,600**

### Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: [www.tra.gov.au](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)