



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



Japan is Australia's 7<sup>th</sup> largest inbound market. In 2025 Japan saw a 6% year-on-year increase in visitation, and a 13% increase in spend in Australia.

### Visitor numbers



Total  
visitors  
**423,100**



Change vs  
last year  
**+6%**



Rank  
**7<sup>th</sup>**

### Visitor spend



Average visitor  
spend  
**\$4,197**



Total spend  
in Australia  
**\$1.6b**



Change in total  
spend vs last year  
**+13%**

### Visitor group type



Solo traveller  
**53%**  
Total INT: 54%



Adult couple  
**10%**  
Total INT: 20%



Family/ friends group  
**28%**  
Total INT: 23%

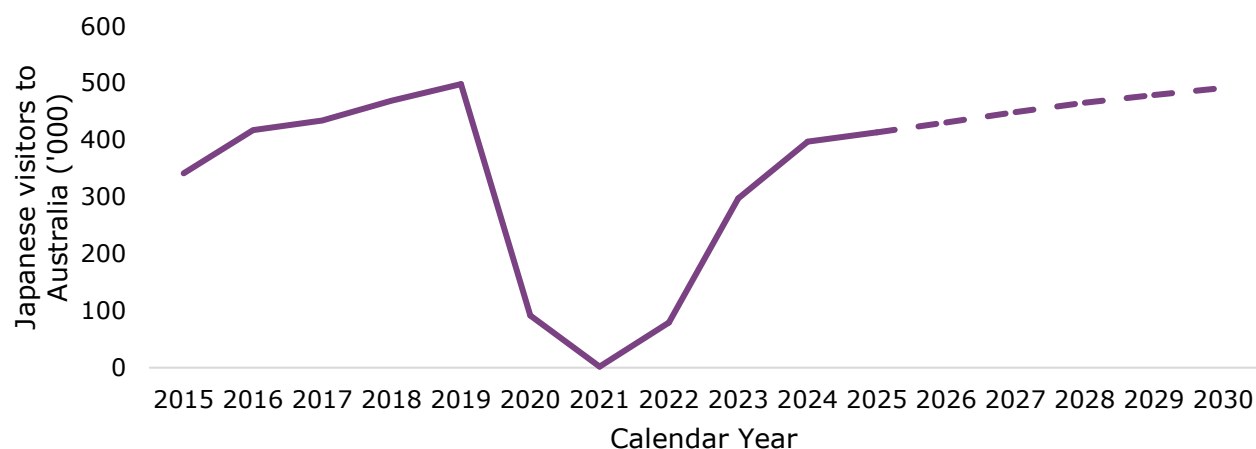


Other  
**4%**  
Total INT: 3%

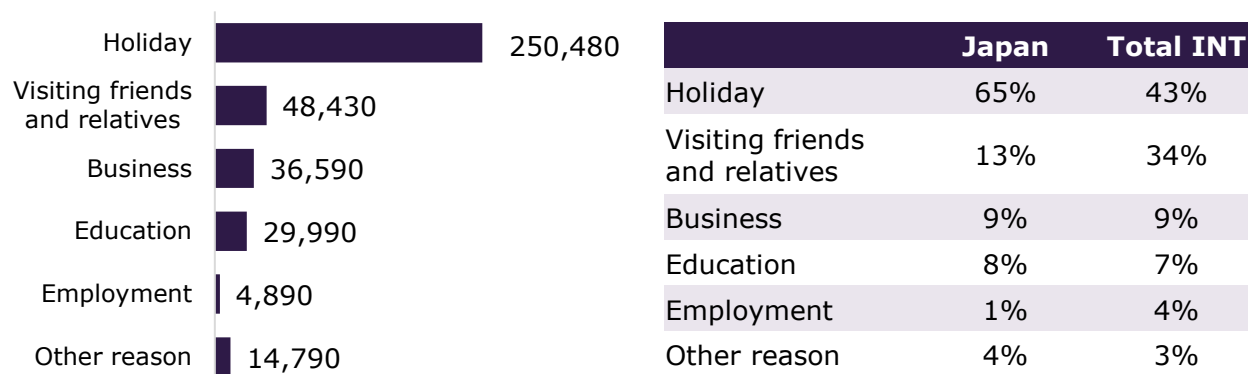


Japanese visitors are forecast grow to 492,000 by 2030. Visitors from Japan are most likely to come for a holiday, and they are more likely than other international visitors to visit regional Australia, and Queensland.

## Forecast visitor growth

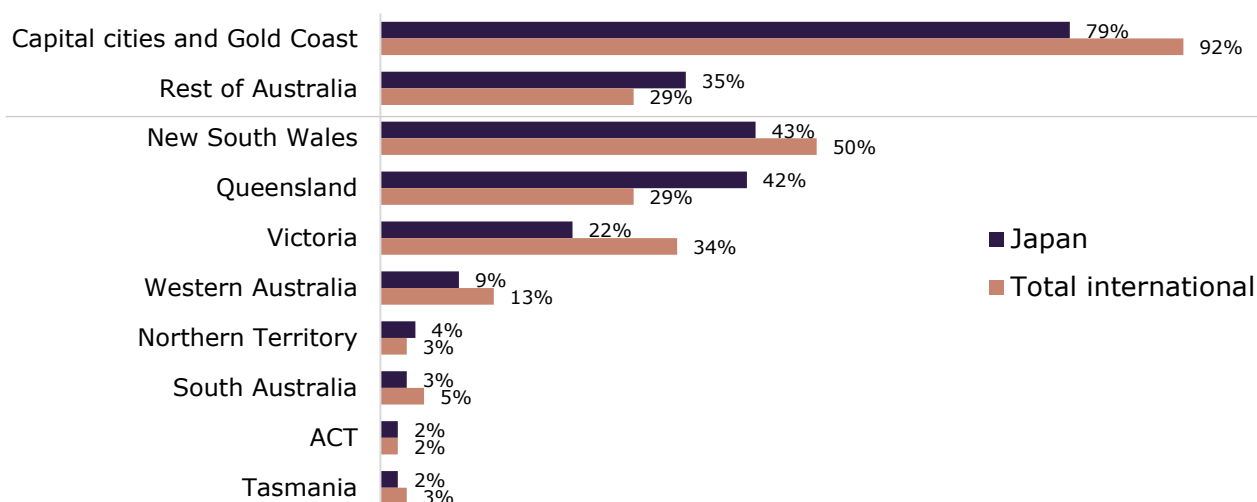


## Main reason for visitation



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

## Destinations visited





Japanese visitors spend fewer nights in Australia than the average international visitor. Many Japanese visitors are first time visitors. Japanese visitors are more likely visit wildlife parks/ zoos/ aquariums than the average international visitor.

## Nights Stayed

	Japan	Total INT
1- 7 nights	63%	33%
8 - 14 nights	14%	23%
15 - 30 nights	5%	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)  
**94%**  
 Total INT: 97%

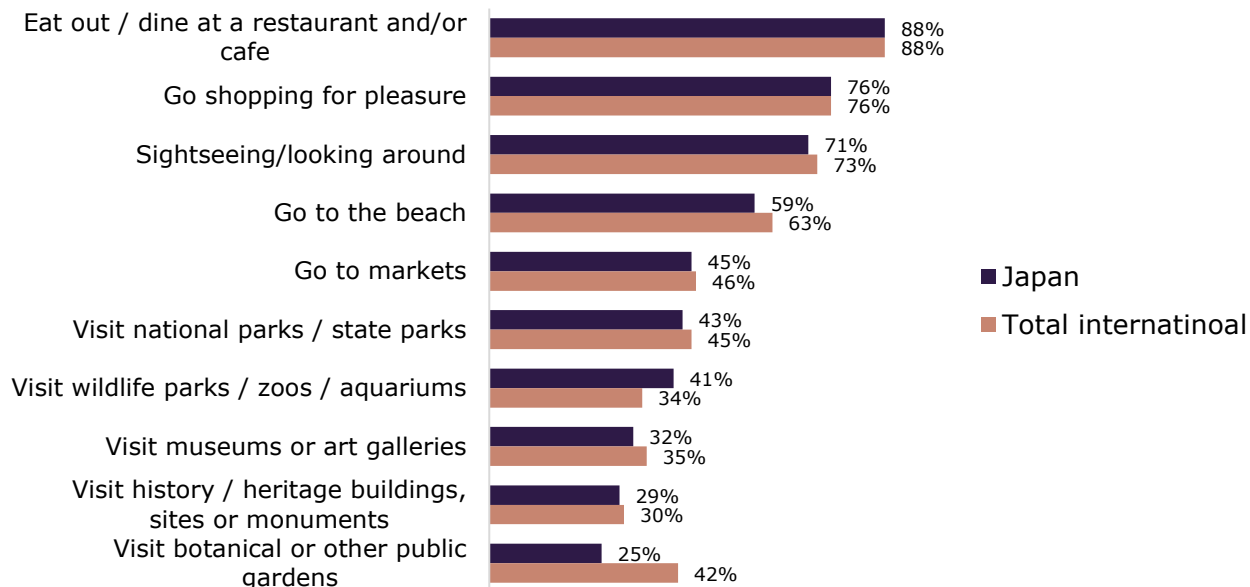


First trip to  
 Australia  
**55%**  
 Total INT: 41%



Return trip to  
 Australia  
**45%**  
 Total INT: 59%

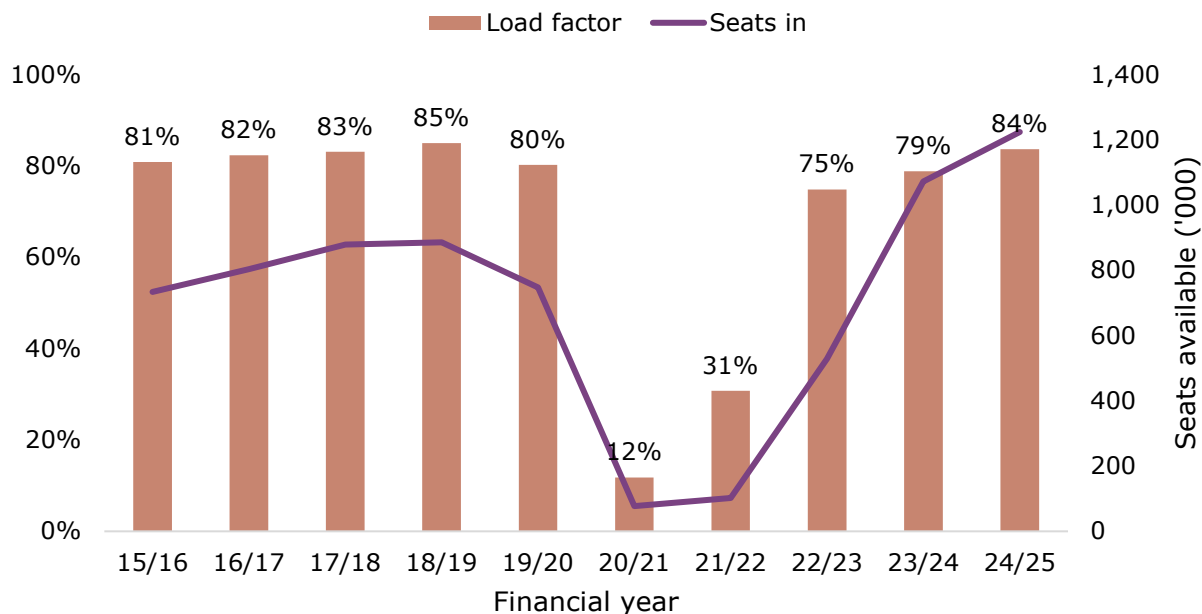
## What visitors do





Aviation capacity for Japan has grown to a record high in FY2024–25, with the load factor increasing over the past few years. Over 950,000 Australians visited Japan in 2025, an increase of 19% from the year prior. Japan is the third most popular destinations for Australian travellers.

## Direct Aviation capacity



## Australian visitors to market



Australians visiting Japan  
**951,950**



Japanese residents coming into Australia  
**423,100**



NET visitor balance  
**-528,850**

### 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 March 2026.

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)