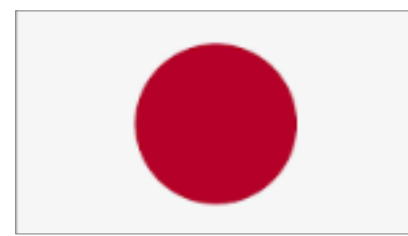


# Japan Visitor Profile to NSW

Year ended December 2023



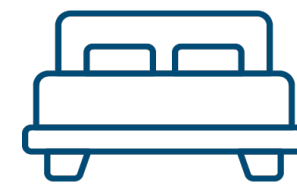
Source: International Visitor Survey, Tourism Research Australia



## VISITORS

**121,600**

60% vs. 2019\*



## NIGHTS

**3.3m**

98% vs. 2019\*



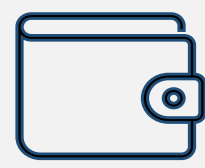
## EXPENDITURE

**\$432.6m**

112% vs. 2019\*

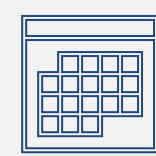
\*vs. Pre-COVID period (YE Dec 2019)

### Average spend



\$131 per night  
\$3557 per visitor

### Average length of stay



27.1 nights

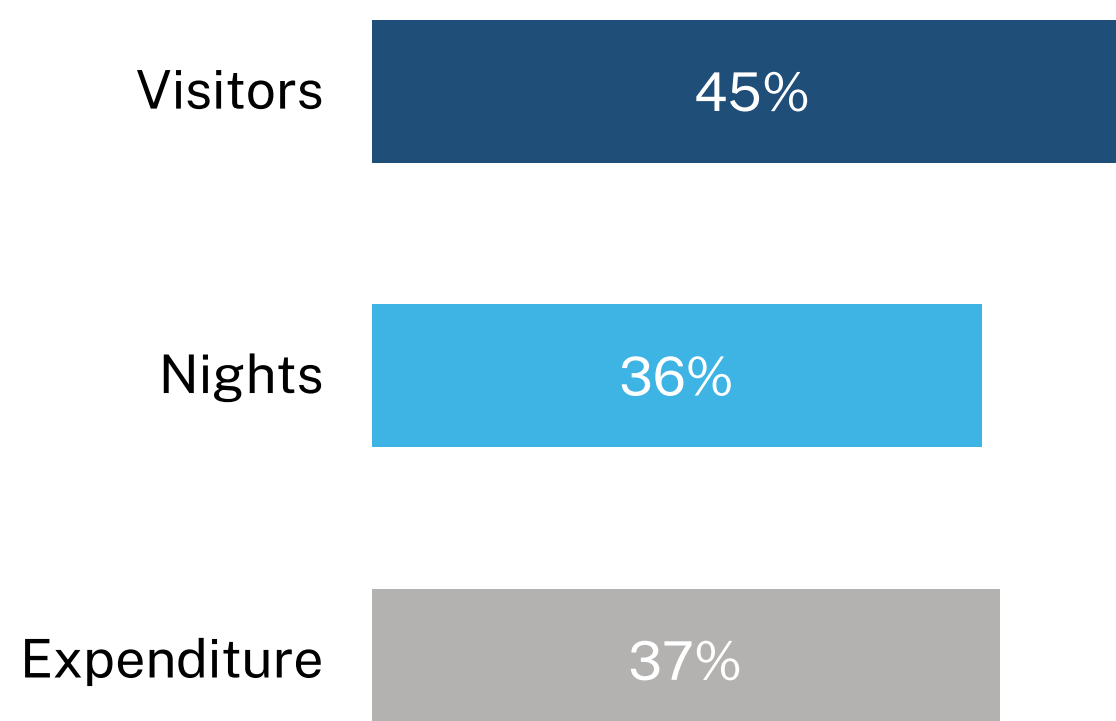
### Rank in NSW



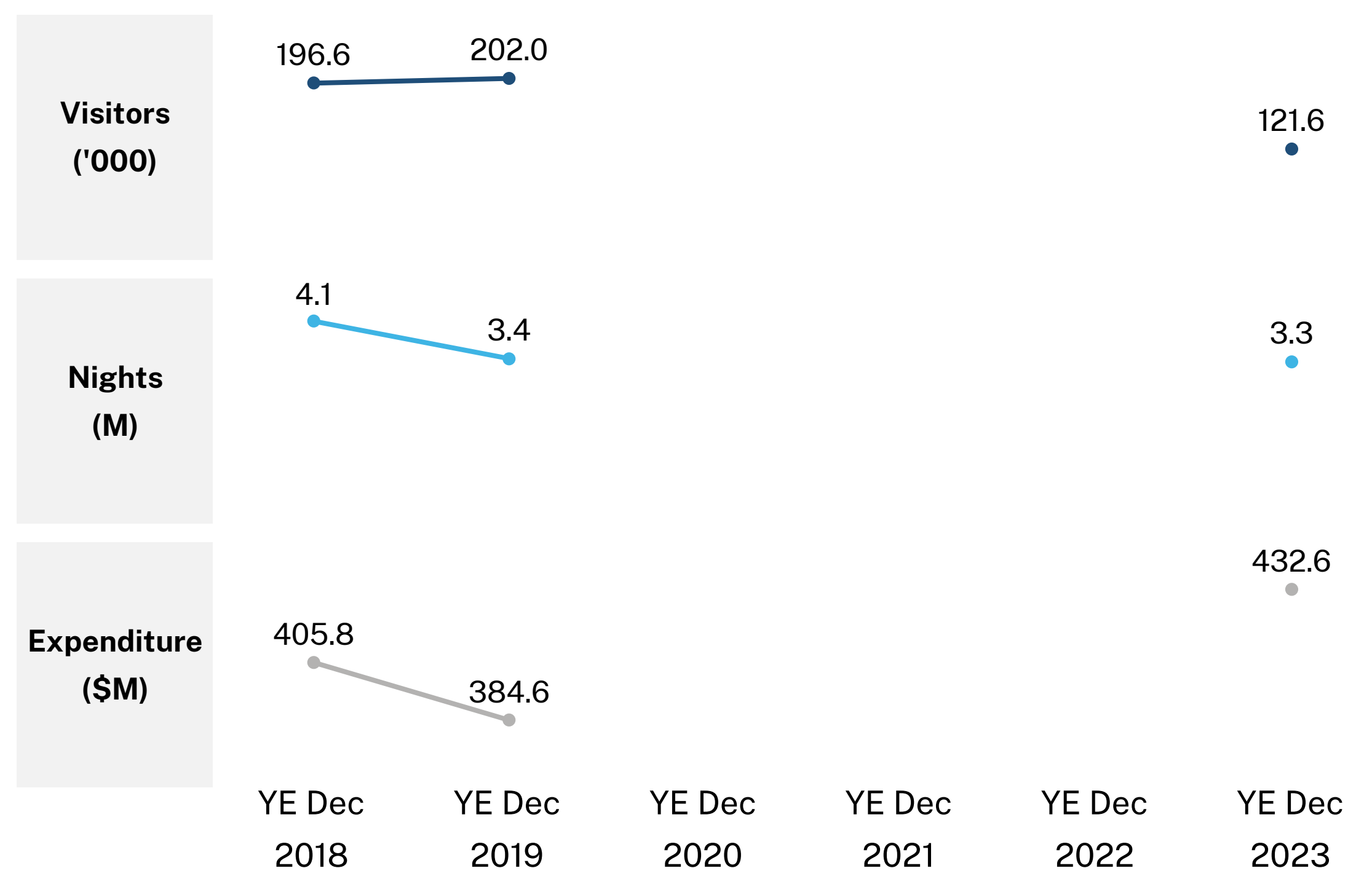
#7 for visitors  
#6 for nights  
#7 for expenditure

### NSW share of visitors to Australia

45% of international visitors from Japan visited NSW during their trip to Australia

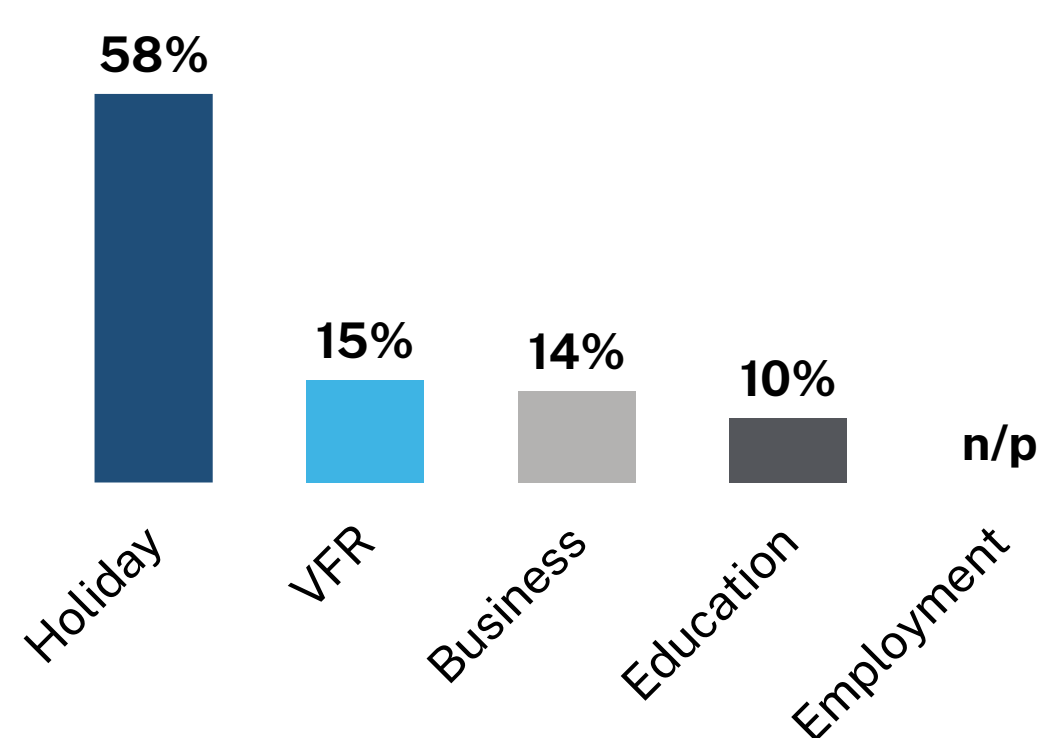


### Time Series

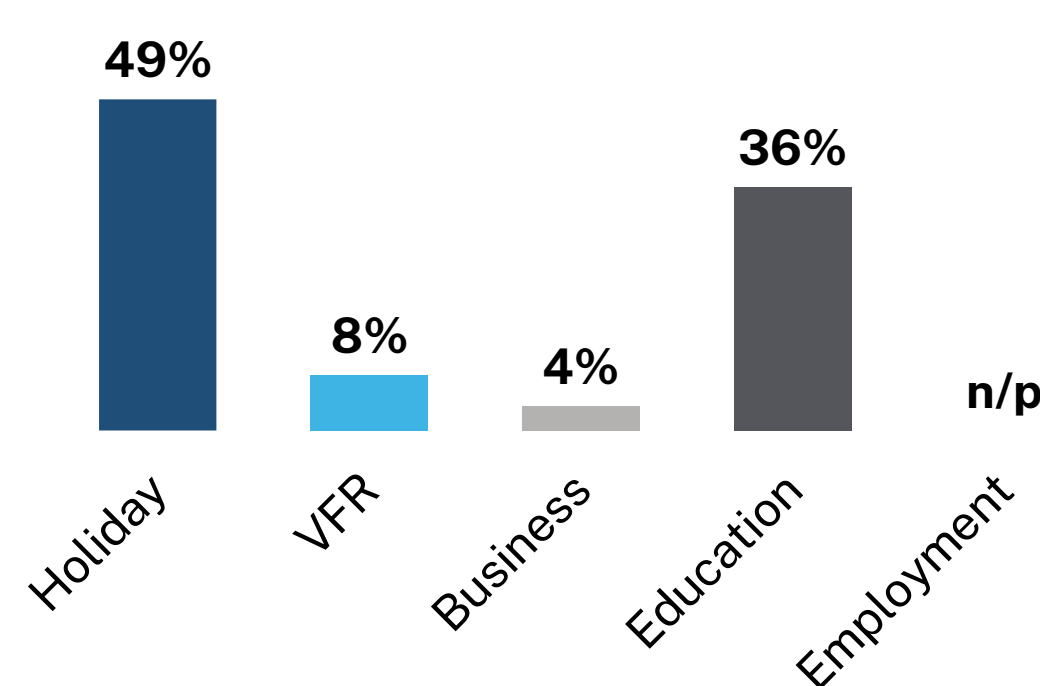


### Purpose of Visit

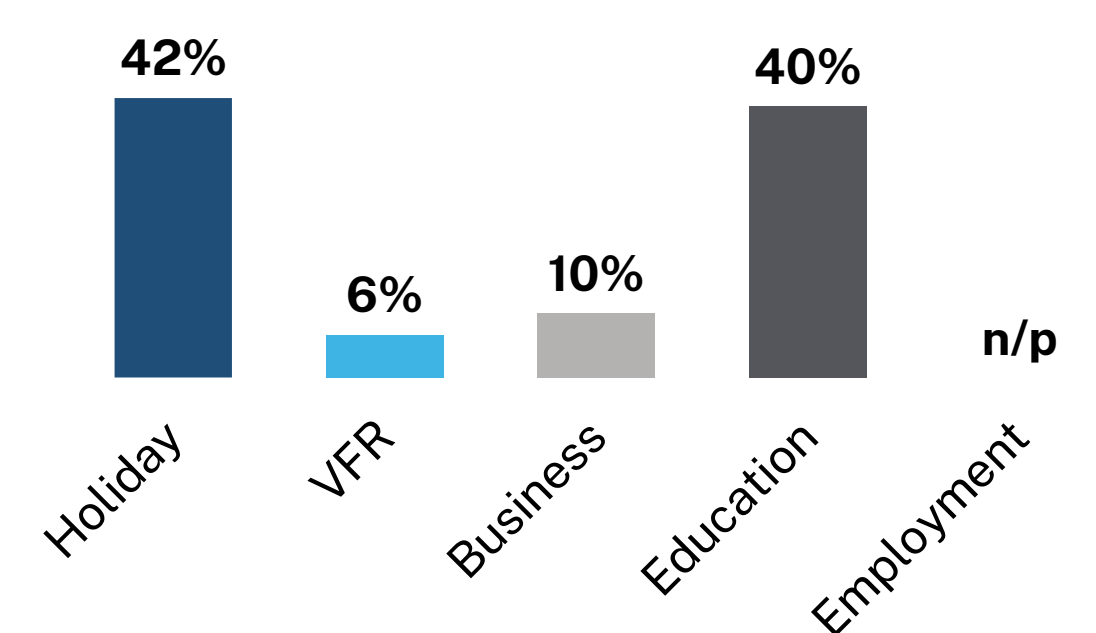
#### Visitors (000)



#### Nights (000)



#### Expenditure (\$M)



### Visitor dispersal

8% of visitors from Japan visited Regional NSW as part of their trip

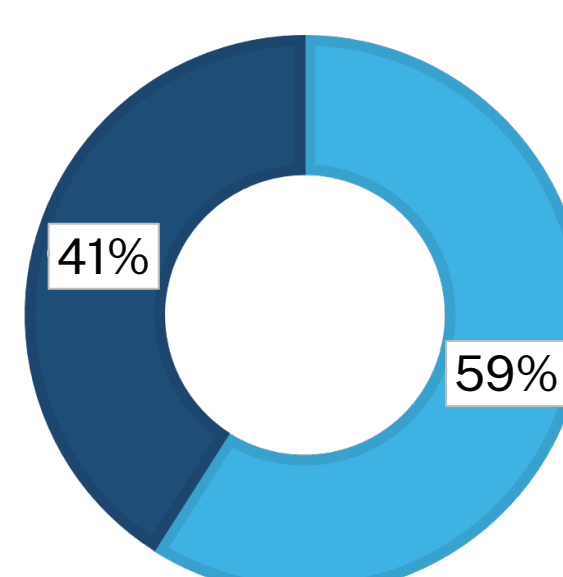
Regional NSW, 8%



### First vs return visitor to Australia

41% of visitors from Japan to NSW were making a return visit to Australia

■ First time visitor  
■ Return visitor



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

# Japan Visitor Profile to NSW

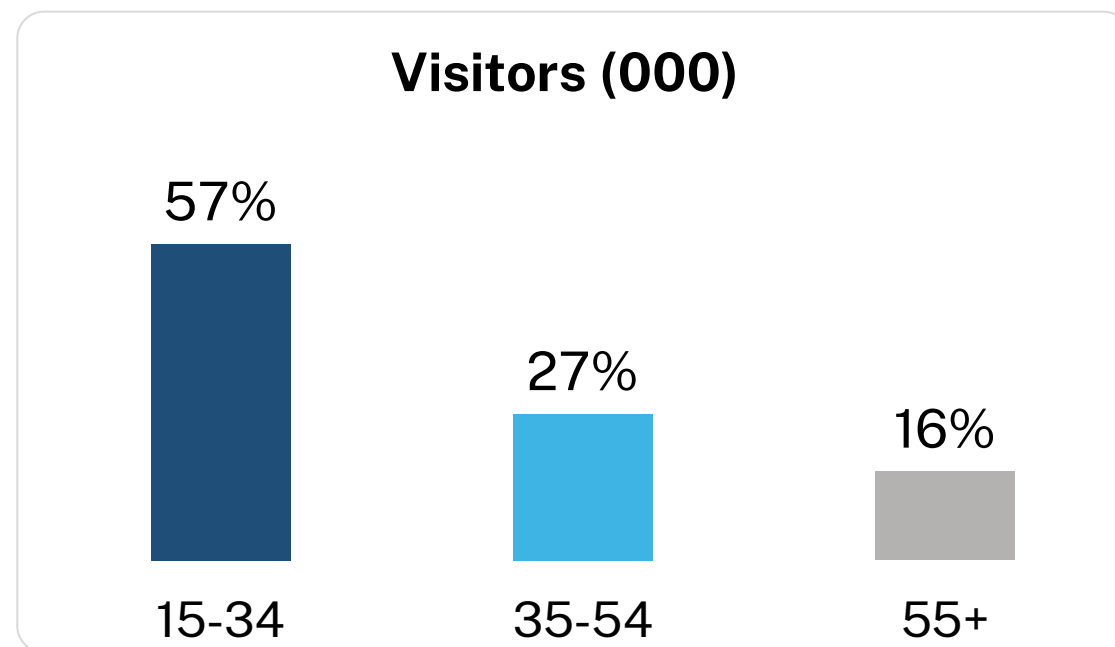
Year ended December 2023



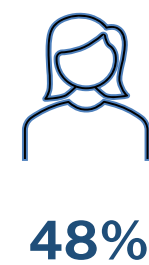
Source: International Visitor Survey, Tourism Research Australia

## Age

'15-34 years' was the largest age group of visitors from Japan to NSW

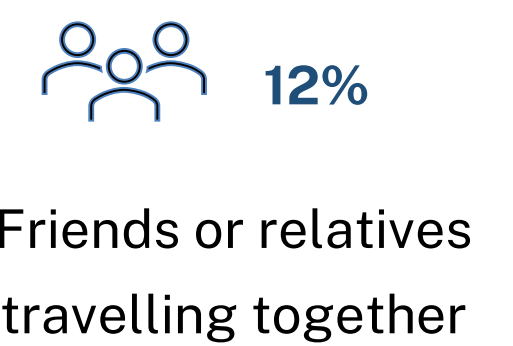
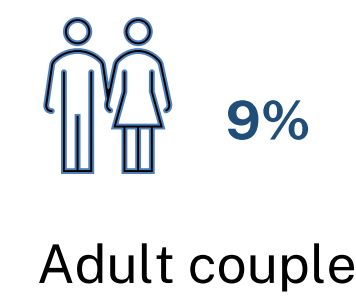
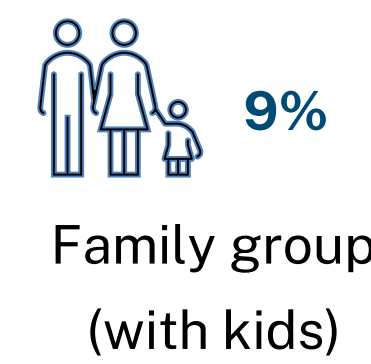
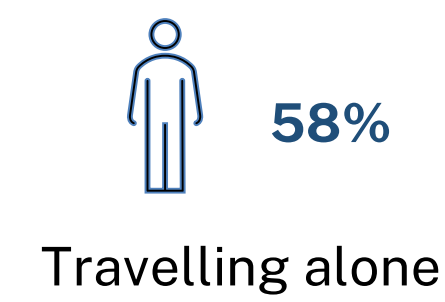


## Gender



## Travel party

58% of visitors from Japan to NSW were travelling alone.



## Group tour

92% of all visitors to NSW from Japan didn't travel to Australia on a group tour

Group tour n/p



## Travel package

12% of all visitors to NSW from Japan booked their trip as part of a package tour

Package tour 12%



## FIT visitor#

57% of visitors to NSW from Japan were Free and Independent Travellers

FIT traveller 57%

Non-FIT traveller 43%

# free and independent traveller

## Lifestage

Young Singles (15 - 24 YO) 32%

Midlife Singles (25 - 44 YO) 23%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) 8%

Older Couples, no kids at home (45+ YO) 10%

Parent(s) with kids still at home 23%

## Aviation



### Inbound seats to Sydney

353,387 seats

+150.5% YoY

3.7% of the total inbounds seats available at Sydney Airport

### Key airlines



1. All Nippon Airways (Japan), 34%

2 Qantas Airways, 32%

3 Japan Airlines, 16%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia