



## Japan - Times Series Year ending June 2006 - 2011

By stopover reason for visit

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Holiday visitors ('000)</b>	<b>State visited</b>						
	New South Wales	196	168	135	94	85	93
	Victoria	35	31	28	20	16	18
	Queensland	365	321	267	200	174	161
	<b>Total</b>	<b>488</b>	<b>430</b>	<b>364</b>	<b>272</b>	<b>244</b>	<b>238</b>

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of holiday visitors (per cent)</b>	<b>State visited</b>						
	New South Wales	40.1	39.1	37.2	34.6	35.0	39.0
	Victoria	7.2	7.3	7.7	7.3	6.4	7.4
	Queensland	74.8	74.7	73.3	73.4	71.5	67.7

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Holiday visitor nights ('000)</b>	<b>State visited</b>						
	New South Wales	1,257	1,658	1,474	1,220	1,058	1,394
	Victoria	433	403	590	528	341	372
	Queensland	2,140	2,294	2,027	1,661	1,426	1,444
	<b>Total</b>	<b>4,847</b>	<b>5,454</b>	<b>4,977</b>	<b>4,080</b>	<b>3,447</b>	<b>3,964</b>

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of holiday visitor nights (per cent)</b>	<b>State visited</b>						
	New South Wales	25.9	30.4	29.6	29.9	30.7	35.2
	Victoria	8.9	7.4	11.9	12.9	9.9	9.4
	Queensland	44.2	42.1	40.7	40.7	41.4	36.4

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>VFR visitors ('000)</b>	<b>State visited</b>						
	New South Wales	27	26	23	19	21	22
	Victoria	12	14	11	12	10	7
	Queensland	24	28	27	21	21	17
	<b>Total</b>	<b>72</b>	<b>77</b>	<b>67</b>	<b>56</b>	<b>56</b>	<b>53</b>

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of VFR visitors (per cent)</b>	<b>State visited</b>						
	New South Wales	37.6	33.5	34.4	34.3	36.9	41.8
	Victoria	17.1	18.1	16.3	20.5	16.8	13.0
	Queensland	33.5	36.1	40.5	37.0	37.4	32.6

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>VFR visitor nights ('000)</b>	<b>State visited</b>						
	New South Wales	278	237	239	208	267	253
	Victoria	125	142	106	154	103	83
	Queensland	179	226	261	183	201	193
	<b>Total</b>	<b>733</b>	<b>758</b>	<b>722</b>	<b>697</b>	<b>662</b>	<b>650</b>

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of VFR visitor nights (per cent)</b>	<b>State visited</b>						
	New South Wales	37.9	31.3	33.1	29.8	40.3	38.9
	Victoria	17.0	18.8	14.7	22.0	15.6	12.8
	Queensland	24.5	29.8	36.1	26.2	30.3	29.6

Source: International Visitor Survey.

Base: All visitors aged 15 years and over travel grid completed.

## Japan - Times Series Year ending June 2006 - 2011

Business visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	29	30	28	24	20
	Victoria	14	14	12	8	10	8
	Queensland	12	14	11	12	9	8
	<b>Total</b>	<b>51</b>	<b>52</b>	<b>49</b>	<b>41</b>	<b>37</b>	<b>39</b>

Market share of business visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	55.8	56.6	57.1	58.7	52.7
	Victoria	26.9	25.8	25.2	18.6	25.8	21.8
	Queensland	24.2	26.4	22.1	27.8	23.4	21.8

Business visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	431	516	268	268	309
	Victoria	204	151	89	51	125	104
	Queensland	86	70	83	60	40	38
	<b>Total</b>	<b>833</b>	<b>896</b>	<b>585</b>	<b>503</b>	<b>596</b>	<b>518</b>

Market share of business visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	51.8	57.6	45.9	53.4	51.8
	Victoria	24.4	16.9	15.1	10.2	20.9	20.1
	Queensland	10.3	7.9	14.2	11.9	6.6	7.2

Education visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	11.5	11.4	11.5	8.5	11.0
	Victoria	5.3	4.8	4.8	3.8	3.5	2.3
	Queensland	15.8	14.2	15.7	12.2	10.1	9.8
	<b>Total</b>	<b>37.9</b>	<b>36.2</b>	<b>36.7</b>	<b>28.3</b>	<b>28.1</b>	<b>28.0</b>

Market share of Education visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	30.3	31.5	31.3	30.0	39.1
	Victoria	14.0	13.3	13.1	13.4	12.5	8.2
	Queensland	41.7	39.2	42.8	43.1	35.9	35.0

Education visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	1,213	1,108	984	773	1,036
	Victoria	535	555	518	334	394	243
	Queensland	1,336	1,012	994	855	661	605
	<b>Total</b>	<b>3,727</b>	<b>3,399</b>	<b>3,083</b>	<b>2,470</b>	<b>2,607</b>	<b>2,339</b>

Market share of Education visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	32.5	32.6	31.9	31.3	39.7
	Victoria	14.4	16.3	16.8	13.5	15.1	10.4
	Queensland	35.8	29.8	32.2	34.6	25.4	25.9

Employment visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	0.7	1.6	0.6	0.4	1.0
	Victoria	0.4	0.7	0.4	0.1	0.4	0.5
	Queensland	1.4	3.3	0.8	0.7	1.0	1.2
	<b>Total</b>	<b>2.9</b>	<b>6.2</b>	<b>2.1</b>	<b>1.9</b>	<b>2.7</b>	<b>3.0</b>

Market share of Employment visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	24.1	25.8	28.6	21.1	37.0
	Victoria	13.8	11.3	19.0	5.3	14.8	16.7
	Queensland	48.3	53.2	38.1	36.8	37.0	40.0

## Japan - Times Series Year ending June 2006 - 2011

Employment visitor nights (’000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	31	220	68	60	127	100
	Victoria	40	121	23	11	46	60
	Queensland	120	51	76	74	89	138
	<b>Total</b>	<b>232</b>	<b>436</b>	<b>270</b>	<b>217</b>	<b>311</b>	<b>326</b>

Market share of Employment visitor nights (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	13.6	50.4	25.3	27.8	40.9	30.7
	Victoria	17.2	27.7	8.5	4.9	14.9	18.4
	Queensland	51.6	11.6	28.3	33.9	28.6	42.4

Total visitors (’000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	266.1	235.2	195.8	147.5	136.3	149.7
	Victoria	64.9	62.0	55.0	41.3	37.6	35.0
	Queensland	418.3	371.2	312.2	237.6	210.2	193.3
	<b>Total</b>	<b>624.4</b>	<b>565.1</b>	<b>483.6</b>	<b>373.6</b>	<b>340.3</b>	<b>334.9</b>

Market share of total visitors (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	42.6	41.6	40.5	39.5	40.1	44.7
	Victoria	10.4	11.0	11.4	11.1	11.0	10.5
	Queensland	67.0	65.7	64.6	63.6	61.8	57.7

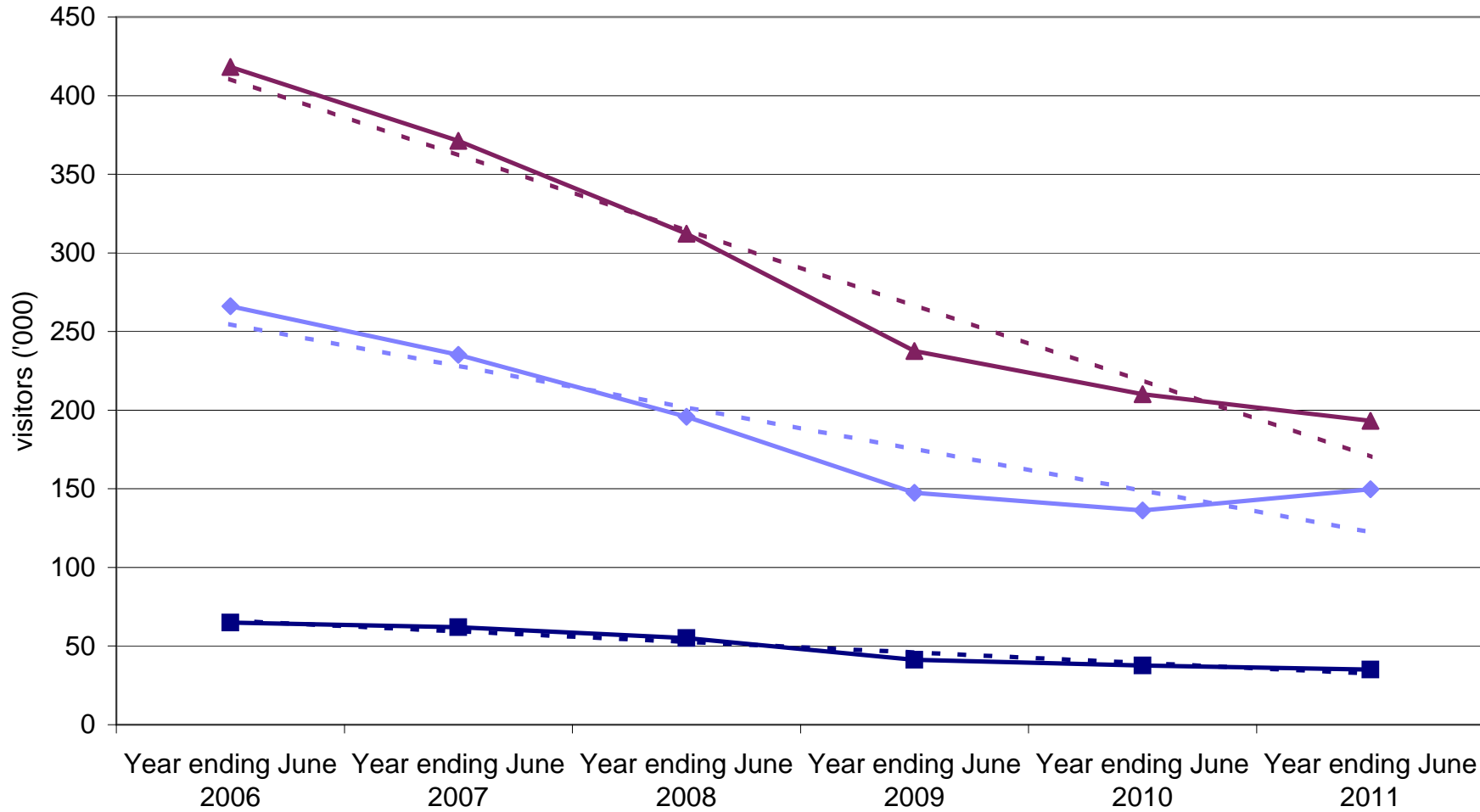
Total visitor nights (’000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	3,464	3,744	3,042	2,558	2,808	3,188
	Victoria	1,398	1,374	1,355	1,078	1,012	864
	Queensland	3,957	3,656	3,454	2,842	2,421	2,426
	<b>Total</b>	<b>10,901</b>	<b>10,991</b>	<b>9,719</b>	<b>8,015</b>	<b>7,661</b>	<b>7,854</b>

Market share of total visitor nights (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	31.8	34.1	31.3	31.9	36.6	40.6
	Victoria	12.8	12.5	13.9	13.4	13.2	11.0
	Queensland	36.3	33.3	35.5	35.5	31.6	30.9

Source: International Visitor Survey.

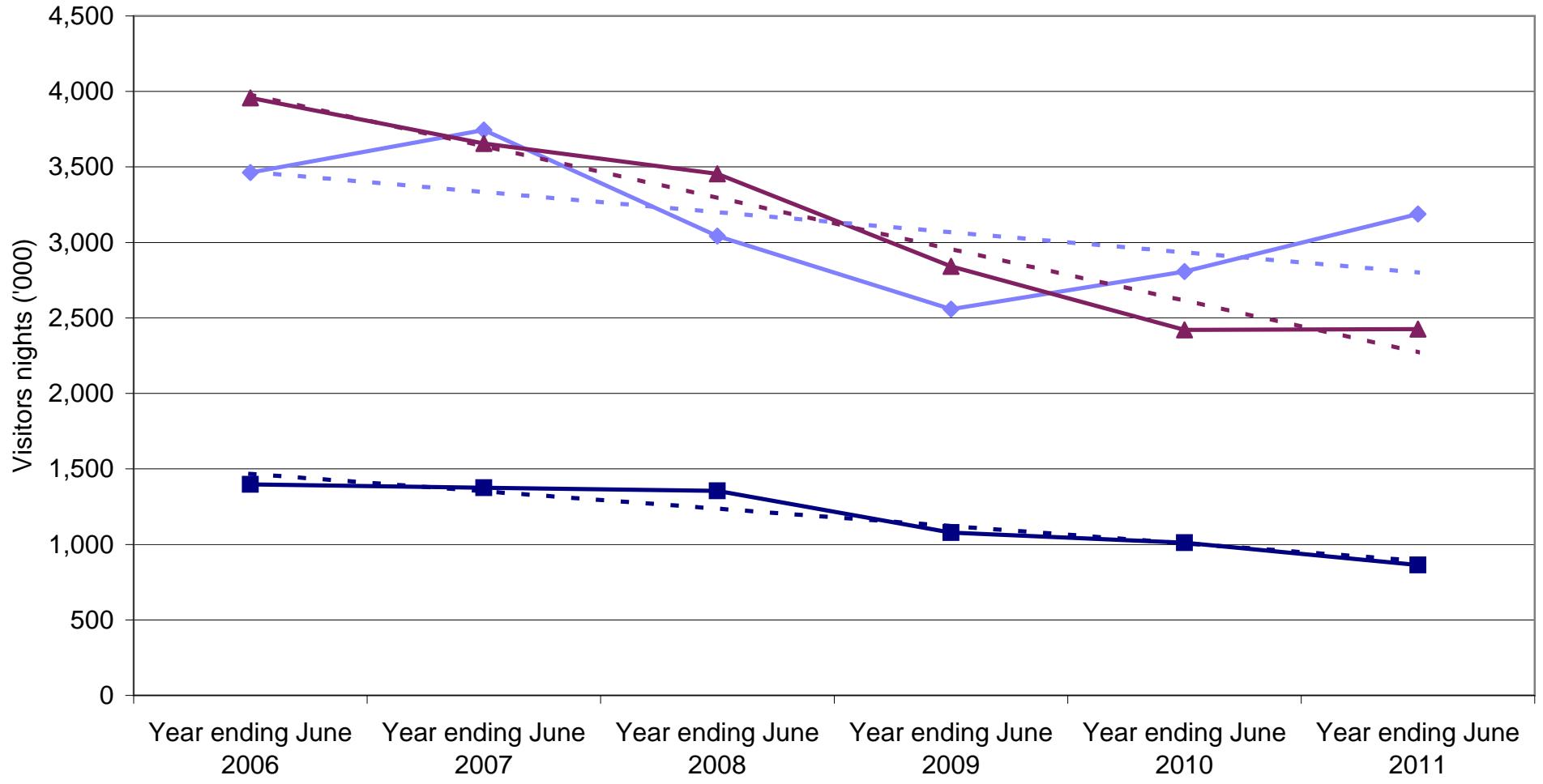
Base: All visitors aged 15 years and over travel grid completed.

### Japan visitors by State visited



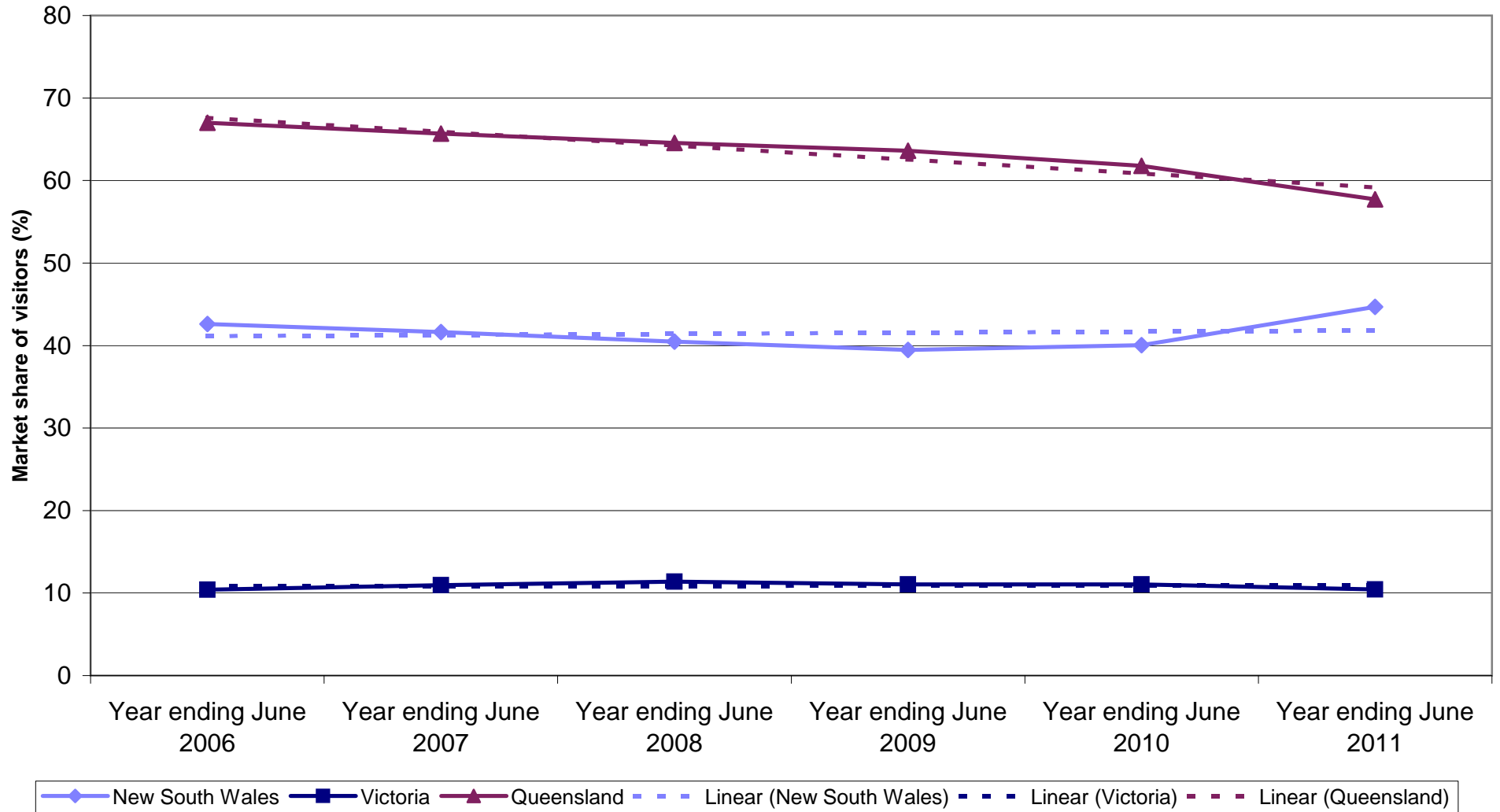
Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

### Japan nights by State visited

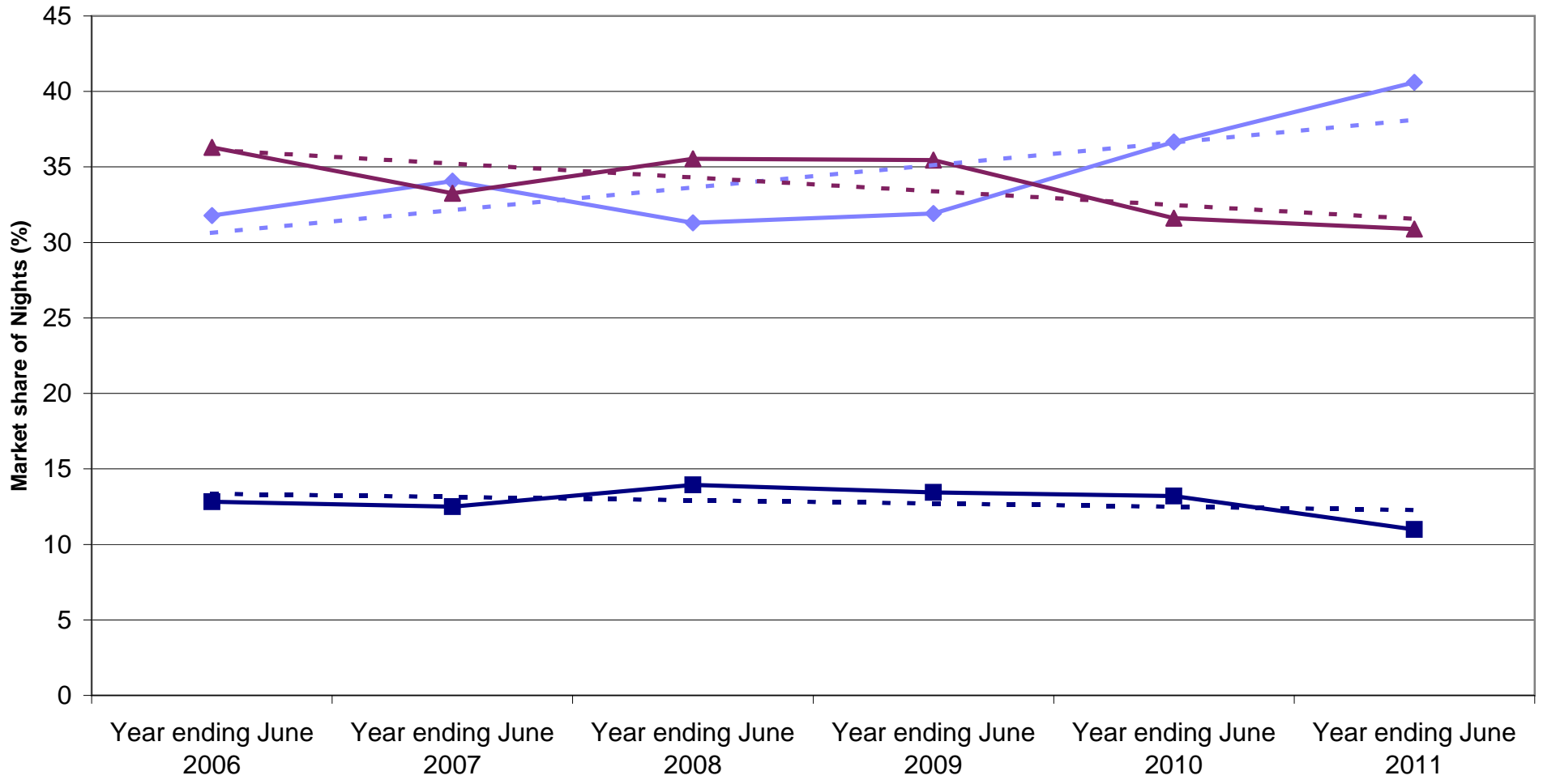


◆ New South Wales  
 ■ Victoria  
 ▲ Queensland  
 - - - Linear (New South Wales)  
 - - - Linear (Victoria)  
 - - - Linear (Queensland)

### State market share of Japan visitors to Australia

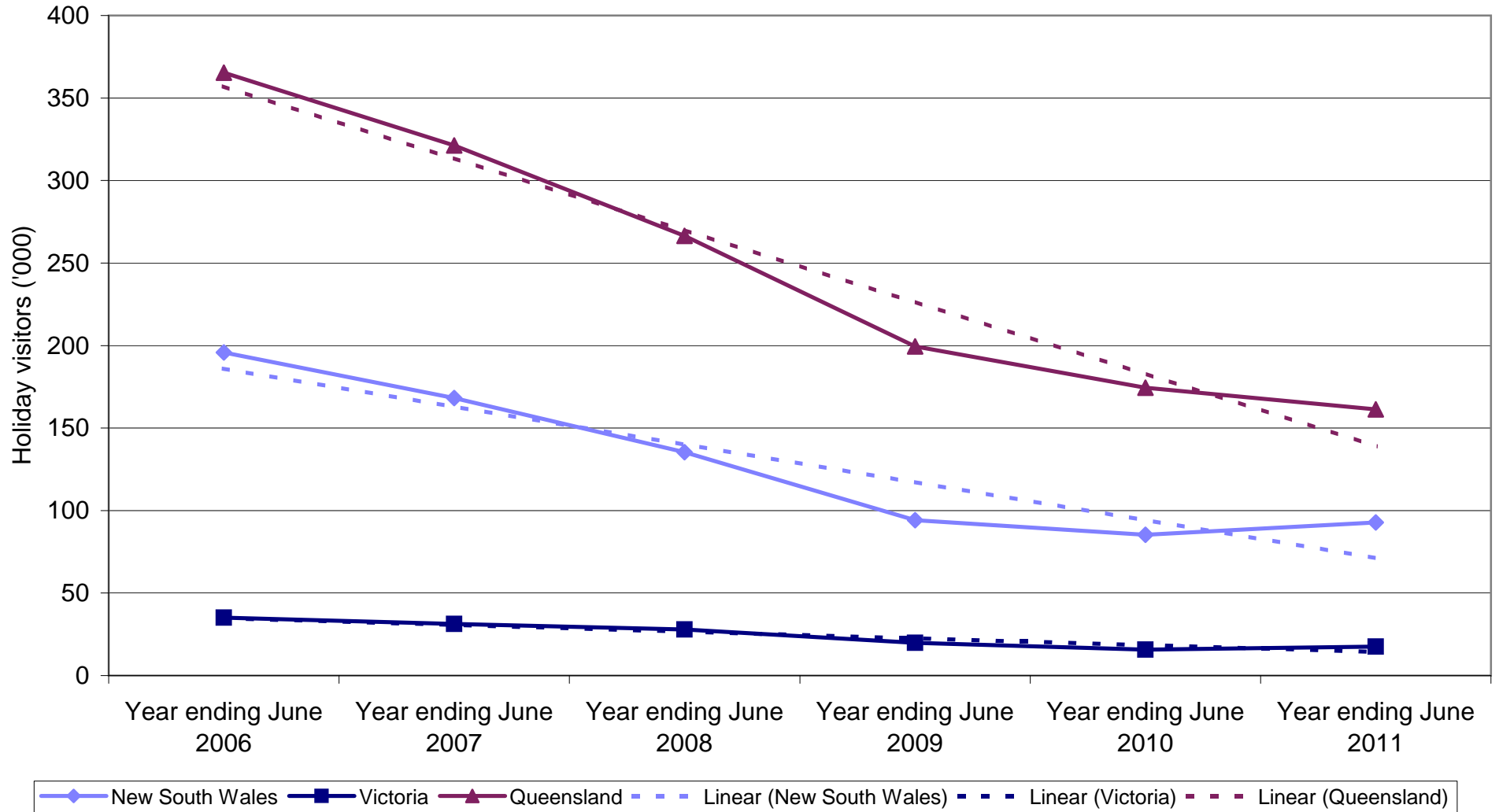


### State market share of Japan nights to Australia

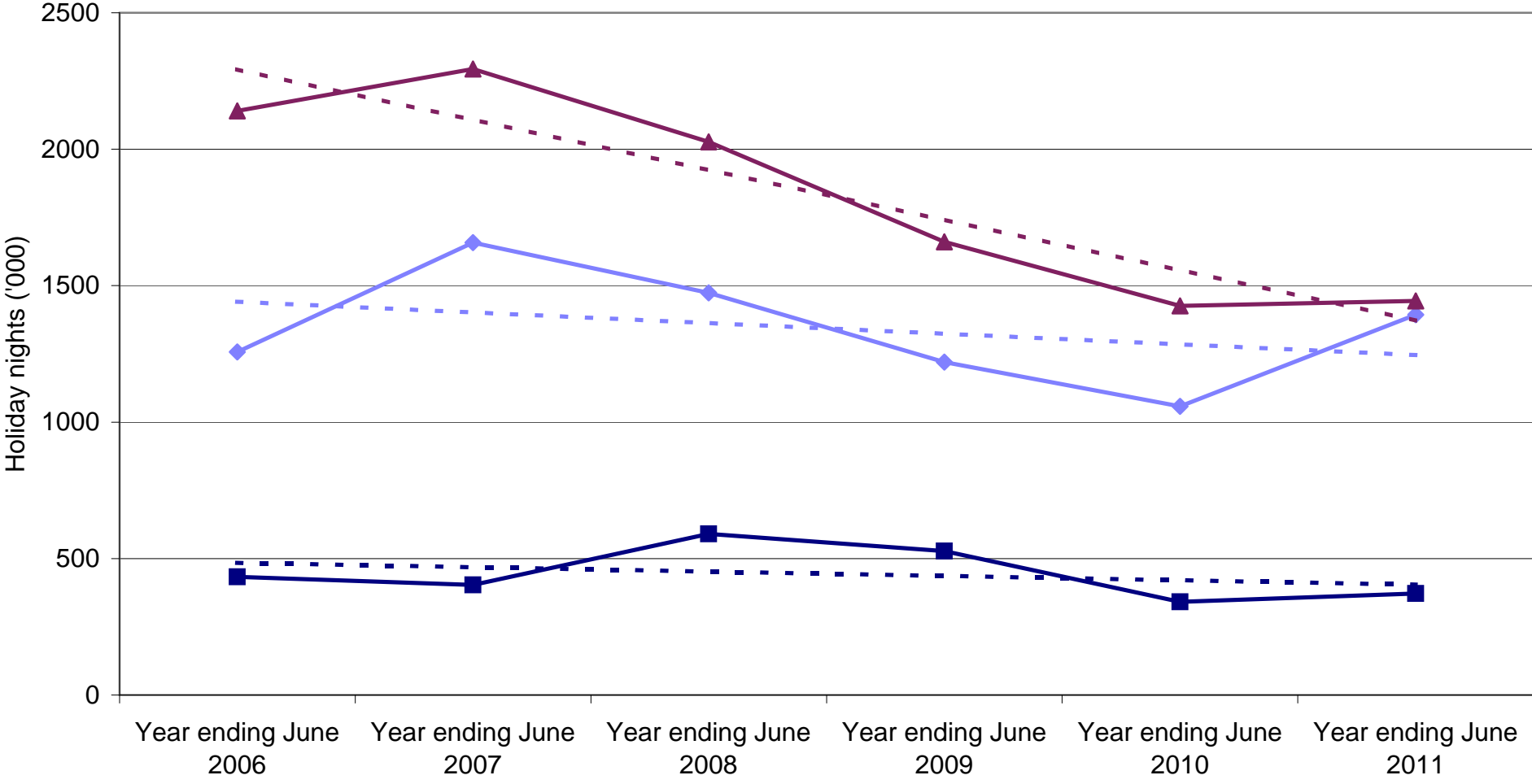


◆ New South Wales  
 ■ Victoria  
 ▲ Queensland  
 - - - Linear (New South Wales)  
 - - - Linear (Victoria)  
 - - - Linear (Queensland)

### Japan holiday visitors by State visited

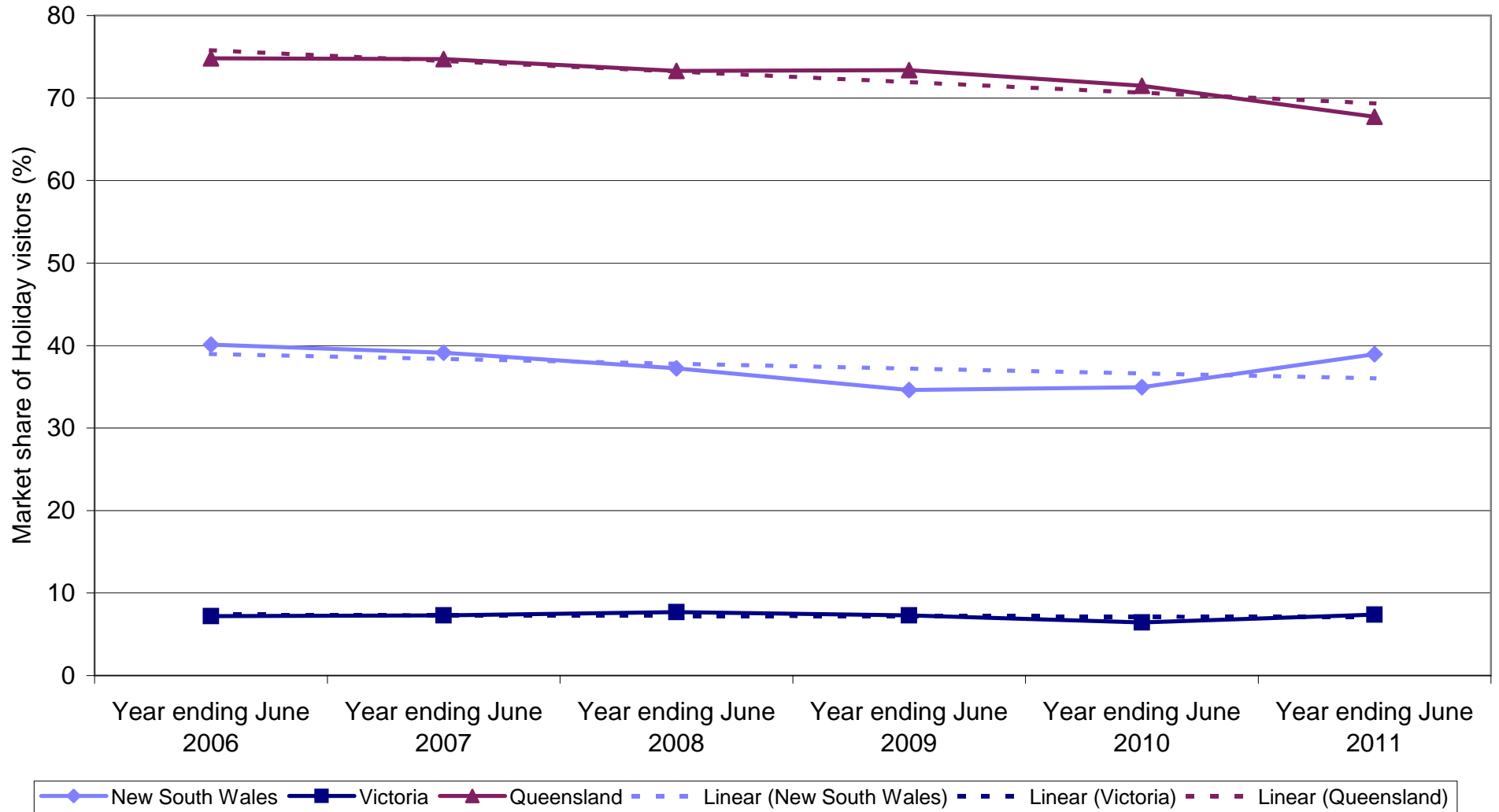


Japan holiday nights by State visited

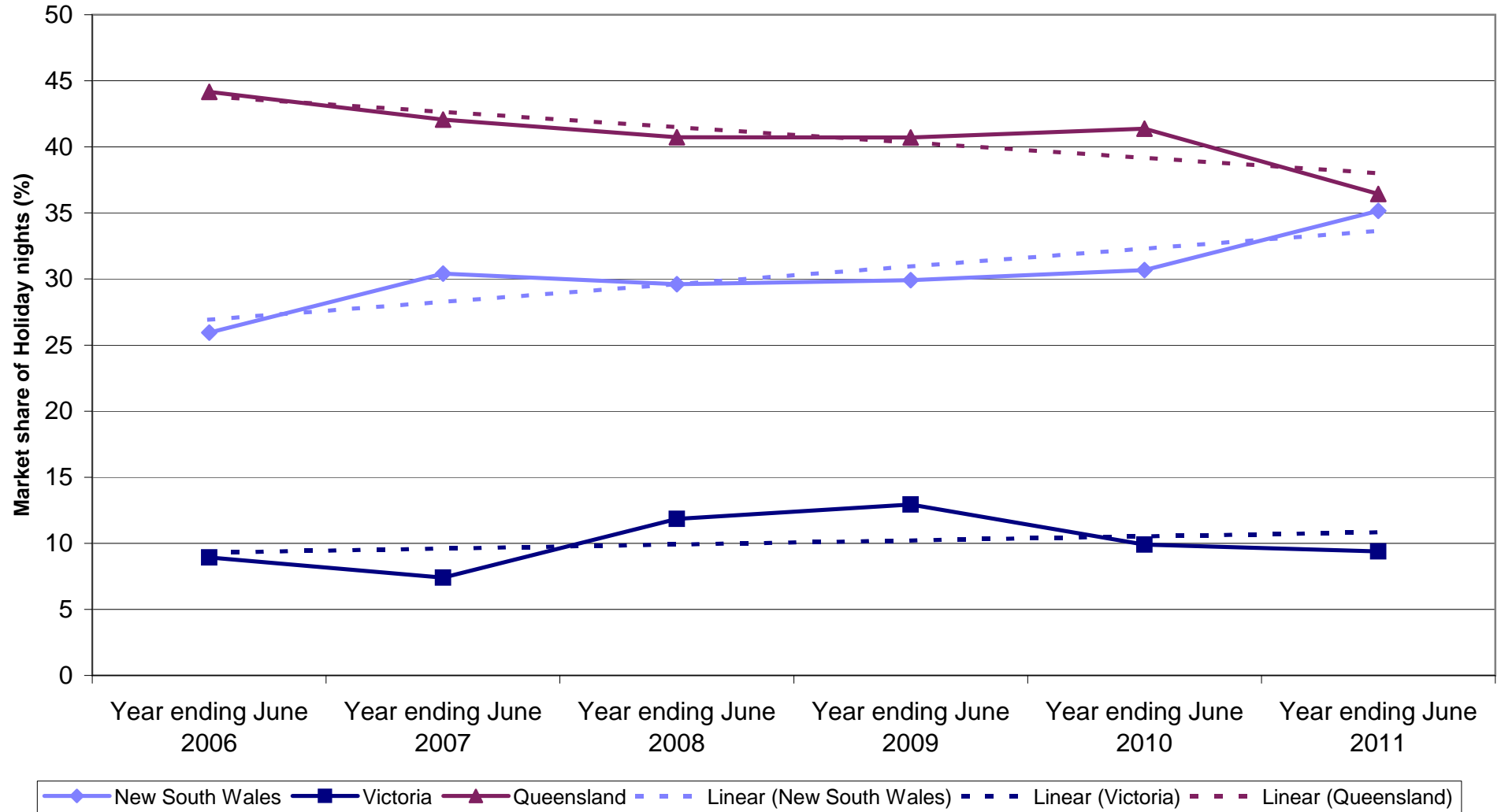


◆ New South Wales 
 ■ Victoria 
 ▲ Queensland 
 - - - Linear (New South Wales) 
 - - - Linear (Victoria) 
 - - - Linear (Queensland)

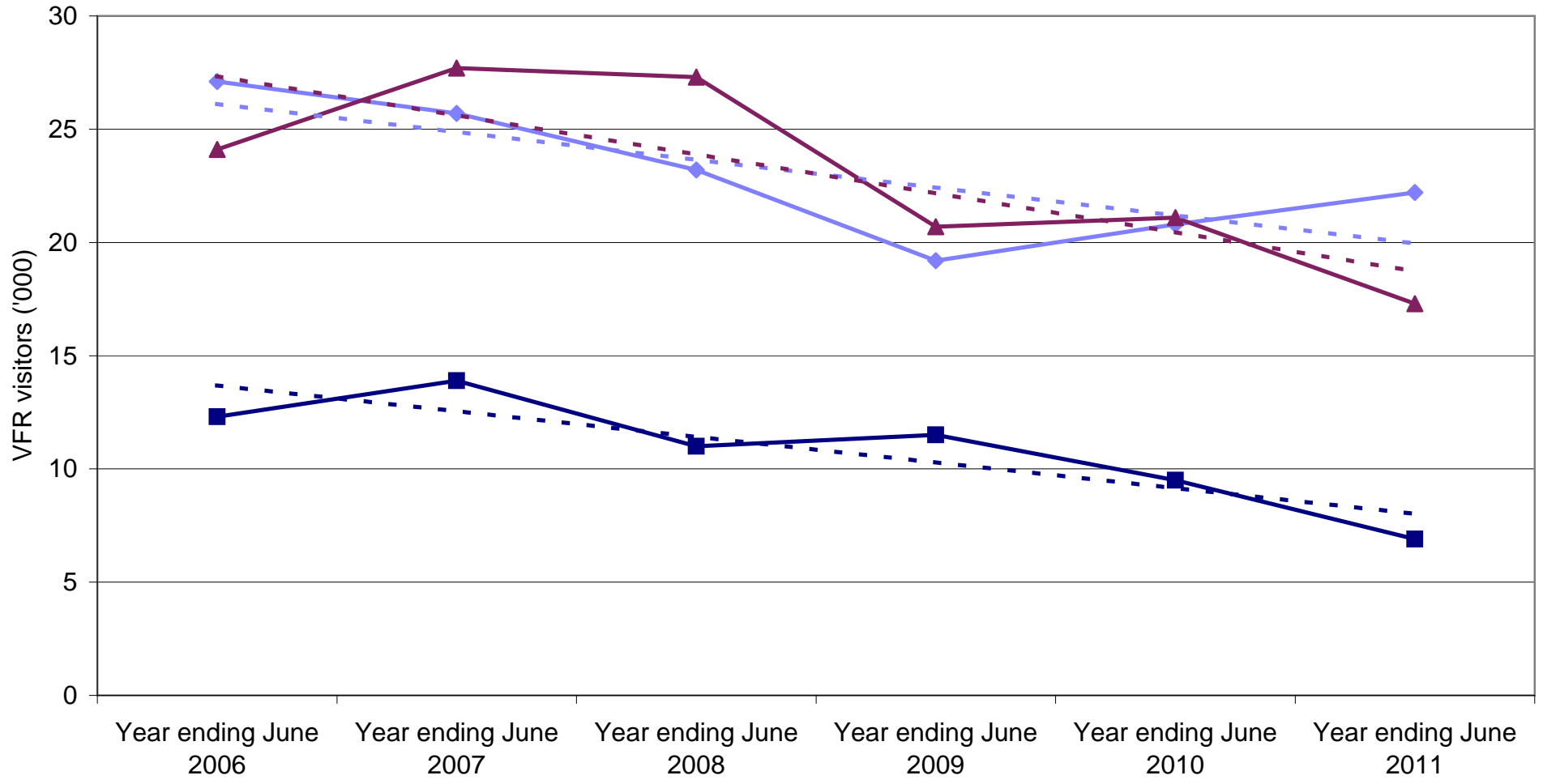
### State market share of Japan holiday visitors to Australia



### State market share of Japan holiday nights to Australia

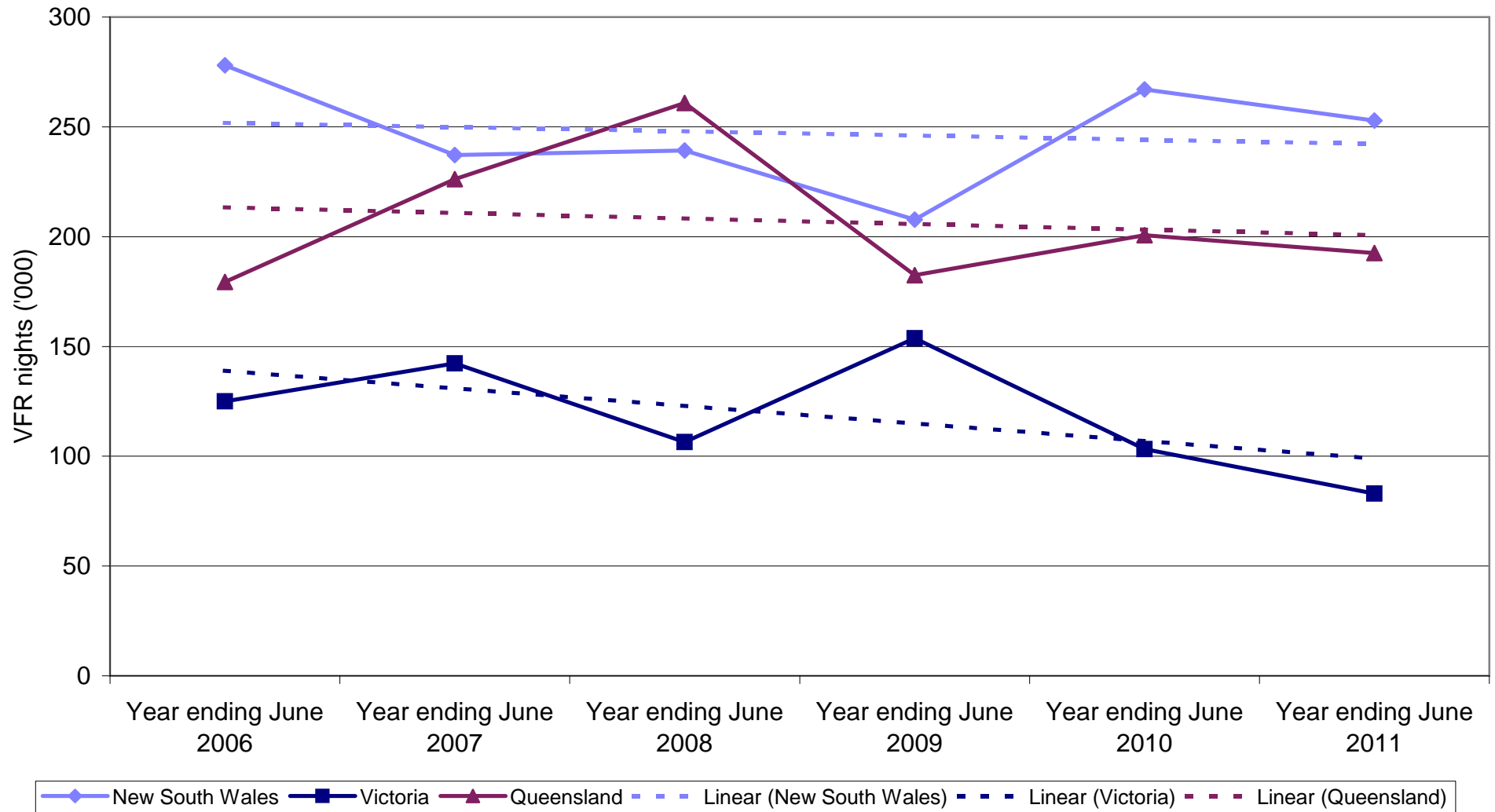


### Japan VFR visitors by State visited

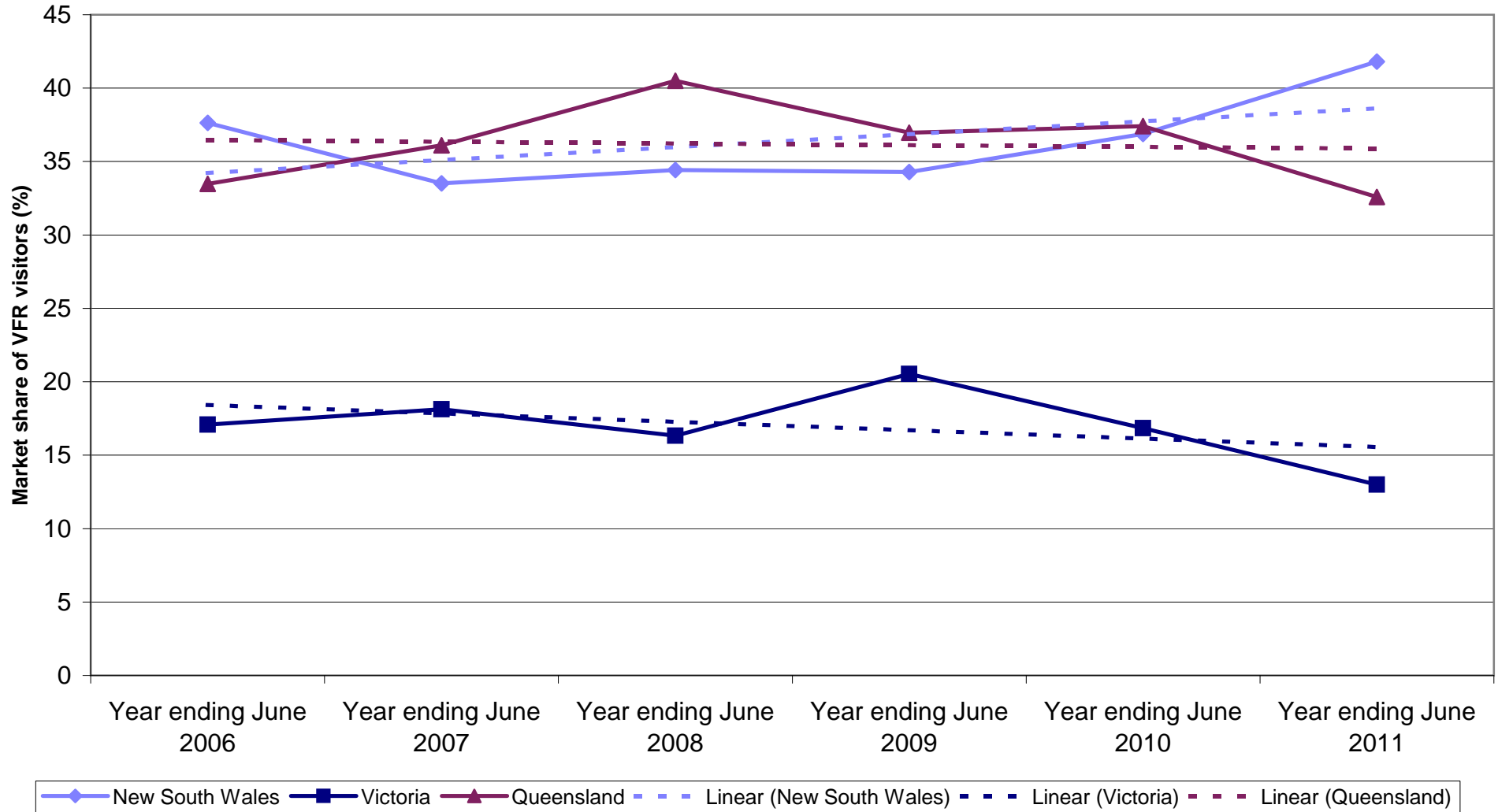


◆ New South Wales  
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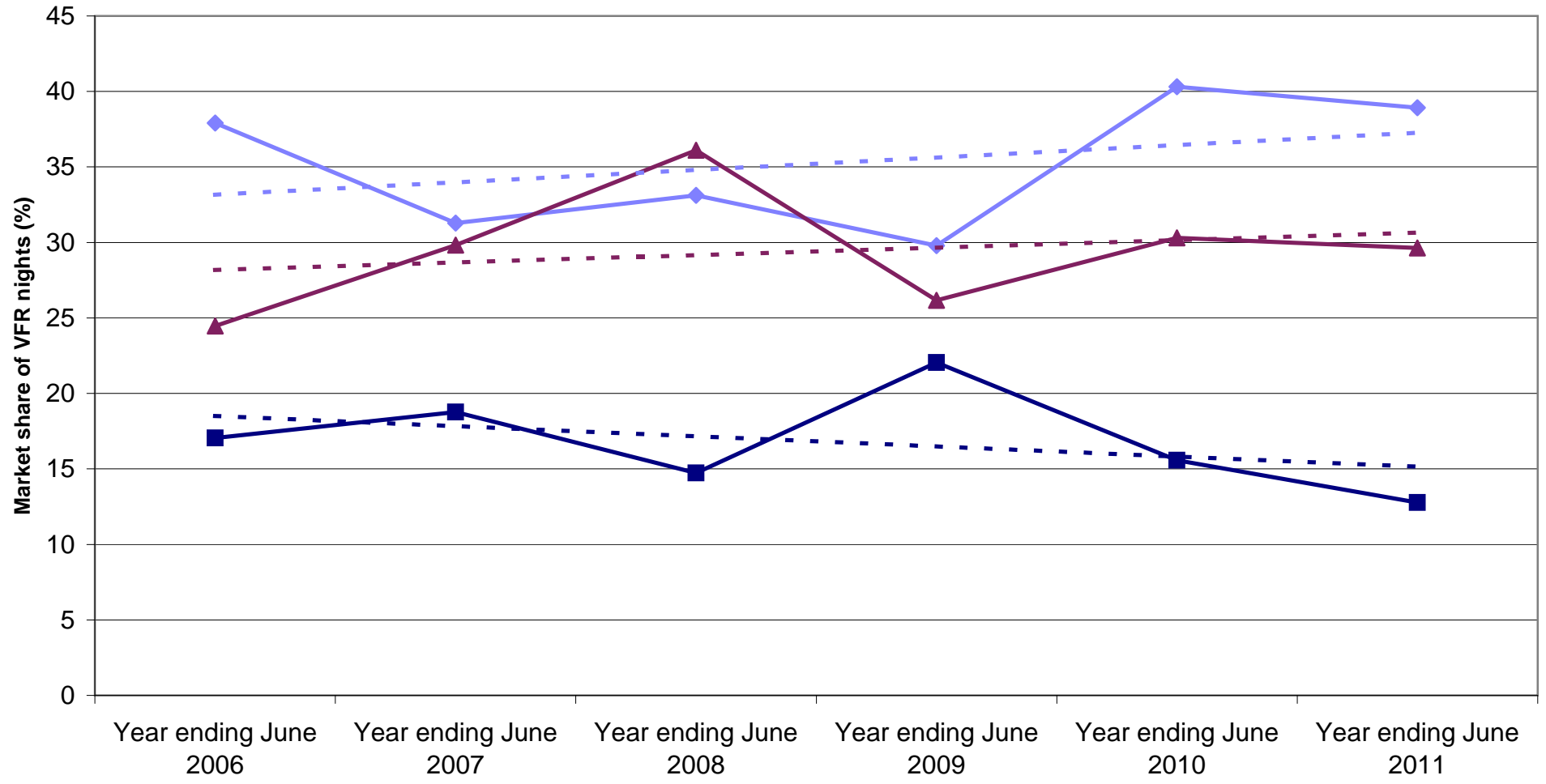
### Japan VFR nights by State visited



### State market share of Japan VFR visitors to Australia

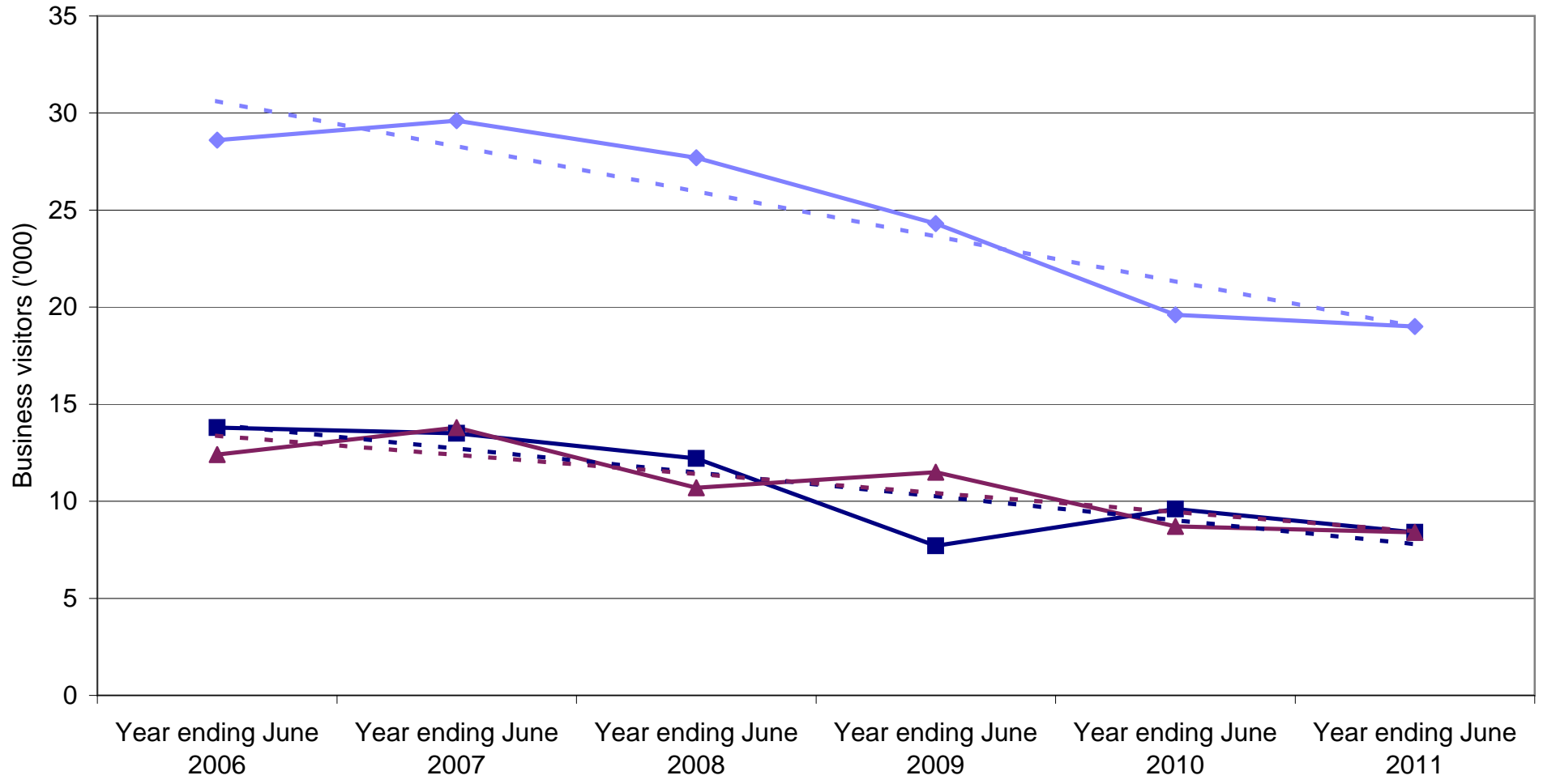


### State market share of Japan VFR nights to Australia



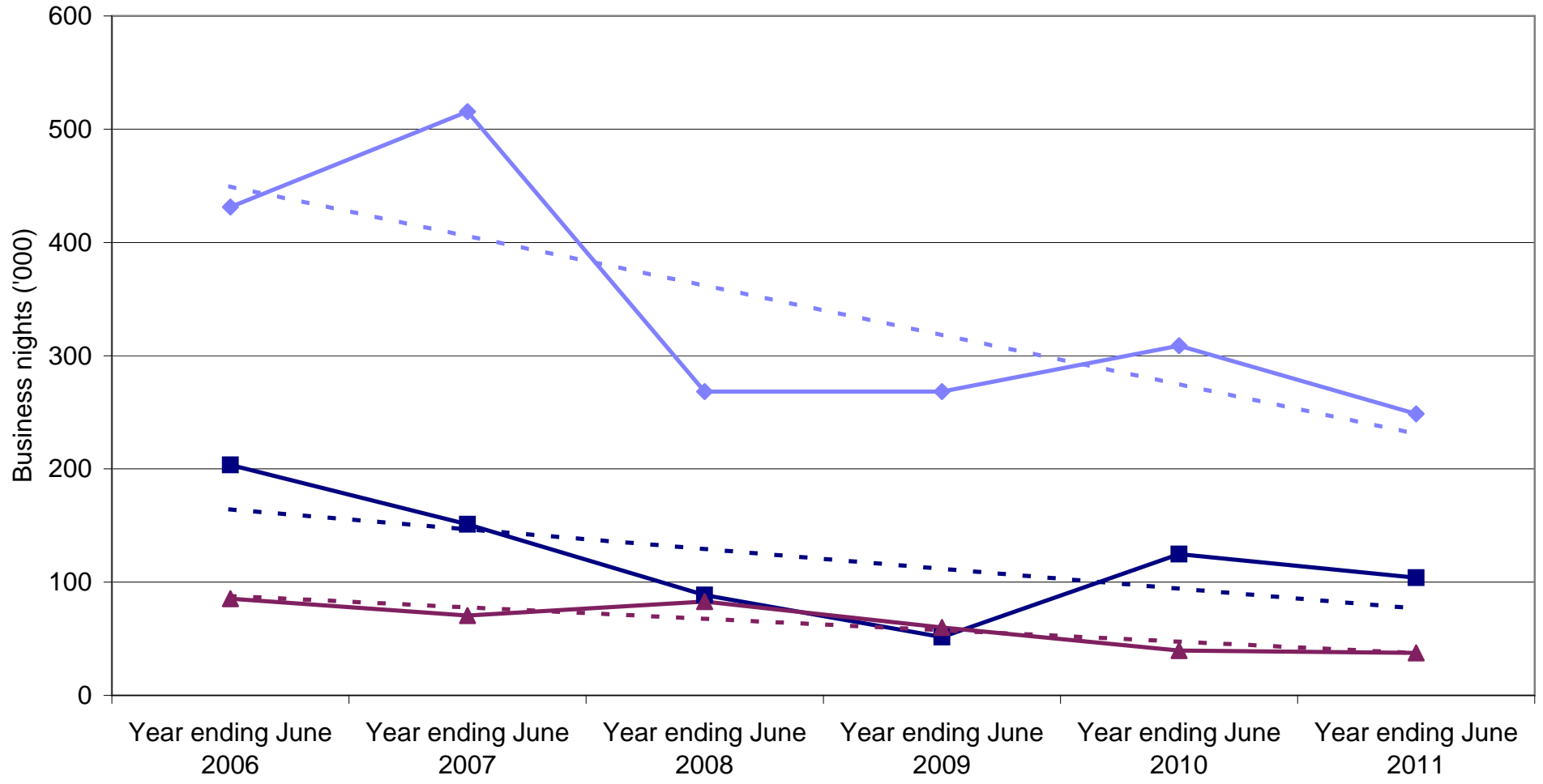
◆ New South Wales  
 ■ Victoria  
 ▲ Queensland  
 - - - Linear (New South Wales)  
 - - - Linear (Victoria)  
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### Japan Business visitors by State visited



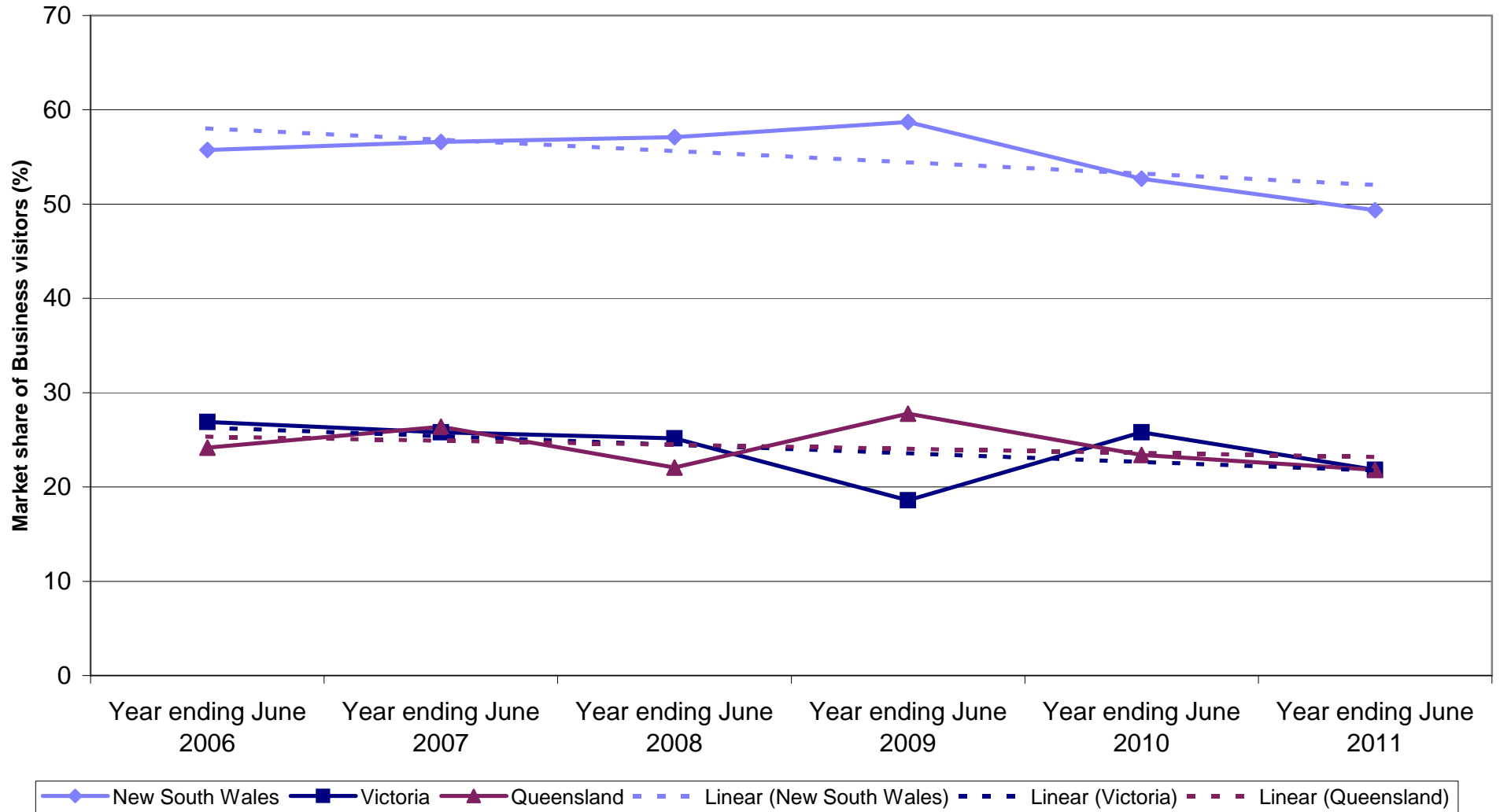
Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

### Japan Business nights by State visited

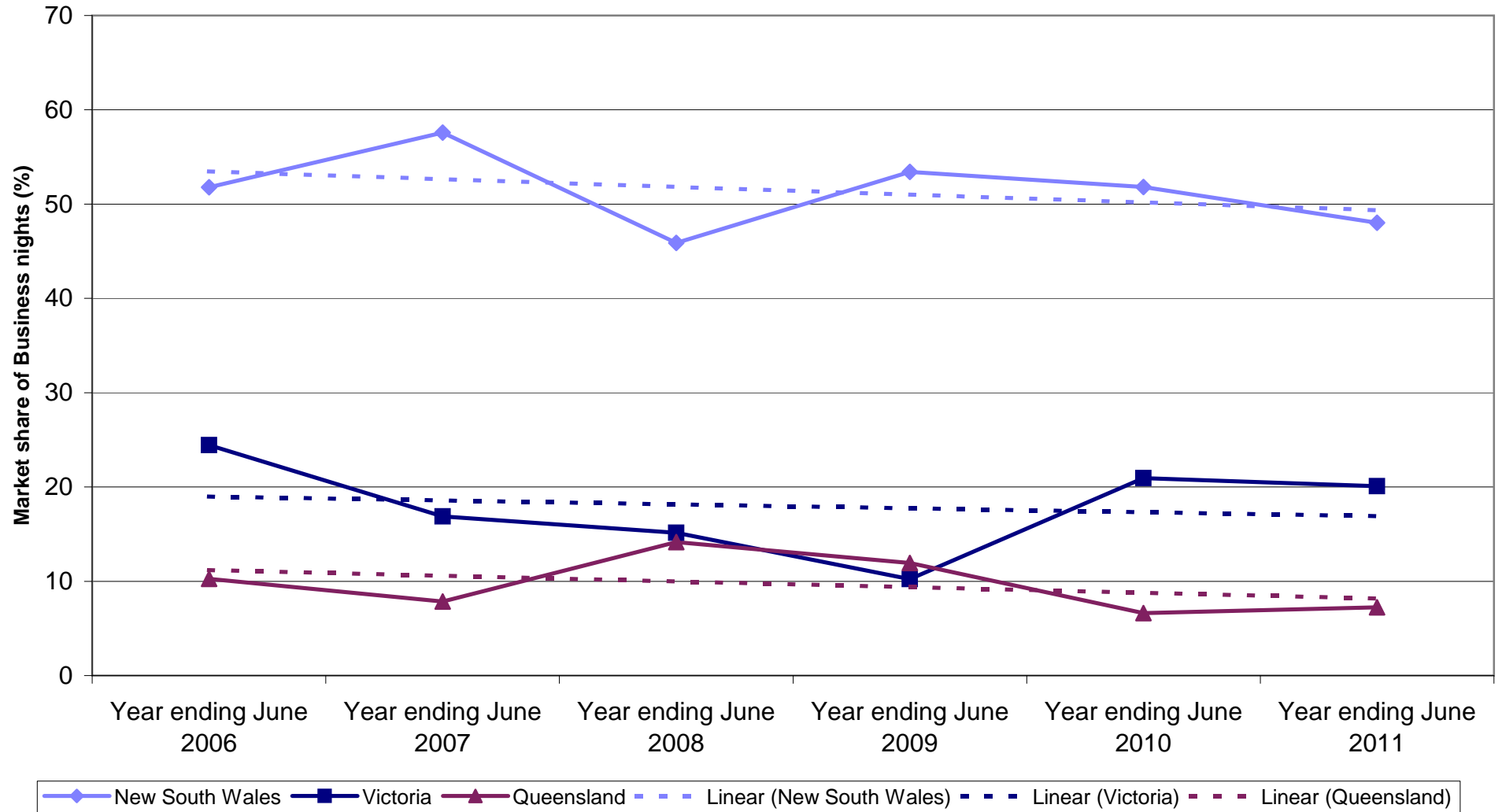


Legend: ◆ New South Wales ■ Victoria ▲ Queensland - - - Linear (New South Wales) - - - Linear (Victoria) - - - Linear (Queensland)

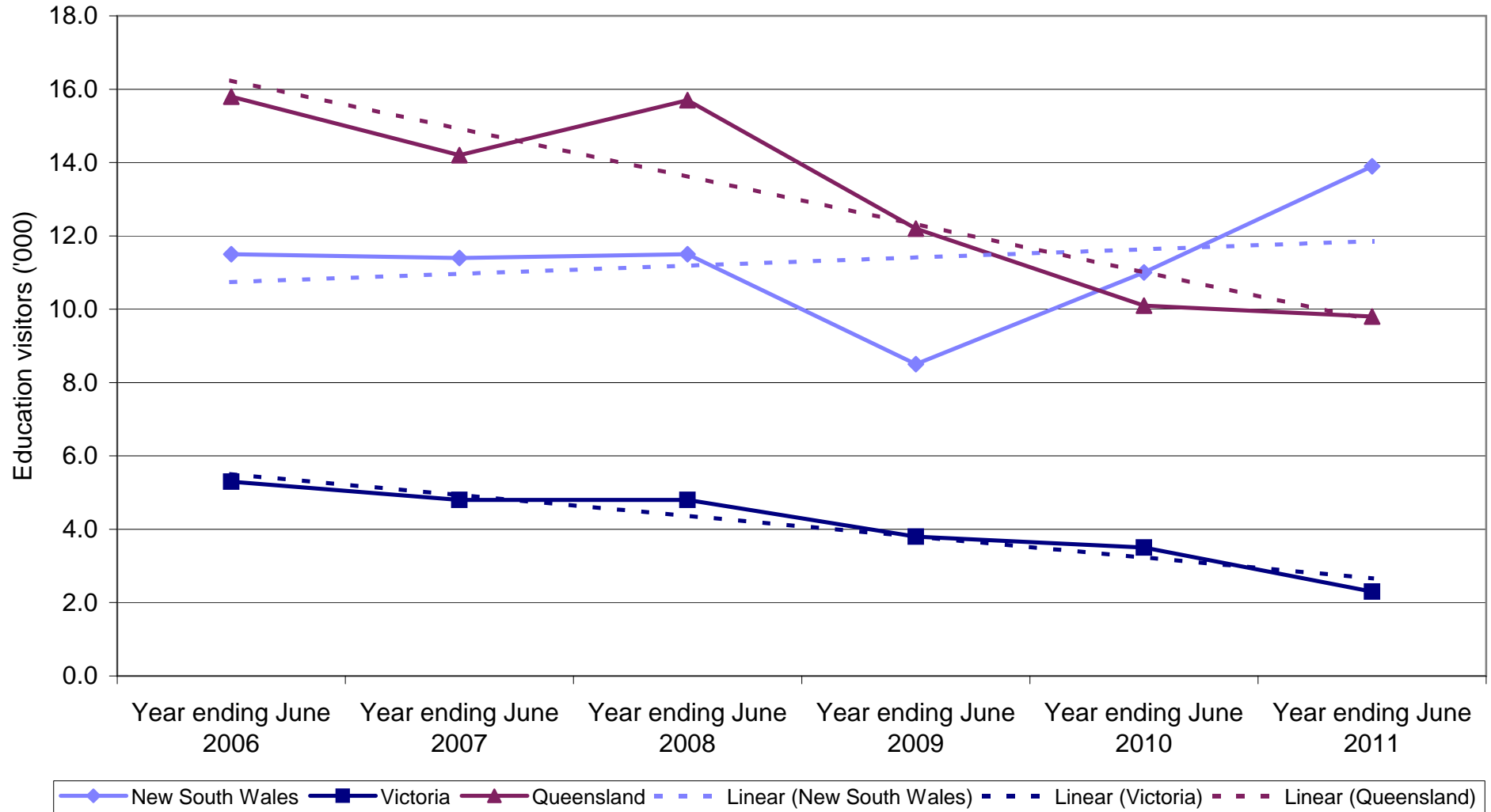
### State market share of Japan Business visitors to Australia



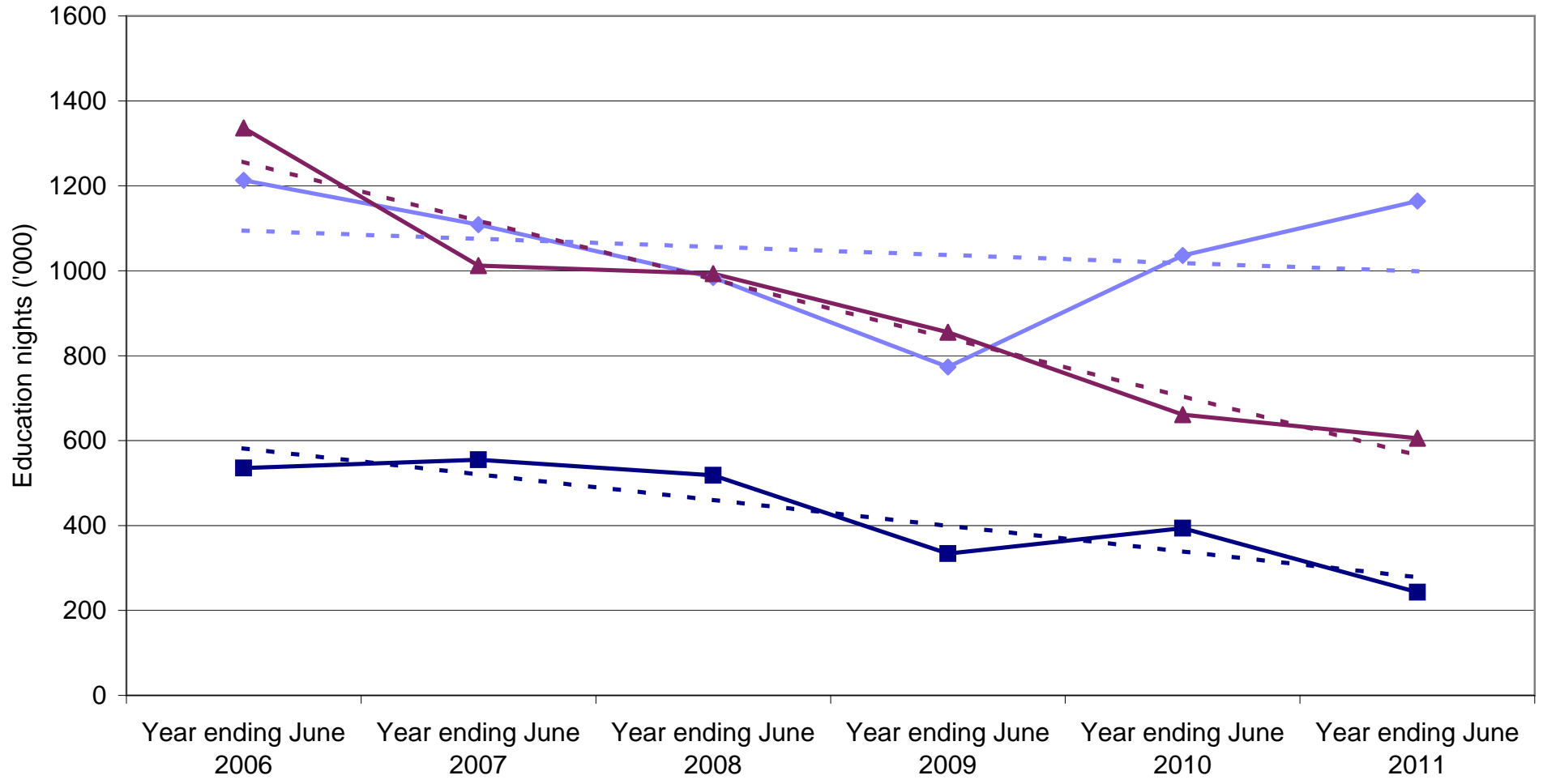
### State market share of Japan Business nights to Australia



### Japan Education visitors by State visited

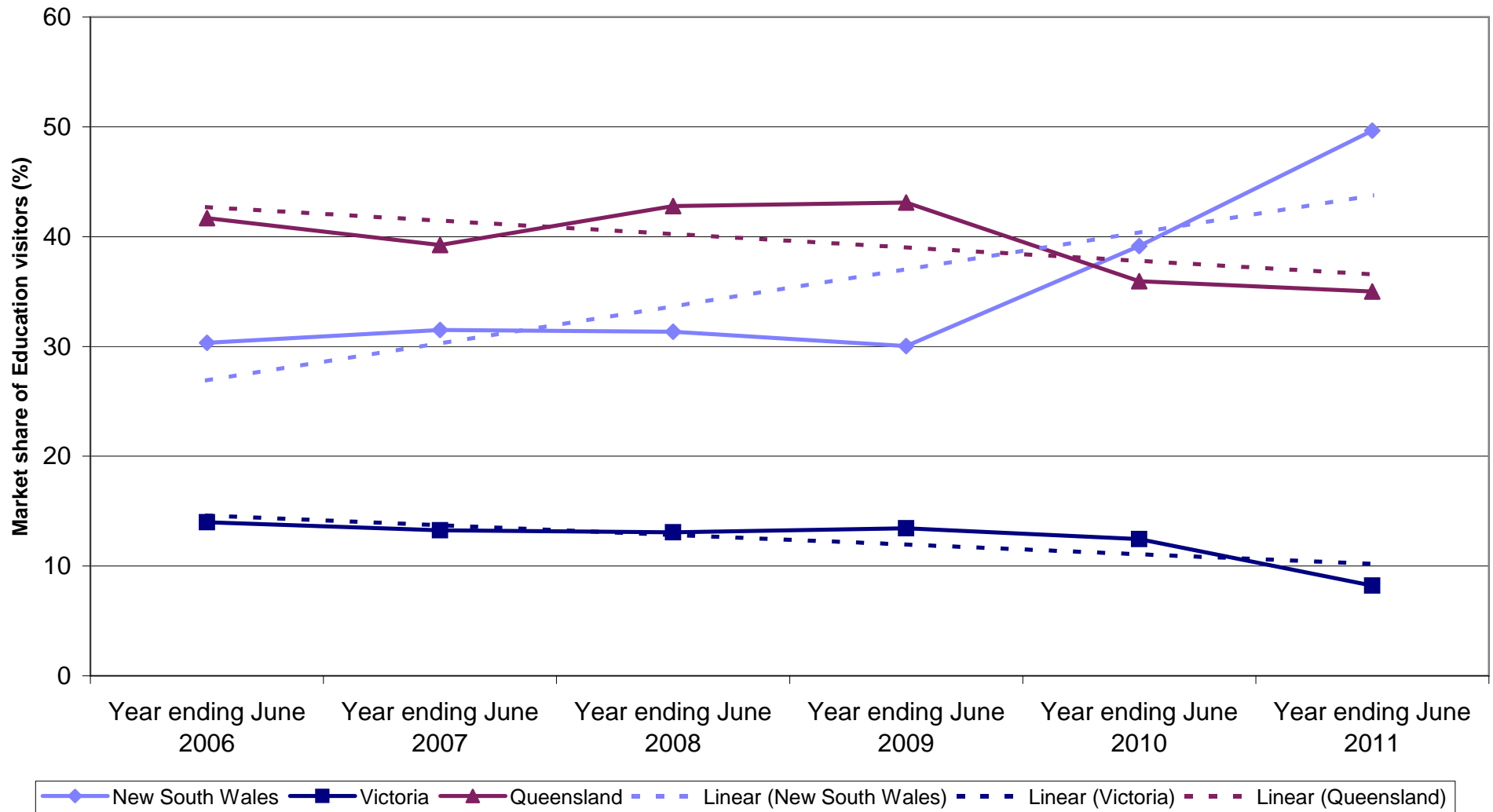


### Japan Education nights by State visited

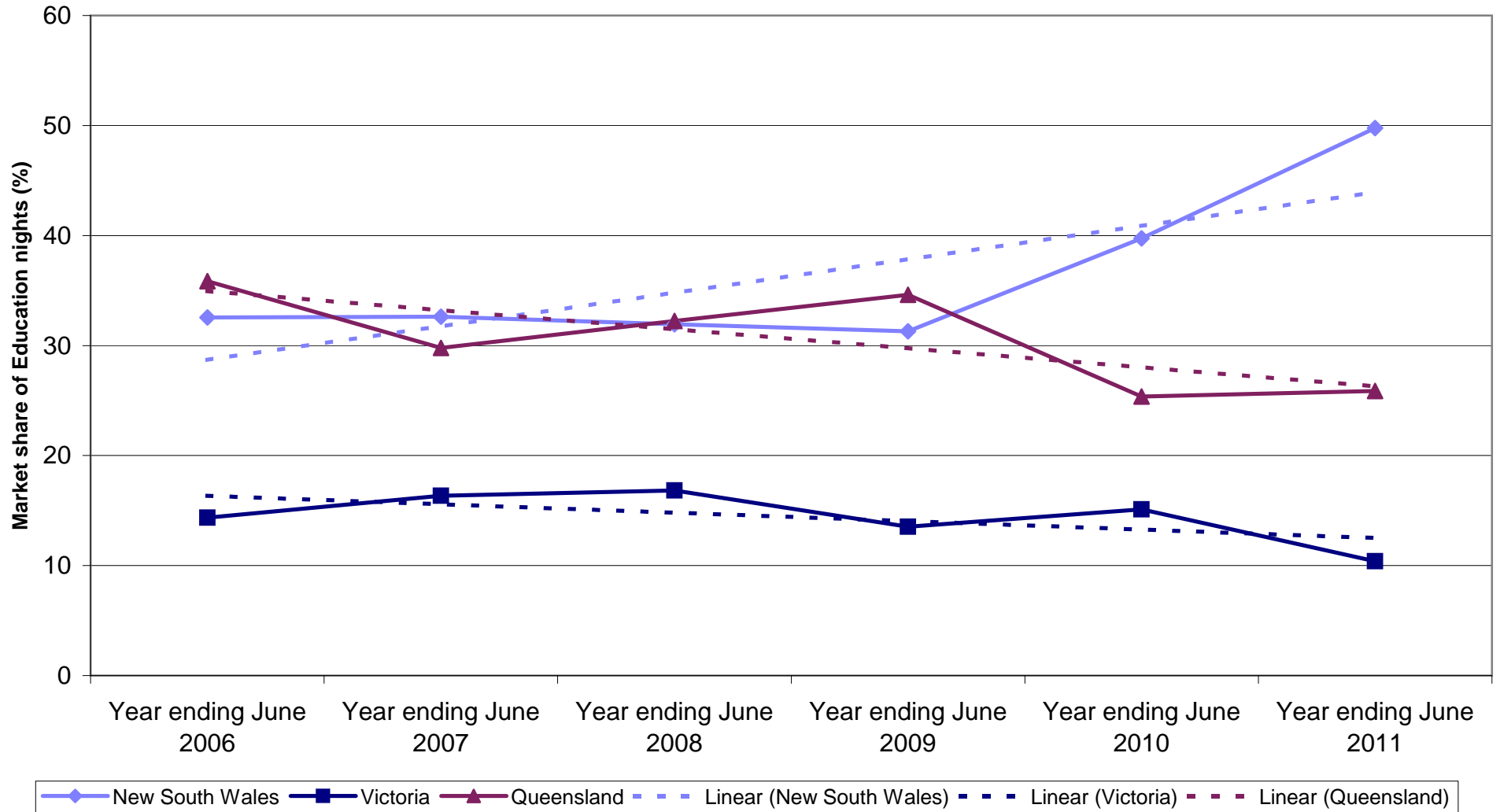


Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

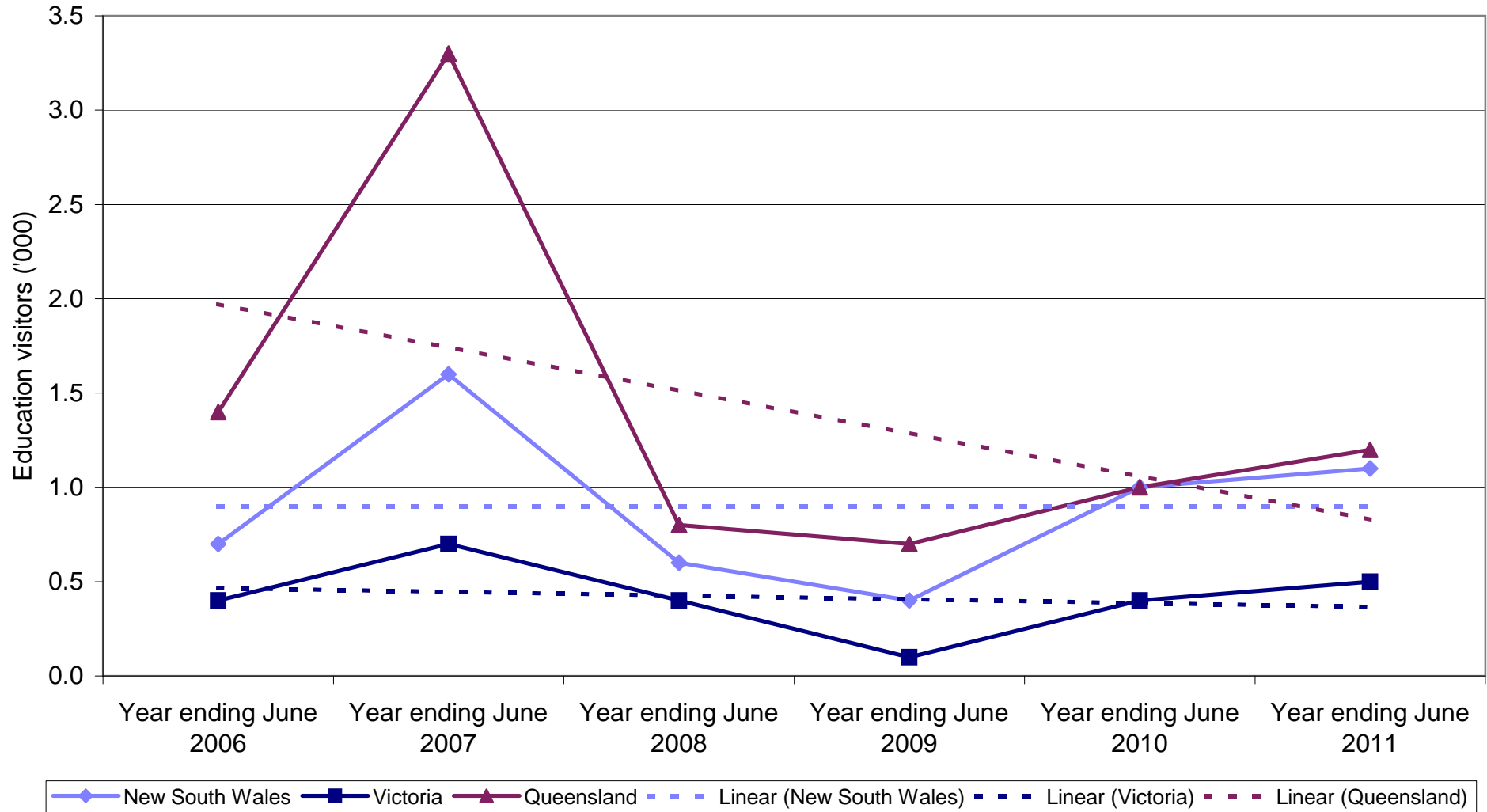
## State market share of Japan Education visitors to Australia



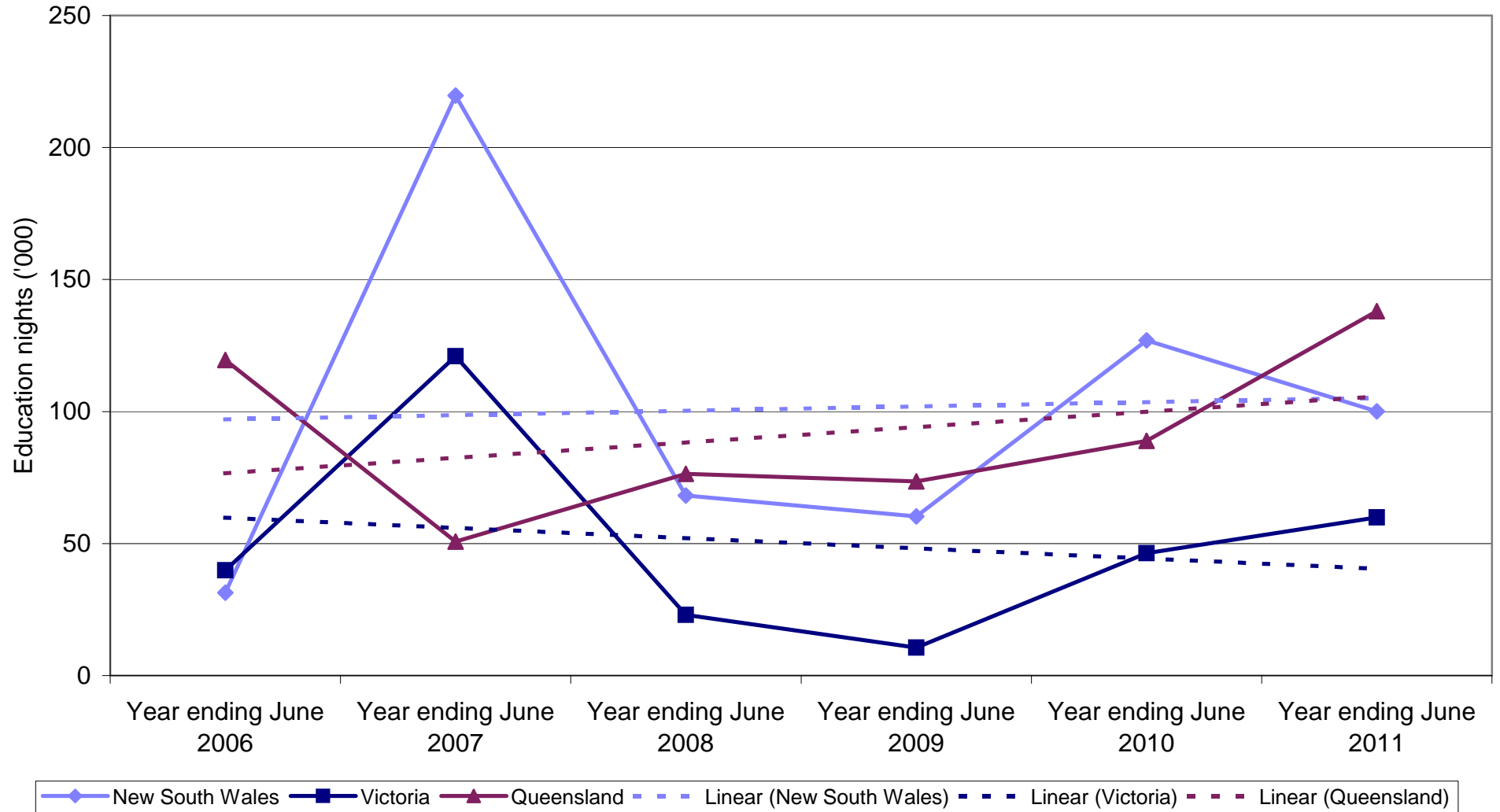
### State market share of Japan Education nights to Australia



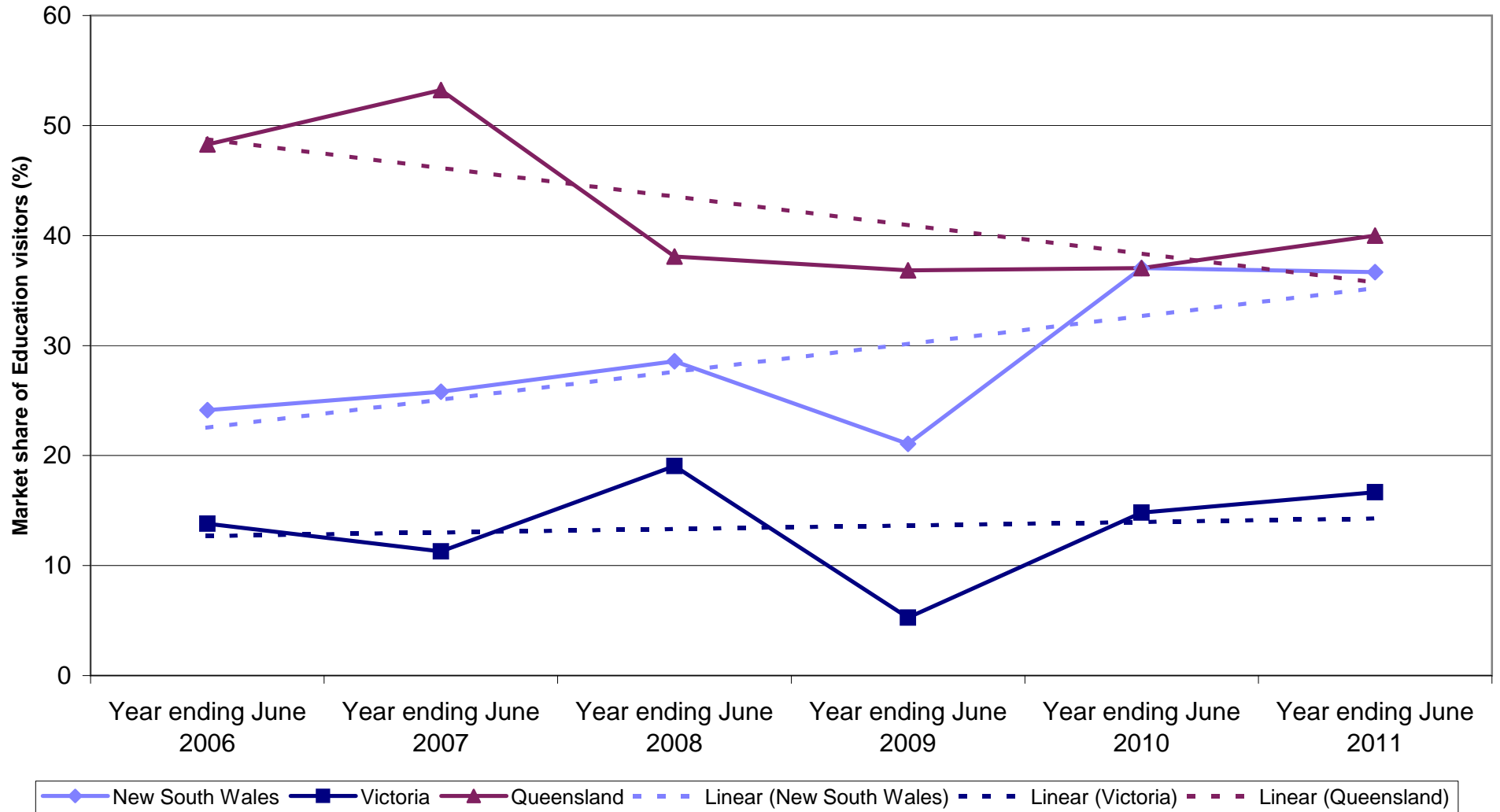
### Japan Employment visitors by State visited



### Japan Employment nights by State visited



### State market share of Japan Employment visitors to Australia



### State market share of Japan Employment nights to Australia

