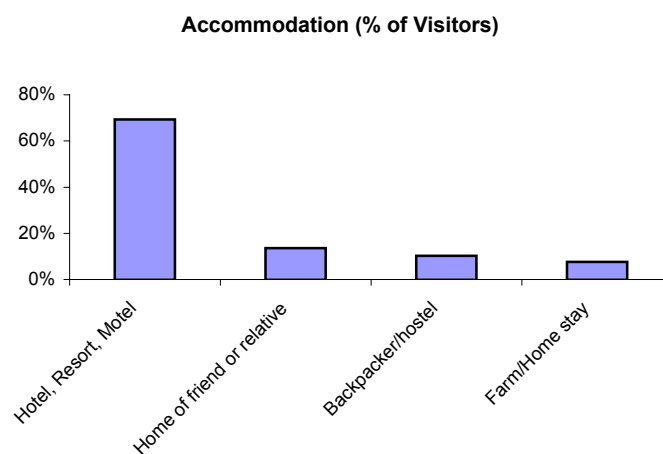
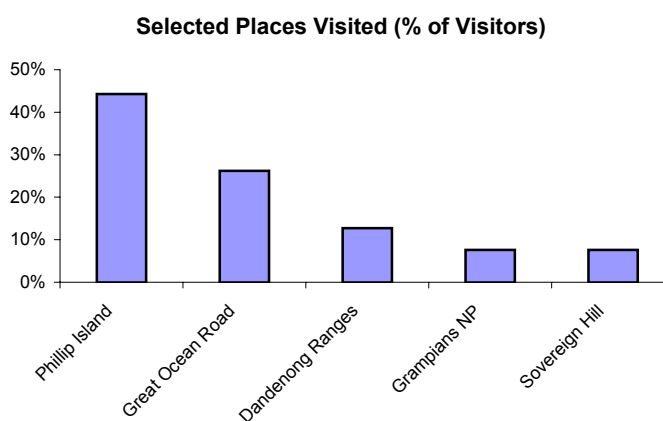
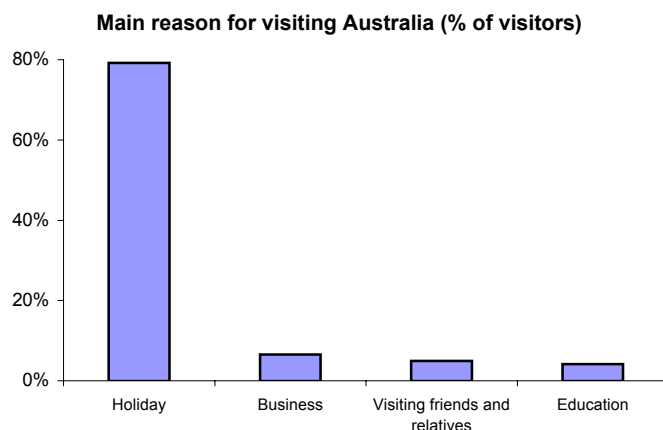


# Japan Market Profile for Victoria

## Summary Results Year Ending June 2002

Visitors	
~ Visitors (15+ years)	75,585
~ Victoria's Market Share	12%
Visitor Nights	
~ Nights	1,046,654
~ Victoria's Market Share	14%
Average Length of Stay (Nights)	
~ All Purposes (Nights)	14
~ Holiday Visitors (Nights)	<b>5</b>
States Visited	
~ Average Number of States Visited	1.6
Main Reason for Visiting Australia (% of Visitors)	
~ Holiday	79
~ Visiting Friends & Relatives	5
~ Business	7
~ Education	4
~ Convention / Conference	<b>0.6</b>
~ Employment	<b>0.2</b>
Selected Places Visited (% of Visitors)	
~ Phillip Island, Penguin Parade	44
~ Great Ocean Road, Twelve Apostles	26
~ Dandenong Ranges, Puffing Billy, Healesville	13
~ Grampians National Park	8
~ Sovereign Hill, Ballarat, Goldfields	8
~ Yarra Valley Wineries	4
~ Mornington Peninsula	2
~ High Country, Snowfields	1
~ Wilson's Promontory	1
~ Daylesford, Macedon, Hepburn Spa country	1
Accommodation (% of Visitors)	
~ Hotel, Resort, Motel, Motor Inn	69
~ Home of Friend or Relative (no payment)	14
~ Backpacker, Hostel	10
~ Farm / Home Stay	8
~ Caravan, Camping etc (user pays & free)	4
~ Rented house / apartment / unit / flat	2



**Note:**

Estimates of 'visitors' below 5,000 and estimates of 'visitor nights' below 500,000 should be used with extreme caution due to relatively low statistical validity. The estimates with relatively low statistical validity have been marked with **bold** typeface.

**Sources:** International Visitor Survey (IVS), Bureau of Tourism Research (BTR), June 2002

December 2002 Forecasts, Tourism Forecasting Council (TFC)

**Published by:** Research Unit, Tourism Victoria, January 2003

# Japan Market Profile for Victoria

## Summary Results Year Ending June 2002

### Top 15 Activities (% of Visitors)

~ Go shopping (for pleasure)	74
~ Visit National / State parks	49
~ Visit wildlife parks / zoos / aquariums	46
~ Go on guided tours or excursions	40
~ Go to the beach	39
~ Go to markets	33
~ Visit botanical or other public gardens	32
~ Visit friends & relatives	27
~ Visit history / heritage buildings, sites, etc	24
~ Visit museums or art galleries	22
~ Pubs, clubs, discos etc	20
~ Visit casinos	19
~ Visit amusements/theme parks	16
~ Other outdoor activities	13
~ Experience aboriginal art and culture	12

### Age Group (% of Visitors)

~ 15-24 years	22
~ 25-34 years	20
~ 35-44 years	16
~ 45-54 years	18
~ 55-64 years	21
~ 65+ years	2

### Travel Arrangements (% of Visitors)

~ Independent	51
~ Non-group Inclusive Package	57
~ Group Tour	49

### First/Return Visit to Australia (% of Visitors)

~ First Visit	57
~ Return Visit	43

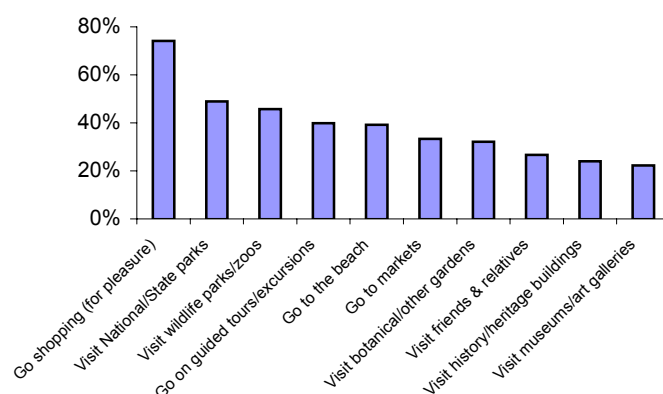
### Expenditure in Victoria <sup>1</sup>

Total Expenditure	\$72 million
Average Expenditure per Night	\$69
Average Expenditure per Visit	\$966

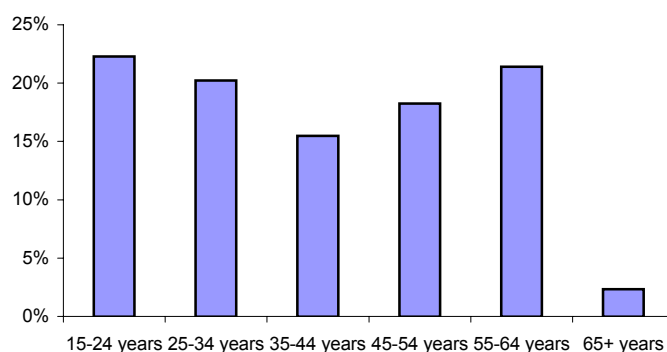
### Forecasts

June 2002 Visitors to Victoria	344,486
2012 Forecast Visitors to Victoria	654,108
Average Annual Growth Rate	6.4%

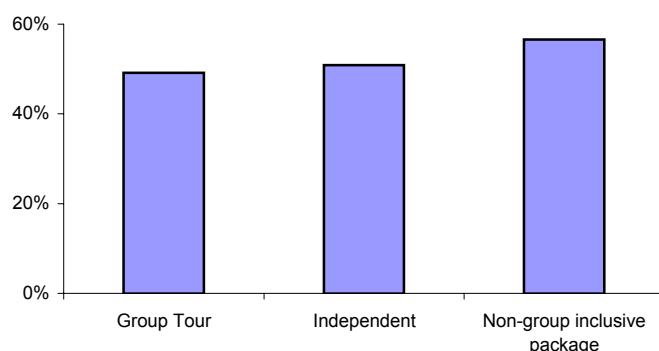
### Top 10 Activities (% of Visitors)



### Age Group (% of Visitors)



### Travel Arrangements (% of Visitors)



#### Note:

1. Bureau of Tourism Research (1998) modelled per night expenditure for each State/Territory applied to data from the June 2002 IVS.

**Sources:** IVS, BTR, June 2002 & December 2002 Forecasts, TFC & Tourism Expenditure by International Visitors in Regional Australia, BTR, 1998.  
**Published by:** Research Unit, Tourism Victoria, January 2003