

High Value Travellers JAPAN



“Good food,
wine, local cuisine
and produce”

DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent “high value”: above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

1.1 million HVTs in Japan
considering Australia

Representing **7%** of the Japanese
long haul travel market

An additional **4.3 million** HVTs
in Japan not currently considering
Australia

Drivers of Destination Choice²

*Important factors when choosing
a long haul destination*

Good food, wine, local cuisine
and produce

World class nature and wildlife

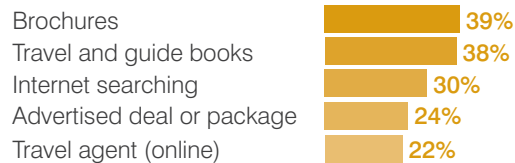
A safe and secure destination

A destination that offers value
for money

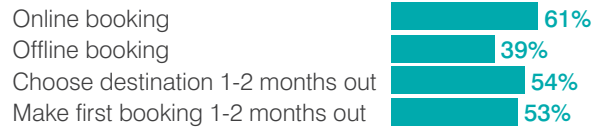
World class coastlines,
beaches and marine life

Rich history and heritage

Planning Sources¹

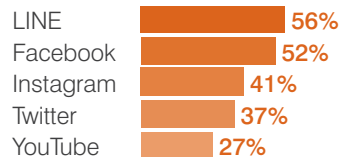


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and
descriptions of WA destinations and
experiences.

- Food and wine
- Coastal / beach
- Engaging with wildlife / marine life
- Observing wildlife / marine life
- Outdoor / nature
- Stargazing / night time experiences

Likely length of stay in WA is **5 nights³**.

Biggest barrier to visiting WA is a
**preference for other overseas
destinations³**.

