

Tourism NT International Managers' Meeting

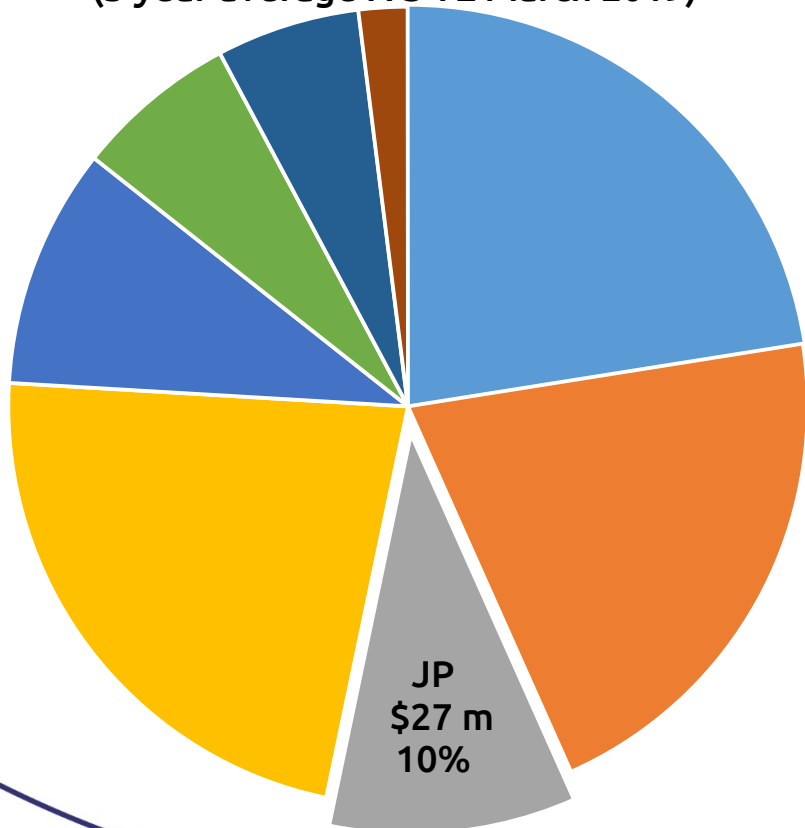
Market Updates 2019

JAPAN

Naomi Fukuda

Japan

Proportion of International Holiday Expenditure
(3 year average IVS YE March 2019)



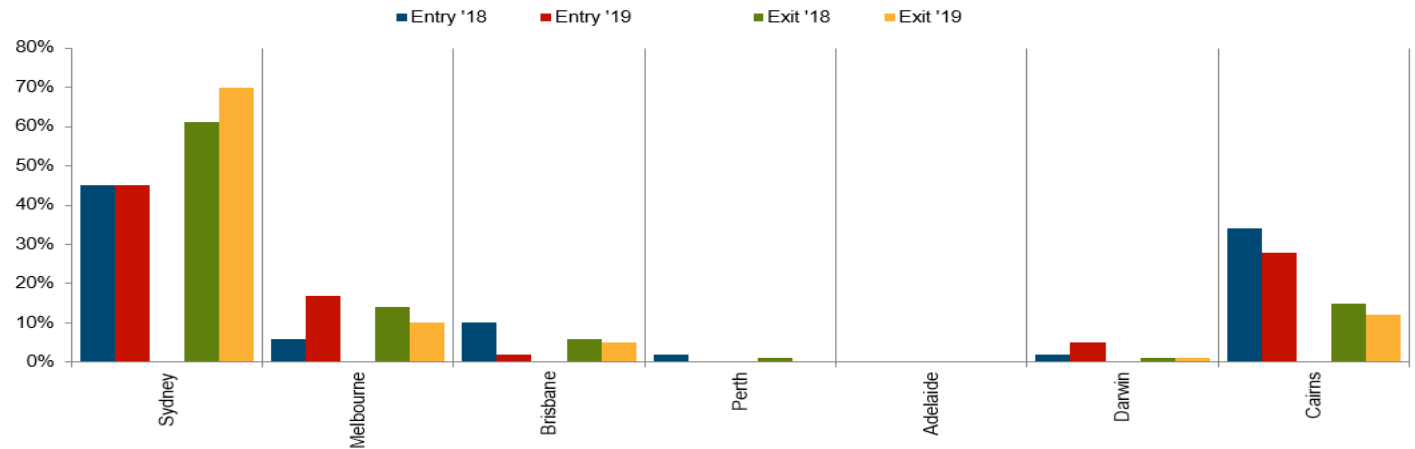
2030 Target: 50,000 Visitors

Compound Average Annual Growth Rate: 1.1%

38,000 holiday visitors ↑ 62% YOY June 2019

Dispersal 94% of visitors visit Lasseter region
5.9% of visitors visit the Darwin region

Port of Entry and Exit



Tourism NT Japan Team



Ashley Harvey
General Manager

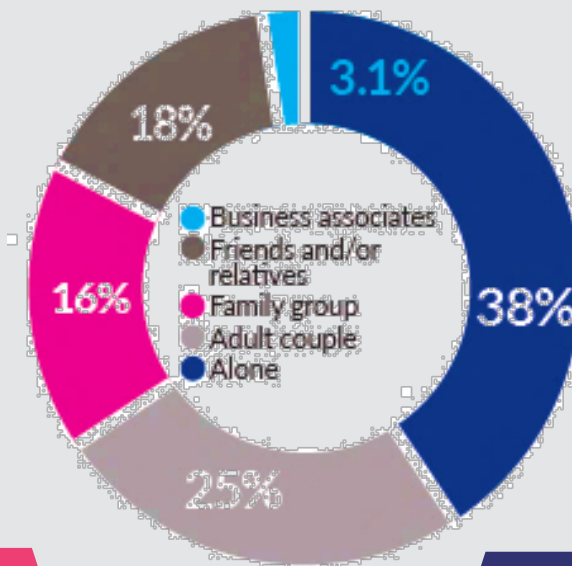


Naomi Fukuda
Travel Trade
Marketing Director

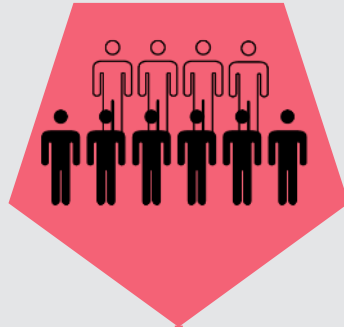


Tomoko Koyama
PR Manager

Market Insights



6.3% of travelers to Australia visit Northern Territory



6 in 10 of all-purpose travellers are FIT Travellers



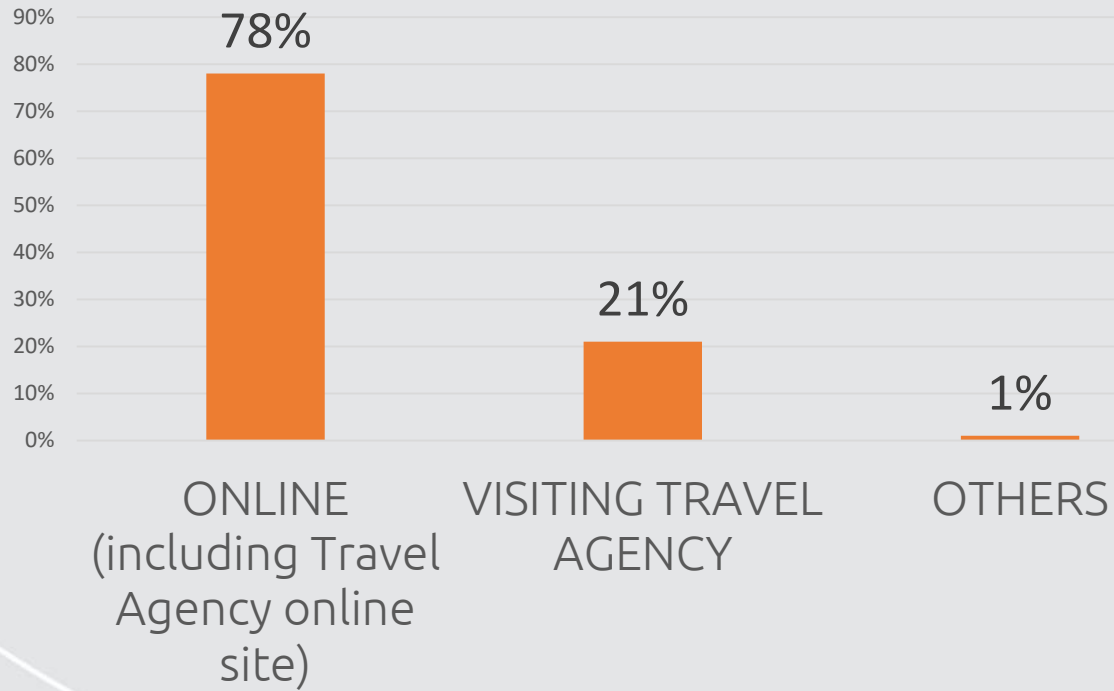
Visitation
56% YOY increase in 2018/19 to 40,000



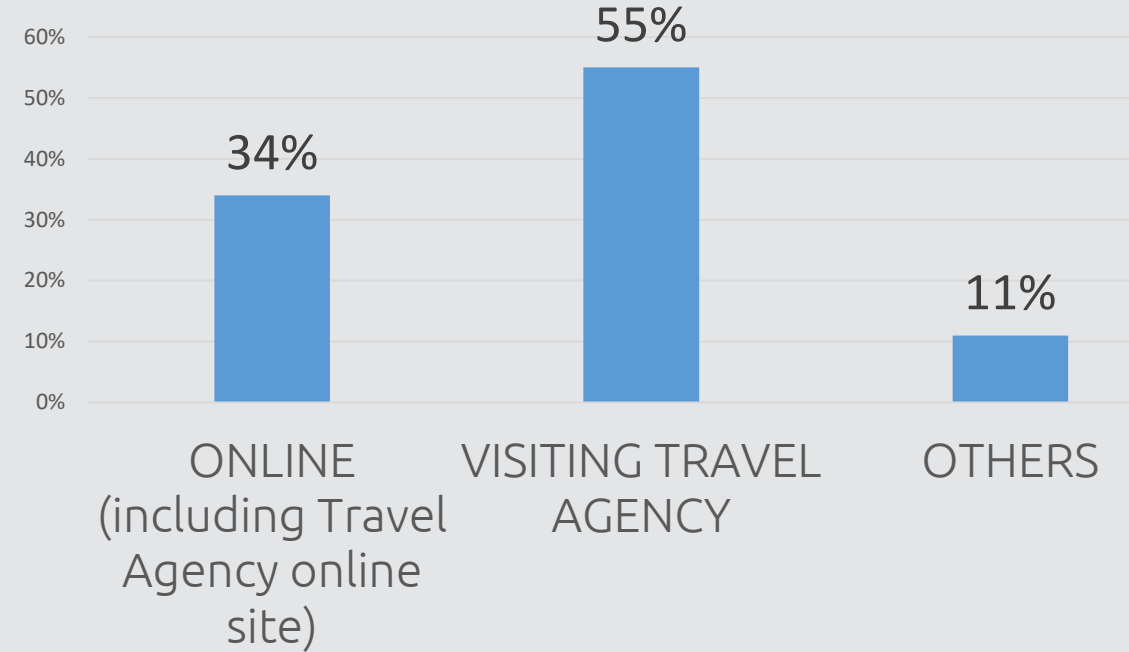
Expenditure
\$28M (2018), \$48M (2019)
71% increase YOY

Japanese Travel Purchase and Research

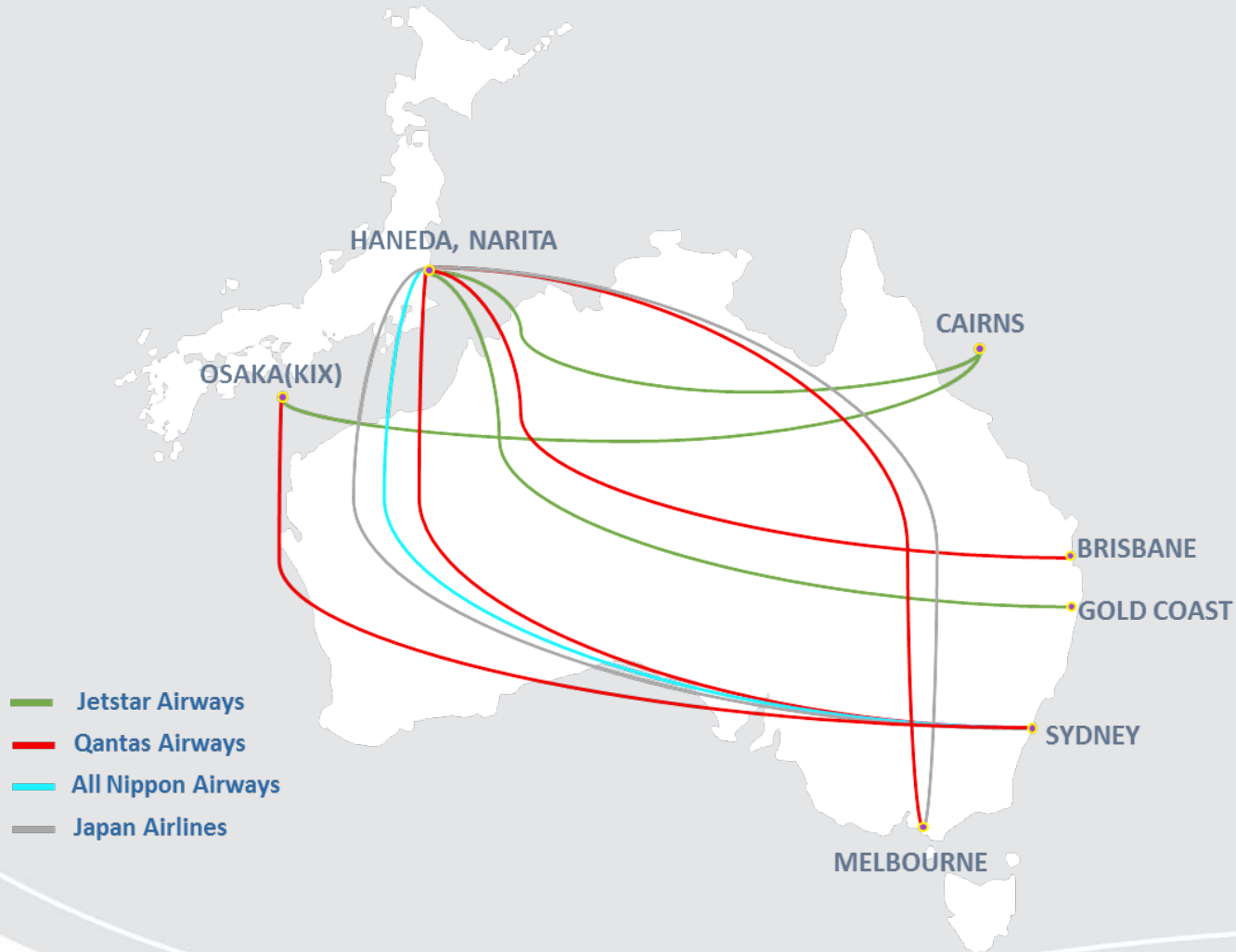
How travel is booked
(Generally)



How travel is booked
(First time abroad)



Japanese Aviation Landscape



Airlines used by Japanese visitors:

Jetstar	29%
QANTAS	30%
JAPAN AIRLINES	10%
ANA	7%
SINGAPORE AIRLINES	6%
CATHAY PACIFIC	4%
THAI	1%
Others	13%

* Singapore Airlines flies from Tokyo (Haneda and Narita airports), Osaka, Nagoya, Hiroshima, and Fukuoka to Singapore, and then connect to their flight to Darwin.



Social Media Trends and Insights



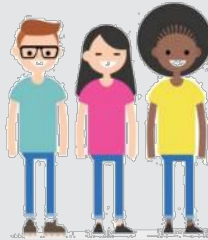
- Highest portion of users are **females** aged **20-40**



- Most Japanese **follow celebrities** and **news sites**



- **Fastest growing** social network in Japan. **22.9%** population has an account



- **61.3%** users are **under 30**



- Users are **43.6%** male, **56.4%** female



- Users are mostly **older males**



- **Boosted posting** is a **must**.

Challenges

Action

- **Destination awareness of the Top End in the Japan market** → Host destination seminars to educate the trade/media about the Top End, and host famils to the trade/media to Darwin and also PR with the digital promotion.
- **Closure of Uluru climb** → Uluru still exists! Promote alternative activities and new activities, also encourage visitation to alternative areas such as Kings Canyon, Alice Springs and surrounds and the Top End.
- **Japanese ready product.** → Work with Industry and Tourism NT's Industry Development team to identify and increase distribution of NT products into the Japan Markets.
- **Limited domestic airlift to Uluru** → Collaborate with travel agencies to promote layover flights from cities other than Cairns to avoid crowding.

Target Market



Women aged 25 – 50



Honeymooners & couples



Mature high value travellers (aged 40 – 59)



Active Senior

To reach the Target Market

- Sustain the number of Japanese visitors to NT through co-op promotions with major wholesalers and travel agents



- Use the indispensable promotion tool not only web site but also media especially digital to promote NT, SNS, Influencer, Magazine, and BtoB Travel News media

2018/19 Activities

Cross Media Campaign

Japan Online Campaign

Target Market: DINKS, affluent mature age group, female groups, high value travellers

Asahi Digital

Total page view : 190,394PV

Total Unique user: 168,032UU



Mainichi.jp

Total page view : 86,955PV

Total Unique user: 72,011UU



Key PR/Social Media Activities

Global Media famil

Participating media:

- Sankei Shimbun
- ACT4
- tabicoffret

Sankei Shimbun circulation: 2,201,294 copies / day

ACT4 circulation: 30,000 copies / bimonthly

tabicoffret PV: 700,000 PV / monthly

Explore both Red Centre and Top End area

- Field of Light
- Parrtjima Light Festival
- Taste of Kakadu Event

たびこふれ

国内のエリアから探す 海外のエリアから探す タグから探す

キーワードから探す

ホーム > オセアニア > オーストラリア

オーストラリアの世界遺産・カカドゥ国立公園をめぐる大人の冒険へ出かけよう！

記事投稿日：2019/07/05 最終更新日：2019/07/05 Views：234

オーストラリアのアクセスランキング

1. オーストラリアのお金に関する豆知識あれこれ
by キヤノン美佳
44476 views
2. ウルル（エアーズ・ロック）登頂
by 通年ゴルフファー
28738 views
3. オーストラリア/ラスティーズマーケットでストリ...
by キヤノン美佳



Key PR/Social Media Activities

Female Online and Influencer project

Participating KOLs:

- MIKI, Photographer
- Sayuri Ishii, Creative Traveller

- ✓ 21 postings & 11 stories : 13,878 Likes in total
- ✓ 6 articles in Figaro.jp's blog
(secured number of blogs: 2 articles)



Sayuri Ishii ↑
Instagram Followers: 30,000

MIKI →
Instagram Followers: 49,700



Key PR/Social Media Activities

Press Office TV Program “Tabi Salada” in February 2019! A travel show which is popular nationwide.

Audience **6.5 million** ; Ad value **AUD \$ 9,631,600** ; **20 minutes** screen-time



Key Trade Activity

Trade Famils: Post ATE, Top End Trade Famil

Trade Events: Walkabout Japan 2019

Destination Seminars - Northern Territory

- Tokyo March 2019

- Tokyo, Osaka, Nagoya, July 2019



2019/2020 Plans



Activities 2019/20



- Cooperative Campaigns with Trade Partners
- Consumer promotions through online and newspaper
- Trade Training and education
- Trade & Media famil program

Seminars to educate Trade/Media July 2019, March 2020



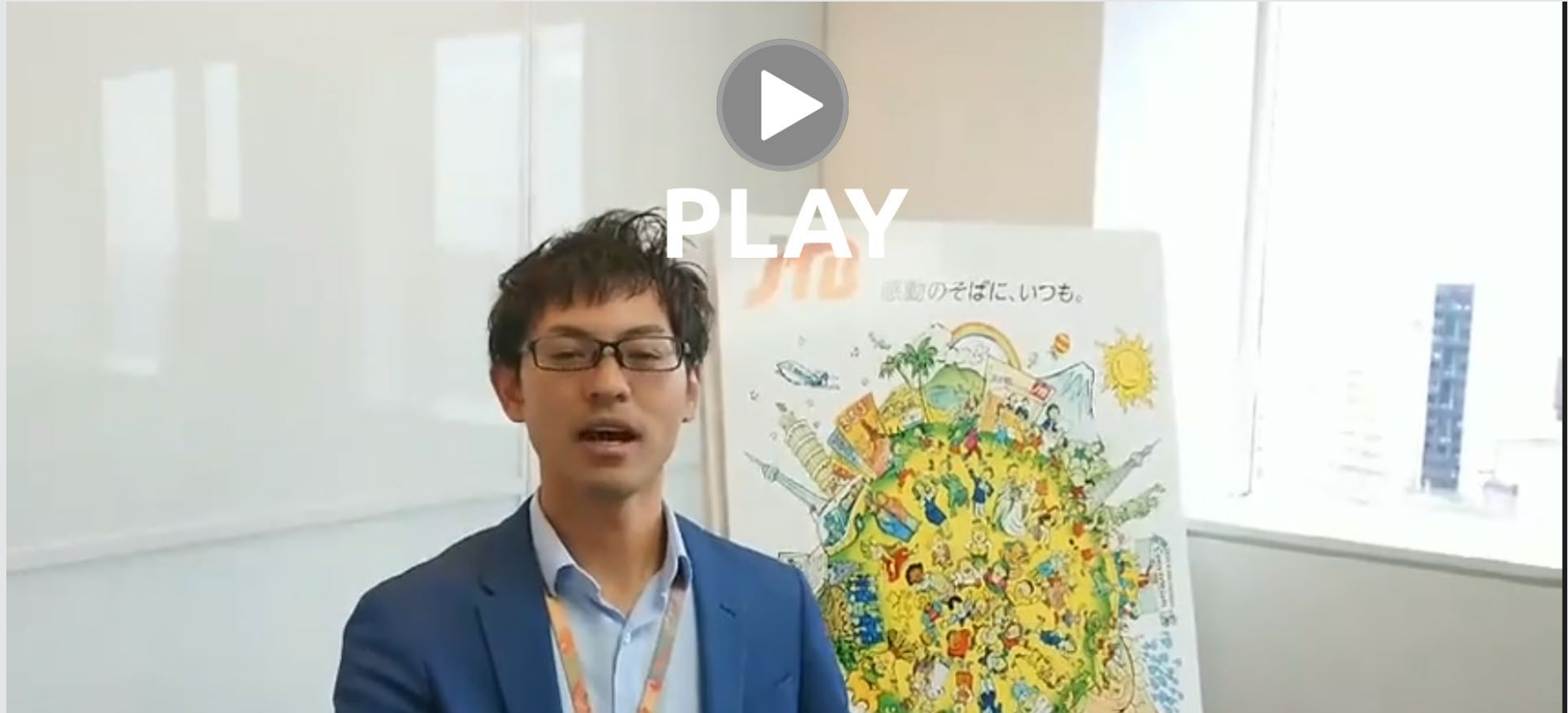
Activities in planning 2019/20

Online Campaigns

- Women aged 20-35 with Tabijo(Girl Travel) and LINE
- Men aged 30-50 with Men's EX
- Seniors with a bird watching magazine
- Romance (Honeymooners and Couples) with ELLE



JTB Plans Post climb closure



Opportunity for NT Operators



For:

- Trade
- Strategic
- Marketing opportunities

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For:

- PR
- Social media

Tomoko Koyama
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