

# Australia-Japan Society of NSW Incorporated

## AJS Business Series 2009

### "The Japanese Tourism Market in Australia: what is happening and why?"

The number of Japanese visitors to Australia in 2008 was the lowest since the pilots' strike of 1989. In just two years, the market has fallen 30 percent, despite a strengthening yen. Meanwhile, forecasts for 2009 present an even bleaker picture. What has happened to Australia's once largest *and* most lucrative inbound market? What opportunities exist for the future? Can the movie Australia have any impact to revive Japanese interest in the sunburnt land?

Dr Roger March of the University of NSW, who has studied and acted as consultant on the market for the past 15 years, will present a timely and provocative analysis of where it all went wrong, and possible scenarios for the future.

Roger is currently Director, Accreditation in the Australian School of Business. He is a long serving member of UNSW, joining in 1990 after 12 years studying and working in Japan. Roger was Director of UNSW's largest postgraduate program, the Master of Commerce (2005-2006), and was Head of the Tourism & Hospitality Management Unit (2004-2007). His research interests include tourism, destination marketing, inter-organisational relationships in tourism markets, consumer attitudes and travel behaviours in the Japanese & Asian outbound markets, and unethical practices in international tourism.



#### Date & Time

**Wednesday 11 March 2009**  
**5:30 – 8 p.m.**

**Talk from 6pm**

**Networking drinks and snacks following**

#### Venue

**Tresscox Lawyers**  
**Level 20, 135 King St, Sydney NSW 2000**

#### Cost

**\$30 AJS members**

**\$35 non-members**

Booking form is attached. **Please note we cannot accept payment on the night**, so make sure you send us your booking form early to reserve your place!

**FAX or MAIL BOOKING FORM**  
**Fax to: 02-9228-9299 (Attn Philip Mitchell)**  
**AJS Business Series 2009**

" The Japanese Tourism Market in Australia:what is happening and why?"

**Wednesday March 11 2009.**

**Please RSVP BY Thursday March 5**, by filling in the form below and returning it by FAX or mail:

FAX: 02-9228-9299 (Attn: Philip Mitchell) OR

MAIL to: Australia-Japan Society of NSW, PO Box R937, Royal Exchange NSW 1225.

E-mail inquiries to [bookingsnsw@austjapanfed.org.au](mailto:bookingsnsw@austjapanfed.org.au)

**Note: To confirm your place we do need to receive your payment by Thursday 5th !.**

Persons attending (if more than one name record below):

Name:.....Position: .....  
Organisation:.....Telephone:.....  
Email: .....

**Payment details\*:**

AJS Members	\$30 x	= \$ _____
Non-members	\$35 x	= \$ _____

**Two easy ways to pay:**

Cheque enclosed is for \$\_\_\_\_\_ in favour of Australia-Japan Society of NSW (Inc) OR

Please debit my:  Visa  Mastercard  American Express

Payment Amt: \$\_\_\_\_\_

Card No.

Name (as indicated on credit card)\_\_\_\_\_

Expiry date  /  Signature \_\_\_\_\_

**Write additional names attending here:**

Name.....Email.....  
Name.....Email.....  
Name.....Email.....

[\*There is no GST payable on this amount]