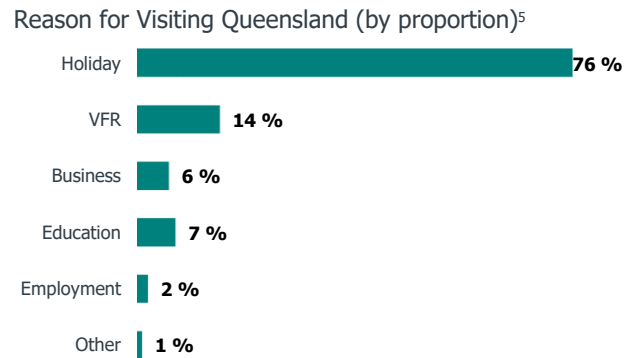
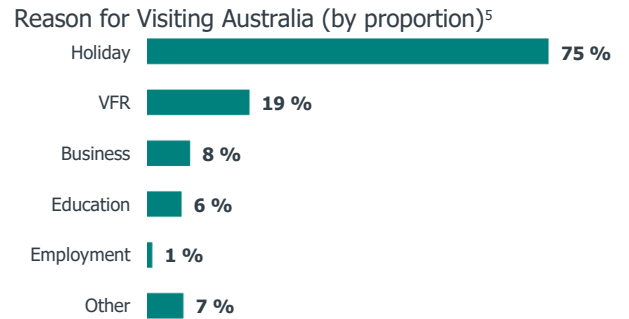


# Korea Market Snapshot

Year ending March 2019

Korea Visitors						Korea Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	263,000	▼ -5.2%	3%	36.8	▼ -3.8	\$1,051.1	▼ -8.1%	3%	\$3,995.5
<b>Holiday Visitors</b>	199,000	▼ -5.3%	4%	29.4	▼ -2.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	78,000	▲ 9.2%	3%	34.1	▼ -5.7	\$217.7	▼ -11.8%	4%	\$2,808.0
<b>Holiday Visitors</b>	59,000	▲ 2.7%	3%	26.2	▼ -7.1				



Year ending March 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	31%	36%	32%	2%	43%	57%	37%	18%	19%	17%
<b>Holiday Visitors</b>	33%	31%	34%	2%	41%	59%	30%	19%	22%	21%
<b>To Queensland</b>										
<b>Total Visitors</b>	38%	34%	27%	1%	43%	57%	35%	19%	24%	17%
<b>Holiday Visitors</b>	43%	32%	24%	1%	40%	60%	32%	20%	28%	19%

Year ending March 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	65%	15%	7%	3%	5%	3%	1%	34%
<b>Holiday Visitors</b>	75%	15%	4%	1%	3%	1%	1%	43%
<b>To Queensland</b>								
<b>Total Visitors</b>	66%	16%	6%	1%	6%	4%	0%	31%
<b>Holiday Visitors</b>	74%	17%	5%	1%	2%	1%	0%	38%

**Research Updates**  
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1. ALoS - Average length of stay.  
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.  
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.  
4. Tourism Research Australia - Forecasting.  
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.  
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

