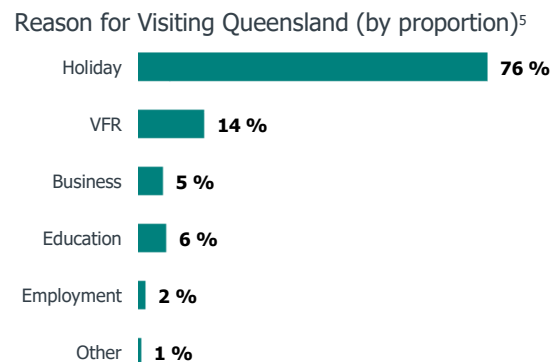
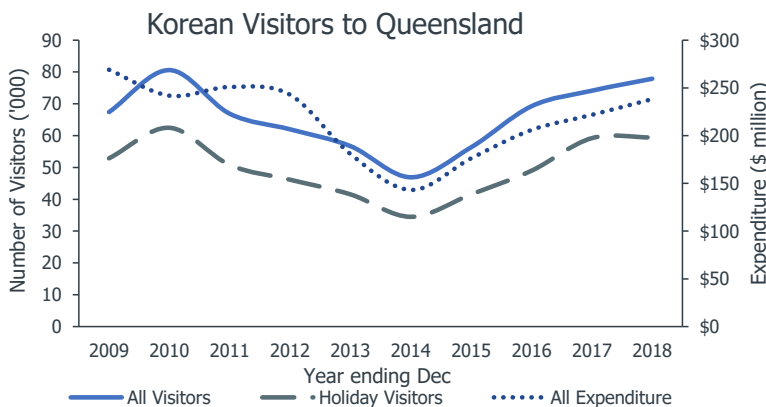
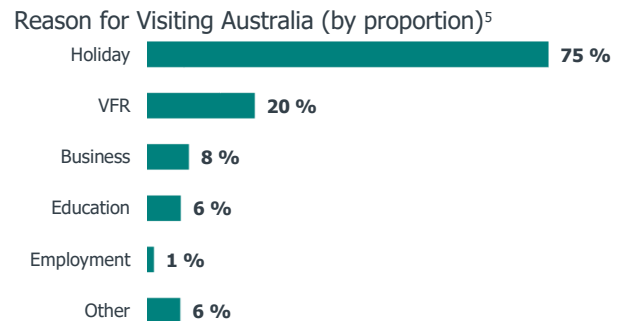
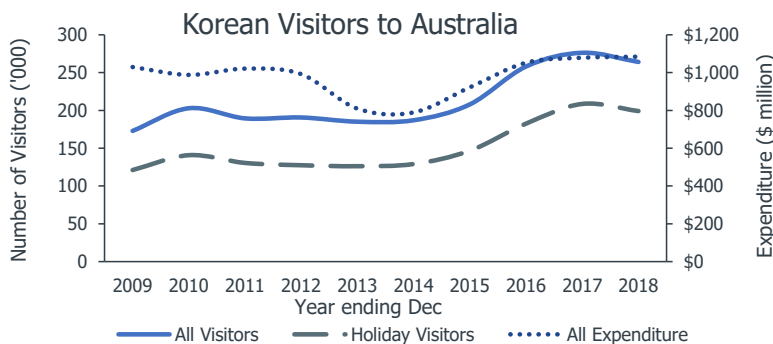


# Korea Market Snapshot

Year ending December 2018

Korean Visitors						Korean 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>	264,000	▼ -4.4%	3%	39.0	▲ 0.8	\$1,084.3	▲ 0.5%	4%	\$4,105.8
<b>Holiday Visitors</b>	199,000	▼ -4.5%	4%	31.3	▲ 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	▲ 5.1%	3%	33.2	▼ -4.5	\$238.3	▲ 7.4%	4%	\$3,059.2
<b>Holiday Visitors</b>	59,000	● 0.3%	3%	26.6	▼ -4.4				



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	32%	33%	33%	1%	42%	58%	38%	15%	21%	18%
<b>Holiday Visitors</b>	33%	28%	37%	2%	41%	59%	30%	18%	25%	22%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	40%	31%	28%	1%	42%	58%	37%	16%	23%	20%
<b>Holiday Visitors</b>	43%	30%	27%	1%	40%	60%	30%	18%	27%	22%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	65%	15%	6%	4%	5%	4%	1%	34%
<b>Holiday Visitors</b>	74%	14%	5%	1%	3%	2%	1%	43%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	65%	16%	8%	1%	4%	7%	0%	33%
<b>Holiday Visitors</b>	72%	17%	7%	1%	2%	1%	0%	40%

**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

