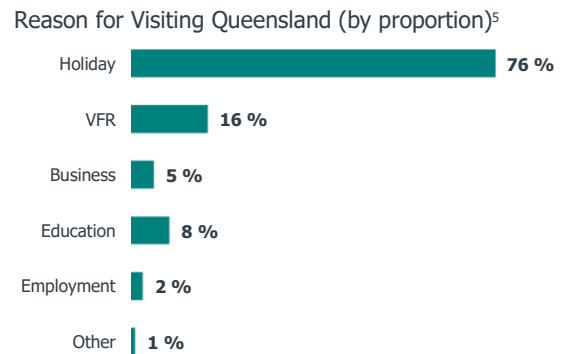
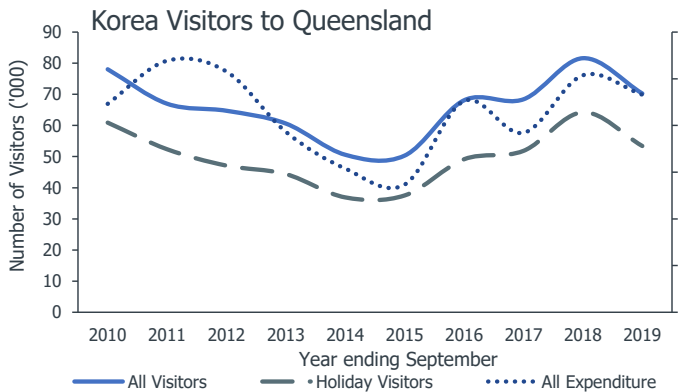
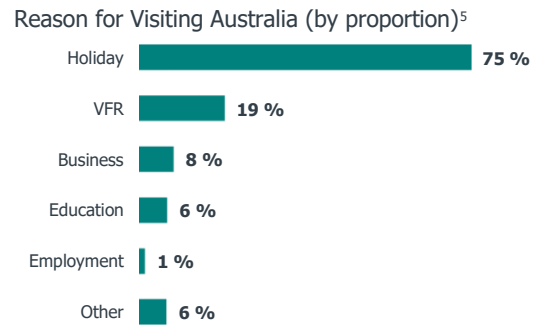


Korea Market Snapshot



Year ending September 2019

Korea Visitors						Korea Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	250,000	▼ -10.0%	3%	40.9	▲ 1.2	\$1,064.1	▼ -6.9%	3%	\$4,251.5
Holiday Visitors	189,000	▼ -10.1%	4%	34.4	▲ 3.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	70,000	▼ -13.9%	3%	42.3	▲ 6.8	\$233.0	▼ -8.2%	4%	\$3,316.1
Holiday Visitors	53,000	▼ -16.9%	3%	32.6	▲ 3.6				



YE Sep 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	30%	36%	32%	2%	42%	58%	36%	21%	17%	17%
Holiday Visitors	31%	31%	36%	2%	39%	61%	29%	24%	19%	21%
To Queensland										
Total Visitors	40%	35%	23%	2%	42%	58%	37%	20%	19%	19%
Holiday Visitors	43%	35%	21%	1%	39%	61%	33%	20%	23%	22%

YE Sep 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	65%	15%	6%	3%	6%	3%	34%	
Holiday Visitors	76%	14%	4%	1%	2%	2%	44%	
To Queensland								
Total Visitors	65%	15%	7%	2%	6%	4%	29%	
Holiday Visitors	73%	15%	6%	1%	2%	3%	33%	

Research Updates
To receive an email alert whenever new tourism figures are released, please [click here](#).

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

