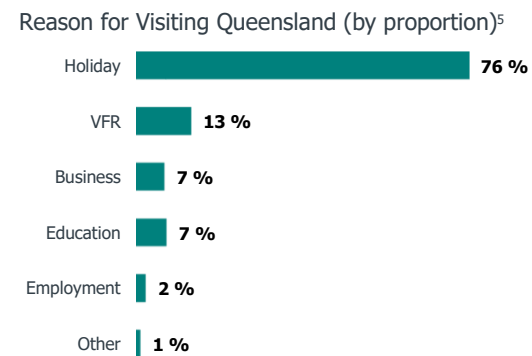
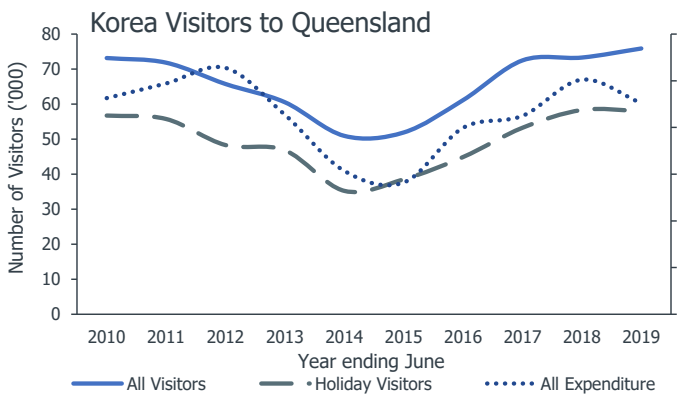
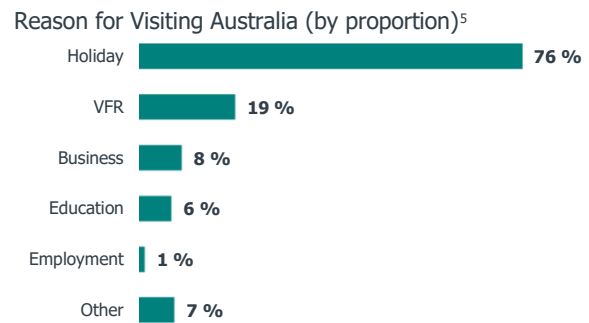


# Korea Market Snapshot



Year ending June 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>	256,000	▼ -8.1%	3%	38.1	▼ -2.1	\$1,030.0	▼ -11.9%	3%	\$4,024.3
<b>Holiday Visitors</b>	194,000	▼ -7.2%	4%	31.6	▲ 0.2				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	76,000	▲ 3.5%	3%	37.4	▼ -0.6	\$226.0	▼ -10.0%	4%	\$2,978.7
<b>Holiday Visitors</b>	58,000	● -0.5%	3%	29.8	▼ -1.0				



Year ending June 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%	37%	31%	1%	42%	58%	38%	20%	18%	18%
<b>Holiday Visitors</b>	32%	31%	35%	2%	40%	60%	30%	22%	20%	22%
<b>To Queensland</b>										
<b>Total Visitors</b>	40%	35%	24%	1%	44%	56%	37%	17%	23%	19%
<b>Holiday Visitors</b>	43%	33%	23%	1%	41%	59%	32%	17%	26%	22%

Year ending June 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>	66%	15%	6%	4%	6%	3%	1%	
<b>Holiday Visitors</b>	76%	14%	3%	2%	3%	2%	1%	
<b>To Queensland</b>								
<b>Total Visitors</b>	67%	17%	5%	2%	6%	4%	0%	
<b>Holiday Visitors</b>	74%	17%	4%	1%	2%	1%	0%	

**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

