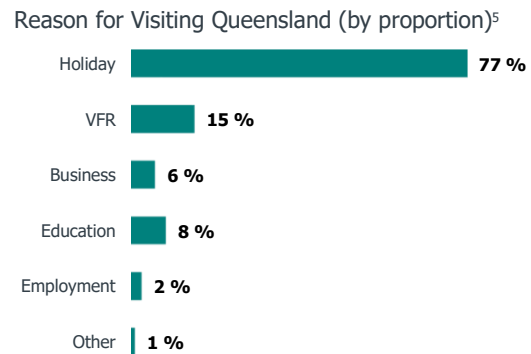
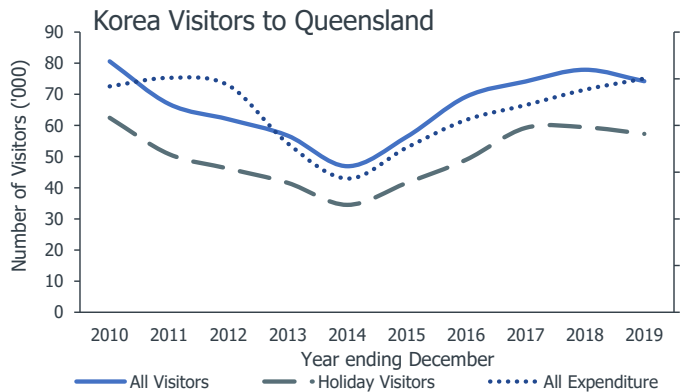
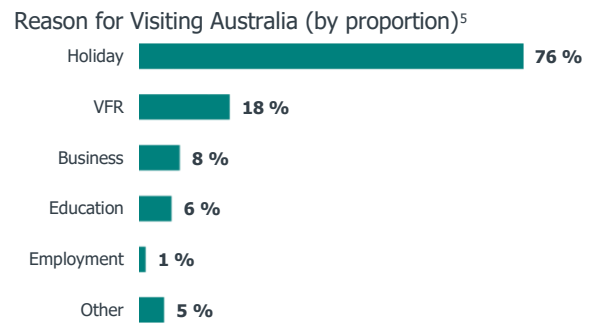


Korea Market Snapshot



Year ending December 2019

Korea Visitors						Korea Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	254,000	▼ -3.7%	3%	41.2	▲ 2.2	\$1,069.0	▼ -1.4%	3%	\$4,203.5
Holiday Visitors	193,000	▼ -2.9%	4%	34.9	▲ 3.6				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	74,000	▼ -4.7%	3%	43.3	▲ 10.1	\$250.2	▲ 5.0%	4%	\$3,371.0
Holiday Visitors	57,000	▼ -3.6%	3%	35.0	▲ 8.4				



Year ending December 201	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	30%	36%	31%	2%	43%	57%	38%	22%	18%	16%
Holiday Visitors	32%	31%	35%	2%	39%	61%	30%	25%	20%	19%
To Queensland										
Total Visitors	39%	33%	26%	2%	44%	56%	39%	23%	16%	17%
Holiday Visitors	40%	34%	25%	1%	41%	59%	34%	26%	19%	21%

Year ending December 201	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	65%	16%	7%	3%	5%	4%	35%	
Holiday Visitors	75%	14%	5%	1%	2%	2%	45%	
To Queensland								
Total Visitors	64%	16%	8%	1%	7%	3%	32%	
Holiday Visitors	72%	15%	7%	1%	2%	3%	36%	

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

