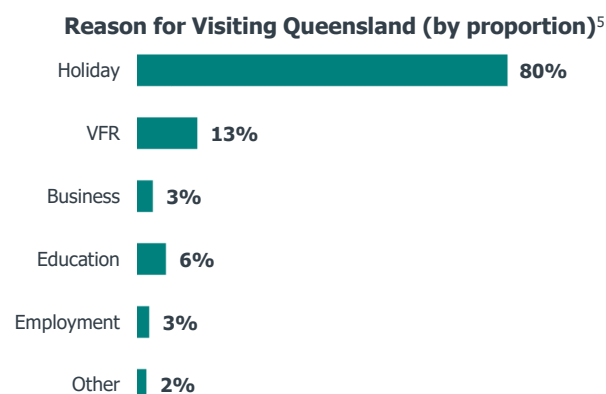
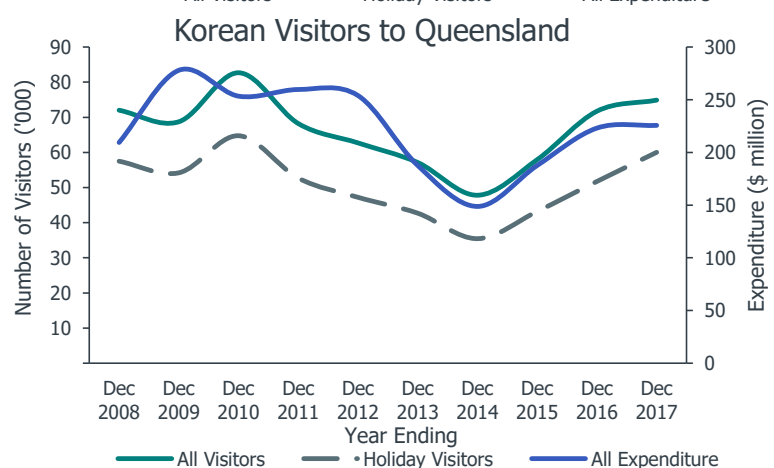
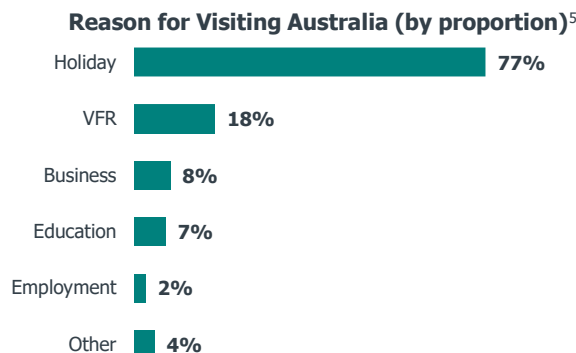
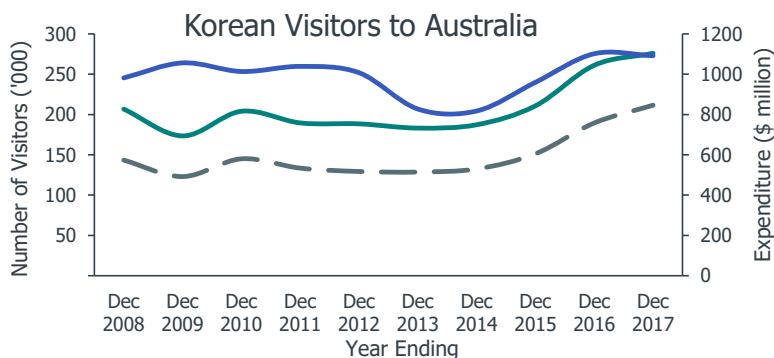


Year ending Dec 2017

Korean Visitors						Korean Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	276,000	▲ 5.7%	3%	38.7	▼ -11.5	\$1,091.7	▼ -0.9%	4%	\$3,943.4
Holiday Visitors	212,000	▲ 11.6%	5%	29.5	▼ -11.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	75,000	▲ 4.4%	3%	38.3	▼ -12.4	\$225.6	▲ 1.2%	4%	\$3,013.6
Holiday Visitors	60,000	▲ 16.0%	3%	31.9	▼ -13.2				



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	31%	35%	32%	2%	45%	55%	37%	22%	17%	16%
Holiday Visitors	31%	31%	37%	2%	40%	60%	29%	27%	20%	19%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	43%	38%	19%	0%	48%	52%	44%	17%	16%	18%
Holiday Visitors	42%	41%	17%	0%	43%	57%	37%	19%	19%	21%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	66%	15%	5%	3%	5%	5%	0%	38%
Holiday Visitors	75%	14%	4%	2%	3%	3%	0%	48%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	66%	12%	7%	1%	6%	7%	0%	34%
Holiday Visitors	74%	12%	5%	1%	2%	6%	0%	40%

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

