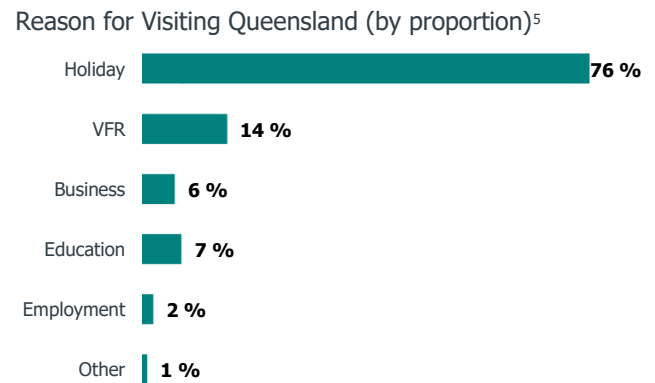
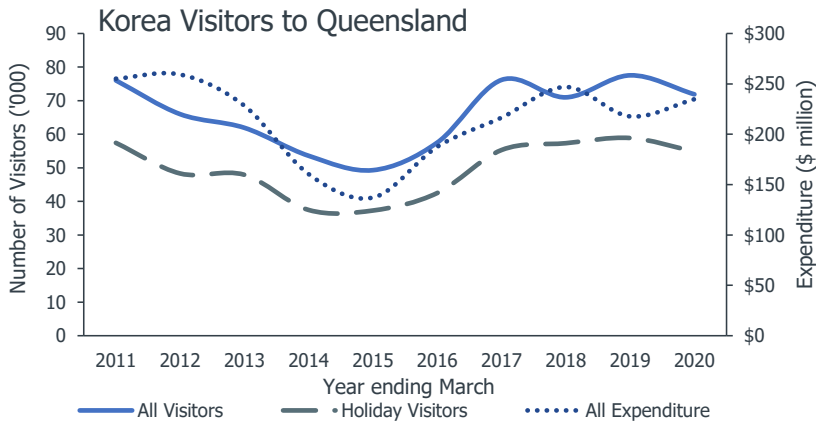
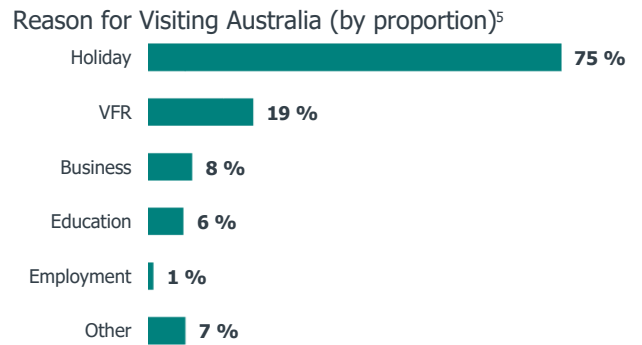


# Korea Market Snapshot

Year ending March 2020

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>	223,000	▼ -15.3%	3%	45.5	▲ 8.7	\$975.4	▼ -7.2%	3%	\$4,378.1
<b>Holiday Visitors</b>	168,000	▼ -15.6%	4%	38.2	▲ 8.8				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	72,000	▼ -7.3%	3%	43.2	▲ 9.1	\$234.8	▲ 7.8%	4%	\$3,265.5
<b>Holiday Visitors</b>	55,000	▼ -6.8%	3%	34.9	▲ 8.8				



Year ending March 2020	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>	32%	37%	29%	2%	43%	57%	39%	20%	20%	15%
<b>Holiday Visitors</b>	34%	31%	33%	2%	38%	62%	32%	24%	22%	18%
<b>To Queensland</b>										
<b>Total Visitors</b>	40%	33%	24%	2%	45%	55%	43%	19%	16%	18%
<b>Holiday Visitors</b>	41%	34%	24%	1%	42%	58%	34%	24%	20%	22%

Year ending March 2020	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>	63%	16%	7%	3%	5%	4%	1%	
<b>Holiday Visitors</b>	73%	15%	6%	2%	2%	2%	0%	
<b>To Queensland</b>								
<b>Total Visitors</b>	62%	16%	9%	1%	7%	3%	1%	
<b>Holiday Visitors</b>	68%	17%	8%	1%	4%	2%	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

