

# Unpacking the South Korean Traveller



South Korean visitation to Queensland has grown strongly with expenditure up 13% and visitation up 14% in the three years ending June 2017.

## Current Visitation and Expenditure in Queensland<sup>1</sup>



\$226.7M spend  
+5.6% YOY



75,000 visitors  
+18.3% YOY

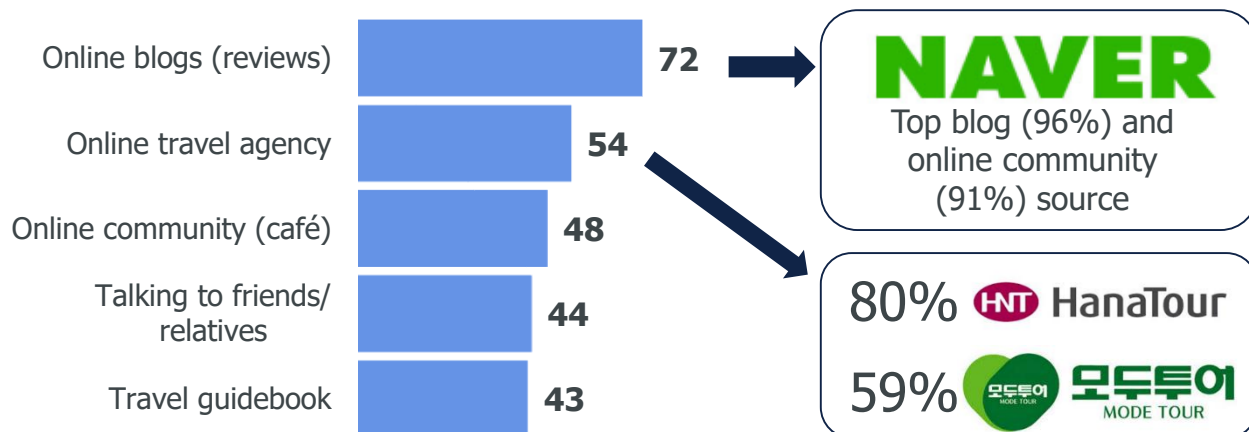


**85%** of trips  
are for leisure

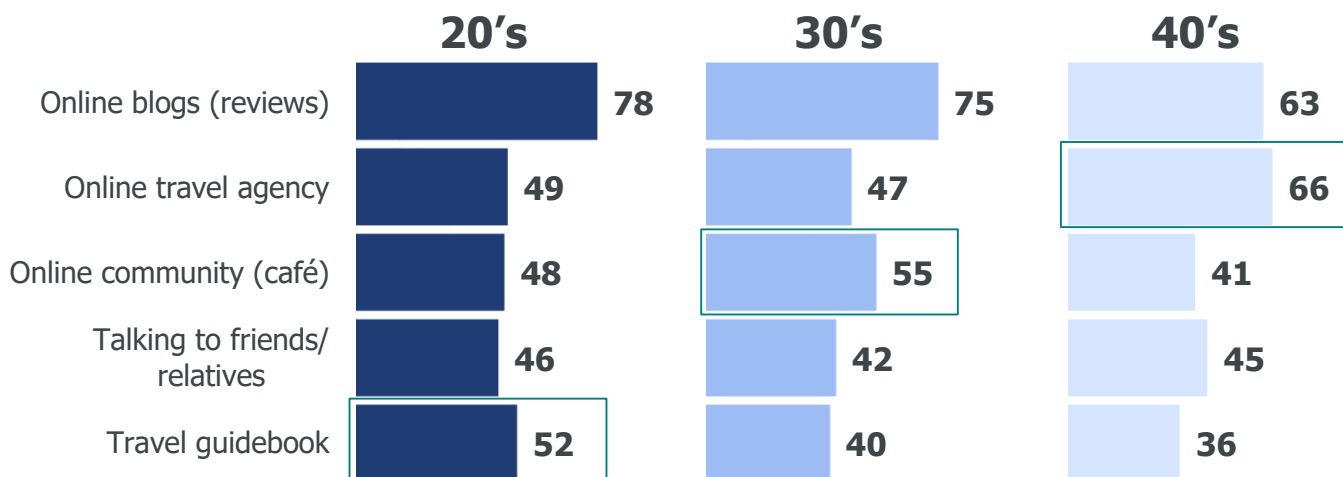
## Top five Information Sources for Queensland Leisure Travel<sup>2</sup>

Koreans use both online and offline sources when looking for Queensland specific information. Sites like Naver are the go-to for many Korean leisure travellers, followed by travel agencies such as Hana Tour and Mode Tour. Channel usage differs slightly by age, interestingly those in their 20's are most likely to use a traditional travel guidebook.

## Specific Channels travellers used for planning Queensland trip (%)



## Ranking of channels used differs by age group



Sources: <sup>1</sup>Tourism Research Australia, International Visitor Survey year ending June 2017  
<sup>2</sup> South Korea Research 2017, Tourism and Events Queensland

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## Key factors for choosing recent holiday destinations

Compared to competing destinations, Australia performs strongly on perceptions of natural landscape and recommendation.

	Europe	USA/ Hawaii	South Pacific <sup>3</sup>	Australia
Beautiful Natural Landscape	40%	48%	66%	81%
Exotic Culture/ Environment	70%	63%	30%	57%
Relaxation/Rest	14%	32%	92%	51%
Recommendation from Acquaintance	32%	37%	21%	36%



## Specific Queensland Travel Barriers



# #1

## Hard to find detailed information

Generally, Korean travellers like to extensively research and plan their trips. Key areas to focus on providing detailed information are:

- 1) Transport – how do they reach an attraction, or get to their accommodation from the airport
- 2) Itinerary recommendations – how do they make the most of our vast state in their limited holiday time
- 3) Food – where can they experience the best or 'most famous' local food on offer.

## Queensland is associated with....



Natural tourist attractions

Wide blue sky

Leisurely/easy going

Clean air

Relaxation/rest

## Visitors come to Queensland for....



81%

Beautiful Natural Environment



59%

Exotic Environment



50%

Relaxing



35%

Recommendation from family/friend



18%

Experience local lifestyle

<sup>3</sup>South Pacific includes Pacific Islands and New Zealand

Source: South Korea Research 2017, Tourism and Events Queensland. Research conducted online in South Korea with n=700 respondents aged 20-49 years, with a household income over \$4M South Korean Won (KRW), living in Seoul and Gyeonggi province who have travelled out of Northeast Asia in past five years.