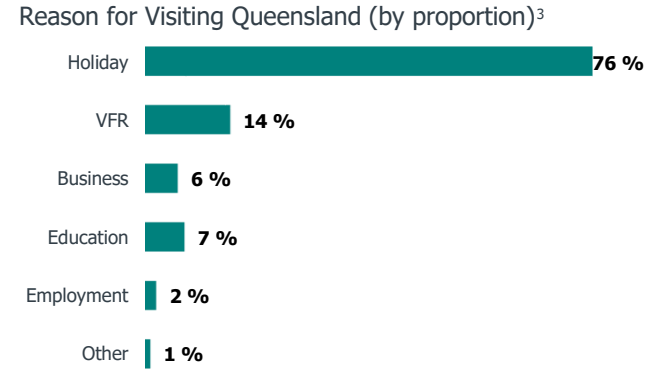
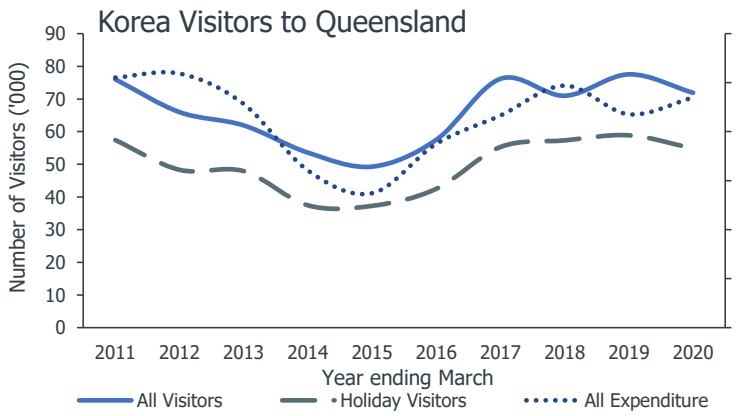
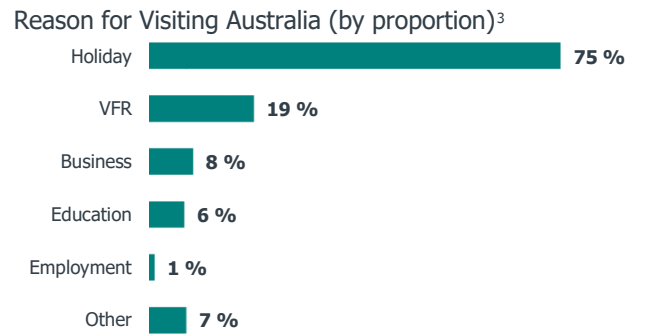


Korea Market Snapshot

Year ending March 2020

Korea Visitors						Korea Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	223,000	▼ -15.3%	3%	45.5	▲ 8.7	\$975.4	▼ -7.2%	3%	\$4,378.1
Holiday Visitors	168,000	▼ -15.6%	4%	38.2	▲ 8.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	72,000	▼ -7.3%	3%	43.2	▲ 9.1	\$234.8	▲ 7.8%	4%	\$3,265.5
Holiday Visitors	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
To Australia										
Total Visitors	32%	37%	29%	2%	43%	57%	39%	20%	20%	15%
Holiday Visitors	34%	31%	33%	2%	38%	62%	32%	24%	22%	18%
To Queensland										
Total Visitors	40%	33%	24%	2%	45%	55%	43%	19%	16%	18%
Holiday Visitors	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+	
To Australia								
Total Visitors	63%	16%	7%	3%	5%	4%	1%	32%
Holiday Visitors	73%	15%	6%	2%	2%	2%	0%	41%
To Queensland								
Total Visitors	62%	16%	9%	1%	7%	3%	1%	29%
Holiday Visitors	68%	17%	8%	1%	4%	2%	0%	33%

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. 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