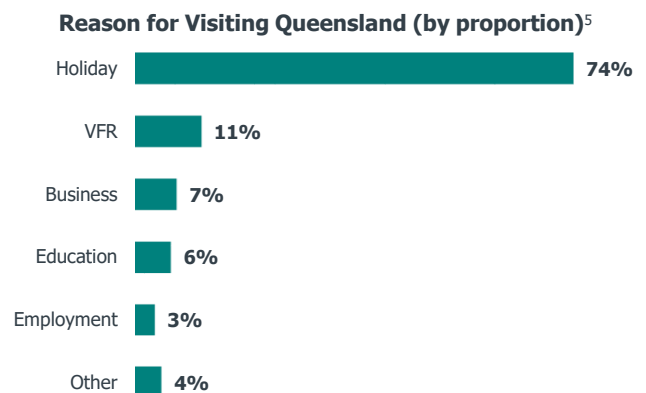
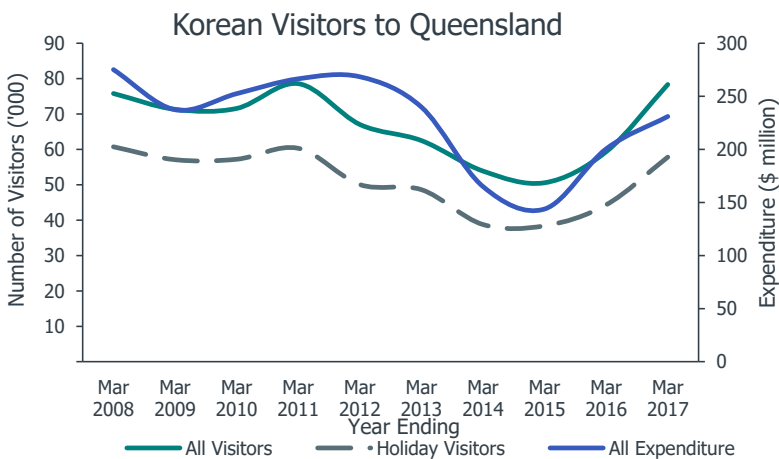
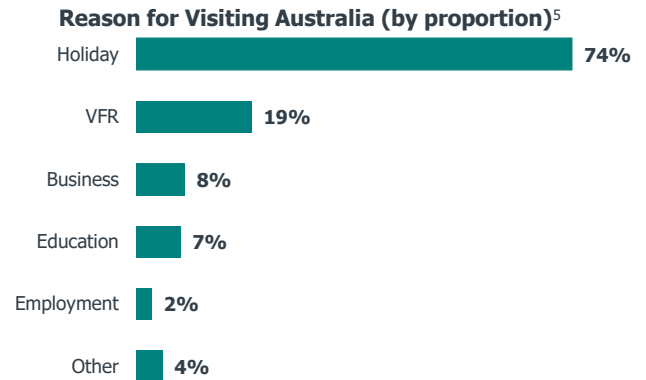
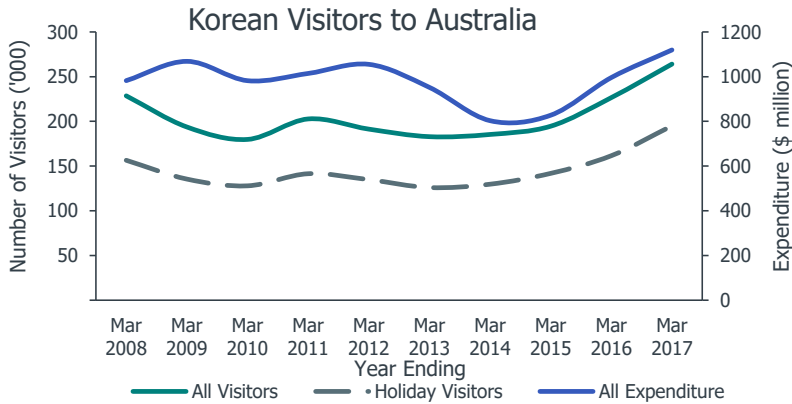


Korea Market Snapshot

Year ending Mar 2017

Korean Visitors						Korean Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	264,000	▲ 16.6%	3%	48.3	▼ -4.5	\$1,119.4	▲ 12.4%	4%	\$4,216.9
Holiday Visitors	195,000	▲ 20.7%	5%	38.9	▼ -4.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	78,000	▲ 32.0%	3%	45.4	▼ -7.0	\$231.0	▲ 15.2%	4%	\$2,948.8
Holiday Visitors	58,000	▲ 30.4%	3%	38.4	▼ -2.7				



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	33%	34%	30%	3%	46%	54%	39%	22%	17%	16%
Holiday Visitors	35%	30%	32%	3%	43%	57%	30%	27%	19%	20%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	47%	41%	12%	0%	54%	46%	48%	21%	12%	14%
Holiday Visitors	50%	37%	14%	0%	47%	53%	38%	28%	15%	17%

Year ending Mar 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%	13%	8%	4%	4%	4%	0%	36%
Holiday Visitors	78%	13%	4%	2%	2%	2%	0%	47%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	66%	14%	6%	3%	4%	7%	0%	31%
Holiday Visitors	76%	15%	3%	1%	1%	3%	0%	38%

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. Tourism Research Australia - Forecasting
4. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
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

