



International Visitor Profile

Korea

Visitor Profile 2007

Korea Visitor Summary

- In 2007, there were 253,327 visitors to Australia, a decrease of 3% from the previous year, rating Korea as Australia's seventh largest inbound market for arrivals.
- In 2007, the average length of stay for Korean visitors was 47 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Korea accounted for 7% of all international visitor nights in Australia in 2007.
- Korea is Australia's sixth largest source market in terms of total expenditure. In 2007 travellers from Korea spent a total of \$1.4 billion on trips to Australia, with an average expenditure of \$5,935 per trip.
- In 2007, 20% of Korean visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Korea including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

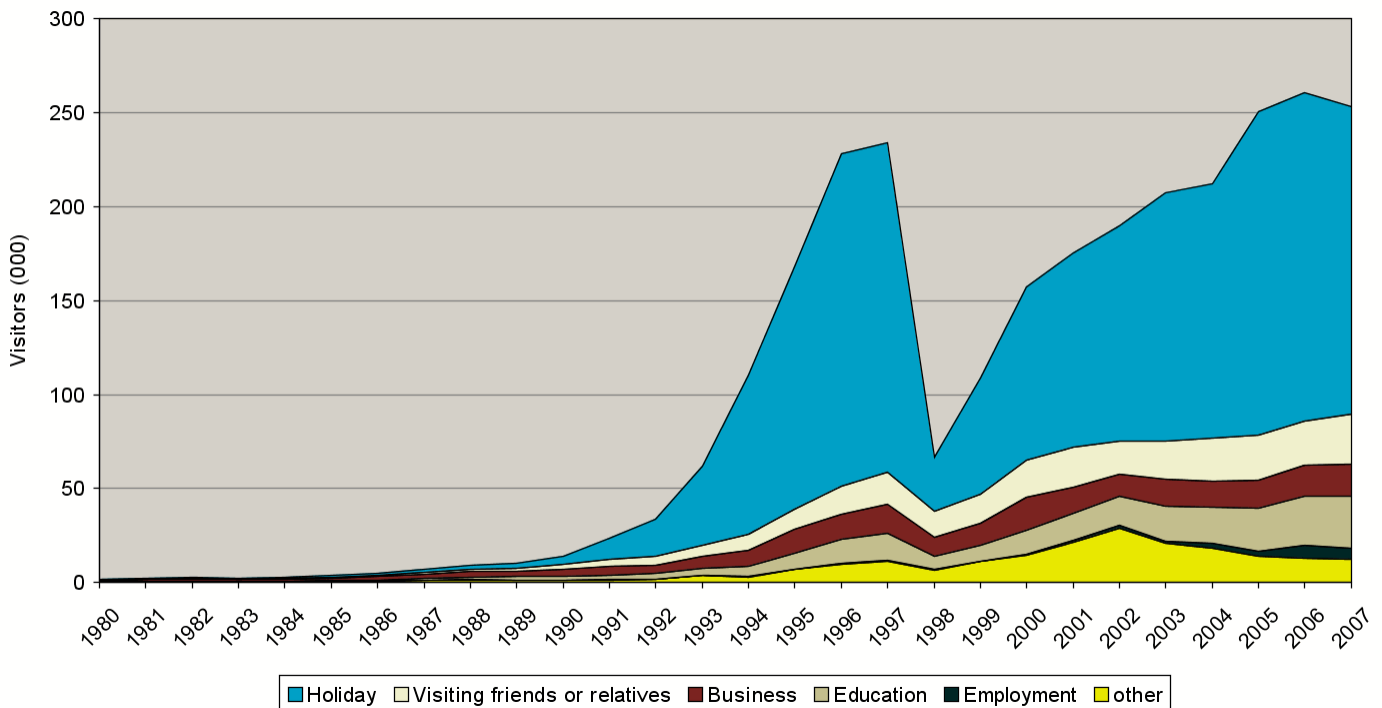
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Visitor Arrivals

- In 2007, the number of visitors from Korea totalled 253,327 one hundred and sixty one times the 1,573 arrivals in 1980 (Figure 1). Korea is currently Australia's seventh largest inbound tourist market.
- In 2007, 163,698 visitors came for a holiday, 26,343 came to visit friends and relatives (VFR), 17,214 on business, 5,613 for employment, 28,048 for education and 12,411 for other purposes.
- The annual average growth rate for visitors from Korea over the decade from 1998 to 2007 was 16%. This was one of the highest growth rates for an Asian market during this period. The results also include a recovery period following on from the Asian financial crisis of 1997 and 1998 (see Figure 1).
- In 2007, 29% or 66,263 of all visitors from Korea were repeat visitors (Figure 2). This figure is lower than the 57% average across all markets.
- Total visitor arrivals from Korea decreased by 3% in 2007.

Figure 1 - Visitors from Korea by main purpose of visit 1980 - 2007

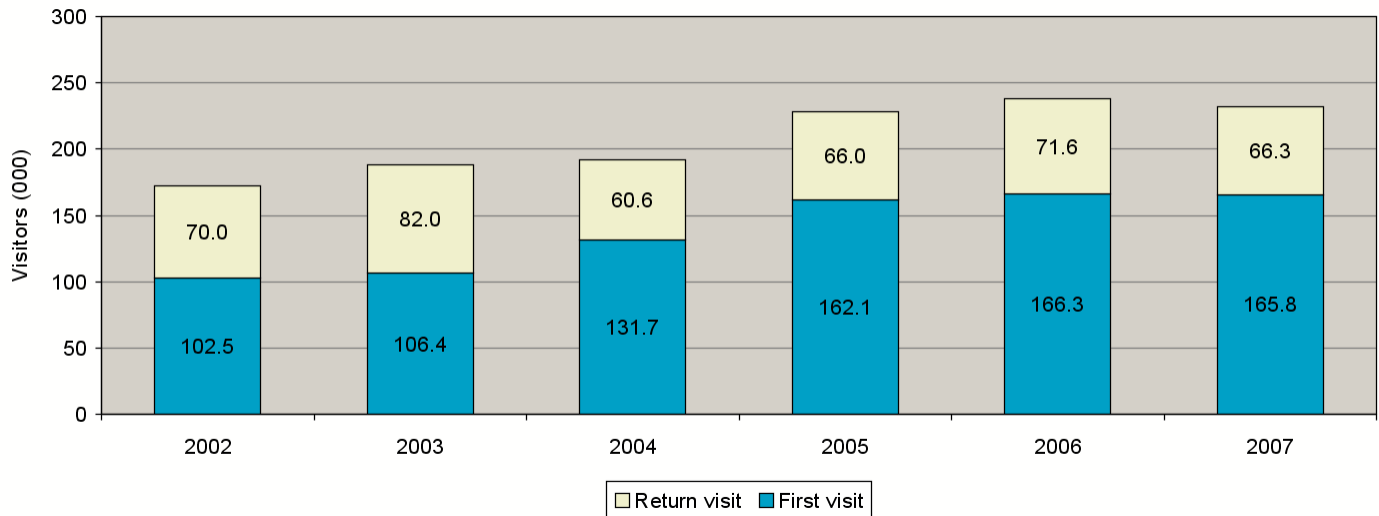


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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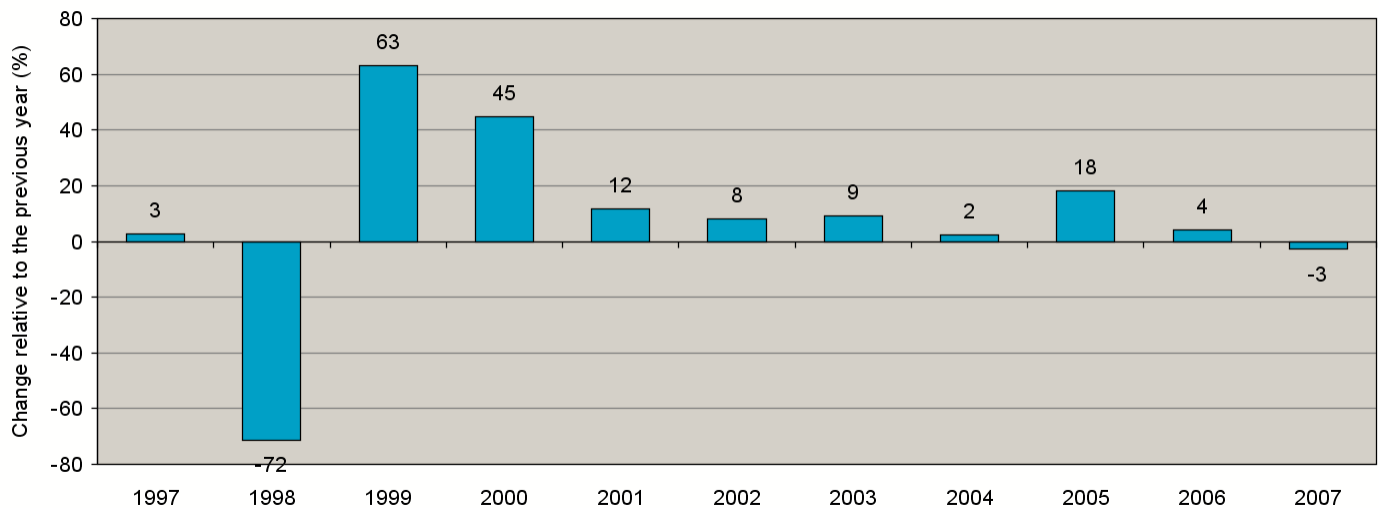
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Figure 2 - Visitors from Korea by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Korea 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

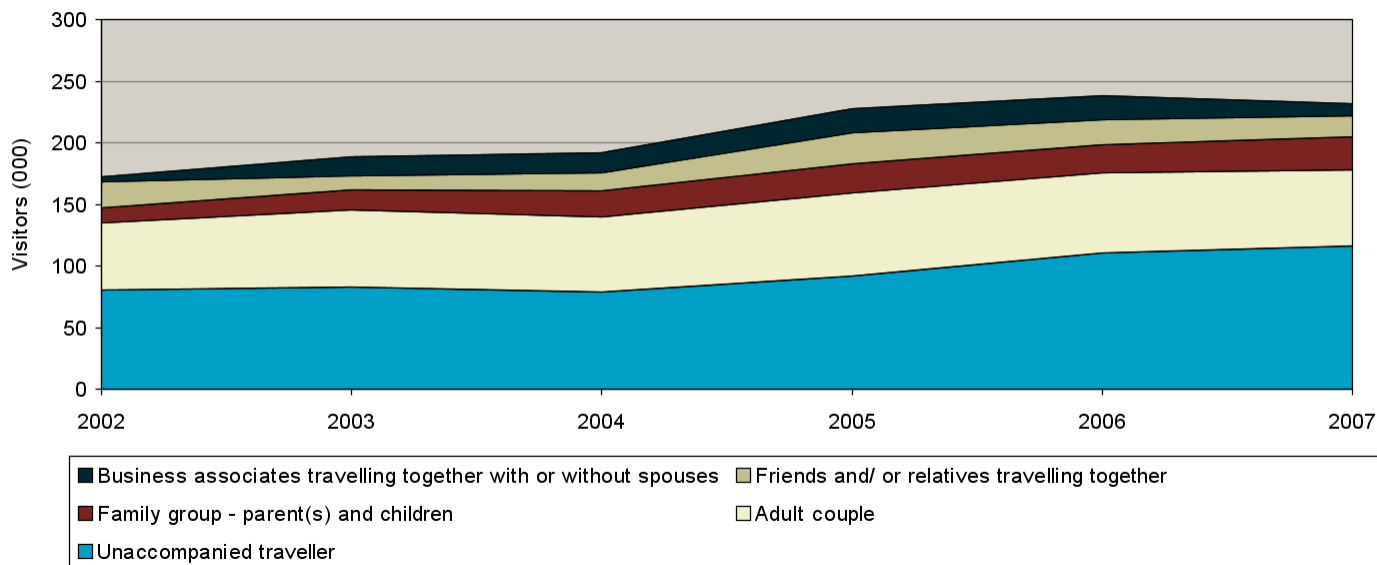
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Travel Party

- The majority of visitors from Korea travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Korea was 115,875 or 50% of all visitors from Korea.

Figure 4 - Visitors from Korea by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 1 - Visitors from Korea by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	80.3	47	82.8	44	79.1	41	91.5	40	110.3	46	115.9	50
Adult couple	55.0	32	62.5	33	60.8	32	68.0	30	65.7	28	61.9	27
Family group - parent(s) and children	11.5	7	16.6	9	21.0	11	23.8	10	22.5	9	27.0	12
Friends and/or relatives travelling together	21.1	12	11.5	6	14.6	8	25.2	11	20.5	9	16.8	7
Business associates travelling together with or without spouses	4.5	3	15.0	8	16.8	9	19.5	9	18.9	8	10.5	5
Total	172.4	100	188.4	100	192.3	100	228.0	100	237.9	100	232.1	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
 Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from Korea by age 1995 - 2007.

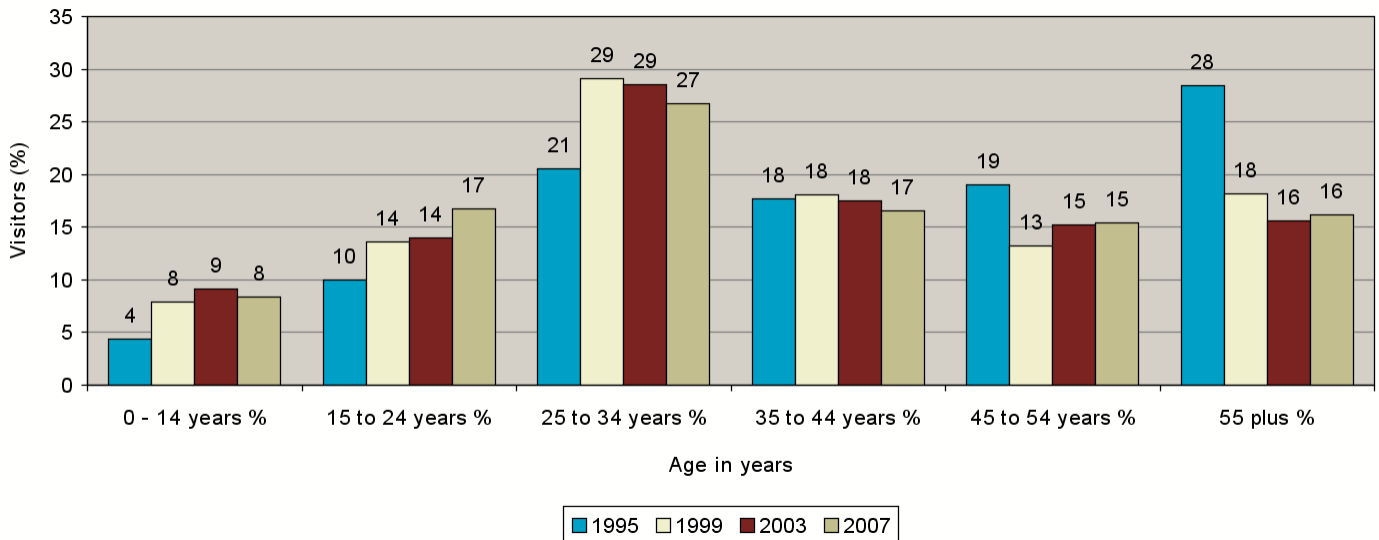
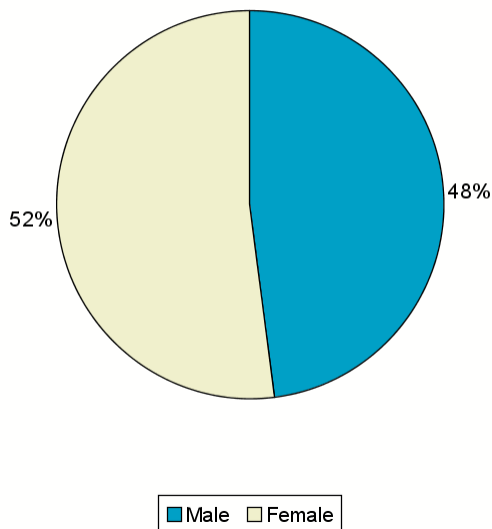


Figure 6 - Visitors from Korea by gender 2007



- In 2007, the age distribution shows 8% were aged 0-14 years, 17% were 15-24 years, 27% were 25-34 years, 17% were 35-44 years, 15% were aged 45-54 years and 16% were 55 and over.
- Of visitors from Korea, 48% were males or 122,330 visitors and 52% were females or 130,997 visitors. The gender ratio of visitors from Korea is 93 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

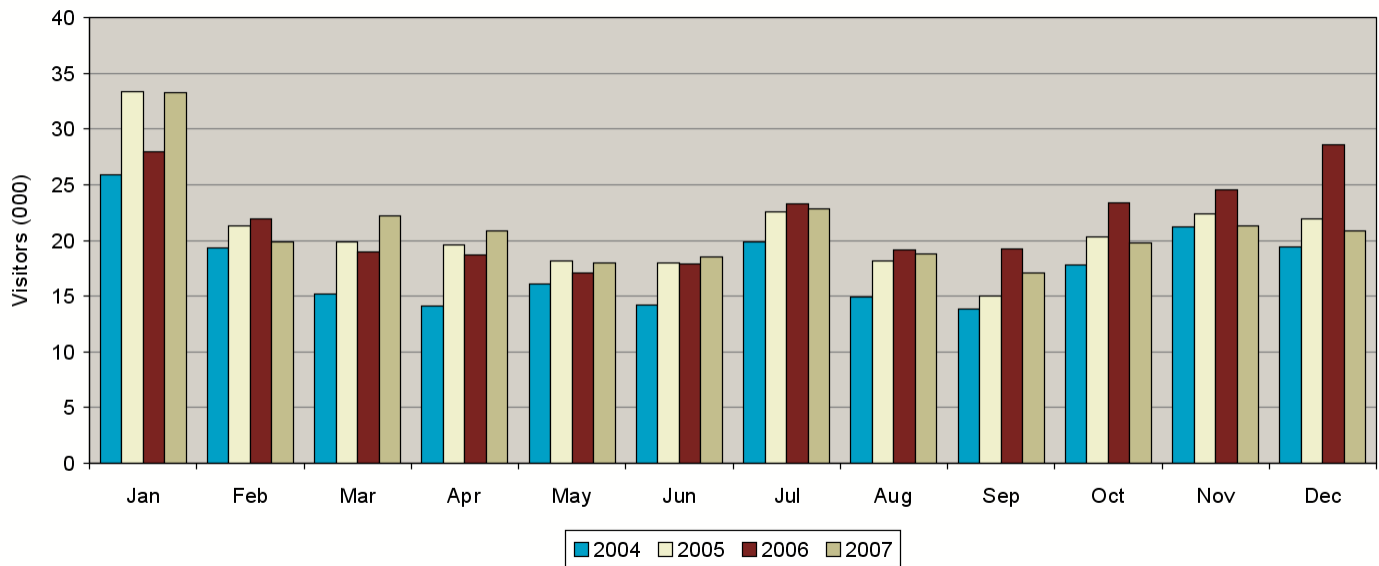
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Seasonality

- The seasonality of visitor arrivals from Korea is shown in Figure 7.
- In 2007, January was the peak month for visitors from Korea, followed by July and March.

Figure 7 - Visitors from Korea by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

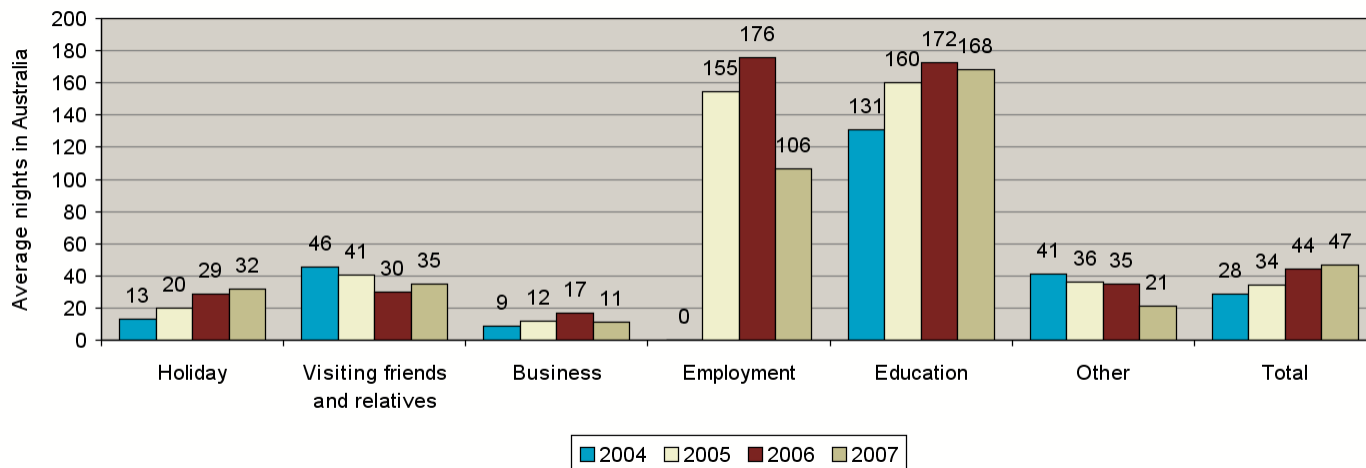
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Duration of Stay

During 2007, visitors from Korea spent 10.8 million nights in Australia, being 7% of all visitor nights.

Figure 8 - Duration of stay for visitors from Korea by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Korea by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	13	20	29	32	4	4	4	5
Visiting friends and relatives	46	41	30	35	24	24	13	19
Business	9	12	17	11	3	4	5	4
Employment	0	155	176	106	0	150	153	14
Education	131	160	172	168	130	160	166	172
Other	41	36	35	21	9	3	3	1
Total	28	34	44	47	5	5	6	6

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

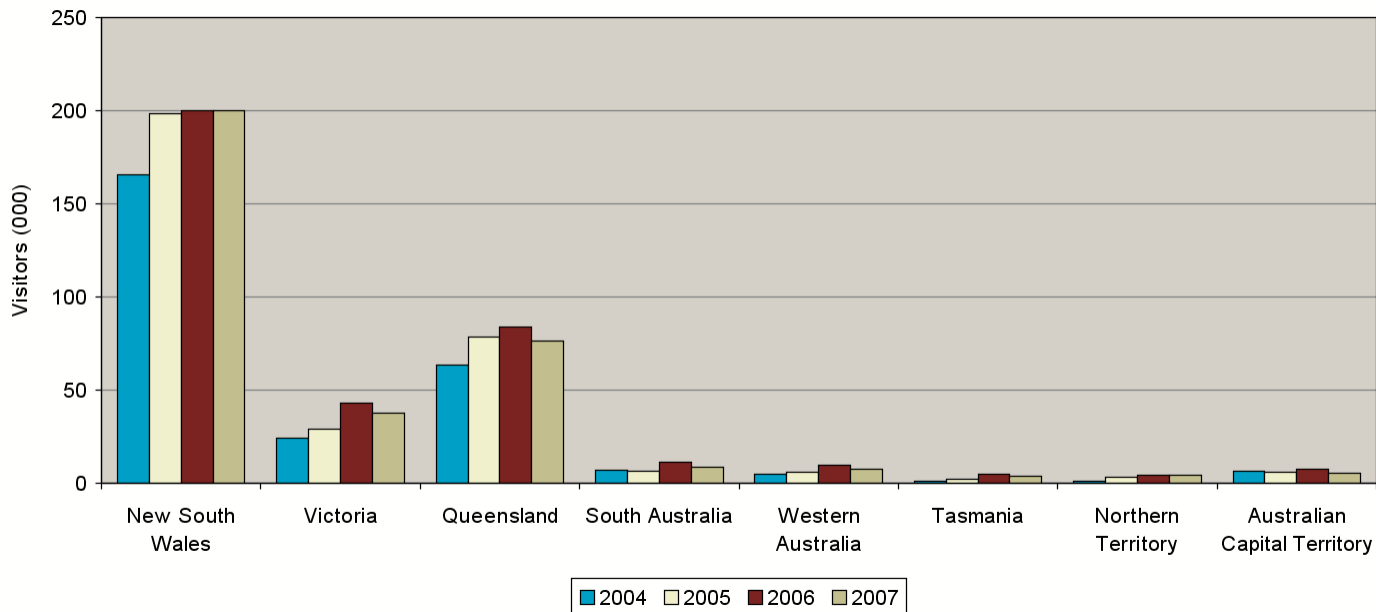
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Destination Visited

- In 2007, the most popular State or Territory for visitors from Korea was New South Wales with 199,796 or 86% of visitors, staying for 5.5 million nights.

Figure 9 - Visitors from Korea by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

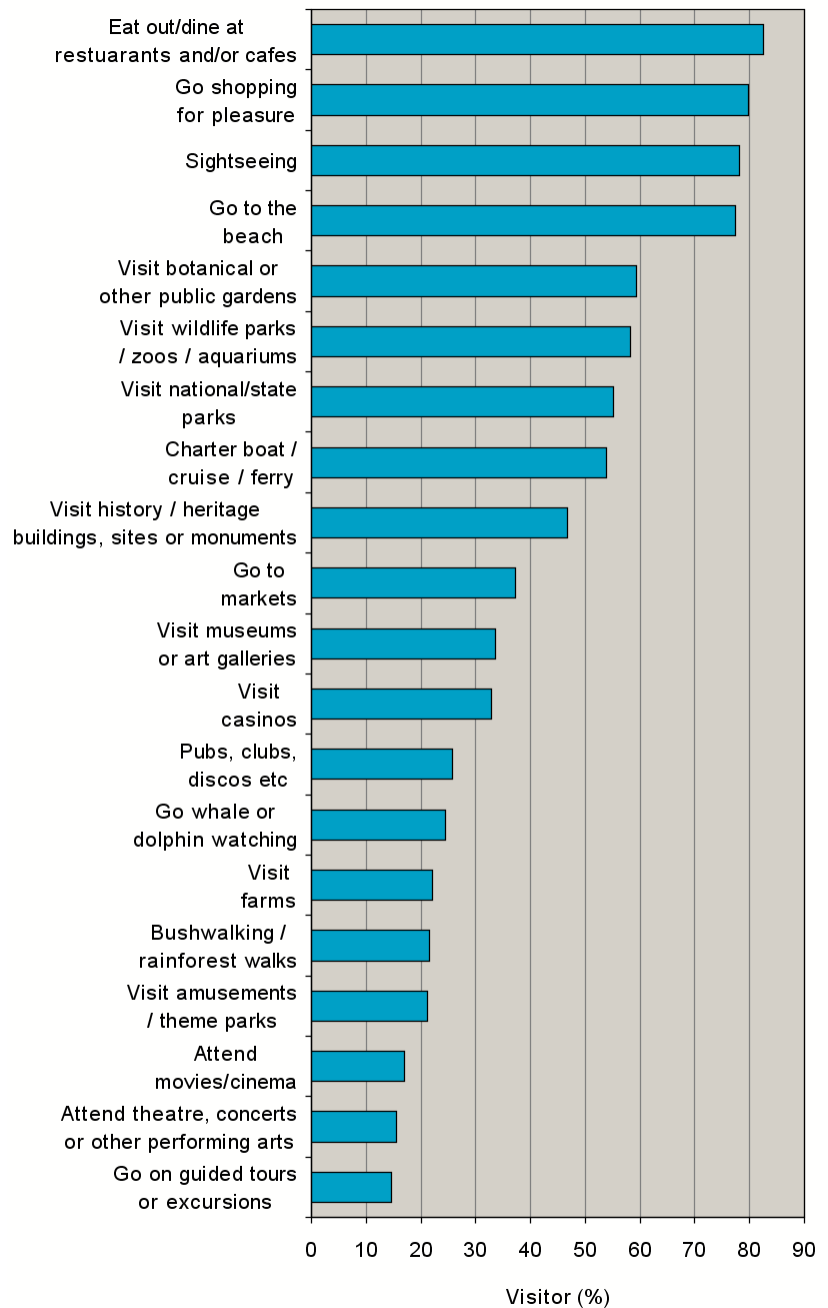
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Korea whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and visit botanical or other public gardens.

Figure 10 - Visitors from Korea by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

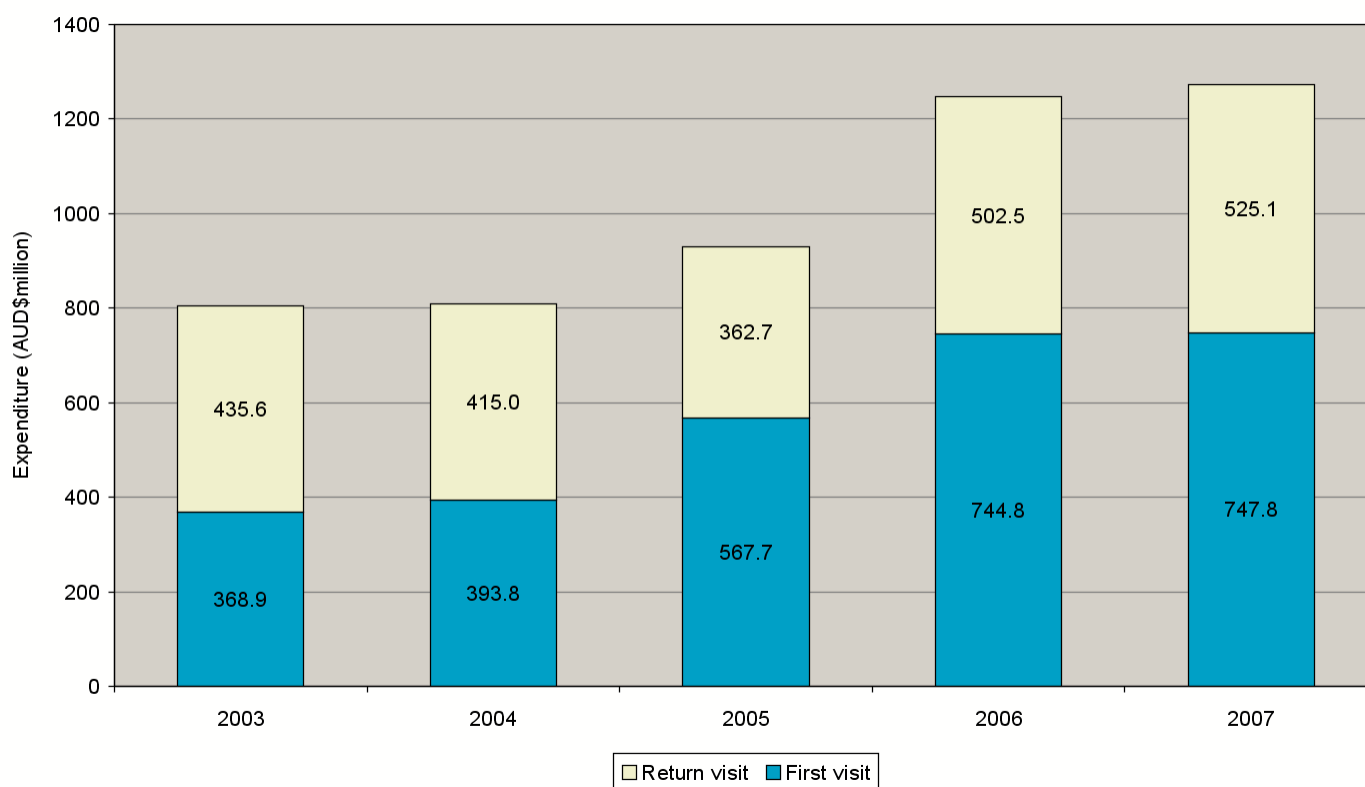
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Expenditure

- During 2007, visitors from Korea had a Total Inbound Economic Value (TIEV) of \$1.3 billion on trips to Australia (Figure 11). This is an increase of 2% on the previous year.
- Travellers from Korea accounted for 5% of all TIEV.
- A total of \$748 million or 59% of TIEV from Korea came from visitors on their first trip to Australia while return visitors spent \$525 million.
- In 2007, the average Total Inbound Economic Value (TIEV) for Korean visitors was \$5,485.

Figure 11 - Visitors from Korea : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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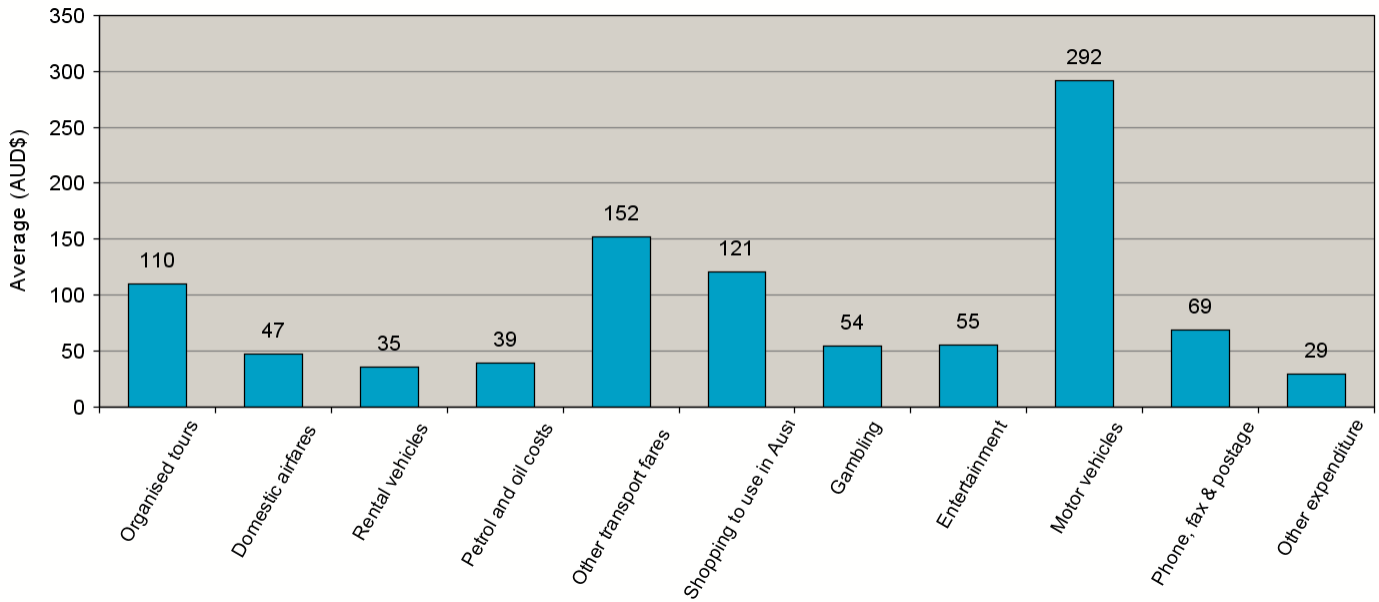
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Expenditure

Figure 12 shows expenditure by item as an average for all international visitors from Korea. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	916
Food, drink & accommodation	1,570
Shopping to take home	394
Education	1,021
Package tour	1,022
Other (total of items charted)	1,003

Figure 12 - Average expenditure for visitors from Korea by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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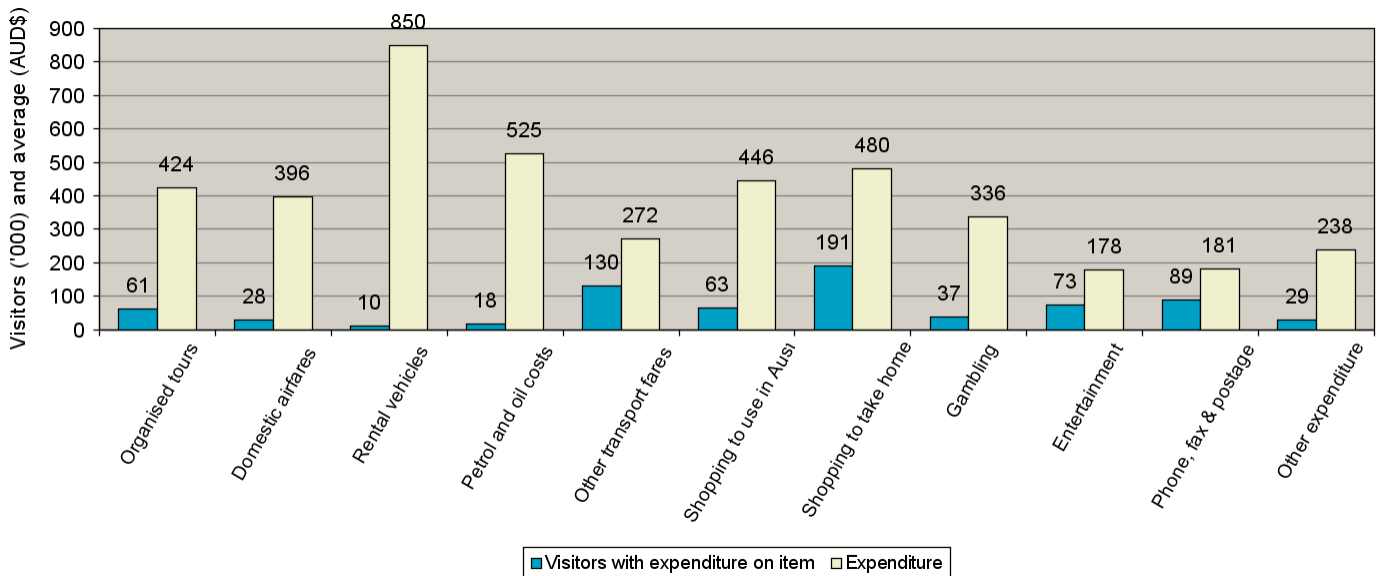
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 2% of all visitors from Korea had expenditure on the purchase of a motor vehicle however this was one of the largest spending items by this measure.
- In 2007, 82% of Korean travellers purchased 'shopping to take home' and 40% purchased 'package tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	139	1,529
Food, drink & accommodation	193	1,885
Motor vehicles	5	13,899
Package tour	93	2,552
Education	34	7,019

Figure 13 - Average expenditure for visitors from Korea with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over
 Note : All amounts are reported in Australian Dollars

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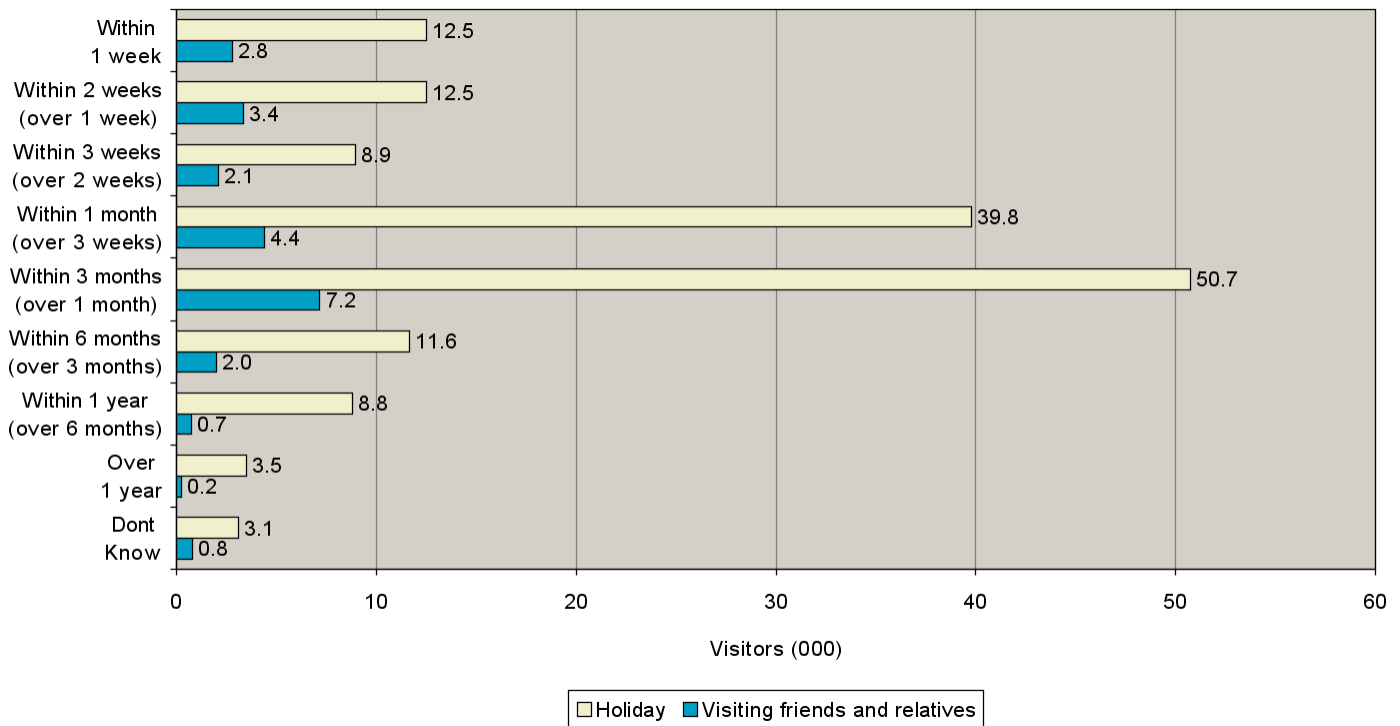
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Planning and Booking Horizons

- Of the leisure travellers from Korea, 82% prepared their trip within 3 months of arriving in Australia including 49% that planned within 1 month.
- In 2007, 82% of holiday visitors started planning within 3 months of arriving in Australia, 49% began planning within 1 month before arrival.
- Of the travellers visiting friends and relatives (VFR), 84% had started planning within 3 months of arriving in Australia, 54% planning within 1 month of arrival.

Figure 14 - Leisure visitors from Korea: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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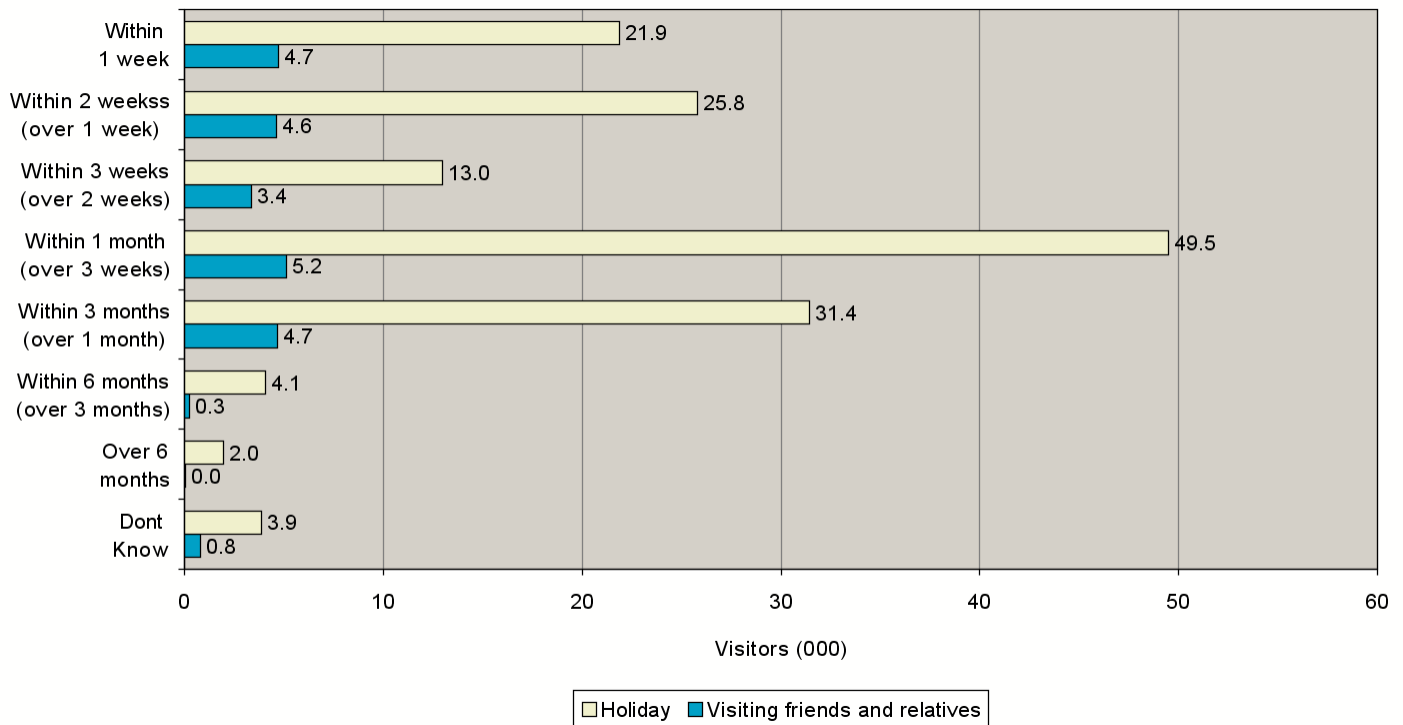
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Planning and Booking Horizons

- When booking flights, 73% of holiday travellers booked their ticket within one month prior to arrival in Australia, while 76% of VFR travellers booked within one month.
- Of the leisure travellers, only 1% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from Korea: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

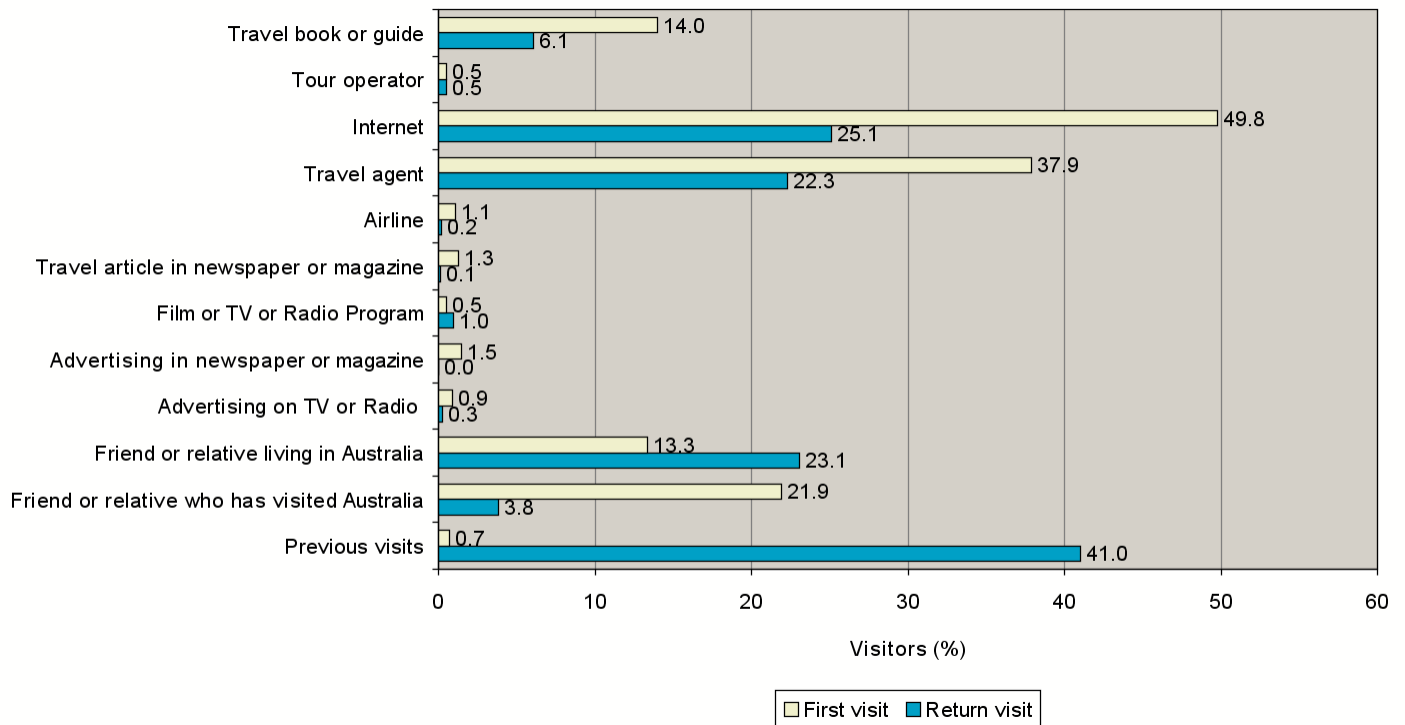
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Information Sources

- The most common source of information for first time travellers from Korea was the internet, this was used by 50% of first time visitors when planning their travel. Travel agent was also popular with 38%.
- Of the return visitors from Korea, 41% relied on knowledge from a previous visit.
- When planning this trip to Australia, 25% of return visitors obtained information from the internet.

Figure 16 - Visitors from Korea: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

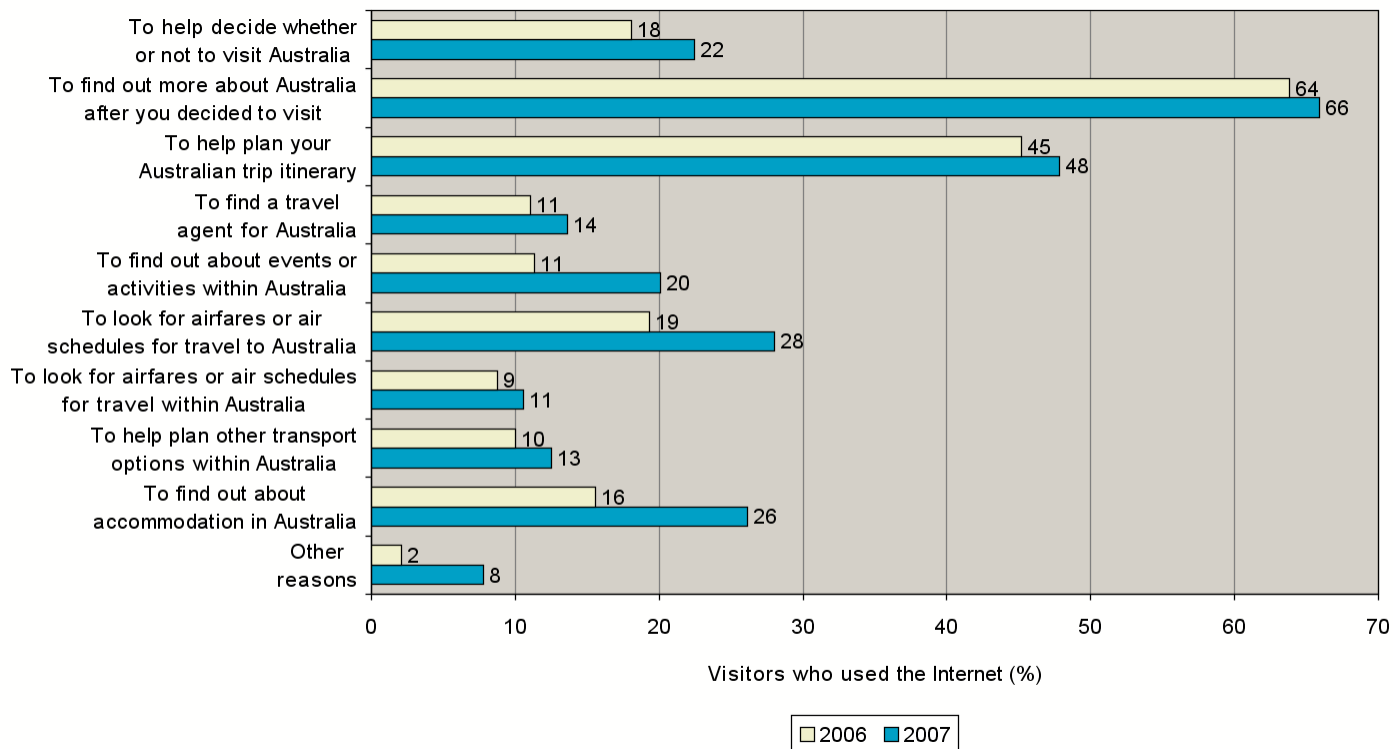
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Internet Usage

- In 2007, a total of 126,179 or 54% of visitors from Korea used the internet when planning their trip to Australia
- Most visitors from Korea (66%) used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from Korea by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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