



International Visitor Profile 2009

Korea

Summary

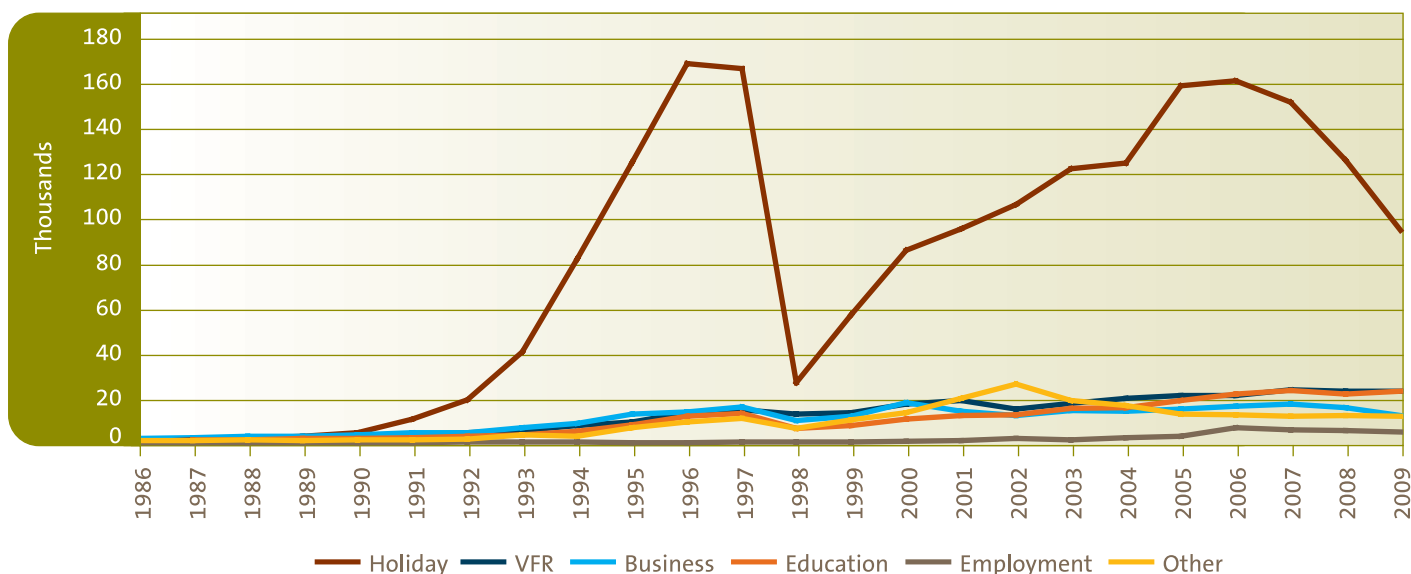
- Korea is Australia's eighth largest inbound market. In 2009, there were 168,250 visitors from Korea over 15 years of age and 180,931 visitors in total.
- The average length of stay for visitors from Korea was 71 nights compared to the national average of 34 nights.
- Visitors from Korea accounted for 7% of all international visitor nights in 2009, making Korea the fourth largest market in terms of nights.
- Visitors from Korea spent \$1.2 billion on trips to Australia in 2009, spending on average \$7,400 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 17% decline in the number of visitor arrivals from Korea during 2009 compared to 2008. This was largely driven by a 25% decline in holiday visitors.
- The education market increased by 6% during this period.

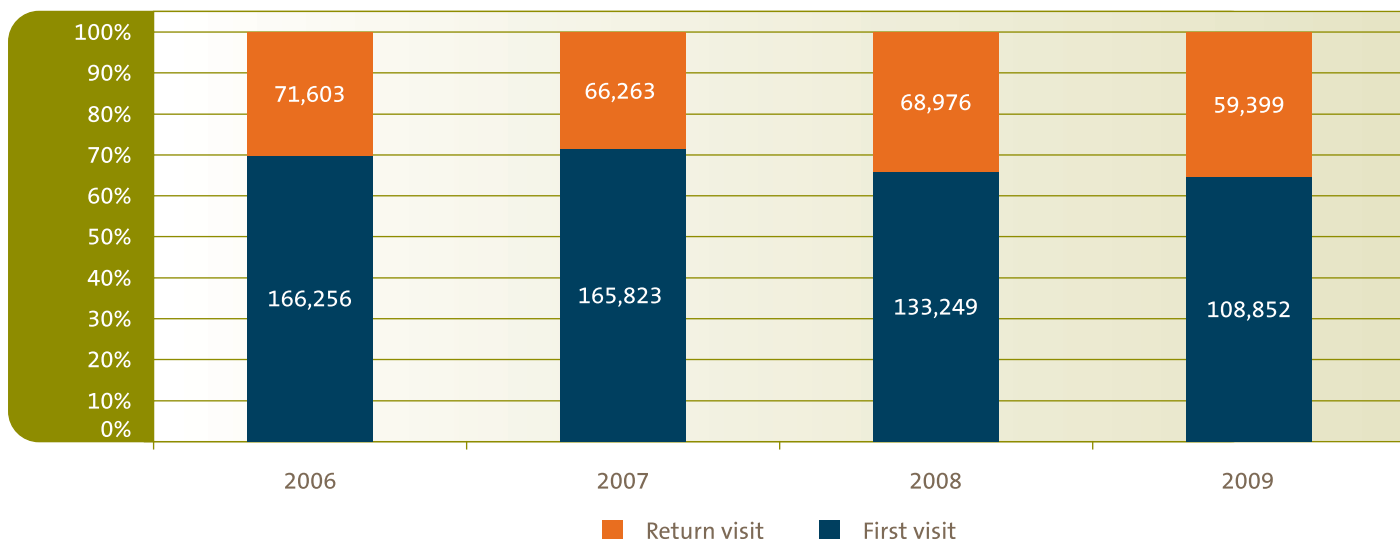
Figure 1 – Main purpose of visit



Repeat visitors

- Nearly two thirds (65%) of visitors from Korea were first-time visitors to Australia during 2009, compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- There were a growing number of visitors from Korea travelling unaccompanied (59%), while 23% travelled as an adult couple.

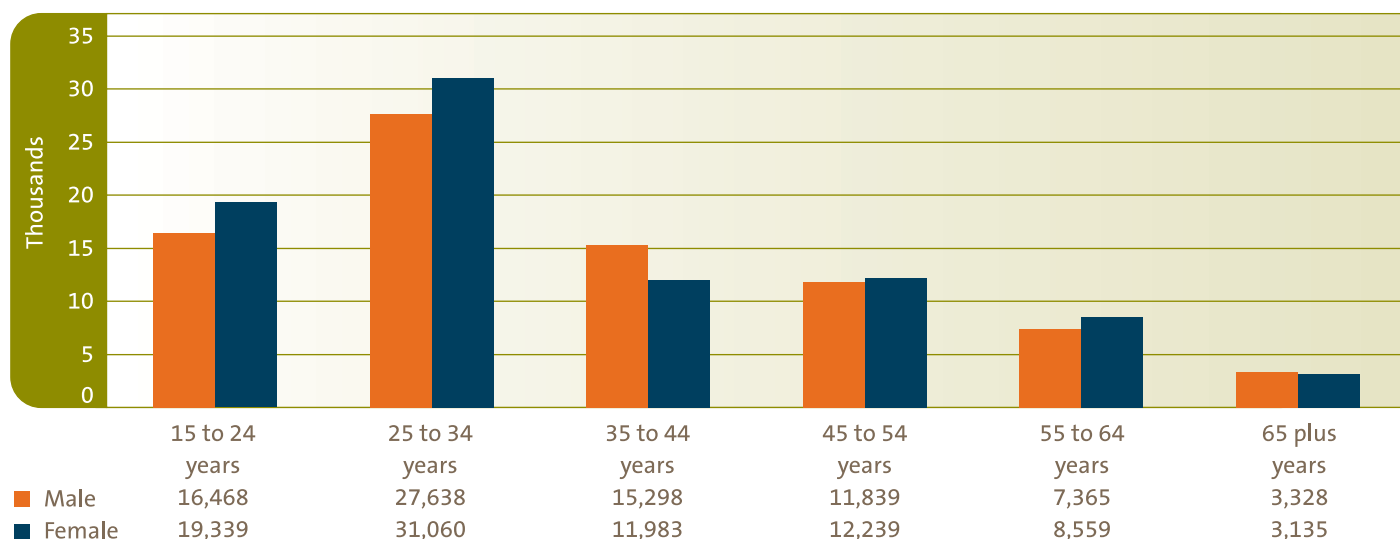
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	110	46	116	50	102	50	100	59
Adult couple	66	28	62	27	57	28	39	23
Family group –parent(s) and children	22	9	27	12	19	9	13	8
Friends or relatives	21	9	17	7	14	7	10	6
Business associates	19	8	10	5	11	5	7	4
Total	238	100	232	100	202	100	168	100

Demographics

- The most common age demographics for visitors from Korea were 25 to 34 years (35% of visitors) and 15 to 24 years (21% of visitors).

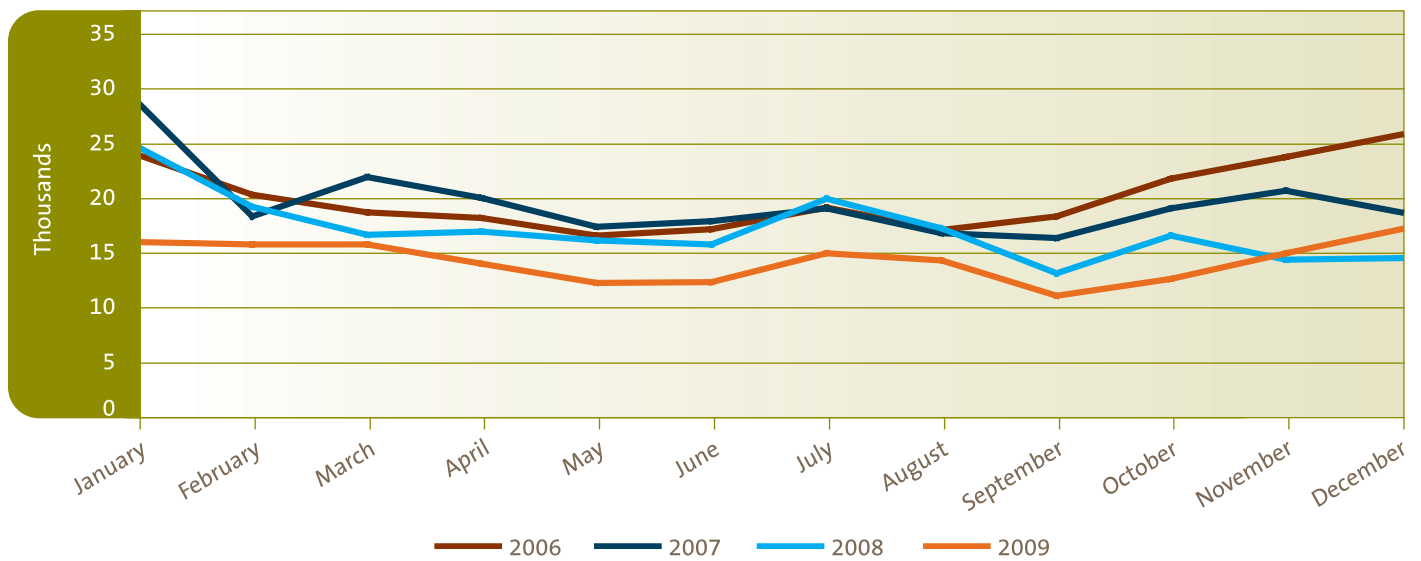
Figure 3 – Age and gender, 2009



Seasonality

- Arrivals from Korea are traditionally higher during December and January.

Figure 4 – Month of arrival



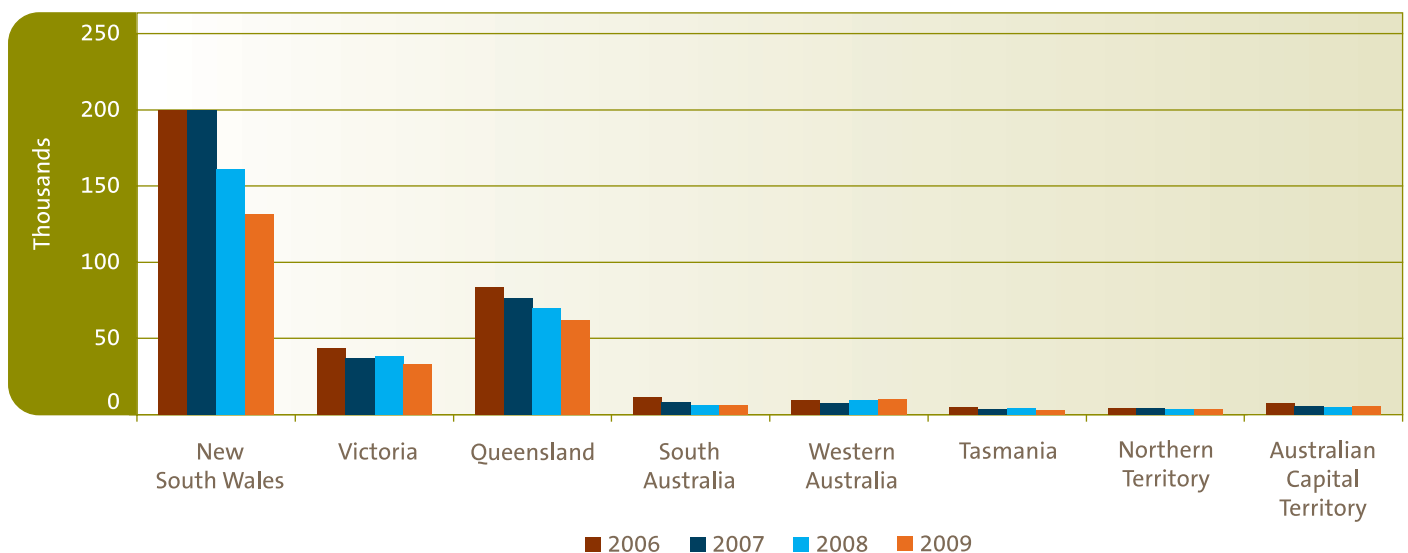
Length of stay and destination

- Visitors staying for employment (224 nights) and education (185 nights) had the longest average length of stay of all visitors from Korea.
- The most visited states were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	29	4	32	5	34	5	54	6
Visiting friends or relatives	30	13	35	19	31	10	33	15
Business	17	5	11	4	17	5	20	6
Education	172	166	168	172	182	180	185	180
Employment	176	153	106	14	136	150	224	245
Other	35	3	21	1	75	6	122	45
Total	44	6	47	6	52	6	71	10

Figure 5 – State/territory visited



Dispersal

- Around three quarters (74%) of nights were spent within the major gateways of Sydney, Melbourne, Brisbane and Perth.

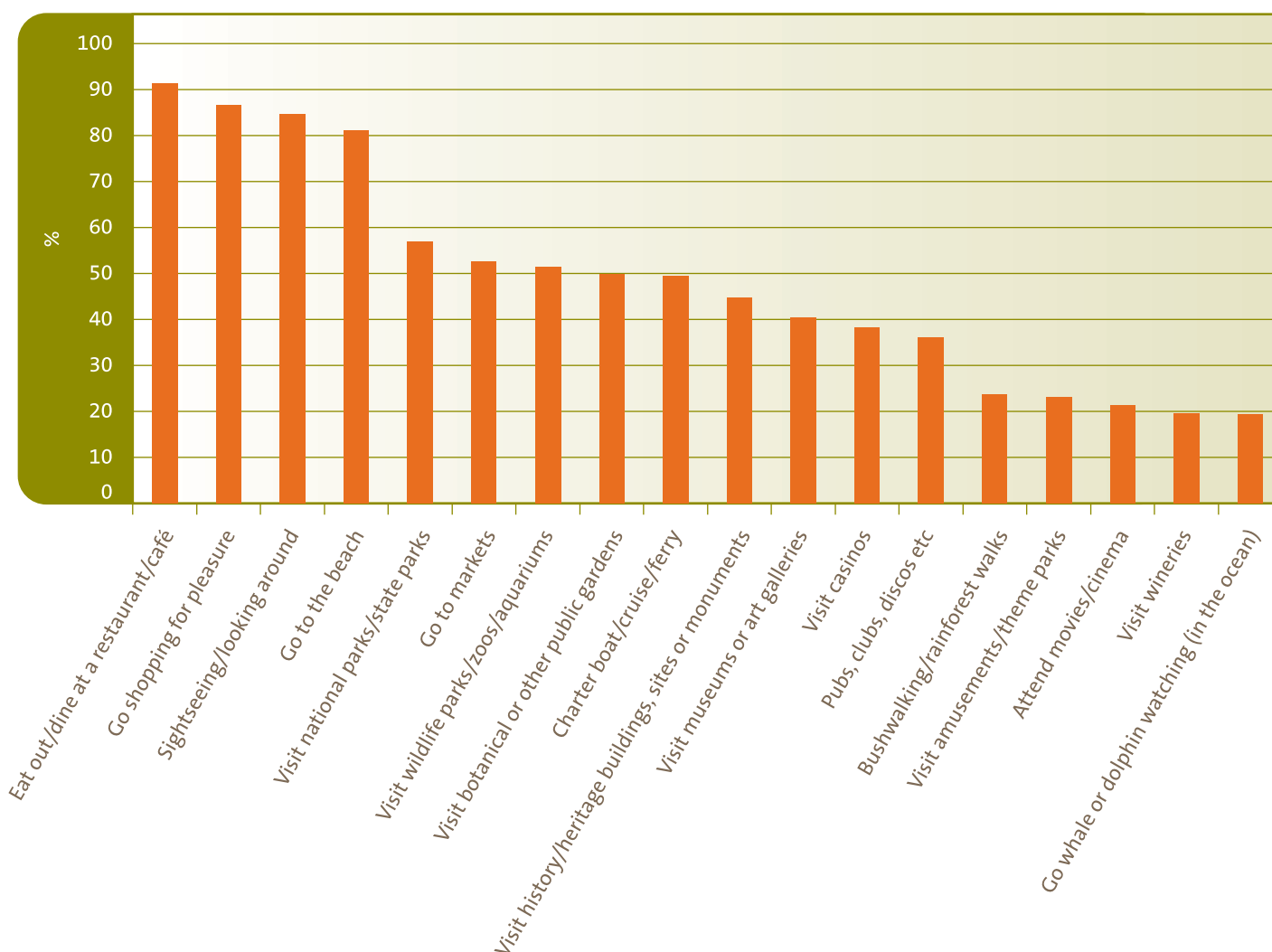
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	8,124	77	8,648	80	8,112	78	8,886	74
Dispersed regions	2,436	23	2,165	20	2,345	22	3,062	26
Total	10,560	100	10,813	100	10,457	100	11,948	100

Activities

- The most popular activities were: eat out/dine at a restaurant/café; go shopping for pleasure; sightseeing/looking around; and go to the beach.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Korea had a Total Inbound Economic Value (TIEV) of \$1.2 billion on trips to Australia in 2009. This was a decrease of 2% on 2008.
- Visitors from Korea spent on average \$7,400 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

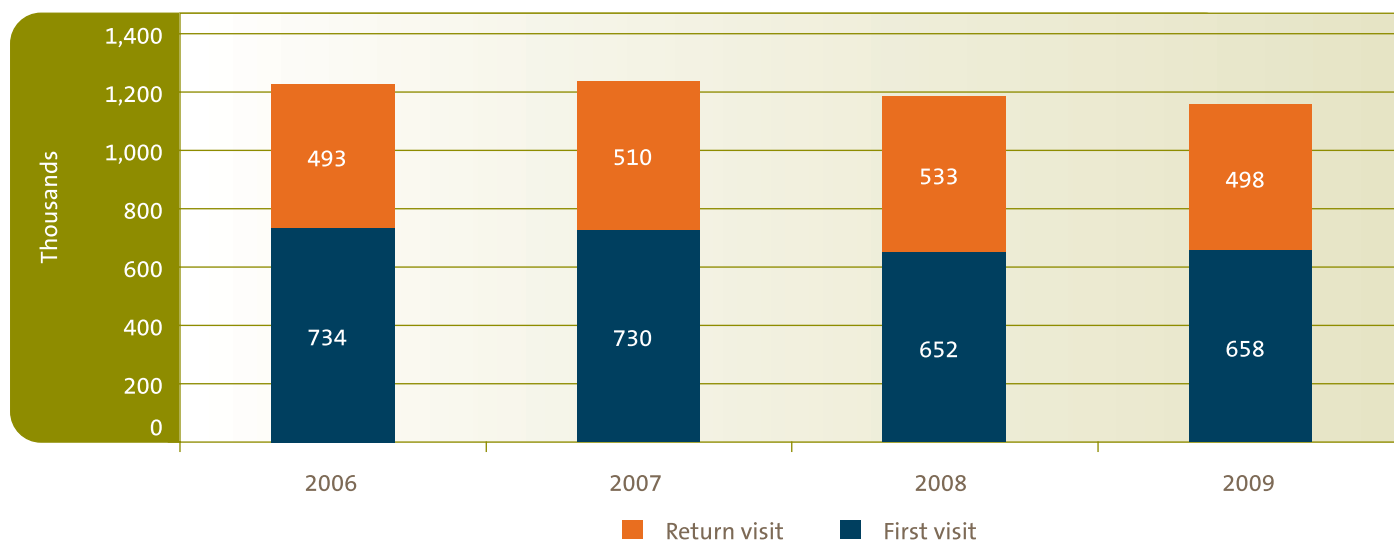


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	45	377
Domestic airfares	34	381
International airfares	120	1,457
Rental vehicles	8	427
Petrol and oil costs	25	489
Other transport fares	113	322
Food, drink and accommodation	157	2,821
Shopping to use in Australia	70	674
Shopping to take home	142	462
Gambling	31	444
Entertainment	66	181
Motor vehicles	5	5,405
Education	33	7,038
Phone, fax and postage	78	247
Package tour	49	2,481
Other	34	401
Total	168	7,400

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- The majority of holiday and VFR visitors from Korea planned their trip either one to three months or three weeks to one month prior to travel. Few planned their trip over one year prior to travel.
- Around a third of holiday (33%) and VFR (37%) visitors booked their flights three weeks to one month prior to travel.

Figure 8 – Planning horizons by purpose, 2009

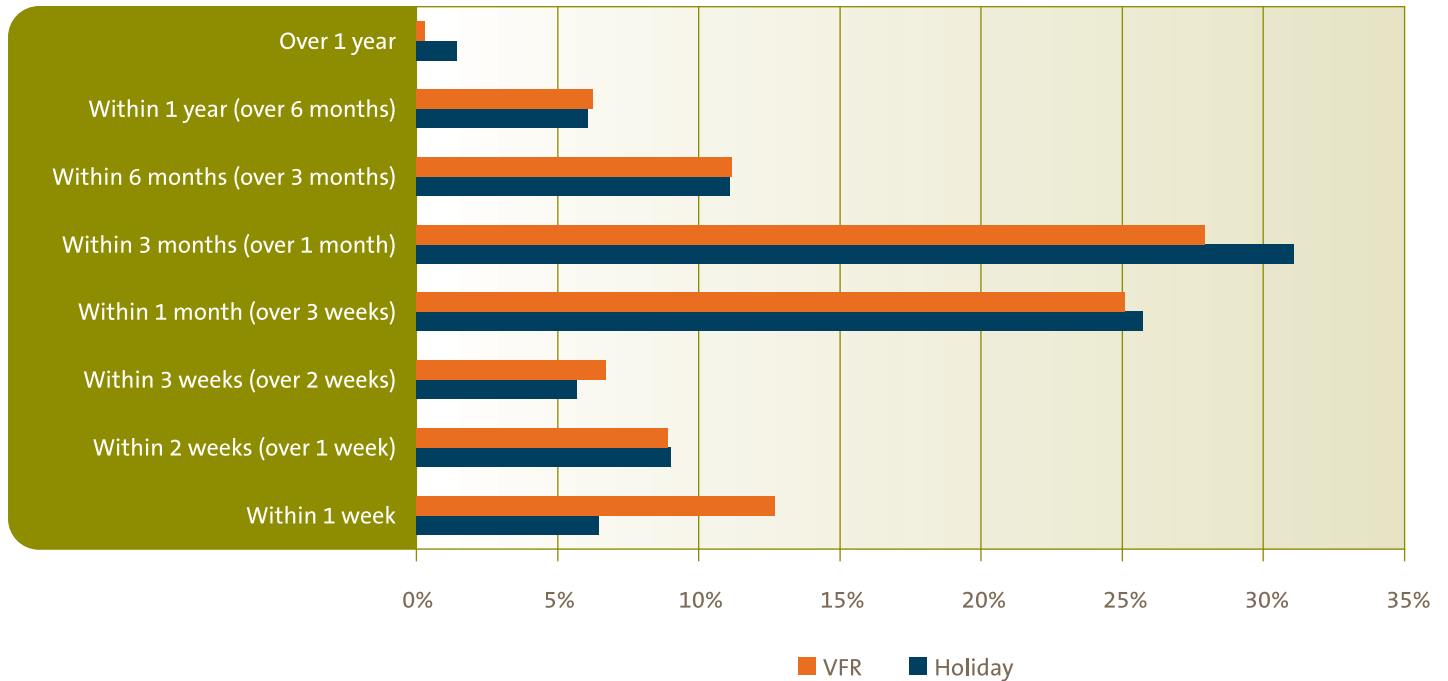
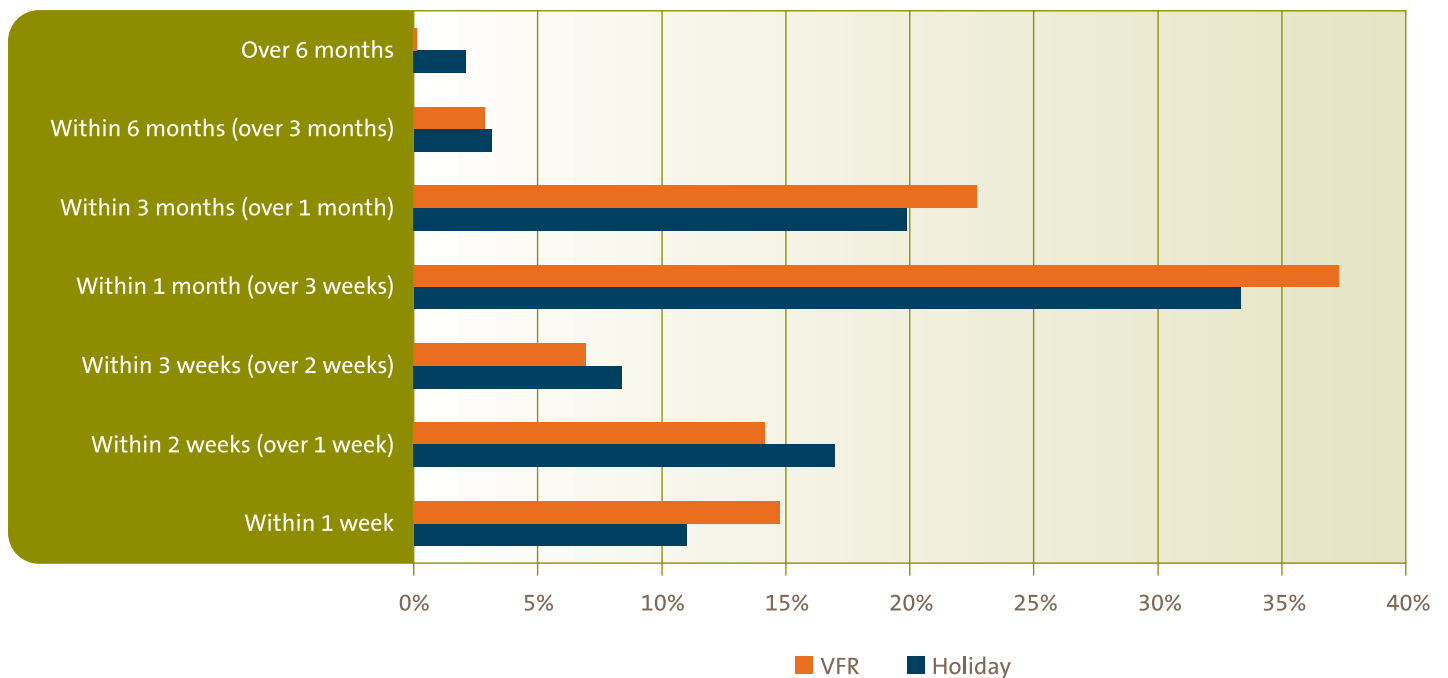


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors were the internet (61%) and travel agent (37%).
- The most common information sources for repeat visitors were the internet (42%), previous visit (33%), friend or relative living in Australia (26%) and travel agent (23%).
- The most common reasons for using the internet were to find out more about Australia after deciding to visit (58%), to help plan an itinerary (44%) and to look for airfares or air schedules to Australia (32%).

Figure 10 – Information sources, 2009

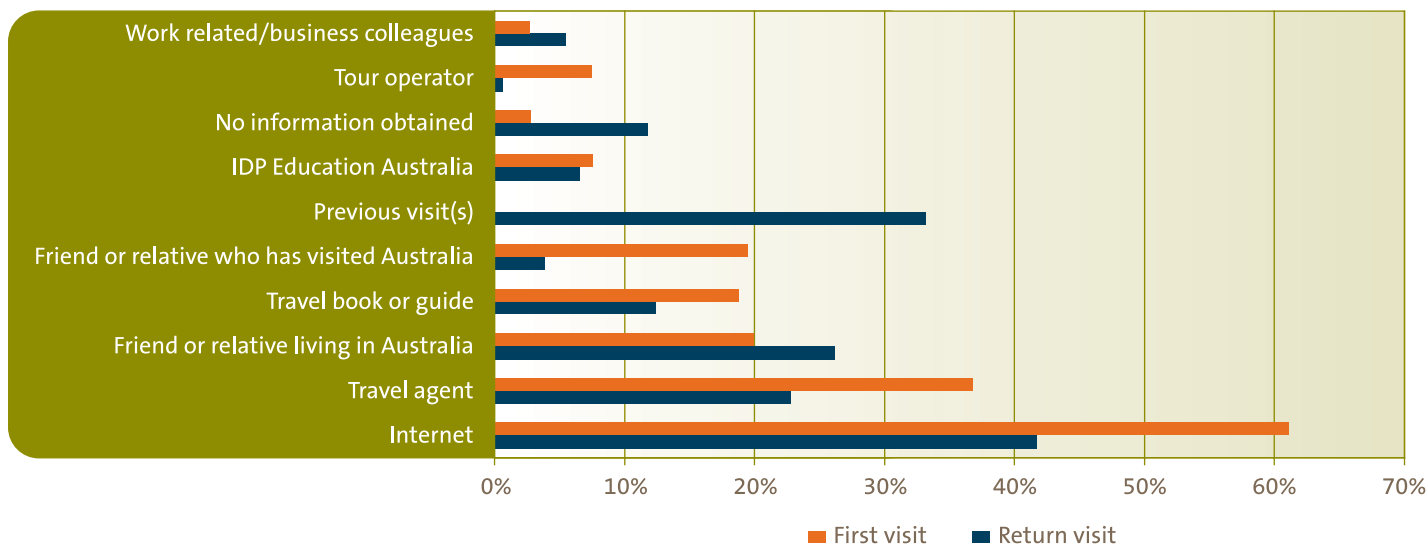
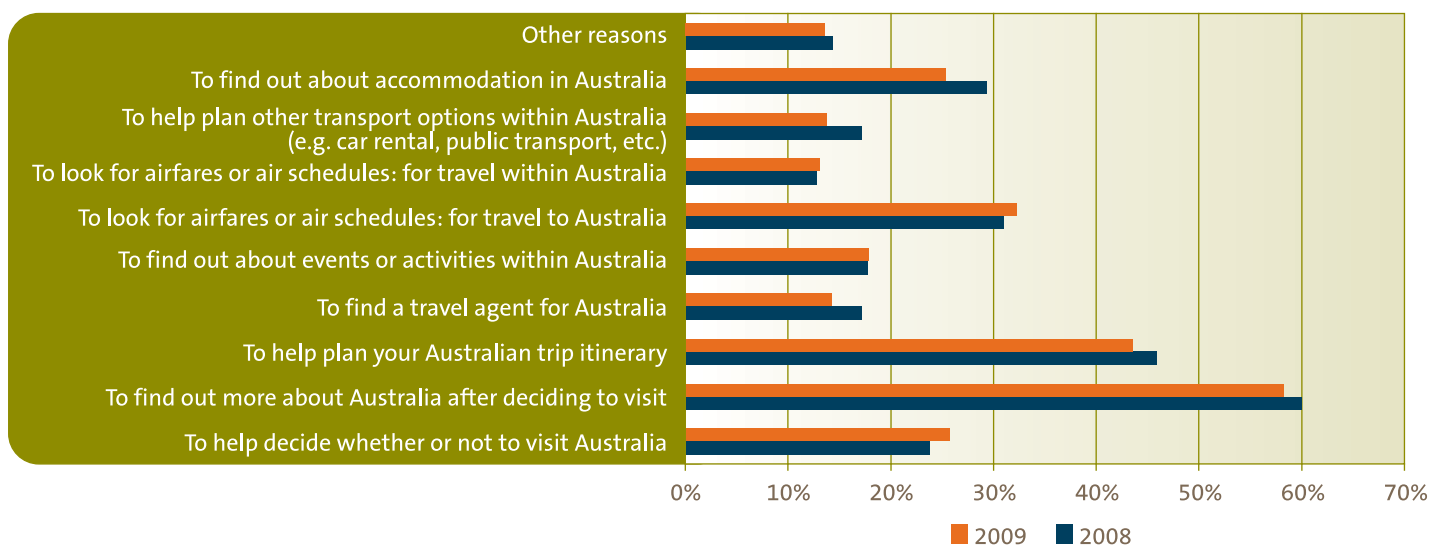


Figure 11 – Reasons for internet usage



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 All figures refer to persons over the age of 15 years

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