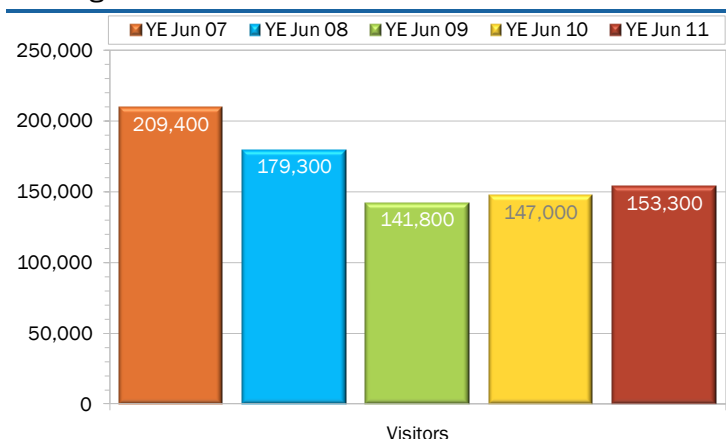


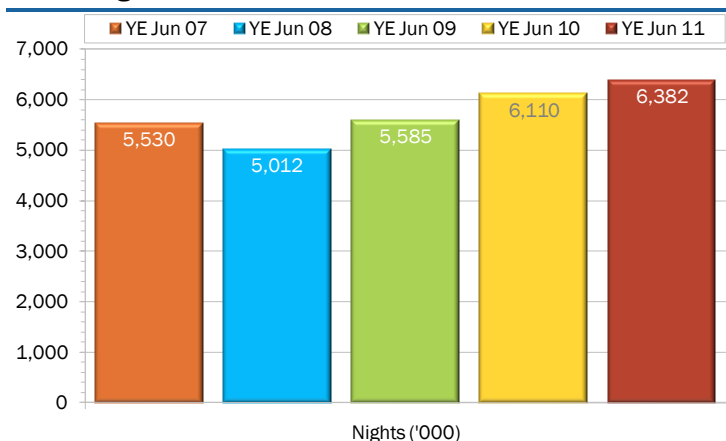
## Overnight visitors



NSW received 153,300 overnight visitors from Korea - up by 4.3% on YE Jun 10. Korea contributed 5.5% of visitors to the State - up by 0.2% points on YE Jun 10.

Note: The sharp fall in the value of the Korean Won in late 2008 and throughout 2009 discouraged Koreans from outbound travel. A stronger Korean economy and an associated rise in the value the currency have delivered growth in outbound travel in 2010.

## Visitor nights



Visitors from Korea spent nearly 6.4 million nights in NSW - up by 4.4% on YE Jun 10. Korea contributed 9.5% of visitor nights in the State - down by 0.2% points on YE Jun 10.

## Market share

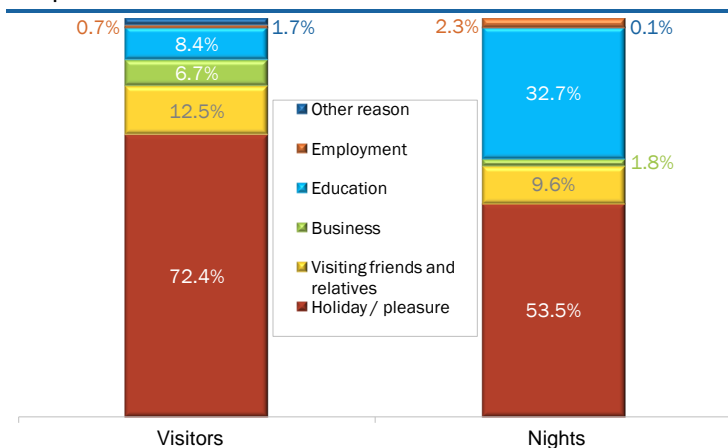
NSW received 81.1% of visitors and 52.5% of nights by Korean travellers in Australia. Compared to YE Jun 10, the share of visitors was up by 0.6% points and the share of nights was up by 2.4% points.

## Accommodation

'Rented house / apartment / unit / flat' (68.0%) was the most popular accommodation type used by Korean visitors for nights in NSW. 'Home of friend or relative' (13.7%) was the 2<sup>nd</sup> most popular, followed by 'homestay' (5.9%).

'Holiday / pleasure' visitors from Korea spent more nights in NSW in a 'rented house / apartment / unit / flat' (71.4%) than in any other accommodation type. 'Home of friend or relative' (9.1%) was the 2<sup>nd</sup> most popular, followed by 'backpacker / hostel' (5.1%).

## Purpose of visit



'Holiday / pleasure' (72.4%) was the largest purpose for Korean visitors to the State. 'Visiting friends and relatives (VFR)' (12.5%) was the 2<sup>nd</sup> largest, followed by 'education' (8.4%). Compared to YE Jun 10, visitors who travelled for 'holiday or leisure' grew by 5.5%, 'VFR' declined by 8.9% while 'education' increased by 25.4%.

'Holiday / pleasure' (53.5%) was the largest purpose in terms of nights by Korean visitors in NSW. 'Education' (32.7%) was the 2<sup>nd</sup> largest, followed by 'VFR' (9.6%). Compared to YE Jun 10, nights spent for 'holiday or leisure' declined by 4.2%, 'education' grew by 36.8%\* and 'VFR' decreased by 6.8%.

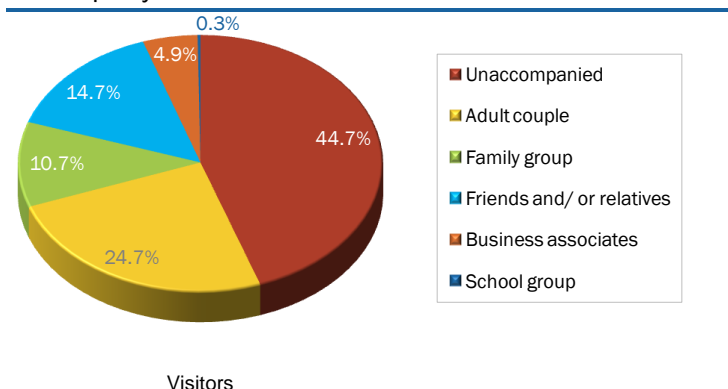
## Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	30.7	50.2	3	4
Visiting friends and relatives	32.0	30.4	15	15
Business	11.4	12.8	5	4
Education	161.8	184.2	156	180
Employment	131.9	174.3	133	159
Other reason	2.0	163.8	1	174
Total	41.6	64.3	4	6

Visitors from Korea stayed, on average, 41.6 nights in NSW, while their average stay in Australia was 64.3 nights. The median length of stay in the State was 4 nights, compared to 6 nights in Australia.

'Holiday / pleasure' visitors from Korea had an average stay of 30.7 nights and a median stay of 3 nights in NSW.

## Travel party



'Unaccompanied' (44.7%) was the most common travel party description for Korean overnight visitors to the State.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

Source: International Visitor Survey, YE Jun 11, Tourism Research Australia (TRA) - unless otherwise indicated

# Korea Market Profile

Year ended June 2011

Visitors to NSW	153,300
Nights in NSW (million)	6.4
Expenditure in NSW (million)	\$574
Expenditure per visitor in NSW	\$3,743

## Top 5 places visited in NSW

Rank	Region	% of visitors to NSW
1	Sydney	97.6%
2	Mid North Coast	1.4%
3	The Hunter	1.1%
4	Northern Rivers	1.1%
5	Central NSW	0.9%

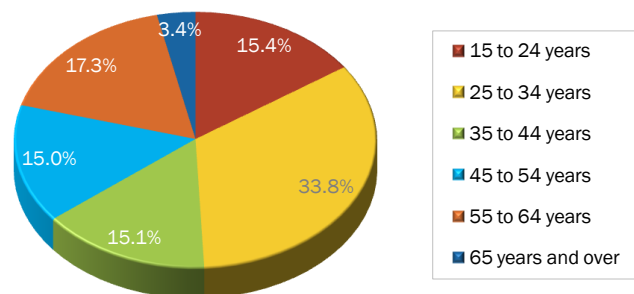
“Sydney” (97.6%) was by far the most visited region in NSW by Korean overnight visitors. ‘Mid North Coast’ (1.4%) was the 2<sup>nd</sup> most visited region, followed by ‘The Hunter’ (1.1%).

Korean overnight visitors to Australia: ‘Sydney’ (79.2%) was the most visited region, followed by ‘Brisbane’ (19.0%) and ‘Melbourne’ (18.1%).

## Gender

A larger proportion of Korean overnight visitors to the State were female (56.2%) than male (43.8%).

## Age



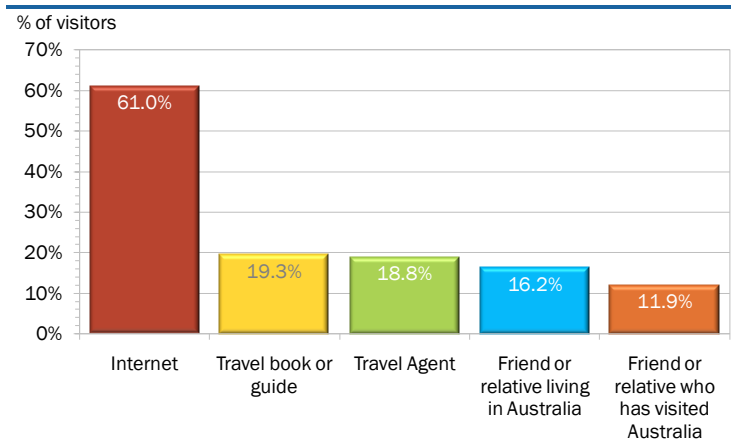
Visitors

‘25 to 34 years’ (33.8%) was the biggest age group of Korean overnight visitors to NSW, followed by ‘55 to 64 years’ (17.3%) and ‘15 to 24 years’ (15.4%).

## Transport

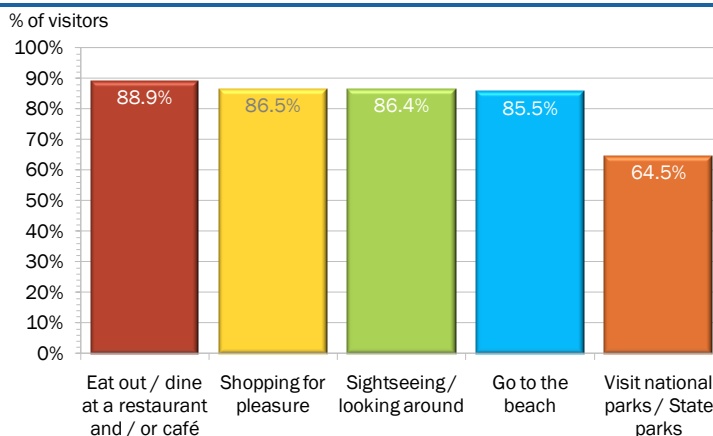
‘Private or company car’ (41.0%) was the most common transport used to destinations in NSW by Korean overnight visitors. ‘Aircraft’ (31.0%) was the 2<sup>nd</sup> most common, followed by ‘charter or tour bus’ (17.0%).

## Top 5 information sources



The ‘internet’ (61.0%) was the most popular information source for the trip to Australia by Korean overnight visitors who had been to NSW, followed by ‘travel book or guide’ (19.3%).

## Top 5 activities in Australia



‘Eat out / dine at a restaurant and / or cafe’ (88.9%) was the most popular activity undertaken during the trip to Australia by Korean overnight visitors who had been to NSW. ‘Shopping for pleasure’ (86.5%) was the 2<sup>nd</sup> most popular activity, followed by ‘sightseeing / looking around’ (86.4%).

## First time or repeat visit

Most Korean overnight visitors who had been to NSW (77.5%) were visiting Australia for the first time.

## Travel package

Over 2/5 (43.2%) of Korean overnight visitors who had been to the State, arrived in Australia on a travel package. ‘All accommodation’ (96.1%) was the most popular travel arrangement included in the package (other than ‘international airfares’), followed by ‘most meals within Australia’ (87.2%).

## Group tours

The rate of group tour travel to Australia, amongst Korean overnight visitors who had been to NSW, was 37.2%.

## Expenditure (incl package expenditure) <sup>(1)</sup>

Expenditure	Destination			
	New South Wales		Australia	
	YE Jun 10	YE Jun 11	YE Jun 10	YE Jun 11
Total (\$ million)	\$536	\$574	\$928	\$987
Per visitors (\$)	\$3,647	\$3,743	\$5,081	\$5,221
Per night (\$)	\$88	\$90	\$76	\$81

Korean overnight visitors spent \$574 million in NSW – up by 7.1% on YE Jun 10. On average, they spent \$3,743 per visitor and \$90 per night in the State.

In total, visitors from Korea spent \$987 million in Australia – up by 6.4% on YE Jun 10.

(1) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares. Source: Modelled international overnight visitor expenditure in Australia’s regions, YE Jun 10 and YE Jun 11, TRA. For more details go to [www.tourism.nsw.gov.au/StateTourismStats](http://www.tourism.nsw.gov.au/StateTourismStats)

## Forecast <sup>(2)</sup>

Korean visitors to Australia are expected to increase from 214,000# in 2010 to 273,000# in 2020, an average annual growth rate of 2.5%.

(2) Source: Forecast 2011 Issue 1, Tourism Forecasting Committee  
# Includes children less than 15 years

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

Source: International Visitor Survey, YE Jun 11, Tourism Research Australia (TRA) – unless otherwise indicated

[www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)