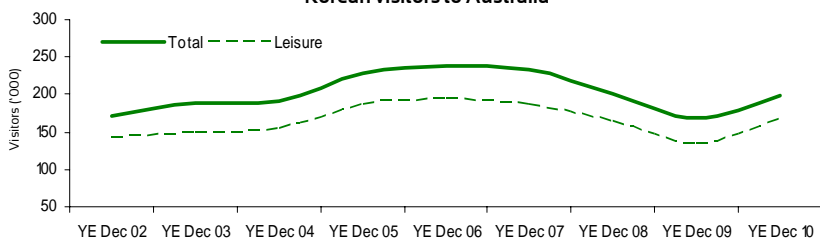


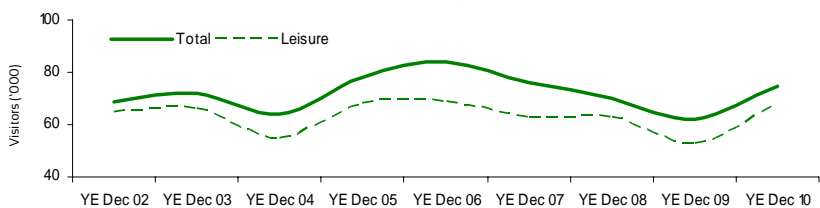
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	199,000	▲ 18%	4%	75,000	▲ 21%	4%
Total ALOS ¹ (nights)	62.2	▼ -8.8		38.6	▼ -19.3	
Leisure² visitors	166,000	▲ 23%	4%	68,000	▲ 28%	4%
Leisure ALOS	50.0	▲ 0.1		29.4	▼ -12.1	
Expenditure (\$m)³	\$966	▲ 1%	5% (share of expenditure)	\$197	▼ -16%	5% (share of expenditure)

Korean visitors to Australia



Korean visitors to Queensland



Korean visitors to Australia

Visitation from Korea increased by 18% over the year ended December 2010. Improvements in consumer confidence and a strong Korean Won have contributed to this increase.

In comparison with the national average (37%), a higher proportion of travellers to Australia from Korea were on their first visit (69%).

52% of Korean visitors travelled unaccompanied, while 23% travelled as an adult couple.

38% of all Korean visitors to Australia are youth market⁴ visitors, and this market increased by 4% over the year to December 2010.

Korean visitors to Queensland

In the year ended December 2010, Queensland recorded an increase in the number of Korean visitors, driven by an increase in the holiday market (up 24%).

The Gold Coast and Brisbane were the Queensland regions most visited by Korean visitors. Korean visitors to the Gold Coast and Brisbane increased over the year to December 2010 (up 22% and 15%, respectively).

Expenditure in Queensland

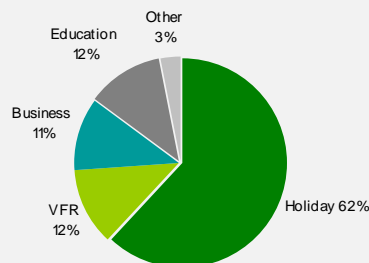
Koreans spent \$197 million on their trips to Queensland in the year to December 2010. This was a decline of 16% over the year.

Korean spend per visitor in Queensland was \$2,622. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

Increases in holiday, VFR (visiting friends or relatives) and business visitors drove the increase in Korean visitation to Australia in the year to December 2010.

The Korean education market accounted for a large proportion of visitors (representing 12% of Korean visitors), whereas education visitors represented just 8% of international visitors to Australia.

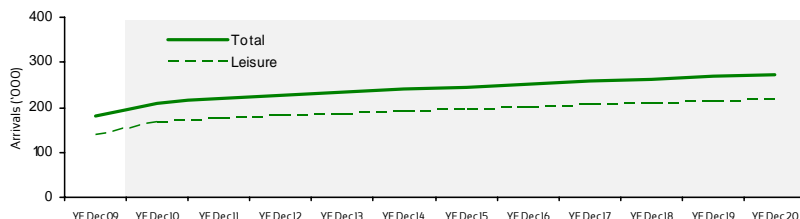


Korean arrivals forecast⁵

Korean arrivals to Australia are forecast to increase by an average of 4% each year from 2009 and reach 273,000 arrivals in 2020.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

Forecast Korean arrivals to Australia



Note: Numbers shaded are forecasts.

1. Average length of stay
 2. Leisure is holiday and visiting friends or relatives (VFR) combined
 3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
 4. Youth market represents visitors who are aged between 15 and 29 years old.
 5. Tourism Forecasting Committee 2010 Issue 2
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010

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