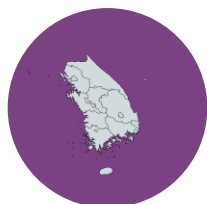




## Data for visitors to Australia for less than 12 months



South Korea is Australia's 8<sup>th</sup> largest inbound market. In 2025 South Korea saw a 6% year-on-year increase in visitation, and a -8% decrease in spend in Australia.

### Visitor numbers



Total visitors  
**398,430**



Change vs last year  
**+6%**



Rank  
**8<sup>th</sup>**

### Visitor spend



Average visitor spend  
**\$3,985**



Total spend in Australia  
**\$1.4b**



Change in total spend vs last year  
**-8%**

### Visitor group type



Solo traveller  
**40%**  
Total INT: 54%



Adult couple  
**16%**  
Total INT: 20%



Family/ friends group  
**39%**  
Total INT: 23%

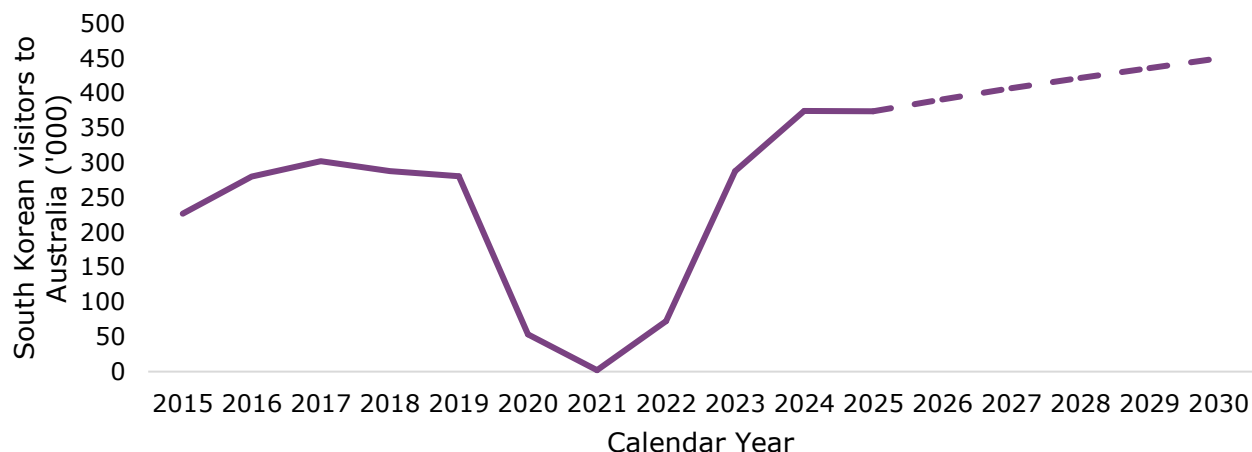


Other  
**4%**  
Total INT: 3%

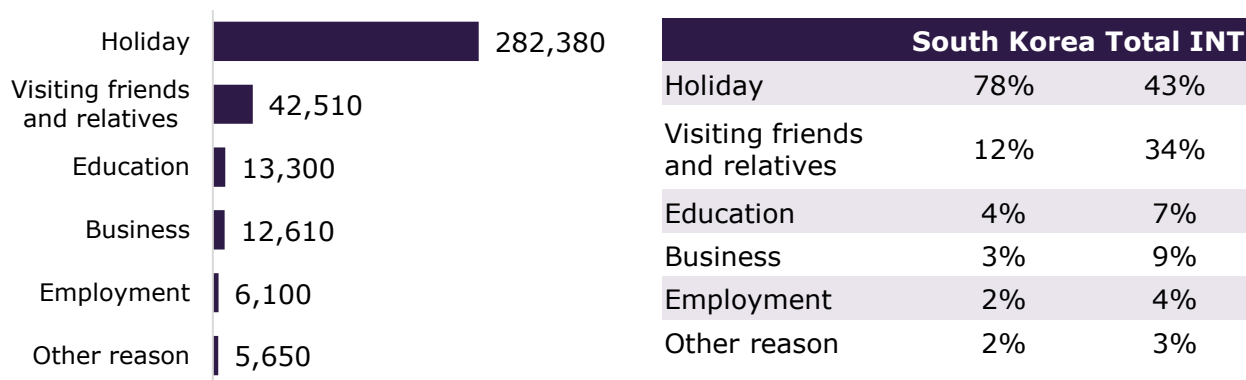


Visitors from South Korea are forecast to grow to 450,000 in 2030. These visitors are more likely to visit for a holiday, visit New South Wales and less likely to visit regional Australia than the average international traveller.

## Forecast visitor growth

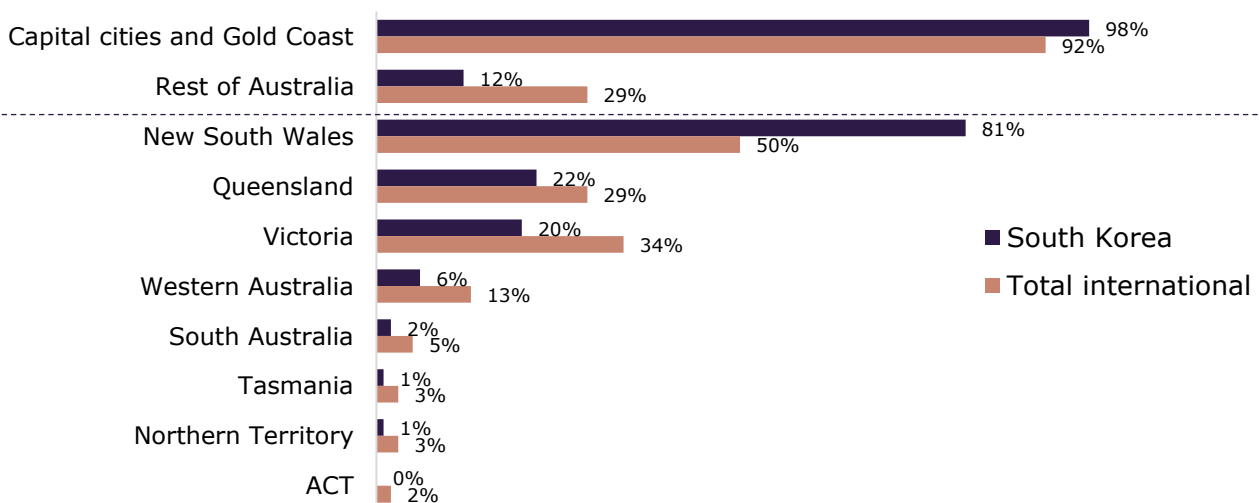


## Main reason for visitation



\*Total INT = The average for total international visitors to Australia

## Destinations visited





Visitors from South Korea spend fewer nights in Australia than other travellers. South Korean visitors are more likely to be first time visitors than the average international traveller. Key demand driving activities include going to the beach, and visiting national or state parks, and wildlife parks, zoos and aquariums.

## Nights Stayed

	South Korea	Total INT
1- 7 nights	59%	34%
8 - 14 nights	19%	23%
15 - 30 nights	10%	17%
31 or more nights	12%	25%

\*Total INT = The average for total international visitors to Australia

## Visitor experience rating and trip type



Positive trip sentiment  
(7+ out of 10)

**95%**

Total INT: 97%



First trip to  
Australia

**69%**

Total INT: 41%

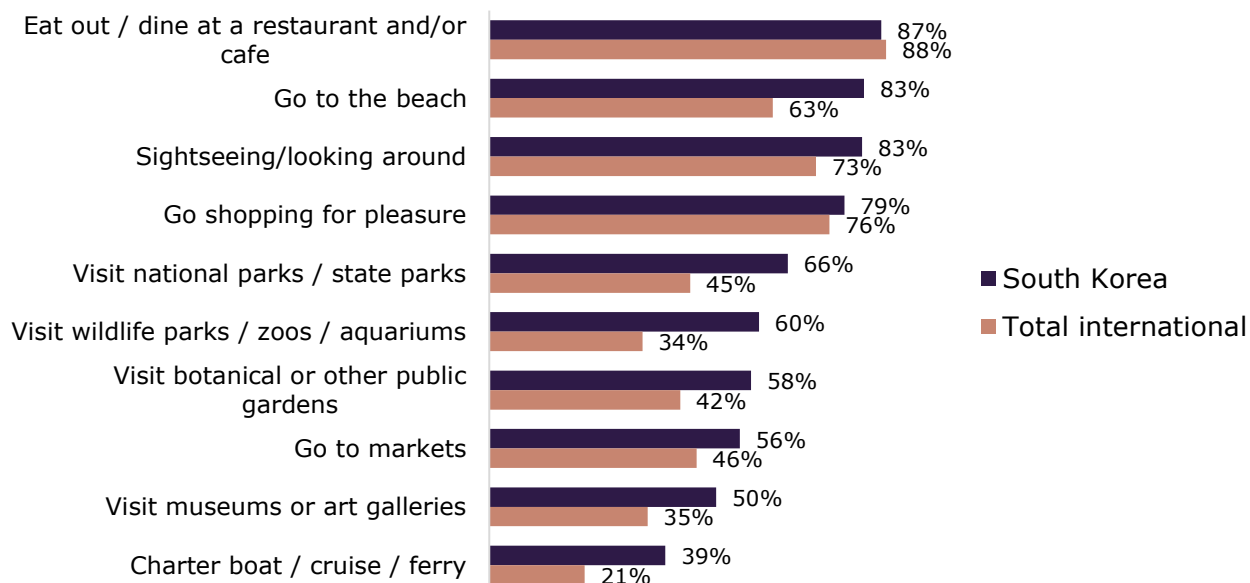


Return trip to  
Australia

**31%**

Total INT: 59%

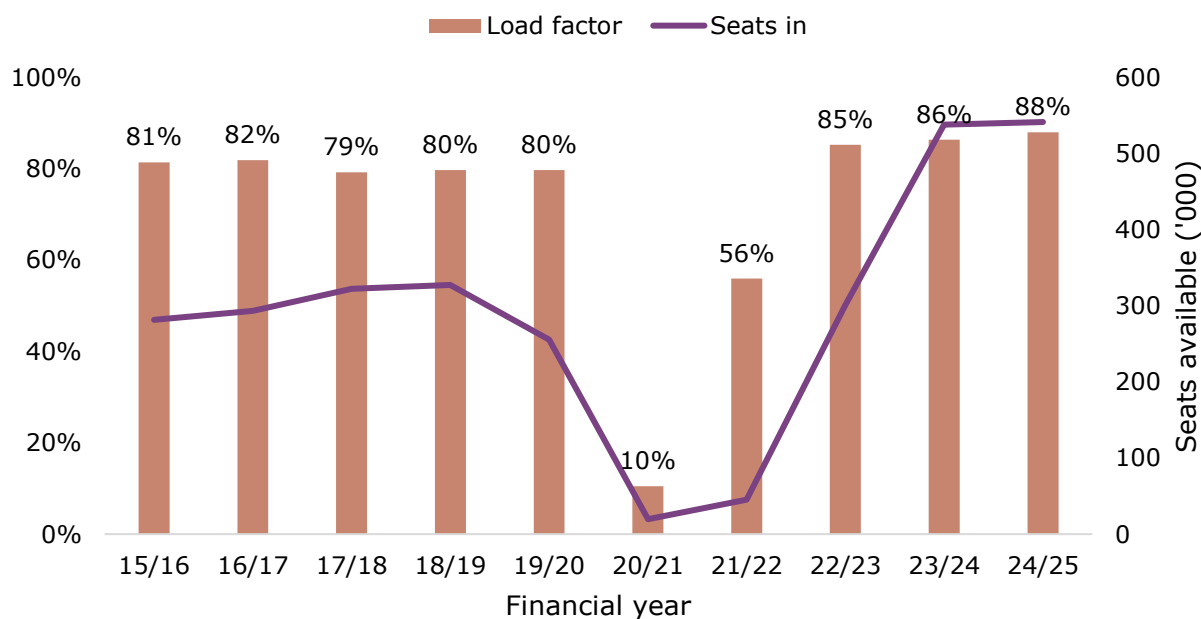
## What visitors do





Aviation capacity for South Korea remained stable in FY2024-25, while the load factor continued to increase. In 2025, 137,140 Australians visited South Korea a year-on-year increase of 6%.

## Direct aviation capacity



## Australian visitors to market



Australians' visiting  
 South Korea  
**137,140**



South Korean residents  
 Visiting Australia  
**398,430**



NET visitor  
 balance  
**+261,290**

### Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated March 2026.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: [www.tra.gov.au](http://www.tra.gov.au). Enquiries welcome at: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au)