



Data for visitors to Australia for less than 12 months



South Korea is Australia's eight largest inbound market, reaching 126 per cent of pre-pandemic levels in FY2023-24. A third of South Korean visitors are solo travellers.

Visitor numbers



Total visitors
353,200



Change vs last year
+108%



Change vs pre-pandemic
+26%



Rank
8th

Visitor group type



Solo traveller
36%

Total INT: 57%



Adult couple
15%

Total INT: 20%



Family
27%

Total INT: 12%



Other
22%

Total INT: 11%

Visitor spend



Average visitor spend
\$4,300



Total spend in Australia
\$1.4b



Change in total spend vs last year
+84%

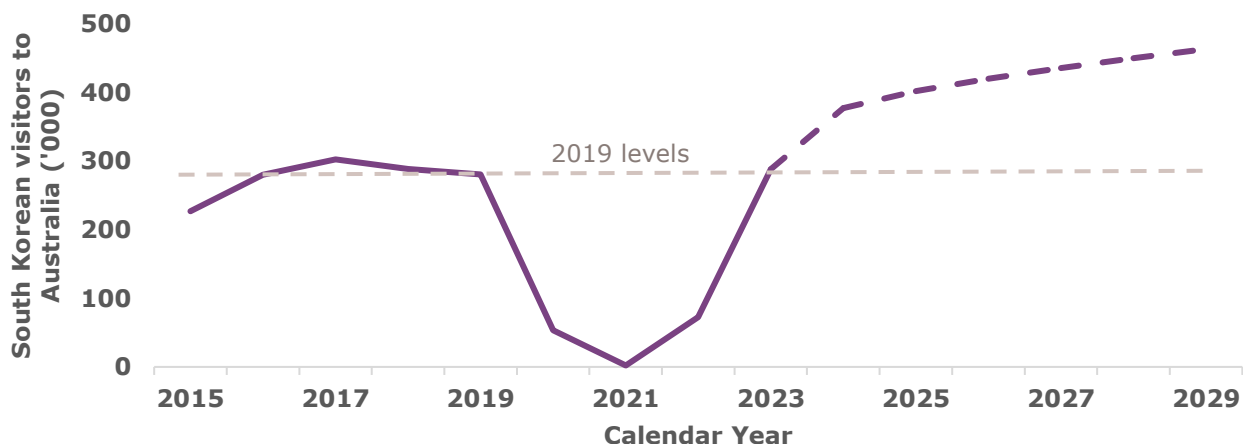


Change in total spend vs pre-pandemic
+35%

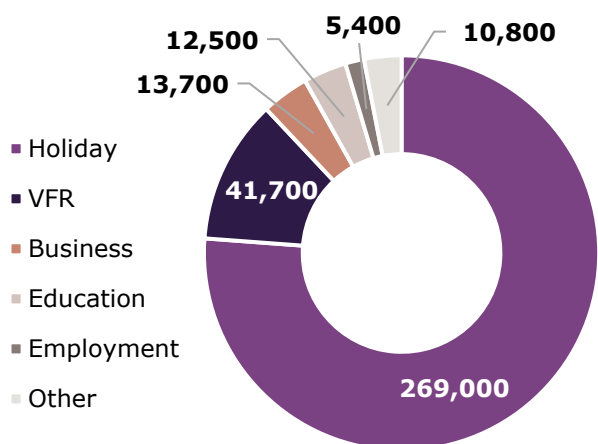


South Korea visitation has already exceeded pre-pandemic levels. 9 in 10 South Korean visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



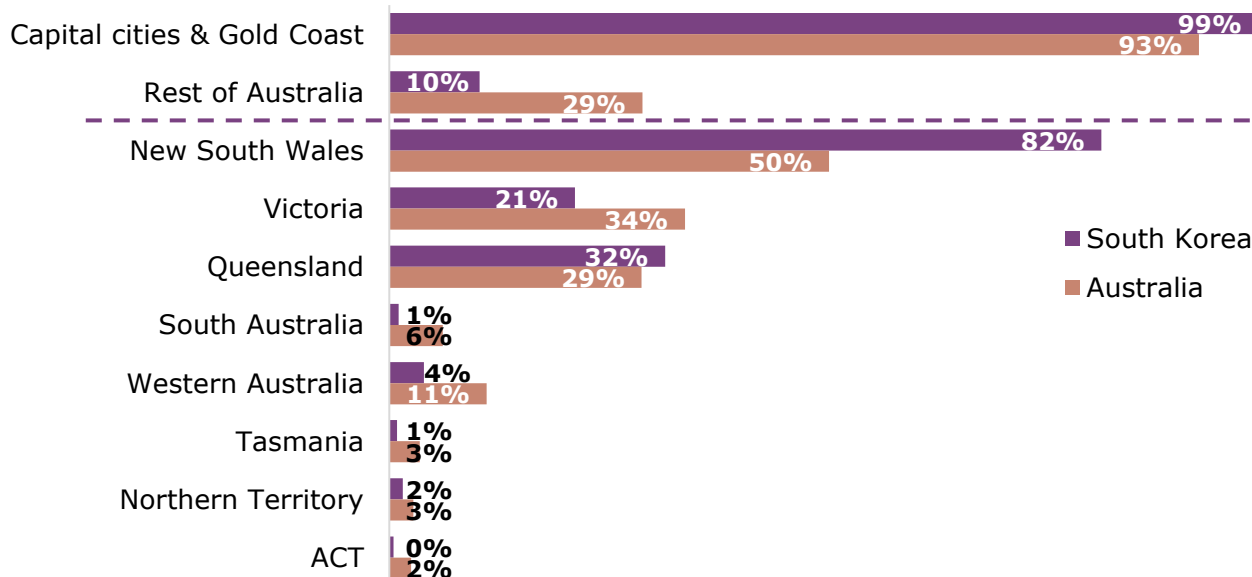
Main reason for visitation



	South Korea	Total INT
Holiday	76%	43%
Visiting Friends or Relatives	12%	34%
Business	4%	9%
Education	4%	6%
Employment	2%	4%
Other	3%	4%

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

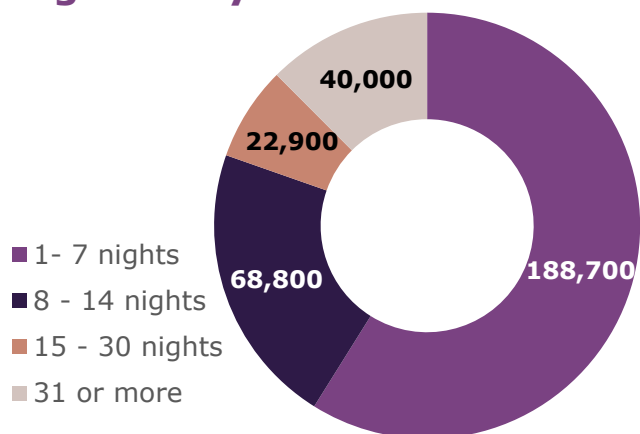
Where visitors stay





South Korean visitors spend less nights in Australia compared to the average international visitors. Key demand-driving experiences includes social and outdoor activities, local attractions and going to the beach.

Nights Stayed



South Korea Total INT		
1- 7 nights	59%	34%
8 - 14 nights	21%	23%
15 - 30 nights	7%	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)

96%

Total INT: 96%



First trip to
Australia

70%

Total INT: 36%

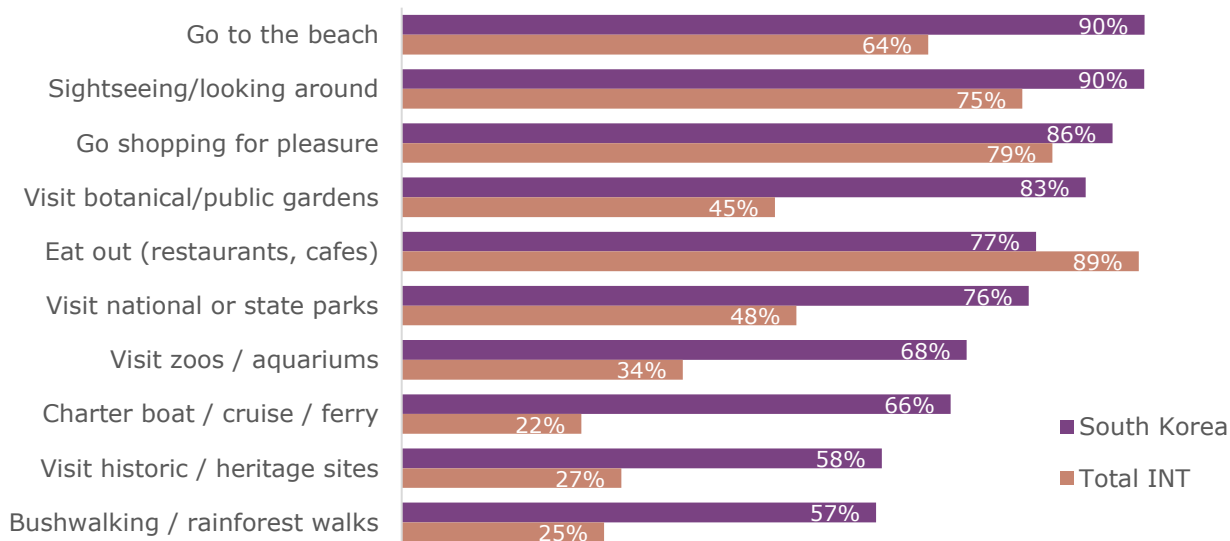


Return trip to
Australia

30%

Total INT: 64%

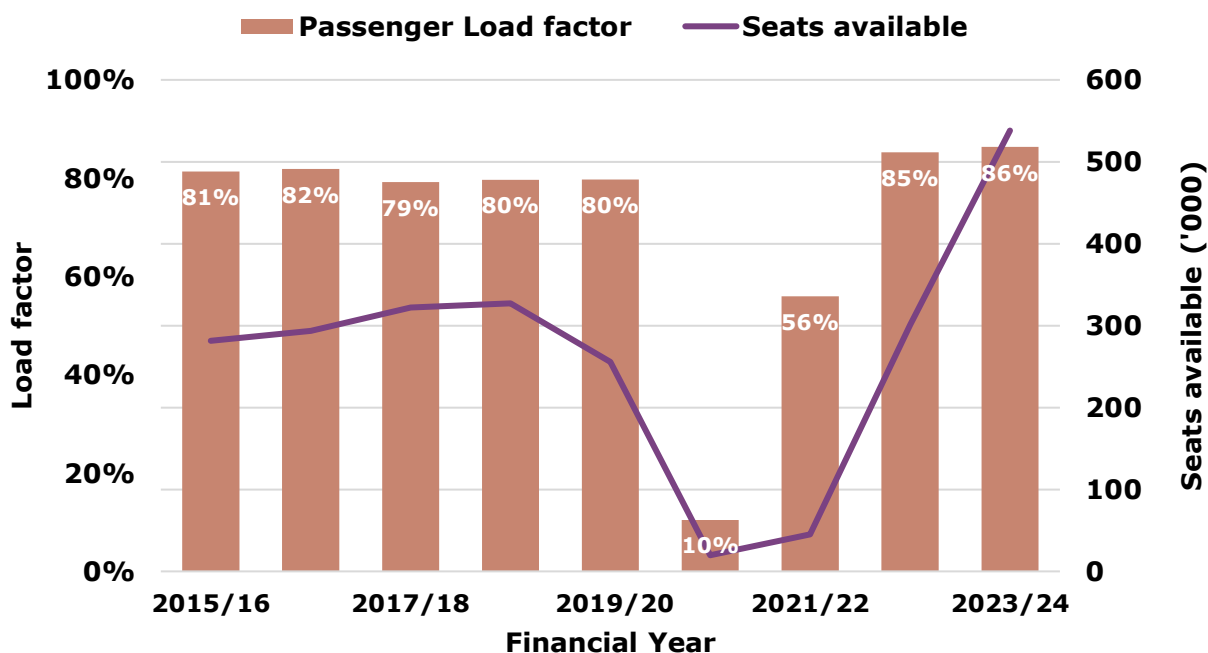
What visitors do





Aviation capacity for South Korea has surpassed pre-pandemic levels in FY2023-24. Over 119,700 Australians visited South Korea in FY2023-24.

Aviation capacity



Australian visitors to market



Australian residents
 returning from market
119,700



South Korean residents
 coming into Australia
353,200



NET visitor
 balance
+233,400

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 December 2024.

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