

Korea Visitor Profile to NSW

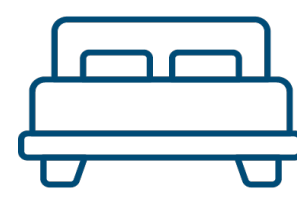
Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS
216,000
110% vs. 2019*



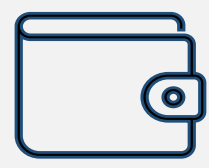
NIGHTS
2.8m
62% vs. 2019*



EXPENDITURE
\$646.5m
116% vs. 2019*

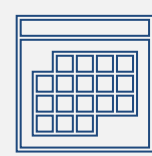
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$228 per night
\$2994 per visitor

Average length of stay



13.1 nights

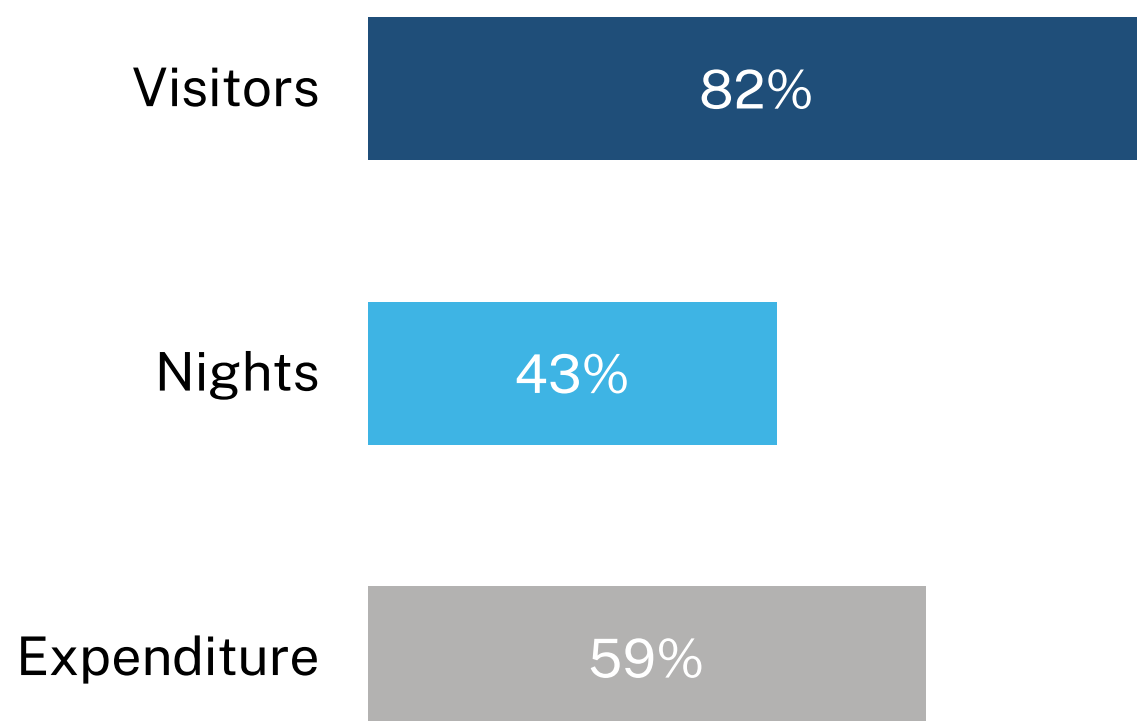
Rank in NSW



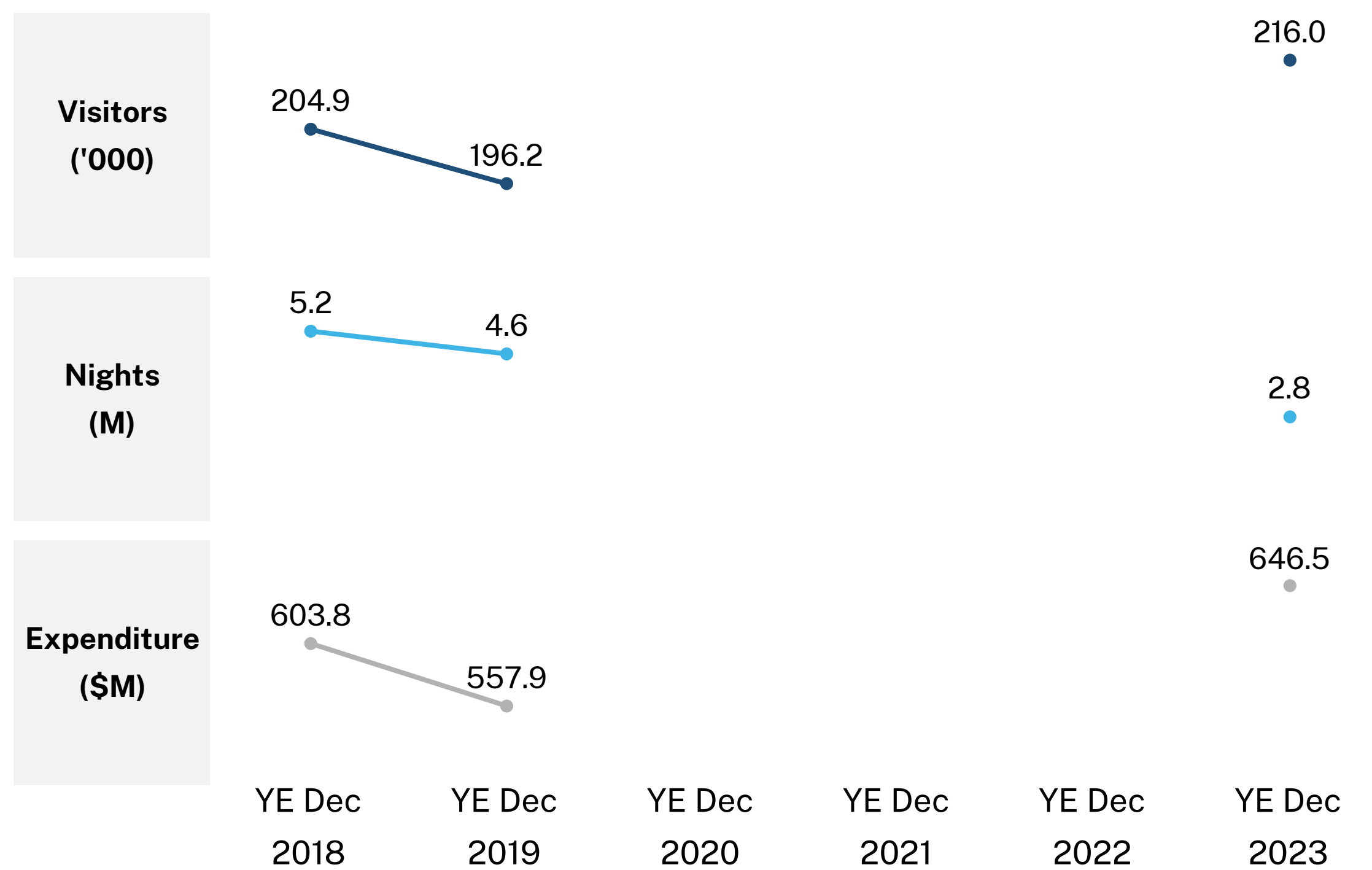
#5 for visitors
#7 for nights
#4 for expenditure

NSW share of visitors to Australia

82% of international visitors from Korea visited NSW during their trip to Australia

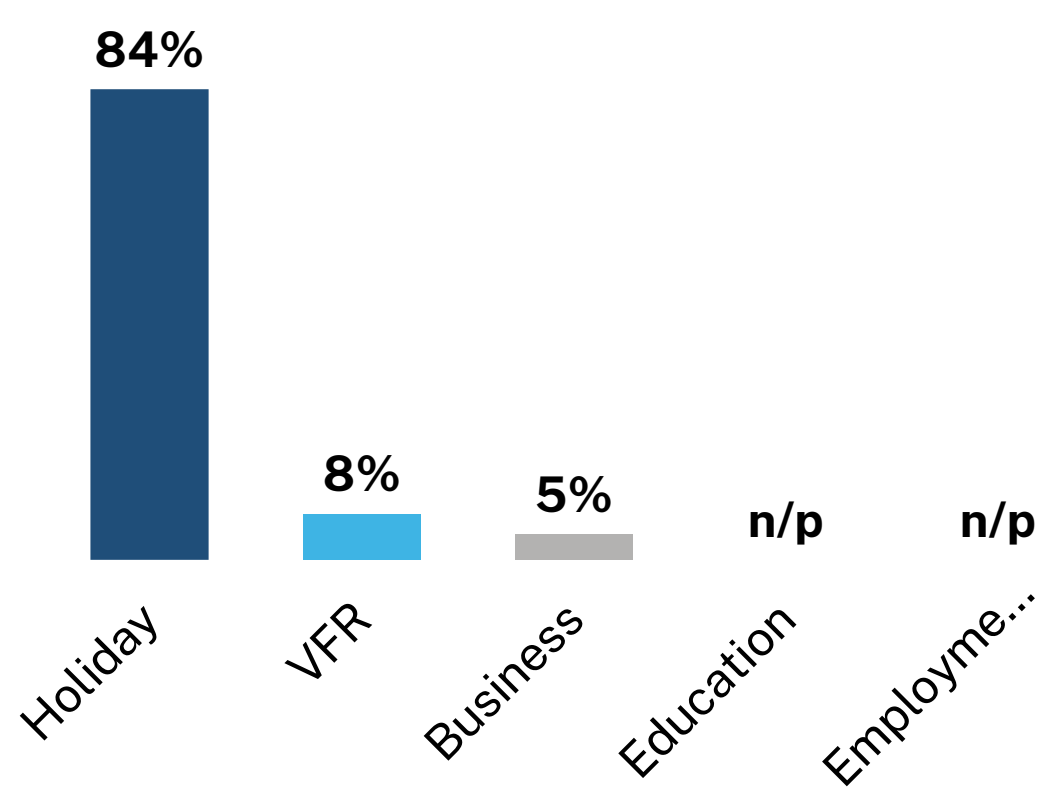


Time Series

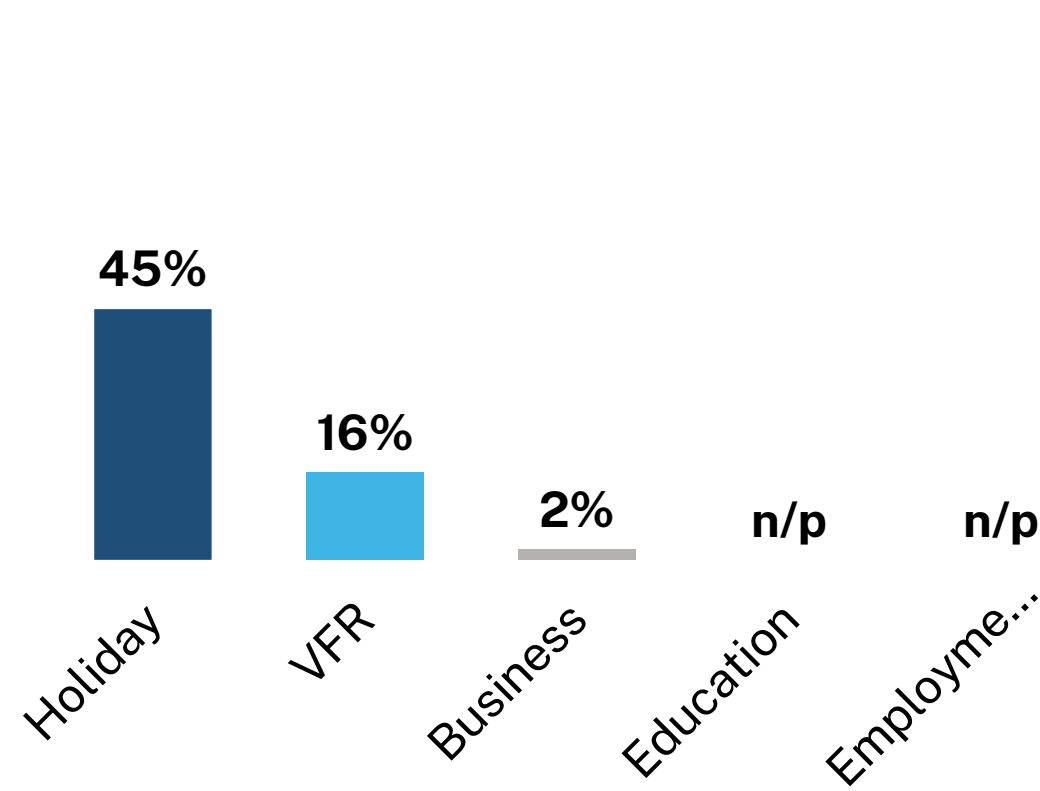


Purpose of Visit

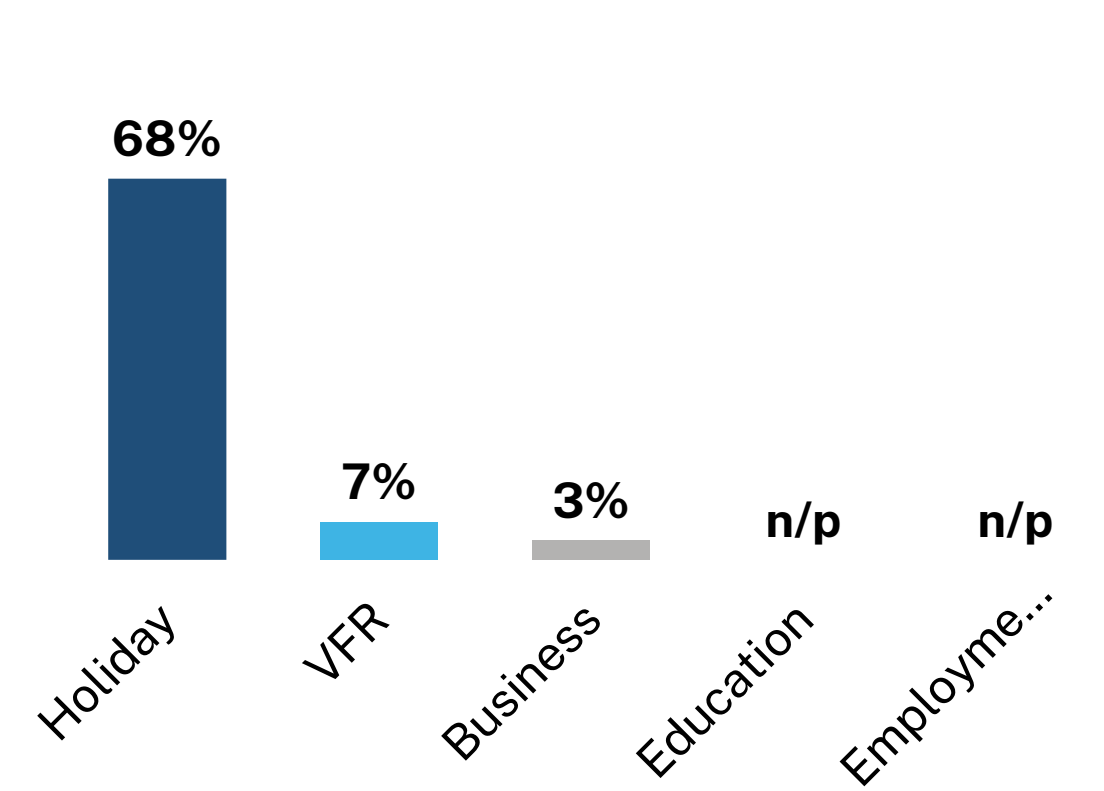
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

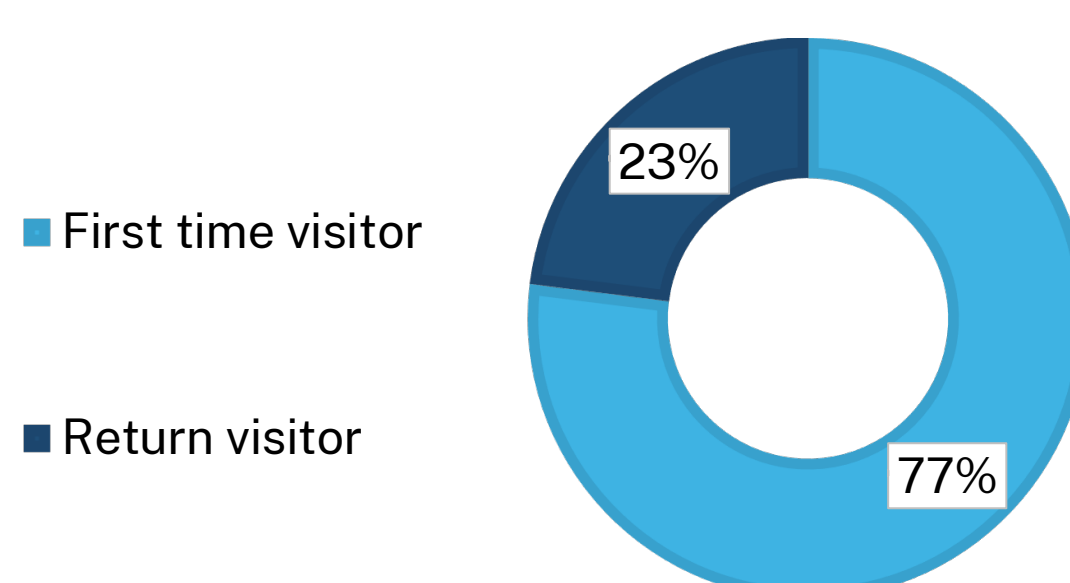
99% of visitors from Korea visited Sydney as part of their trip

Regional NSW, n/p



First vs return visitor to Australia

23% of visitors from Korea to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

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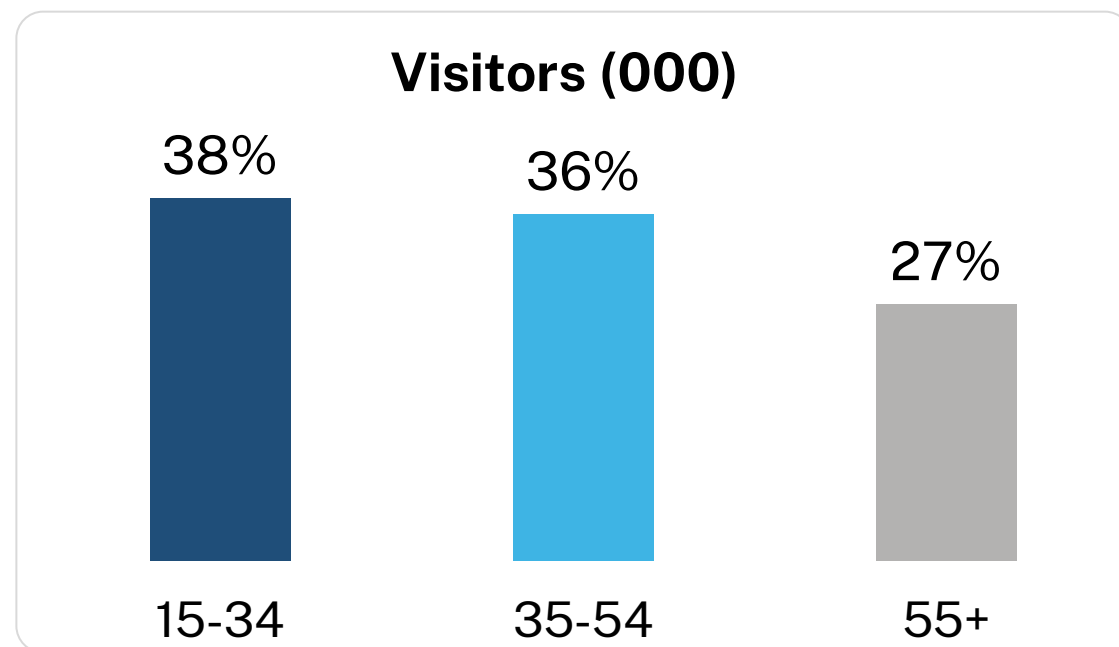
Year ended December 2023



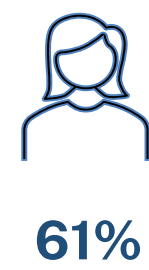
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from Korea to NSW

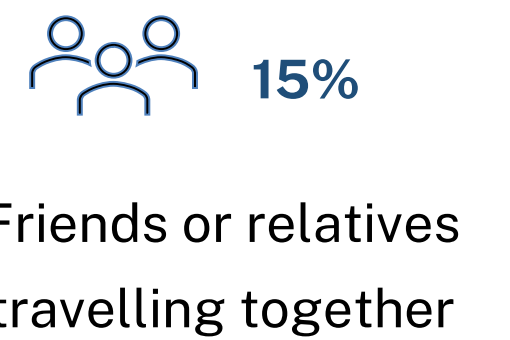
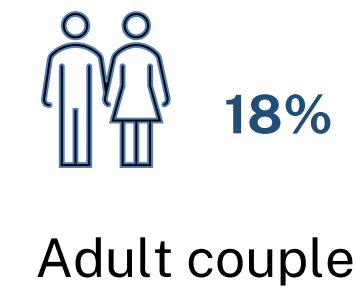
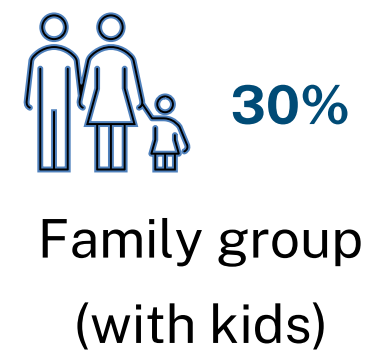
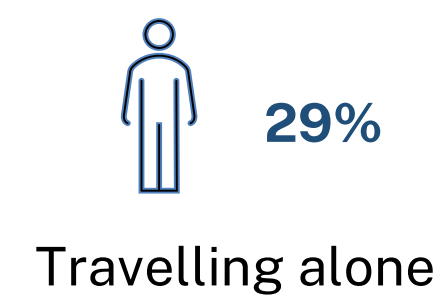


Gender



Travel party

30% of visitors from Korea to NSW were in a family group with children.



Group tour

37% of all visitors to NSW from Korea came to Australia as part of a group tour



Travel package

40% of all visitors to NSW from Korea booked their trip as part of a package tour



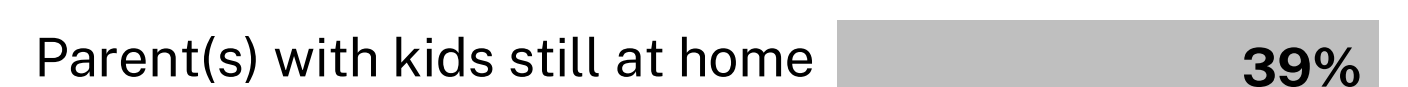
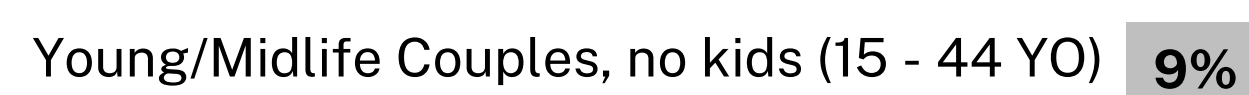
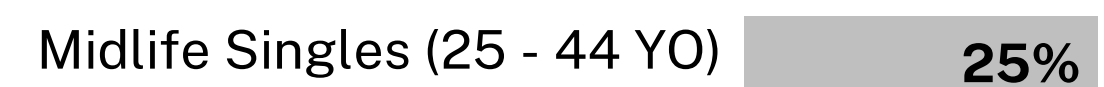
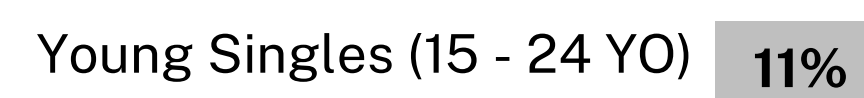
FIT visitor#

51% of visitors to NSW from Korea were Free and Independent Travellers



free and independent traveller

Lifestage



Aviation



Inbound seats to Sydney

420,999 seats

+246.0% YoY

4.4% of the total inbounds seats available at Sydney Airport

Key airlines



1. Asiana Airlines (Korea), 29%

2 Korean Airlines, 21%

3 T'Way Air, 19%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia