

This fact sheet provides a summary of the latest tourism data for Korean visitors to Victoria. Information includes: visitor numbers, purpose of visit, expenditure, visitor forecasts, regional visitation and dispersal, demographics, visitor behaviour, airline used, travel style, information sources and booking methods.

I OVERVIEW OF KOREAN VISITORS TO AUSTRALIA

I.1 Trends

Total Visitation from Korea to Australia, 2000-2010

| Year Ending | | | | | | | Av Annual | Av Annual | | |
|-------------------------------|----------|--------|--------|--------|--------|--------|-----------|-----------------------|-----------------------|-------------------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change 2000-2010 | % Change 2006-2010 | % Change 09-10 |
| Visitors (000s) | 145 | 238 | 232 | 202 | 168 | 199 | 199 | 3.2% | -4.4% | 18.0% |
| Visitor Nights (000s) | 4,292 | 10,577 | 10,824 | 10,465 | 11,957 | 12,356 | 12,356 | 11.2% | 4.0% | 3.3% |
| Average Length of Stay | 29.7 | 44.5 | 46.6 | 51.8 | 71.1 | 62.2 | 62.2 | | | |

Korea generated 199,000 visitors to Australia in the year ending December 2010. The number of visitors from Korea coming to Australia has increased at a rate of 3.2% per annum over the period 2000-2010. Korean visitors to Australia are also spending more nights in the country. In 2010, they spent 12.4 million nights in Australia representing an average growth rate of 11.2% per annum between 2000 and 2010. The average length of stay in Australia by Korean visitors was 62.2 nights in 2010.

I.2 Main Purpose of Trip

Visitation (000s) from Korea to Australia by Purpose of Trip, 2000-2010

| Year Ending | | | | | | | Av Annual | Av Annual | | |
|---------------------------------------|----------|------|------|------|------|------|-----------|-----------------------|-----------------------|-------------------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change 2000-2010 | % Change 2006-2010 | % Change 09-10 |
| Holiday | 88 | 161 | 152 | 126 | 95 | 124 | 124 | 3.5% | -6.2% | 30.9% |
| Visiting friends and relatives | 18 | 21 | 24 | 23 | 23 | 24 | 24 | 2.9% | 2.8% | 1.4% |
| Business | 22 | 27 | 22 | 23 | 19 | 21 | 21 | -0.7% | -6.5% | 10.5% |
| Education | 11 | 26 | 27 | 25 | 26 | 24 | 24 | 7.9% | -1.7% | -6.6% |
| Other | 5 | - | 7 | 6 | 6 | 6 | 6 | 1.3% | - | 6.1% |

NB: Where there is a '-', figures are unreliable and are unable to be published.

124,000 visitors came to Australia from Korea for holiday purposes in 2010, a decrease of 30.9% over the previous year. 24,000 Korean visitors came to Australia to visit friends and relatives (VFR), an increase of 1.4% from the previous year. Both these segments have experienced increases over the period 2000-2010: holiday visitation increased at an average rate of 3.5% per annum while VFR visitation increased by an average rate of 2.9% per annum.

The business travel sector also experience good growth with 21,000 visitors in 2010 and a year-on-year increase of 10.5%. The education sector experienced a year-on-year decline 6.6%, but longer term growth at an average annual rate of 7.9% p.a. since 2000 to 24,000 visitors to Australia in 2010.

1.3 States/Territories Visited

Korean Overnight Visitation (000s) to Australia by State/Territory, 2000-2010

| Year Ending | | | | | | | Av Annual | Av Annual | |
|-------------------|------------|------------|------------|------------|------------|------------|-------------|--------------|--------------|
| December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change | % Change | % Change |
| | | | | | | | 2000-2010 | 2006-2010 | 09-10 |
| Australia | 145 | 238 | 232 | 202 | 168 | 199 | 3.2% | -4.4% | 18.0% |
| New South Wales | 124 | 200 | 200 | 161 | 132 | 162 | 2.7% | -5.2% | 23.0% |
| Victoria | 25 | 43 | 37 | 39 | 33 | 31 | 2.4% | -7.7% | -5.1% |
| Queensland | 52 | 84 | 76 | 70 | 62 | 75 | 3.8% | -2.7% | 20.6% |
| South Australia | 7 | 11 | 8 | 6 | 6 | 7 | 0.8% | -11.4% | 9.8% |
| Western Australia | - | 10 | 8 | 9 | 10 | 11 | - | 1.9% | 5.1% |
| ACT | 11 | 7 | 5 | - | 6 | - | - | - | - |

NB: Where there is a '-', figures are unreliable and are unable to be published.

There were 31,000 Korean overnight visitors to Victoria in 2010, a 5.1% decrease over the previous year. Korean visitation to Victoria has increased by an average rate of 2.4% per annum between 2000 and 2010.

Korean Visitor Nights (000s) in Australia by State/Territory, 2000-2010

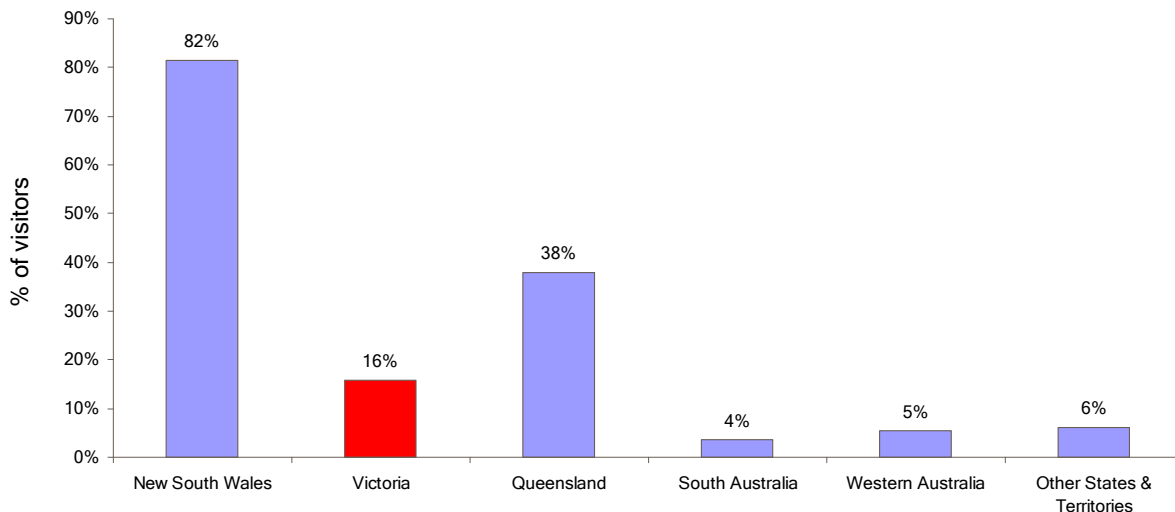
| Year Ending | | | | | | | Av Annual | Av Annual | |
|----------------------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|-------------|
| December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change | % Change | % Change |
| | | | | | | | 2000-2010 | 2006-2010 | 09-10 |
| Australia | 4,292 | 10,577 | 10,824 | 10,465 | 11,957 | 12,356 | 11.2% | 4.0% | 3.3% |
| New South Wales | 2,418 | 5,024 | 5,512 | 4,989 | 5,594 | 6,401 | 10.2% | 6.2% | 14.4% |
| Victoria | 833 | 1,327 | 1,320 | 1,392 | 1,232 | 1,245 | 4.1% | -1.6% | 1.1% |
| Queensland | 525 | 2,777 | 2,624 | 2,610 | 3,609 | 2,903 | 18.7% | 1.1% | -19.6% |
| South Australia | - | 506 | - | - | - | 543 | - | 1.8% | - |
| Western Australia | - | 649 | 649 | 745 | 758 | 643 | - | -0.2% | -15.2% |
| Other States & Territories | - | - | - | - | - | 610 | - | - | - |

NB: Where there is a '-', figures are unreliable and are unable to be published.

In 2010, the number of visitor nights spent in Victoria by Korean visitors increased by 1.1% from 2009 to 1.2 million nights.

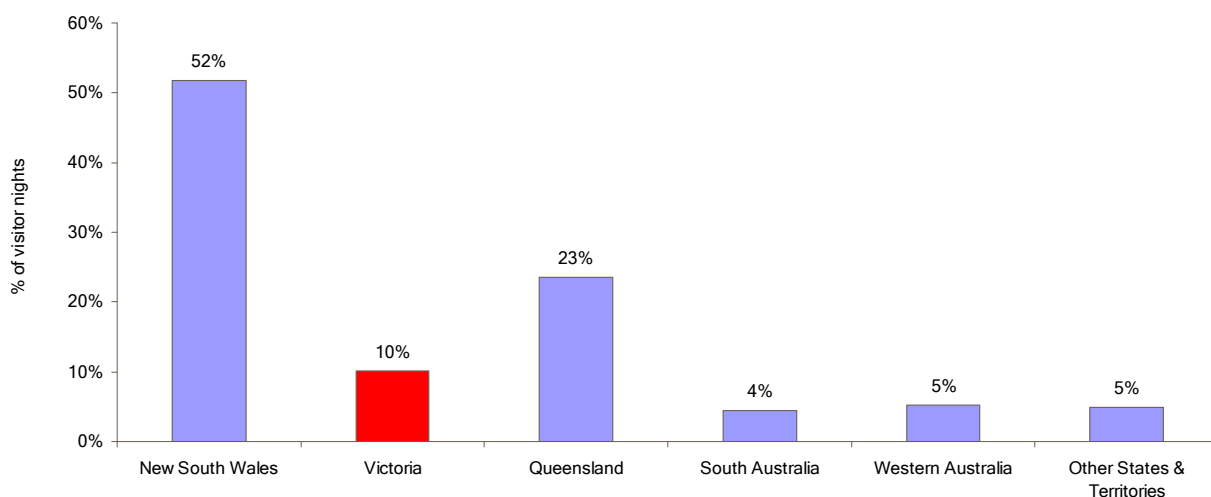
1.4 Market Share by State

Korean Overnight Visitors¹ to Australia, Year ending December 2010 – by State



16% of Korean visitors to Australia in 2010 stayed overnight in Victoria, compared with 82% in New South Wales and 38% in Queensland.

Korean Visitor Nights to Australia, Year ending December 2010 – Market Share by State



Victoria's market share of visitor nights spent by Korean travellers in 2010 was 10%, 42 percentage points behind New South Wales (52%) and 13 percentage points behind Queensland (23%).

¹ NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

1.5 Main Purpose of Visit – Visitors to Victoria

Korean Visitation (000s) to Victoria by Main Purpose of Visit, 2000-2010

| Year Ending December | 2000-2010 | | | | | | Average Annual | Average Annual | % change |
|--------------------------------|-----------|------|------|------|------|------|----------------|----------------|----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % change | % Change | |
| Total Leisure | 17 | 28 | 26 | 25 | 21 | 19 | 1.1% | -9.5% | -10.2% |
| Education | - | 7 | 7 | 8 | 7 | 6 | - | -2.9% | -9.4% |
| Other (incl Employment) | - | 8 | - | 6 | 5 | 6 | - | - | 19.9% |

NB: Where there is a '-', figures are unreliable and are unable to be published.

In 2010, there were 19,000 Korean overnight leisure visitors to Victoria, a 10.2% decrease over the previous year and 1.1% average annual increase from 2000 to 2010. Victoria also experienced a year-on-year decrease in overnight education (-9.4%) visitors from Korea.

1.6 Regional Dispersal² – Visitor Nights (000s), 2000 - 2010

| Korea | 2000-2010 | | | | | | Average Annual | Average Annual | % change |
|--|-----------|-------|-------|-------|-------|-------|----------------|----------------|----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | Change (%) | Change (%) | |
| Regional Australia - Visitor Nights (000s) | 533 | 1,355 | 1,171 | 1,298 | 2,097 | 1,899 | 13.6% | 8.8% | -9.5% |
| % of total nights in Aust | 12.4% | 12.8% | 10.8% | 12.4% | 17.5% | 15.4% | | | |

NB: where there is a '-', figures are unreliable and are unable to be published.

1.9 million visitor nights were spent by Korean visitors in regional Australia in 2010, a decrease of 9.5% over the previous year. This result represents 15.4% of all Korean visitor nights in Australia.

1.7 Melbourne and Victorian Regions Visited

Korean Visitation (000s) to Victoria, 2 years (rolling) ending 2000-2010

| | 2 Years Ending December | | | | | | Average Annual | Average Annual | % change |
|-------------------|-------------------------|------|------|------|------|------|----------------|----------------|----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % change | % change | |
| Melbourne | 40 | 70 | 79 | 74 | 70 | 63 | 4.6% | -2.8% | -10.5% |
| Regional Victoria | - | 8 | 6 | 7 | 6 | - | - | - | - |

NB: Where there is a '-', figures are unreliable and are unable to be published.

There were 63,000 Korean overnight visitors to Melbourne in the two year period ending December 2010, a 10.5% decrease over the previous period. Korean overnight visitation to Melbourne has grown at an annual average rate of 4.6% over the longer term (2000 to 2010).

² "Regional" is defined as non capital city nights for each state with the exception of the Gold Coast. For example, Regional Queensland excludes nights spent in both Brisbane and the Gold Coast.

Korean Visitor Nights (000s) in Victoria, 2 years (rolling) ending 2000-2010

| Campaign Regions | 2 Years Ending December | | | | | | Av Annual % change | Av Annual % change | % change |
|------------------|-------------------------|-------|-------|-------|-------|-------|--------------------|--------------------|-----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | 2000-2010 | 2006-2010 | 2009-2010 |
| Melbourne | 1,045 | 2,104 | 2,406 | 2,566 | 2,446 | 2,151 | 7.5% | 0.5% | -12.1% |

The number of visitor nights spent in Melbourne by Korean visitors decreased by 12.1% from the previous period to 2.2 million visitor nights in the two year period ending December 2010. Between 2000 and 2010, visitor nights spent in Melbourne increased at an annual average rate of 7.5% p.a.

1.8 Visitor Expenditure

| Expenditure by Korea Visitors | Total Expenditure | | | | | Expenditure Share | | | Expenditure Per Night | | | Expenditure Per Visitor | | |
|-------------------------------|----------------------|------------|-----------------|-------------|---------------|-------------------|-------------|-------------|-----------------------|-----------|-----------|-------------------------|--------------|--------------|
| | Nominal (\$ million) | | Av Ann % Change | | % Change | % | | | \$ | | | \$ | | |
| | Year Ending December | 2000 | 2009 | 2010 | 00-10 | 09-10 | 2000 | 2009 | 2010 | 2000 | 2009 | 2010 | 2000 | 2009 |
| New South Wales | np | 505 | 574 | np | 13.7% | np | 8.3% | 9.1% | np | 90 | 90 | np | 3838 | 3547 |
| Victoria | np | 110 | 84 | np | -23.6% | np | 2.9% | 2.1% | np | 89 | 67 | np | 3,326 | 2,677 |
| Queensland | np | 234 | 197 | np | -15.8% | np | 6.0% | 5.2% | np | 65 | 68 | np | 3,755 | 2,622 |
| South Australia | np | 20 | 31 | np | 55.0% | np | 3.0% | 4.2% | np | 73 | 57 | np | 3,121 | 4,407 |
| Western Australia | np | 57 | 44 | np | -22.8% | np | 3.2% | 2.3% | np | 75 | 68 | np | 5,615 | 4,126 |
| Tasmania | np | np | np | np | np | np | np | np | np | np | np | np | np | np |
| Northern Territory | np | 11 | np | np | np | np | 2.4% | np | np | 69 | np | np | 2,771 | np |
| Australian Capital Territory | np | 9 | 14 | np | 55.6% | np | 3.9% | 4.9% | np | 50 | 59 | np | 1,594 | 3,061 |
| Australia | 443 | 960 | 966 | 8.1% | 0.6% | 4.0% | 5.6% | 5.5% | 104 | 80 | 78 | 3,061 | 5,706 | 4,866 |

np: denotes figures not published by TRA.

NB: Visitor expenditure includes expenditure on packages attributable to destination.

Source: Tourism Research Australia expenditure allocation method applied to 2000-2010 International Visitor Survey data.

Between 2000 and 2010, expenditure by Korean visitors in Australia increased at an annual average rate of 8.1% to reach \$966 million in 2010. Korean visitor expenditure in Victoria was \$84 million in 2010, representing 2.1% of total international expenditure in Victoria.

1.9 Visitors to Victoria Forecast

| Korea Forecasts | 2010 | ACTUAL | FORECAST | | | | | | | | | | Ave Annual Growth Rate (2009 - 2020) |
|------------------------|---------------|--------|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------------------------------|
| | Vic Mkt Share | | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | |
| Visitor Numbers (000s) | 16% | 31 | 40 | 41 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 3.8% |
| Visitor Nights (000s) | 10% | 1,245 | 1,329 | 1,359 | 1,389 | 1,404 | 1,418 | 1,429 | 1,436 | 1,440 | 1,444 | 1,447 | 1.5% |

Note 1: Based on visitors aged 15 years or over.

Note 2: Victorian estimates based on market share of visitor nights (IVS, year ending December 2010) and assumes market share remains constant.

Note 3: Slight variations in calculations are due to rounding.

Sources: Tourism Forecasting Committee, November 2010 Issue 2 and International Visitor Survey, year ending December 2010, Tourism Research Australia

Average annual growth for arrivals to Australia from Korea is forecast at 3.8% over the period 2009-2020. Victoria is estimated to receive 50,000 overnight visitors from Korea by 2020. Korean outbound departures experienced strong increases in early 2010, following a strengthening of the domestic economy and associated rise in the value of the Korean Won. Although the Won is expected to remain relatively unchanged against the Australian dollar in 2010/11, a degree of pent-up demand is expected to boost arrivals to Australia, and provide a moderate increase in visitor arrivals over the medium term.

2 OVERVIEW OF KOREAN LEISURE VISITORS TO VICTORIA

The main focus of this analysis will be on leisure travellers from Korea to Victoria. Leisure travellers are those who travelled to Australia for holiday purposes or to visit friends and relatives (VFR).

Korean Visitation to Victoria for Leisure, 2000-2010

| Year Ending | | | | | | | Av Annual | Av Annual | % Change | |
|-------------------------------|----------|------|------|------|------|------|-----------|-----------|----------|--------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change | | |
| Visitors (000s) | | 17 | 28 | 26 | 25 | 21 | 19 | 1.1% | -9.5% | -10.2% |
| % Market Share | | 16% | 15% | 15% | 17% | 18% | 13% | | | |
| Visitor Nights (000s) | | - | 555 | 689 | - | - | 747 | - | 7.7% | - |
| % Market Share | | - | 11% | 12% | - | - | 11% | | | |
| Average Length of Stay | | - | 19.8 | 26.7 | - | - | 39.9 | - | 19.0% | - |

NB: Where there is a '-', figures are unreliable and are unable to be published.

19,000 Korean leisure visitors stayed overnight in Victoria in 2010 for leisure purposes, a decrease of 10.2% over the previous year.

Korean 'Experience Seekers' – Proportion by State/ Territory, 2007-2010

Tourism Australia defines the Experience Seekers as "looking for unique, involving and personal experiences from their holidays. Experience Seekers are long haul travellers who are less affected by the traditional barriers to travel of distance, time and cost. They are more informed, interested and curious about potential travel destinations. Experience Seekers can be found among all age groups, income levels and geographic locations."

| Year ending | | | | |
|------------------------------|------|------|------|------|
| December | 2007 | 2008 | 2009 | 2010 |
| Total | 40% | 38% | 37% | 42% |
| New South Wales | 39% | 34% | 37% | 43% |
| Victoria | 56% | 59% | 46% | 50% |
| Queensland | 43% | 49% | 40% | 43% |
| South Australia | 51% | 66% | 41% | 69% |
| Western Australia | 40% | 68% | 51% | 51% |
| Tasmania | 50% | 58% | 78% | 53% |
| Northern Territory | 79% | 81% | 55% | 50% |
| Australian Capital Territory | 50% | 36% | 62% | 46% |

Of Korean overnight leisure visitors to Victoria, 50% can be defined as part of the Tourism Australia defined segment "Experience Seekers" in 2010. This was higher than the proportion of Korean leisure travellers to Australia generally (42%), and also for key competitors New South Wales and Queensland (both 43%). Over time, this proportion has decreased 6 percentage points, from 56% of visitors to Victoria in 2007.

For more detailed information on the Experience Seekers segment, please refer to:

<http://www.tourism.australia.com/en-au/marketing/experience-seekers.aspx>

2.1 Places Visited in Regional Victoria and Melbourne Attractions

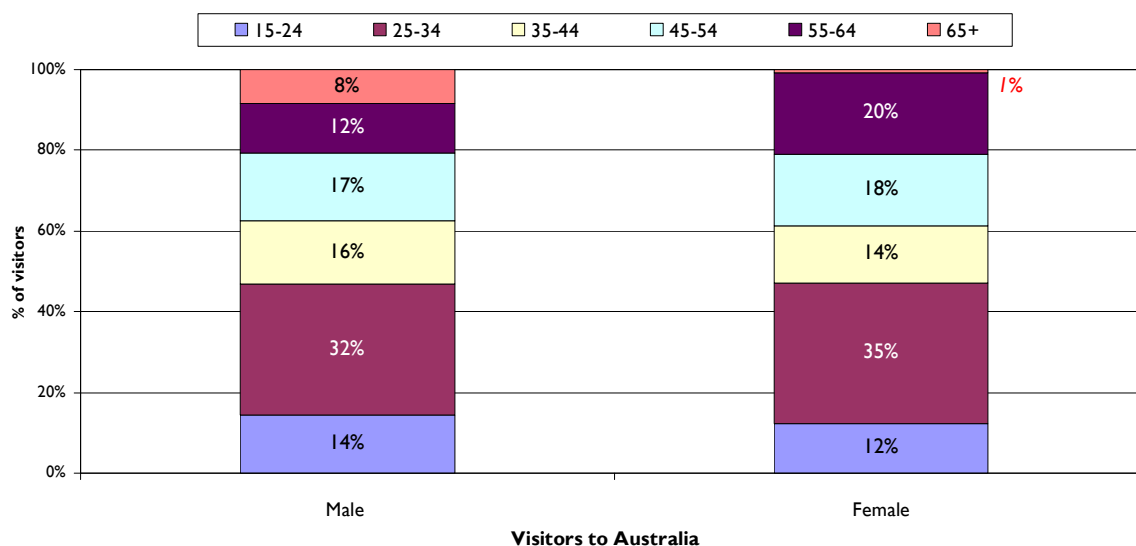
| Selected Places Visited - Overnight Visit or Daytrip (% of all Leisure Overnight Visitors to Victoria) | Korean Visitors | All International Visitors | Selected Places Visited - Melbourne Attractions (% of Leisure Overnight Visitors to Victoria) | Korean Visitors | All International Visitors |
|---|--------------------|-------------------------------|--|--------------------|----------------------------------|
| Phillip Island, penguin parade | - | 20% | Crown Casino/entertainment complex | 43% | 33% |
| Ballarat, Sovereign Hill | - | 12% | Federation Square | 37% | 50% |
| Dandenongs, Puffing Billy, Healesville Sanctuary | - | 14% | Queen Victoria Market | 67% | 51% |
| Great Ocean Road or Twelve Apostles | 62% | 34% | Southbank/Southgate | 39% | 31% |
| Mornington Peninsula | - | 9% | Melbourne Museum (Royal Exhibition Building) | 41% | 23% |
| Daylesford, Hepburn Springs, Macedon | - | 2% | Docklands/Telstra Dome | - | 28% |
| Yarra Valley | - | 12% | National Gallery of Victoria (NGV) | 29% | 17% |
| Bendigo | - | 5% | Melbourne Cricket Ground (MCG) | - | 11% |

Of the Victorian places visited (for an overnight visit or daytrip) 62% of Korean overnight leisure visitors to Victoria spent time in the Great Ocean Road region and/or Twelve Apostles. This region is very popular generally with 34% of all international overnight leisure visitors to Victoria travelling there.

Of the Melbourne attractions visited 67% of Korean overnight leisure visitors to Victoria went to the Queen Victoria Markets, while 43% went to Crown Casino and/or Crown Entertainment Complex and 41% to the Melbourne Museum. The highest result for all the listed Melbourne Attractions for international overnight visitors to Victoria generally was the Queen Victoria Markets (51% of overnight international leisure visitors to Victoria).

2.2 Demographic Profiling

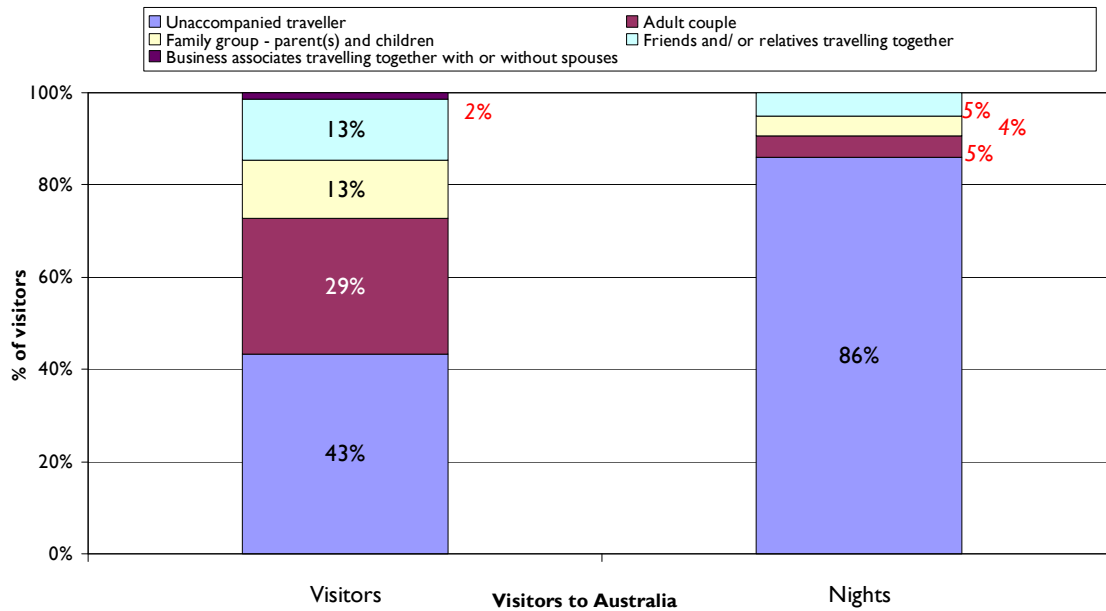
Age Group & Gender (% of overnight leisure visitors from Korea)



In 2010, 59% of overnight leisure visitors to Australia from Korea were female and 41% were male. Of leisure visitors to Australia from Korea, there was a skew to the younger age brackets for both males (46%) and females (47%) aged under 35.

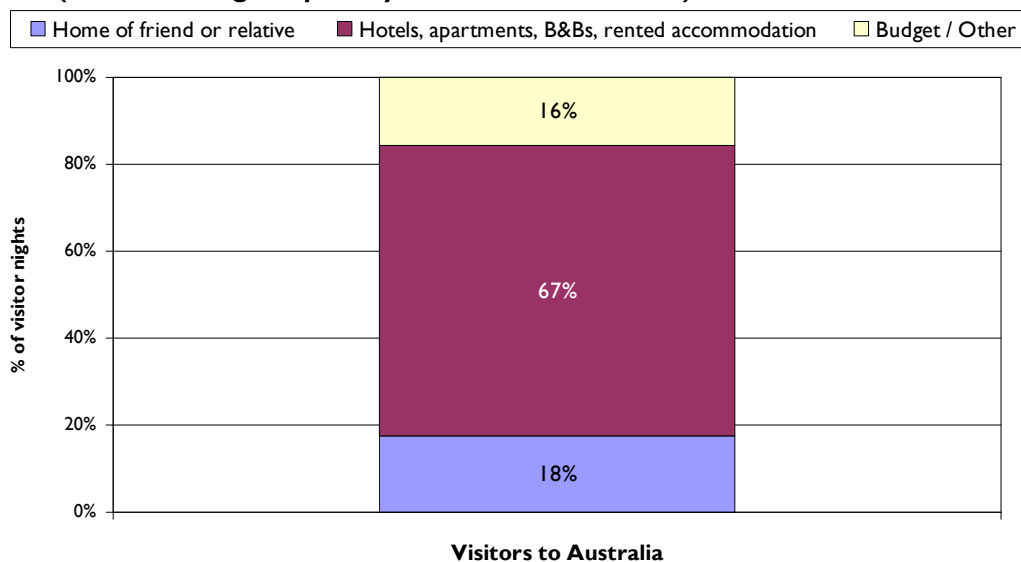
2.3 Detailed Visitor Behaviour

Travel Party Description (% of overnight leisure visitors from Korea)



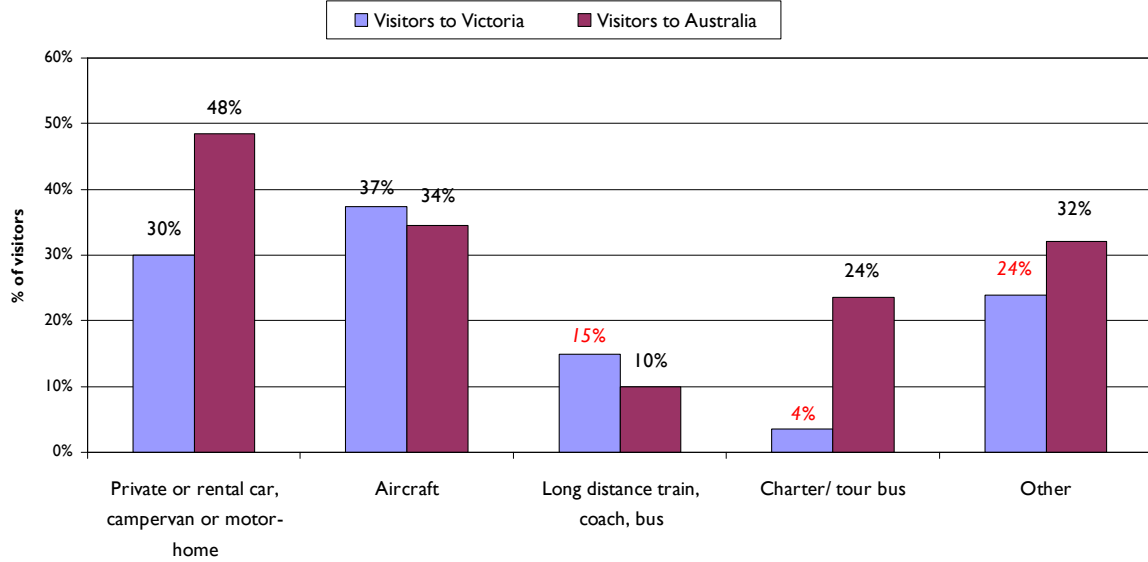
Of leisure travellers visiting Australia from Korea in 2010, 43% were unaccompanied travellers and 29% travelled as an adult couple. Solo travellers spent more nights in Australia than any other group (86%).

Accommodation (% of visitor nights spent by Korean leisure visitors)



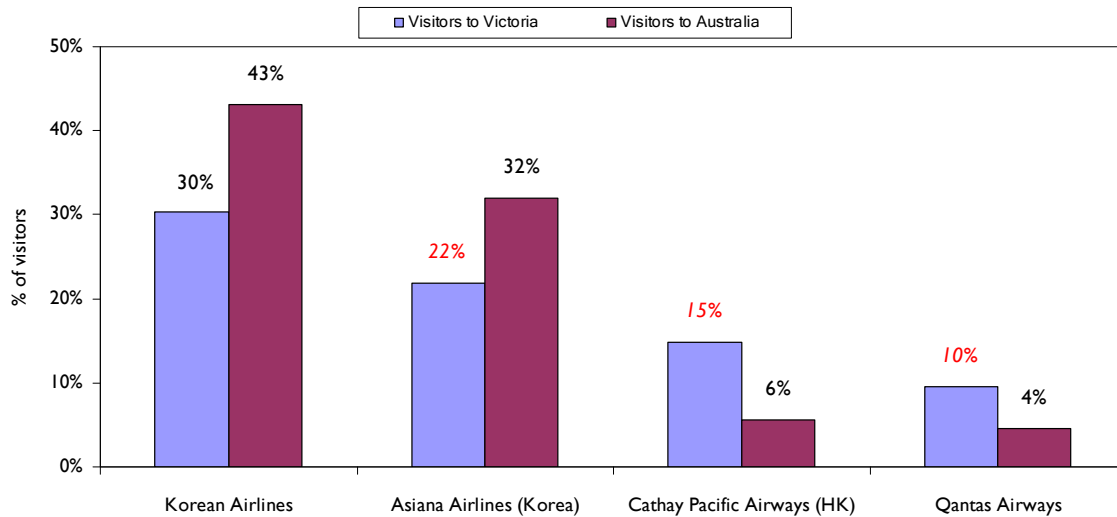
In 2010, 67% of nights spent by leisure visitors to Australia from Korea were spent at hotels, apartments, B&Bs or rented accommodation, 18% spent with friends or relatives and 16% were spent at budget or other accommodation.

Transportation used (% of overnight leisure visitors from Korea)



Of the 19,000 Korean leisure visitors who stayed overnight in Victoria in 2010, 37% used an aircraft on their trip, and 30% used a private or rental car, campervan or motor-home. In comparison to Korean leisure visitors to Australia, overnight visitors in Victoria were less likely to use a charter tour or bus (4% compared with 24%) or a private or rental car, campervan or motor-home (30% compared with 48%) and more likely to use an aircraft (37% compared with 34%) on their trip.

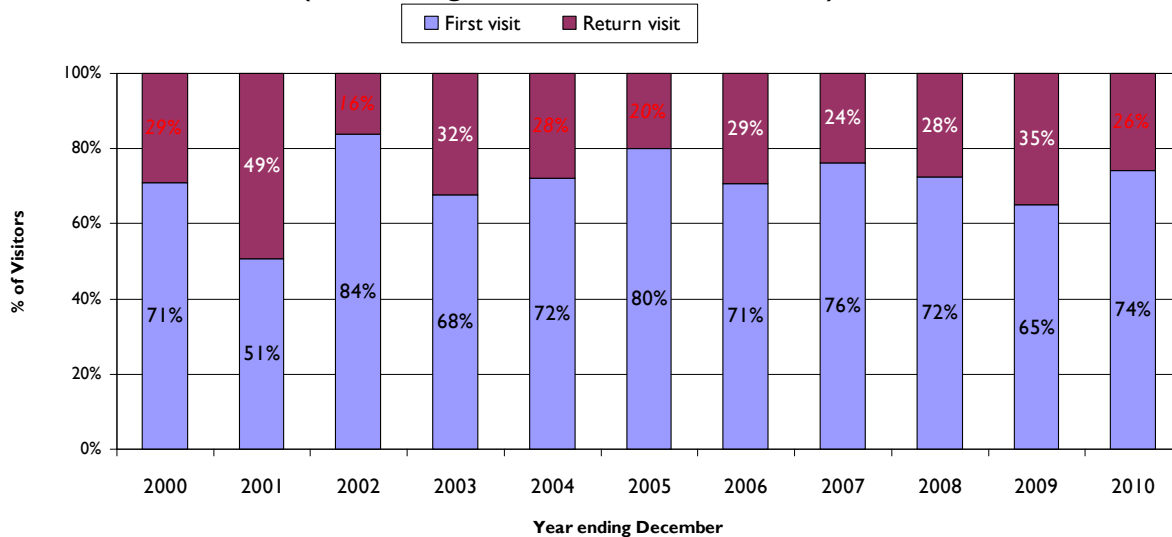
Departure Airline used (% of overnight leisure visitors from Korea)



Of overnight leisure visitors to Victoria from Korea in 2010 the most popular airline used was Korean Airlines (30%) when departing Australia following their holiday. Leisure visitors to Australia generally from the market were more likely to use Korean Airlines (43%) and Asiana Airlines (32% compared with 22%) than those who stayed overnight in Victoria.

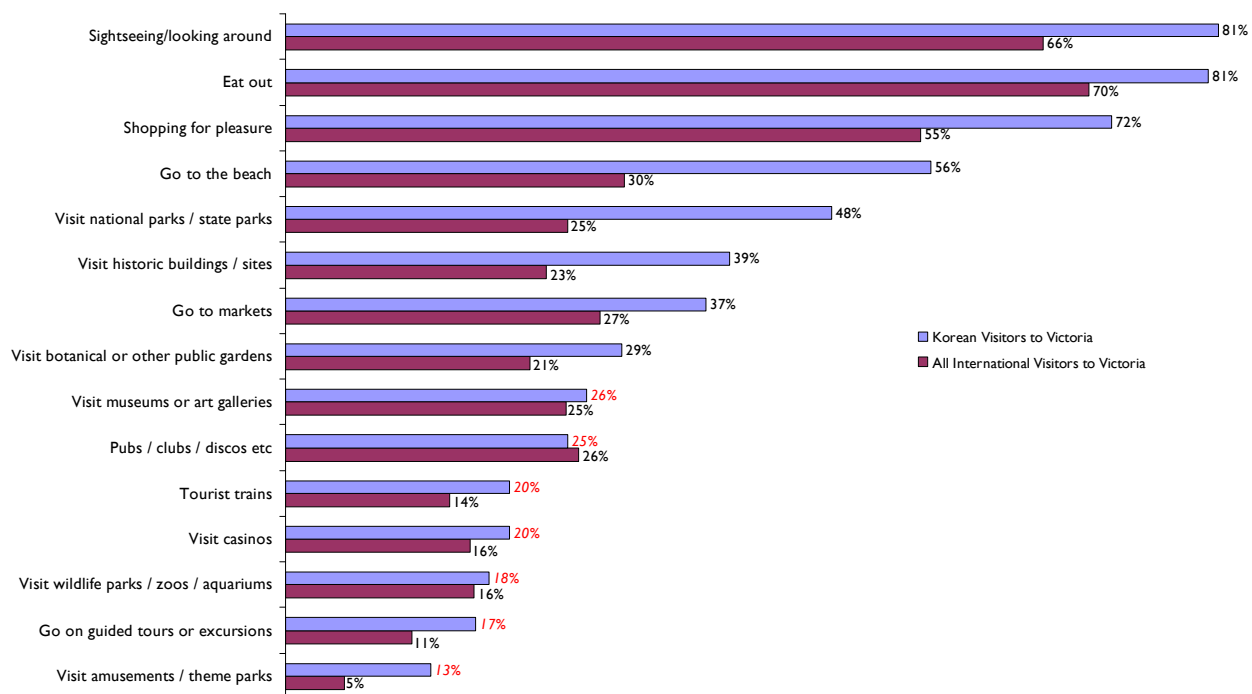


Repeat Visitation in Victoria (% of overnight leisure visitors from Korea)



The proportion of overnight leisure visitors from Korea to Victoria in 2010 who were visiting for the first time was 74%, an increase of nine percentage points from the previous year (65%). Similarly, there was a 76% increase of Korean leisure visitors visiting Australia for the first time.

Top 15 Activities (% of overnight leisure visitors from Korea)

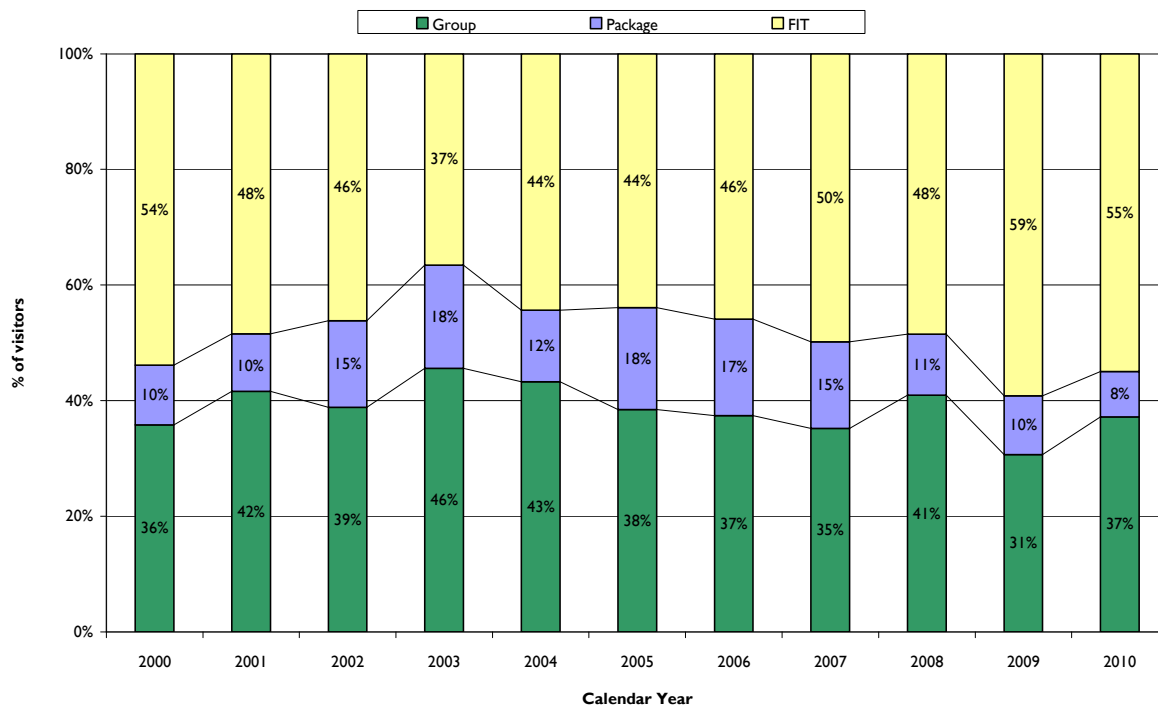


Korean overnight leisure visitors enjoyed a mix of cultural and leisure activities while in Victoria. When compared to all international overnight leisure visitors to Victoria, Korean overnight visitors - with a longer than average length of stay - were more likely to go sightseeing (81% compared with 66%), eat out (81% compared with 70%), shopping for pleasure (72% compared with 55%), go to the beach (56% compared with 30%), visited a national park (48% compared with 25%), visit historic buildings (39% compared with 23%), and go to the markets (37% compared with 27%).

3 TRAVEL STYLE

3.1 Group, package & Fully Independent Travel (FIT) travel

Trends in Group, Package and FIT travel among Korean leisure visitors to Australia, 2000-2010



Since 2000, FIT and group travel has seen some fluctuations in the Korean market. The largest share of the market in 2010 was the FIT market with 55% of visitors. Package has declined to its lowest proportion in the decade with 8% in 2010, while Group travel sits at 37% in 2010.

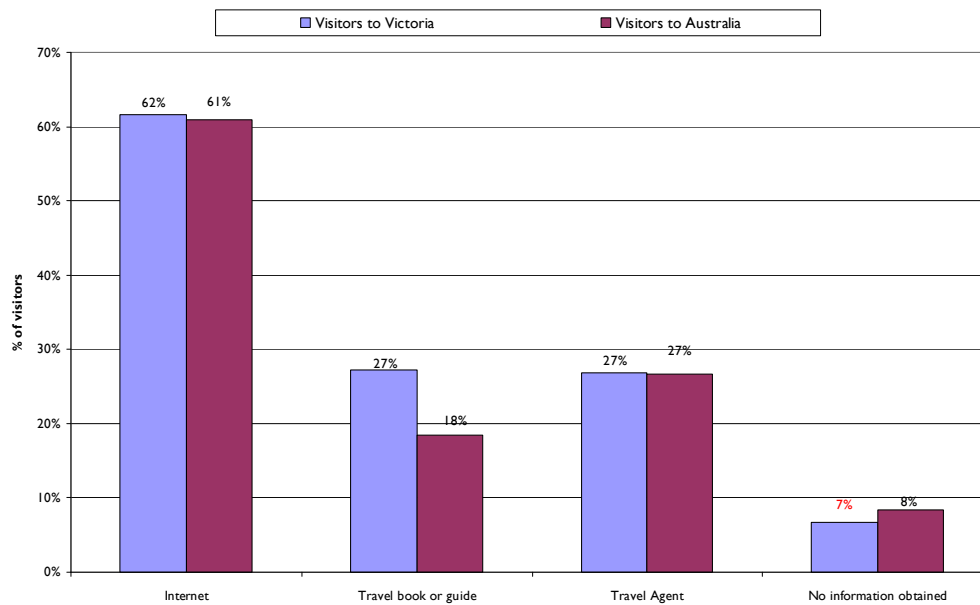
* NOTE: Group, Package and FIT are derived using the following method.

'Group' travellers refer to those who responded yes to question "Did you travel to Australia on a group tour?". 'Package' travellers refer to those who responded yes to question "Did you arrive in Australia on a travel package?" (minus 'Group' travellers). The remaining travellers who were not 'group' or 'package' are referred to as 'FIT' travellers.

4 INFORMATION SOURCES & BOOKING METHODS

4.1 Information Sources

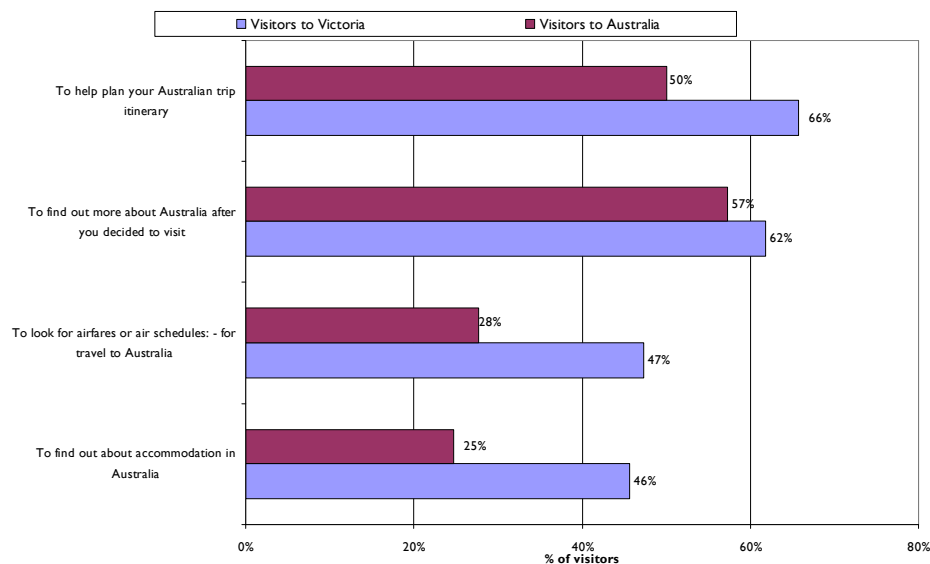
Information Sources by Korean Leisure Visitors to Australia and Victoria, 2010



Base: Valid responses

Among Korean overnight leisure visitors to Victoria and Australia in 2010, the leading information source used was the internet (62% and 61% respectively). Comparing these groups, overnight leisure visitors to Victoria were also more likely to have used a travel book or guide (27% compared with 18%).

Reasons for using the Internet by Korean Leisure Visitors to Australia and Victoria, 2010

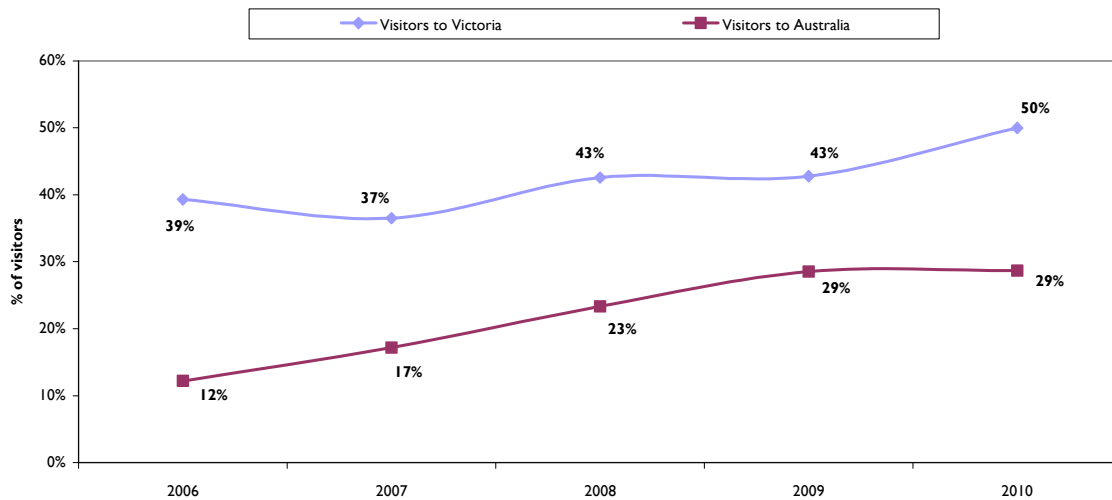


Base: Those who used the Internet as an Information Source.

Of Korean overnight leisure visitors to Victoria who used the internet in their holiday planning, 66% used it to help plan an itinerary, and 62% used it to find out more about Australia after deciding to visit. Other uses included to look for airfares and schedules (47%) and accommodation (46%) for their trip to Australia.

4.2 Internet Booking

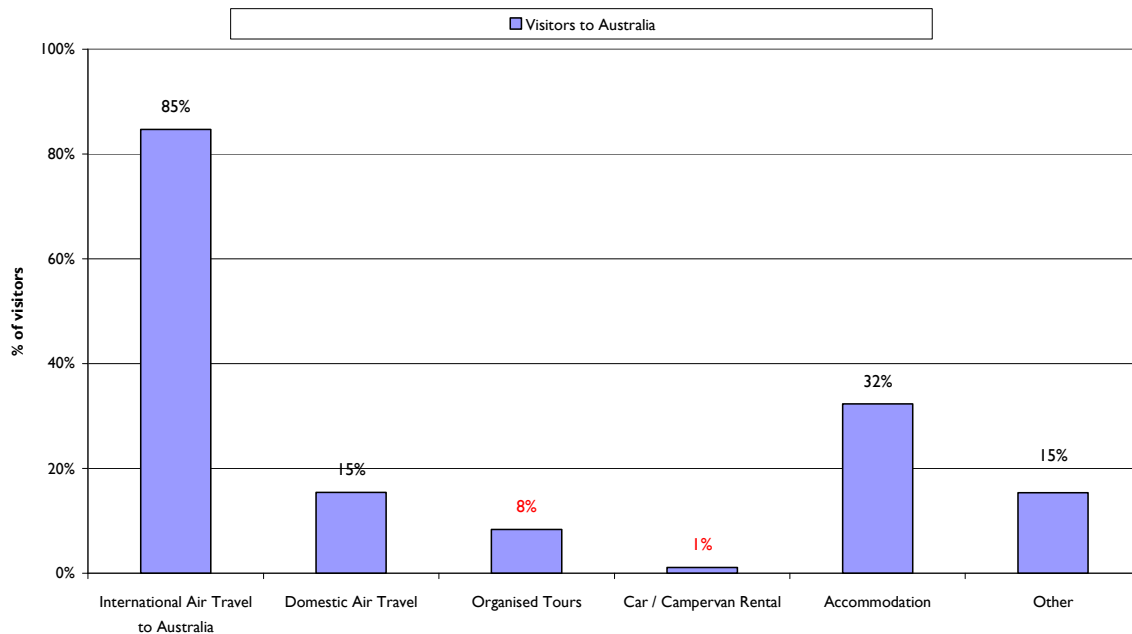
Incidence of Online Booking among Korean Overnight Leisure Visitors, 2004-2010



Base: Valid responses

Moderate growth in the incidence of online booking among Korean overnight leisure visitors to Australia is evident, increasing from 12% in 2006 to 29% in 2010. Overnight visitors to Victoria from Korea also had an increasing incidence of online booking from 39% in 2006 to 50% in 2010.

Trip Components Booked Online among Korean Overnight Leisure Visitors, 2010



Base: Booked online

Among Korean overnight leisure visitors booking travel online, international air fares (85%) and accommodation (32%) were the most frequently purchased components among visitors to Australia.

4.3 Planning and Booking Horizons

| | Visitors to Australia | Visitors to Victoria |
|----------------------------------|-----------------------|----------------------|
| Planning Horizon (average weeks) | 10.4 | 10.1 |
| Booking Horizon (average weeks) | 4.9 | 5.4 |

Among overnight leisure visitors from Korea to Australia, the average planning horizon was 10.4 weeks, with a slightly longer horizon for visitors to Victoria (10.1 weeks). However, 43% of visitors to Australia indicated a lead time of less than 4 weeks for planning (48% of visitors to Victoria).

Flight booking occurred an average of 4.9 weeks prior to departure, with overnight leisure visitors to Victoria recording a similar lead time (5.4 weeks). Among Australian leisure visitors, 25% of flight bookings (and 27% of flight bookings among overnight leisure visitors to Victoria) occurred within 2 weeks of departure.

Sources:

- *International Visitor Survey*, year ending December 2000-2010, Tourism Research Australia
- *International Tourism Expenditure in Australia's regions 2000-2010*, Tourism Research Australia
- Tourism Forecasting Committee Forecast 2010: Issue 1 (June 2010) and Issue 2 (November 2010).
- Tourism Australia Corporate Website: <http://www.tourism.australia.com/en-au/marketing/experience-seekers.aspx>, February 2010.

Further information: www.tourism.australia.com/Markets.asp

www.tourism.vic.gov.au/facts-and-figures/

Figures that are unreliable and unable to be published are represented by '-'. Percentages in red italics are unreliable and should be used with caution.

Figures might not add up due to rounding.