

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

Question: BR-20
Topic: Market profile - Korea
Proof Hansard Page: E127

Senator Eggleston asked:

Mr Buckley—Those from the Korean market?

Senator EGGLESTON—Yes.

Mr Buckley—I have some details here on the market, but not a complete profile with me. We do have that as Tourism Australia markets in 23 markets around the world and we do evaluate the profiles. The average is not necessarily a good way of measuring the length of stay because there are some very long stays in terms of students and others versus short-stay leisure. If you are interested, I could provide you with a profile of the market.

Senator EGGLESTON—I would be very interested if you could do that.

Mr Buckley—We will take that on notice.

Answer:

During May 2008 there were 16,800 visitors from Korea, bringing the total for the five months for May 2008 to 99,500, a decrease of 13 per cent relative to the same period the previous year.

During the 2007 calendar year, approximately 70 per cent of Korean arrivals were first time visitors to Australia, 65 per cent of Korean arrivals visited Australia for holiday purposes. The Korean market accounted for over 10.5 million visitor nights. The median number of nights spent by Korean visitors to Australia was 6.

Approximately 20 per cent, – (or 2.1 million nights), – were spent in dispersed areas (i.e. outside the major gateways of Sydney, Melbourne, Brisbane, and Perth).

For the year ending March 2008, Korean visitors spent: 4,881,000 nights in Sydney; 1,324,000 in Melbourne; 1,591,000 in Brisbane; 573,000 on the Gold Coast; 333,000 in Tropical North Queensland; 581,000 in Perth; 53,000 in Darwin and, 43,000 in Alice Springs (source: International Visitor Survey, March 2008)

Korea is Australia's sixth largest source market in terms of total inbound economic value (TIEV). In 2007, Korean visitors spent a total of \$1.4 billion in Australia with an average expenditure of \$5,935 per trip; a 2 per cent increase on the previous year.