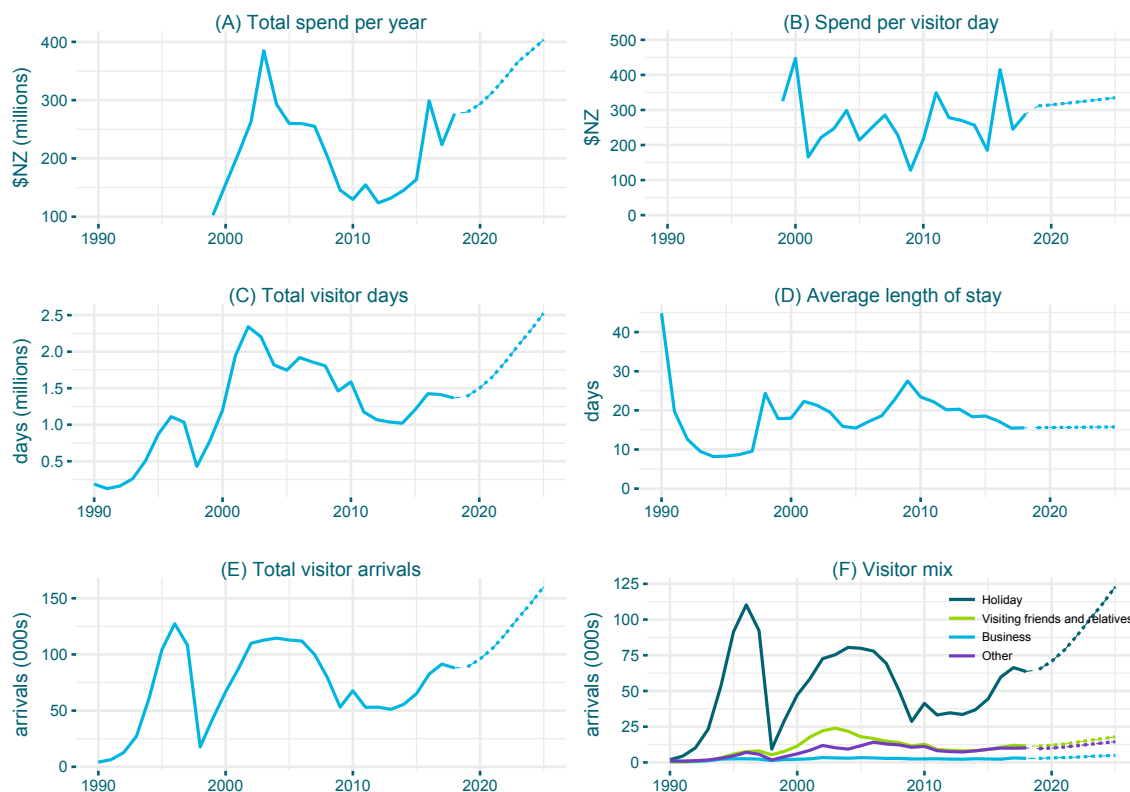


South Korea



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	277	403	GDP per capita (PPP)	38,824
Total visitors (000s) ²	88	160	Population (millions)	51
Total days (000s) ²	1,367	2,525	Outbound departures (millions)	26
Spend per day (\$) ³	289	335	Outbound spend (USD mn)	30,600
Avg length of stay (days) ²	16	16		

Summary of forecasts: Korea



Year	2018	2019	2020	2021	2022	2023	2024	2025	Growth	
									Total	Annual ⁵
Total spend (\$m) ¹	277	280	293	314	339	366	384	403	46%	5.5%
Total visitors (000s) ²	88	89	96	106	118	132	146	160	82%	8.9%
Total days (000s) ²	1,367	1,384	1,498	1,652	1,853	2,080	2,292	2,525	85%	9.2%
Spend per day (\$) ³	289	312	315	318	322	327	331	335	16%	2.1%
Avg length of stay (days) ²	16	16	16	16	16	16	16	16	1%	0.2%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).