



TOURISM TASMANIA

MAY 2025

INTERNATIONAL MARKET PROFILE

SOUTH KOREAN HIGH VALUE TRAVELLERS

UNDERSTANDING THE SOUTH KOREAN HIGH VALUE TRAVELLER*

THIS REPORT PROVIDES A SNAPSHOT OF THE KEY INSIGHTS;
FURTHER DETAIL IS AVAILABLE IN THE FULL RESEARCH REPORT

Why did we do this work?

South Korea is a growing market for Australian tourism, with strong recovery since the pandemic. While cities like Brisbane, Sydney and Melbourne are popular, Tasmania is often overlooked—even though it offers experiences that align with our South Korean high-value travellers' interests.

This report explores how Tasmania can attract more high-value South Korean travellers by understanding their motivations, preferences, and barriers, positioning the state as a premium, nature-rich destination.

How did we do this work?

We ran a 15-minute online survey with ~1000 high value travellers living in major cities in South Korea in October 2024.

**High Value Traveller Definition: Household income of \$70,000+ and spends over \$200/day on accommodation, transport and leisure while travelling.*



Who are they...

- More than half of our South Korean travellers have a fluent English speaker in their household.
- Australia represents the second most travelled destination in the past five years, with Japan having the greatest preference.
- Future intent is also extremely strong amongst this cohort, with 4 in 5 considering Australia for future travel.
- However, South Korean HVTs represent only 4% of the population, making them a smaller target market.
- Our South Korean travellers are most likely to vacation with their partner or as a family and typically travel in groups of 3–5.
- They are likely to prioritise luxury accommodation first and foremost and generally spend around 2 weeks in Australia.

Implications for the Tasmanian Tourism industry

- Highlight family-friendly accommodation and activities to resonate with this market.
- High-end and luxury accommodation are a priority for this group when travelling, however, ensure we emphasise safety to address a key concern when travelling.
- Potential to use English across materials due to high levels of adoption.



Top 3 most important motivators for a holiday to Australia

1. Visiting places with immense natural beauty
2. Great food and drink experience
3. Visiting a place that is clean and safe

Top 3 activities of interest on holiday in Australia

1. Nature activities
2. Relaxing activities
3. Food & beverage

Top 3 Travel Values

1. Sustainability
2. Local experiences
3. Unique cultural experiences

What matters to them...

Nature



South Korean travellers are largely singular when it comes to what pulls them emotionally to travel and that is seeking destinations with immense natural beauty. However, Tasmania is not known for this and therefore, is not currently on the map for these travellers. We need to build awareness of what we have to offer from dramatic coastlines to ancient forests and highlight that our state offers the perfect setting for premium nature-based travel that feels both authentic and rejuvenating.

Food & Drink



South Korean HVTs place high value on food and drink, particularly when it reflects the local area, produce or people. They are drawn to gourmet dining, artisanal beverages, and fresh local cuisine. Highlighting activities or experiences such as farm-to-table, local produce, and breweries will resonate strongly with this market as it demonstrates our unique food and drink experiences and history.

Sustainability



South Korean HVTs align closely to our ethos of positive impact and are particularly motivated by immersing themselves in authentic, local experiences that reflect our culture. Highlighting sustainability practices in a way that brings them closer to the people, wilderness, and wildlife will be extremely motivating for this group.

Cleanliness and Safety



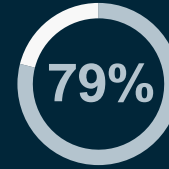
South Korean travellers are more likely to prioritise a place that is clean and safe. This should be a consideration when communicating about Tasmania, particularly in reducing the level of isolation and remoteness in any of our materials or offers. Emphasise guided walks or facilitated wildlife experiences to reduce concerns.



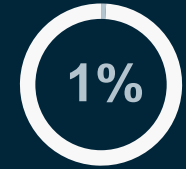
The opportunity for Tasmania...



have travelled to Australia in the past five years.



would consider travelling here in the future.



of South Korean HVTs are aware of Tasmania.



HVTs are particularly drawn to iconic city destinations (Sydney, Melbourne, Brisbane/Gold Coast, Canberra). Consideration is also strong towards less populated destinations including the Blue Mountains and Kangaroo Island.

Where to focus to highlight Tasmania as a destination worthy of visiting within Australia:

Emphasise safety

- When showcasing nature experiences, emphasise activities that will feel safe for our HVTs. This could include guided walks, tours, or facilitated wildlife encounters to cater to a core need.
- Emphasise unique, local and authentic experiences.
- Promote Tasmania's slower pace, wellness retreats, and peaceful settings as ideal places to unwind and recharge in beautiful unique and natural environments.
- Highlight gourmet dining, local produce, and our network of breweries that reflect Tasmania's culture and quality.
- Boutique luxury accommodation and stays will be particularly attractive, however, downplay tone around isolation. When talking about positive impact, always relate back to how it helps a place, people, or the local wildlife/wilderness as these travellers are after authentic experiences to connect.