

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: South Korea



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Visitation Trends (Arrivals)

[Thousands of South Korea Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	639	618	627	705	758	806	759	744	105
Percentage Change (%)	3	-3	1	13	7	6	-6	-2	16

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^r	Change 2009/2002
Total Travel & Tourism Exports ⁽¹⁾	\$2,188	\$2,199	\$2,282	\$2,608	\$2,798	\$2,605	\$2,738	\$2,641	\$453
Travel Receipts	\$2,175	\$2,151	\$2,218	\$2,551	\$2,753	\$2,515	\$2,615	\$2,552	\$377
Passenger Fare Receipts	\$13	\$48	\$64	\$57	\$45	\$90	\$123	\$89	\$76
Change (%) in Total Exports	11	1	4	14	7	-7	5	-4	21

(r) Revised June 2010.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	42	42	-0.5
Personal Computer	40	41	1.5
Friends/Relatives	16	18	1.7
Airlines Directly	13	16	2.7

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	34	33	-1.0
Visit Friends/Relatives	18	28	10.1
Business/Professional	29	26	-3.0
Study/Teaching	10	8	-1.7

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	55	53	-1.8
Visit Friends/Relatives	31	40	9.3
Business/Professional	31	29	-2.0
Study/Teaching	12	12	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	69	73	4.6
Business & Convention	37	33	-4.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Company or Private Auto	36	38	2.2
Taxi/Cab/Limousine	38	35	-2.6
City Subway/Tram/Bus	24	25	1.4
Rented Auto	26	22	-4.3
Airlines in U.S.	24	21	-2.4

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	83	87	4.2
Dining in Restaurants	57	65	7.6
Sightseeing in Cities	44	44	0.4
Amusement/Theme Parks	27	29	1.9
Cultural Heritage Sites	30	25	-4.3
Visit National Parks	23	20	-3.4
Visit Historical Places	18	19	1.4
Art Gallery/Museum	16	18	1.5
Golfing/Tennis	11	15	4.7
Touring Countryside	15	15	0.1

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	57	48	-8.4 days
Advance Trip Decision Time (median days)	30	30	0.0 days
Prepaid Package	17%	15%	-1.4 pts.
First International Trip to the U.S.	34%	34%	0.2 pts.
Length of Stay in U.S. (mean nights)	32.5	25.9	-6.6 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	65%	69%	4.0 pts.
Average Number of States Visited	1.6	1.4	-0.2 states
Hotel/Motel (% 1+ nights)	77%	70%	-6.9 pts.
Average # of Nights in Hotel/Motel	7.8	9.0	1.2 nights
Travel Party Size (mean # of persons)	1.6	1.5	-0.1
Gender: % Male (among adults)	66%	62%	-3.9 pts.
Household Income (mean average)	\$85,000	\$83,100	-\$1,900
Household Income (median average)	\$75,600	\$71,400	-\$4,200
Average Age: Female	34	34	-0.4 years
Average Age: Male	39	39	0.2 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Pacific	41.4	314	41.0	305
Middle Atlantic	33.2	252	**	**
STATES				
California	36.9	280	38.2	284

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.

(**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the South Korean traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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