

**Country Profile: SOUTH KOREA**  
**TOTAL ALL SOUTH KOREAN ARRIVALS TO THE U.S.**

**TRENDS IN ARRIVALS** (in thousands)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Arrivals	662	618	639	618	627	705	758	96
% Change	33%	-7%	3%	-3%	1%	13%	7%	14%

**TRENDS IN RECEIPTS** (in millions)

Year	2000	2001	2002	2003	2004	2005	2006	Change 2006 / 2000
Total Travel & Tourism Receipts <sup>1</sup>	\$2,280	\$1,970	\$2,188	\$2,199	\$2,282	\$2,608	\$2,798	\$518
% Change	79%	-14%	11%	1%	4%	14%	7%	23%
Travel Receipts (at U.S. destinations)	\$2,216	\$1,927	\$2,175	\$2,151	\$2,218	\$2,551	\$2,753	\$537
Passenger Fare Receipts (on U.S. carriers)	\$64	\$43	\$13	\$48	\$64	\$57	\$45	-\$19

**SELECTED TRAVELER CHARACTERISTICS** (by percentage point change)

Information Sources Used to Plan Trip (multiple response--top 4 of 12)	2006	2005	% Point Change <sup>2</sup>
Travel Agency	47%	52%	-4 pts.
Personal Computer	32%	38%	-6 pts.
Friends/Relatives	16%	14%	2 pts.
Corporate Travel Department	11%	8%	3 pts.

Main Purpose of Trip (top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	31%	30%	1 pt.
Business/Professional	30%	36%	-7 pts.
Visit Friends/Relatives (VFR)	25%	22%	3 pts.
Study/Teaching	8%	4%	4 pts.

Purpose of Trip (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Leisure/Rec./Holidays	51%	48%	3 pts.
Visit Friends/Relatives (VFR)	41%	34%	6 pts.
Business/Professional	32%	41%	-9 pts.
Study/Teaching	11%	7%	4 pts.
NET PURPOSES OF TRIP:			
Business & Convention	36%	47%	-12 pts.
Leisure & VFR	74%	66%	7 pts.

Transportation Types Used in U.S.: (multiple response--top 4 of 8)	2006	2005	% Point Change <sup>2</sup>
Company or Private Auto	36%	27%	8 pts.
Taxi/Cab/Limousine	29%	42%	-13 pts.
Airlines in U.S.	25%	32%	-7 pts.
Rented Auto	25%	25%	0 pts.

Activity Participation While Within U.S. (multiple response--top 10 of 25)	2006	2005	% Point Change <sup>2</sup>
Shopping	84%	79%	5 pts.
Dining in Restaurants	62%	61%	2 pts.
Sightseeing in Cities	39%	33%	6 pts.
Cultural Heritage Sites	32%	21%	11 pts.
Amusement/Theme Parks	31%	29%	2 pts.
Visit National Parks	20%	20%	0 pts.
Art Gallery/Museum	18%	14%	5 pts.
Touring Countryside	18%	14%	4 pts.
Concert/Play/Musical	18%	15%	3 pts.
Visit Historical Places	18%	22%	-4 pts.

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SELECTED TRAVELER CHARACTERISTICS	2006	2005	% Point Change or % Change <sup>2</sup>
Advance Trip Decision Time (mean days)	40	39	1 day
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	20%	18%	1 pt.
First International Trip to the U.S.	34%	24%	10 pts.
Length of Stay in U.S. (mean nights)	22.0	21.4	1 night
Length of Stay in U.S. (median nights)	7.0	7.0	0 nights
Number of States Visited (% 1 state)	66%	54%	13 pts.
Average Number of States Visited	1.5	1.7	-0.2 states
Hotel/Motel (% 1+ nights)	72%	72%	-1 pt.
Average # of Nights in Hotel/Motel	6.9	7.2	0 nights
Travel Party Size (mean # of persons)	1.6	1.5	0.1 persons
Gender: % Male	65%	67%	-3 pts.
Household Income (mean average)	\$85,300	\$72,300	\$13,000
Household Income (median average)	\$73,500	\$58,600	\$14,900
Average Age: Female	37	35	2 years
Average Age: Male	39	42	-3 years

VISITATION TO U.S. DESTINATIONS <sup>3</sup>	Market Share 2006	Volume 2006 (000s)	Market Share 2005	Volume 2005 (000s)
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REGIONS				
PACIFIC	45.9%	348	**	**
MIDDLE ATLANTIC	28.7%	217	**	**
STATES / TERRITORIES				
California	41.1%	311	**	**
CITIES				
No city destinations meet the minimum sample requirement.				

**Notes:**

- (1) Includes travel receipts at U.S. destinations and passenger fare receipts/exports on U.S. carriers.
  - (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 few of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website:  
<http://tinnet.ita.doc.gov/research/programs/ifs/index.html>

Interested in data for your destination?: OTTI sells custom reports. To learn more, go to:  
<http://www.tinnet.ita.doc.gov/research/programs/ifs/customized.html>

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

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