



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2007 Market Profile: South Korea



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## Visitation Trends (Arrivals)

[Thousands of South Korean Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	662	618	639	618	627	705	758	806	144
Percentage Change (%)	33%	-7%	3%	-3%	1%	13%	7%	6%	22%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$2,280	\$1,970	\$2,188	\$2,199	\$2,282	\$2,608	\$2,798	\$2,605	\$325
Travel Receipts	\$2,216	\$1,927	\$2,175	\$2,151	\$2,218	\$2,551	\$2,753	\$2,515	\$299
Passenger Fare Receipts	\$64	\$43	\$13	\$48	\$64	\$57	\$45	\$90	\$26
Change (%) in Total Exports	79%	-14%	11%	1%	4%	14%	7%	-7%	14%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	47%	47%	-1 pt.
Personal Computer	32%	35%	4 pts.
Friends/Relatives	16%	16%	0 pts.
Airlines Directly	10%	12%	2 pts.

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Business/Professional	30%	31%	2 pts.
Leisure/Rec./Holidays	31%	28%	-3 pts.
Visit Friends/Relatives	25%	23%	-2 pts.
Study/Teaching	8%	9%	1 pt.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	51%	50%	-1 pt.
Visit Friends/Relatives	41%	39%	-2 pts.
Business/Professional	32%	33%	2 pts.
Study/Teaching	11%	13%	2 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	74%	70%	-4 pts.
Business & Convention	36%	40%	5 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	29%	40%	11 pts.
Company or Private Auto	36%	36%	0 pts.
Rented Auto	25%	29%	4 pts.
Airlines in U.S.	25%	27%	2 pts.
City Subway/Tram/Bus	23%	23%	0 pts.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	84%	76%	-8 pts.
Dining in Restaurants	62%	62%	0 pts.
Sightseeing in Cities	39%	39%	-1 pt.
Cultural Heritage Sites	32%	30%	-2 pts.
Amusement/Theme Parks	31%	25%	-6 pts.
Visit National Parks	20%	21%	1 pt.
Art Gallery/Museum	18%	21%	3 pts.
Visit Historical Places	18%	18%	0 pts.
Touring Countryside	18%	17%	-2 pts.
Concert/Play/Musical	18%	16%	-3 pts.

## Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	40	52	12 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	20%	16%	-4 pts.
First International Trip to the U.S.	34%	25%	-9 pts.
Length of Stay in U.S. (mean nights)	22.0	24.3	2 nights
Length of Stay in U.S. (median nights)	7	7	0 nights
Number of States Visited (% 1 state)	66%	60%	-6 pts.
Average Number of States Visited	1.5	1.6	0 pts.
Hotel/Motel (% 1+ nights)	72%	77%	6 pts.
Average # of Nights in Hotel/Motel	6.9	7.6	1 night
Travel Party Size (mean # of persons)	1.6	1.6	0
Gender: % Male (among adults)	65%	67%	2 pts.
Household Income (mean average)	\$85,300	\$88,600	\$3,300
Household Income (median average)	\$73,500	\$76,100	\$2,600
Average Age: Female	37	37	0 years
Average Age: Male	39	41	2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
<b>REGIONS</b>				
Pacific	45.9%	348	47.5%	383
Middle Atlantic	28.7%	217	35.8%	289
<b>STATES</b>				
California	41.1%	311	41.1%	331

(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.

(n/a) Estimate not available.

(\*\*) 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://tinet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinet.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 (or “In-Flight” survey) 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.

**Survey of International Air Travelers: Table Number and Description**

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