



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: South Korea



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Visitation Trends (Arrivals)

[Thousands of South Korean Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	618	639	618	627	705	758	806	759	142
Percentage Change (%)	-7%	3%	-3%	1%	13%	7%	6%	-6%	23%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$1,970	\$2,188	\$2,199	\$2,282	\$2,608	\$2,798	\$2,605	\$2,818	\$848
Travel Receipts	\$1,927	\$2,175	\$2,151	\$2,218	\$2,551	\$2,753	\$2,515	\$2,697	\$770
Passenger Fare Receipts	\$43	\$13	\$48	\$64	\$57	\$45	\$90	\$121	\$78
Change (%) in Total Exports	-14%	11%	1%	4%	14%	7%	-7%	8%	43%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	47%	42%	-5 pts.
Personal Computer	35%	40%	5 pts.
Friends/Relatives	16%	16%	0 pts.
Airlines Directly	12%	13%	1 pt.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	28%	34%	5 pts.
Business/Professional	31%	29%	-3 pts.
Visit Friends/Relatives	23%	18%	-5 pts.
Study/Teaching	9%	10%	1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	50%	55%	5 pts.
Visit Friends/Relatives	39%	31%	-8 pts.
Business/Professional	33%	31%	-3 pts.
Study/Teaching	13%	12%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	70%	69%	-2 pts.
Business & Convention	40%	37%	-3 pts.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	40%	38%	-2 pts.
Company or Private Auto	36%	36%	0 pts.
Rented Auto	29%	26%	-3 pts.
Airlines in U.S.	27%	24%	-4 pts.
City Subway/Tram/Bus	23%	24%	1 pt.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	76%	83%	7 pts.
Dining in Restaurants	62%	57%	-5 pts.
Sightseeing in Cities	39%	44%	5 pts.
Cultural Heritage Sites	30%	30%	0 pts.
Amusement/Theme Parks	25%	27%	2 pts.
Visit National Parks	21%	23%	2 pts.
Cruises	13%	20%	7 pts.
Visit Historical Places	18%	18%	-1 pt.
Art Gallery/Museum	21%	16%	-5 pts.
Concert/Play/Musical	16%	15%	-1 pt.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	52	57	4 days
Advance Trip Decision Time (med. days)	30	30	0 days
Prepaid Package	16%	17%	1 pt.
First International Trip to the U.S.	25%	34%	9 pts.
Length of Stay in U.S. (mean nights)	24.3	32.5	8 nights
Length of Stay in U.S. (median nights)	7.0	7.0	0 nights
Number of States Visited (% 1 state)	60%	65%	6 pts.
Average Number of States Visited	1.6	1.6	0 states
Hotel/Motel (% 1+ nights)	77%	77%	-1 pt.
Average # of Nights in Hotel/Motel	7.6	7.8	0 nights
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	67%	66%	-1 pt.
Household Income (mean average)	\$88,600	\$85,000	-\$3,600
Household Income (median average)	\$76,100	\$75,600	-\$500
Average Age: Female	37	34	-2 years
Average Age: Male	41	39	-2 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
Pacific	47.5%	383	41.4%	314
Middle Atlantic	35.8%	289	33.2%	252
STATES				
California	41.1%	331	36.9%	280

(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.

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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