

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: South Korea



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	806	759	744	1,108	1,145	1,251	1,360	1,450	643
Percentage Change (%)	6	-6	-2	49	3	9	9	7	80

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$4,569	\$5,138	\$4,624	\$5,788	\$6,026	\$6,045	\$7,046	\$7,785	\$3,216
Travel (all purposes including education)	\$4,479	\$5,015	\$4,535	\$5,694	\$5,903	\$5,910	\$6,890	\$7,617	\$3,138
Of which: Education Related	\$1,705	\$1,978	\$2,115	\$2,146	\$2,265	\$2,295	\$2,310	October	-
Of which: Other Business/ Personal Travel	\$2,729	\$2,989	\$2,384	\$3,509	\$3,594	\$3,573	\$4,535	October	-
Passenger Air Transportation ²	\$90	\$123	\$89	\$94	\$123	\$135	\$156	\$168	\$78
Change (%) in Total Exports	16	12	-10	25	4	0	17	10	70

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Online Travel Agency	24	32	7.9
Airlines	29	28	-0.8
Personal Recommendation	24	26	1.5
Tour Operator/Travel Club	20	18	-2.1
Travel Agency Office	18	13	-4.7
Corporate Travel Dept.	11	9	-2.6
Travel Guides	9	5	-3.4
National/State/City Travel Office	5	4	-1.6
Other	5	8	2.8

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	55	56	0.6
Visit Friends/Relatives	15	18	2.6
Business	11	10	-1.4
Education	8	8	0.3
Convention/Conference/Trade Show	9	7	-2.0
Religion/Pilgrimages	0.5	0.7	0.2
Health Treatment	0.1	0.3	0.2
Other	0.7	0.3	-0.4

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	65	66	0.8
Visit Friends/Relatives	23	27	4.2
Business	13	12	-1.0
Education	10	11	1.7
Convention/Conference/Trade Show	11	9	-2.2
Religion/Pilgrimages	0.7	0.9	0.2
Health Treatment	0.8	0.6	-0.2
Other	0.9	0.4	-0.5
NET PURPOSES OF TRIP:			
Leisure & VFR	77	80	3.0
Business & Convention	22	19	-3.3

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Sightseeing	81	78	-2.7
Shopping	76	74	-2.4
Experience Fine Dining	23	26	2.3
National Parks/Monuments	25	24	-0.7
Art Gallery/Museum	18	23	4.4
Historical Locations	17	20	2.5
Amusement/Theme Parks	20	19	-0.4
Cultural / Ethnic Heritage Sites	16	18	1.1
Water Sports	20	17	-2.1
Guided Tours	18	15	-3.8
Concert/Play/Musical	16	14	-1.5
Small Towns/Countryside	11	13	1.5
Sporting Event	11	12	0.6
American Indian Communities	8	9	0.6
Golfing/Tennis	7	7	-0.1
Casinos/Gamble	9	7	-2.6
Camping/Hiking	3	5	1.9
Environ./Eco. Excursions	4	4	-0.3
Nightclubbing/Dancing	4	4	0.0
Hunting/Fishing	3	3	0.3
Snow Sports	1	0.6	-0.5
Other	0.6	0.6	0.0



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Rented Auto	31	34	2.9
Taxicab/Limousine	29	33	3.9
Auto, Private or Company	27	27	0.1
Air Travel between U.S. Cities	25	26	1.1
City Subway/Tram/Bus	24	24	0.6
Bus between Cities	23	24	0.9
Ferry/River Taxi/Srt Scenic Cruise	7	5	-2.2
Railroad between Cities	4	3	-0.3
Cruise Ship/River Boat 1+ Nights	3	1	-1.9
Rented Bicycle/Motorcycle/Moped	1	1	-0.1
Motor Home/Camper	0.8	0.8	0.0

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	70	67	-3.1
Advance Trip Decision Time (median days)	46	50	4.0
Prepaid Package	28	24	-3.7
First International Trip to the U.S.	48	46	-2.0
Length of Stay in U.S. (mean nights)	19.0	19.7	0.7
Length of Stay in U.S. (median nights)	6	7	1.0
Number of States Visited (% 1 state)	73	74	1.2
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	83	82	-1.2
Average # of Nights in Hotel/Motel	9.6	9.7	0.1
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	54	50	-3.6
Household Income (mean average)	\$76,740	\$78,502	\$1,762
Household Income (median average)	\$53,400	\$54,534	\$1,134
Average Age: Female (among adults)	33	36	3.0
Average Age: Male (among adults)	38	38	0.7

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Pacific Islands	**	**	37.5	544

(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 incident 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.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? The NTTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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