

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2015** Market Profile: South Korea



# 2015 Market Profile: South Korea

## Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015/2008
Total Arrivals	759	744	1,108	1,145	1,251	1,360	1,460	1,765	1,005
Percentage Change (%)	-6	-2	49	3	9	9	7	21	132

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 <sup>r</sup>	2014 <sup>r</sup>	2015 <sup>r</sup>	Change 2015/2008
Total Travel and Tourism Exports <sup>2</sup>	\$5,138	\$4,624	\$5,788	\$6,026	\$6,048	\$7,108	\$7,398	\$8,117	\$2,979
Travel Receipts	\$5,015	\$4,535	\$5,694	\$5,903	\$5,913	\$6,966	\$7,244	\$7,973	\$2,958
Education Receipts	\$1,978	\$2,115	\$2,146	\$2,265	\$2,295	\$2,298	\$2,309	\$2,303	\$325
Other Business/Personal	\$2,989	\$2,384	\$3,509	\$3,594	\$3,573	\$4,622	\$4,887	\$5,620	\$2,631
Health/Border/Seasonal	\$48	\$36	\$39	\$44	\$45	\$46	\$48	\$50	\$2
Passenger Fare Receipts	\$123	\$89	\$94	\$123	\$135	\$142	\$154	\$144	\$21
% Change in Total Exports	12%	-10%	25%	4%	0%	18%	4%	10%	58%

## Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Online Travel Agency	32	33	1.3
Personal Recommendation	26	28	2.4
Airlines	28	24	-4.1
Tour Operator/Travel Club	18	21	2.3
Travel Agency Office	13	13	-0.4
Travel Guides	5	8	2.7
Corporate Travel Dept.	9	8	-1.2
National/State/City Travel Office	4	3	-0.2
Other	8	6	-1.5

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## Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	56	62	6.7
Visit Friends/Relatives	18	17	-1.5
Business	10	8	-1.2
Convention/Conference/Trade Show	7	7	-0.5
Education	8	6	-2.6
Religion/Pilgrimages	0.7	0.3	-0.4
Health Treatment	0.3	0.1	-0.2
Other	0.3	0.0	-0.3

## All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Vacation/Holiday	66	71	4.8
Visit Friends/Relatives	27	23	-3.9
Business	12	10	-1.9
Convention/Conference/Trade Show	9	9	0.8
Education	11	7	-4.1
Religion/Pilgrimages	1	2	0.9
Health Treatment	1	1	-0.1
Other	0.4	0.0	-0.4
<b>NET PURPOSES OF TRIP:</b>			
Leisure & VFR	80	83	2.3
Business & Convention	19	17	-2.1

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Sightseeing	78	80	1.3
Shopping	74	74	0.1
National Parks/Monuments	24	24	-0.5
Experience Fine Dining	26	21	-4.6
Water Sports	17	20	2.9
Art Gallery/Museum	23	19	-3.4
Amusement/Theme Parks	19	18	-1.2
Cultural / Ethnic Heritage Sites	18	17	-0.5
Historical Locations	20	17	-3.1
Concert/Play/Musical	14	14	-0.9
Small Towns/Countryside	13	13	0.2
Sporting Event	12	12	0.4
Guided Tours	15	12	-2.7
Casinos/Gamble	7	8	1.2
American Indian Communities	9	7	-1.3
Camping/Hiking	5	5	0.3
Golfing/Tennis	7	5	-2.4
Nightclubbing/Dancing	4	5	0.8
Hunting/Fishing	3	4	0.8
Environ./Eco. Excursions	4	3	-1.5
Snow Sports	1	2	0.9
Other	1	1	0.1



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## Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change <sup>(3)</sup>
Rented Auto	34	38	3.7
Taxicab/Limousine	33	30	-2.7
City Subway/Tram/Bus	24	25	1.0
Air Travel between U.S. Cities	26	24	-2.5
Auto, Private or Company	27	24	-3.5
Bus between Cities	24	22	-1.9
Ferry/River Taxi/Srt Scenic Cruise	5	6	1.1
Railroad between Cities	3	4	0.3
Cruise Ship/River Boat 1+ Nights	1	1	-0.1
Rented Bicycle/Motorcycle/Moped	1	1	0.0
Motor Home/Camper	0.8	0.1	-0.7

## Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change <sup>(3)</sup>
Advance Trip Decision Time (mean days)	67	77	10.3
Advance Trip Decision Time (median days)	50	60	10.0
Prepaid Package	24	25	1.0
First International Trip to the U.S.	46	43	-2.8
Length of Stay in U.S. (mean nights)	19.7	15.0	-4.7
Length of Stay in U.S. (median nights)	7	6	-1.0
Number of States Visited (% 1 state)	74	75	1.5
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	82	83	1.3
Average # of Nights in Hotel/Motel	9.7	10.4	0.7
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	50	57	6.1
Household Income (mean average)	\$78,502	\$66,166	-\$12,336
Household Income (median average)	\$54,534	\$54,000	-\$534
Average Age: Female (among adults)	36	34	-2.1
Average Age: Male (among adults)	38	37	-0.8

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

Visitation to U.S. Destinations/Regions <sup>(3)</sup> (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000)
<b>Regions</b>				
Pacific Islands	37.55	548	41.65	735
<b>States</b>				
Hawaii	**	**	14.20	251
<b>Cities</b>				
Honolulu Oahu	**	**	12.04	212

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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 for travel between the United States and foreign countries and between two foreign points).  
  
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>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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) Not available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.
- Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, visit: <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**

Table 1	Country of Residence	Table 20	Number of Destinations Visited
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Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
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Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
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Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
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Table 13	Purpose(s) of Trip	Table 32	Main Factor in Airline Choice
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Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



# 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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