

	A	B	C	D	E	F	G	H	I	J	K
1	SOUTH KOREA Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		744	1,108	1,145	1,251	1,360	1,460	1,765	1,974	1,230
7		% Change	-2	49	3	9	9	7	21	12	165
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014	2015	2016 ^P	Change 2016 / 2009
11	Total Travel & Tourism Exports²		\$4,624	\$5,788	\$6,026	\$6,048	\$7,108	\$7,391	\$8,273	\$8,625	\$4,001
12	Travel Receipts (at U.S. destinations)		\$4,535	\$5,694	\$5,903	\$5,913	\$6,966	\$7,237	\$8,129	\$8,492	\$3,957
13	Education Receipts		\$2,115	\$2,146	\$2,265	\$2,295	\$2,298	\$2,309	\$2,303	n/a	n/a
14	Other Business/Personal Receipts		\$2,384	\$3,509	\$3,594	\$3,573	\$4,622	\$4,887	\$5,620	n/a	n/a
15	Health/Border/Seasonal		\$36	\$39	\$44	\$45	\$46	\$41	\$206	n/a	n/a
16	Passenger Fare Receipts (on U.S. carriers)		\$89	\$94	\$123	\$135	\$142	\$154	\$144	\$133	\$44
17	% Change in Total Receipts		-10	25	4	0	18	4	12	4	87
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
21		Personal Recommendation	28	37	8.4						
22		Online Travel Agency	33	30	-3.1						
23		Airlines	24	24	0.5						
24		Tour Operator/Travel Club	21	13	-7.6						
25		Travel Agency Office	13	12	-0.7						
26		Travel Guides	8	9	0.4						
27		Corporate Travel Dept.	8	7	-0.9						
28		National/State/City Travel Office	3	4	0.6						
29		Other	6	9	2.4						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
32		Vacation/Holiday	62	67	5.1						
33		Visit Friends/Relatives	17	12	-4.3						
34		Business	8	9	0.6						
35		Convention/Conference/Trade Show	7	6	-0.5						
36		Education	6	5	-1.2						
37		Religion/Pilgrimages	0.3	1	0.2						
38		Health Treatment	0.1	0.0	-0.1						
39		Other	0.0	0.0	0.0						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change³ (Points)						
42		Vacation/Holiday	71	74	3.4						
43		Visit Friends/Relatives	23	21	-2.0						
44		Business	10	11	1.2						
45		Convention/Conference/Trade Show	9	8	-1.6						
46		Education	7	7	-0.7						
47		Religion/Pilgrimages	2	1	-0.7						
48		Health Treatment	1	0.1	-0.4						
49		Other	0.0	0.1	0.1						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	83	83	0.2						
53		Business & Convention	17	17	0.4						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Rented Auto	38	41	3.1						
57		Taxicab/Limousine	30	30	-0.1						
58		City Subway/Tram/Bus	25	24	-1.4						
59		Bus between Cities	22	22	-0.5						
60		Air Travel between U.S. Cities	24	22	-2.4						
61		Auto, Private or Company	24	21	-2.7						
62		Ride-Sharing Service	-	14	-						
63		Ferry/River Taxi/Short Scenic Cruise	6	4	-1.7						
64		Railroad between Cities	4	2	-1.3						
65		Cruise Ship/River Boat 1+ Nights	1	1	0.0						
66		Motor Home/Camper	0.1	1	1.1						
67		Rented Bicycle/Motorcycle/Moped	1	1	-0.6						
68	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
69		Sightseeing	80	77	-2.4						
70		Shopping	74	72	-1.4						
71		National Parks/Monuments	24	26	2.1						
72		Experience Fine Dining	21	25	4.0						
73		Amusement/Theme Parks	18	20	1.8						
74		Art Gallery/Museum	19	18	-0.9						
75		Water Sports	20	17	-3.8						
76		Historical Locations	17	15	-1.7						
77		Cultural / Ethnic Heritage Sites	17	13	-3.7						
78		Concert/Play/Musical	14	12	-1.7						
79		Guided Tours	12	10	-1.5						
80		American Indian Communities	7	10	2.1						
81		Small Towns/Countryside	13	9	-3.6						
82		Casinos/Gamble	8	8	-0.1						
83		Sporting Event	12	6	-5.8						
84		Golfing/Tennis	5	5	0.3						
85		Environ./Eco. Excursions	3	3	0.1						
86		Nightclubbing/Dancing	5	3	-2.0						
87		Camping/Hiking	5	2	-2.9						
88		Hunting/Fishing	4	2	-2.0						
89		Snow Sports	2	0.4	-1.1						
90		Other	1	1	-0.2						
91											
92	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
93		Advance Trip Decision Time (mean days)	77	68	-9.0						
94		Advance Trip Decision Time (median days)	60	60	0.0						
95		Prepaid Package	25	21	-4.1						
96		First International Trip to the U.S.	43	48	4.8						
97		Length of Stay in U.S. (mean nights)	15.0	13.7	-1.3						
98		Length of Stay in U.S. (median nights)	6	6	0.0						
99		Number of States Visited (% 1 state)	75	75	-0.6						
100		Average Number of States Visited	1.4	1.4	0.0						
101		Hotel/Motel (% 1+ nights)	83	86	3.0						
102		Average # of Nights in Hotel/Motel	10.4	7.7	-2.7						
103		Travel Party Size (mean # of persons)	1.8	1.9	0.1						
104		Gender: % Male (among adults)	57	55	-1.1						
105		Household Income (mean average)	\$ 66,166	\$ 62,860	-\$3,306						
106		Household Income (median average)	\$ 54,000	\$ 50,000	-\$4,000						
107		Average Age: Female (among adults)	34	35	0.6						
108		Average Age: Male (among adults)	37	38	0.4						
109											

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	VISITATION TO U.S. DESTINATIONS⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016¹ (000s)					
110											
111											
112	Regions										
113	Pacific Islands		41.65	735	45.83	905					
114	States										
115	Hawaii		14.20	251	15.43	305					
116	Cities										
117	Honolulu Oahu		12.04	212	**	**					
118											
119	Notes:										
120	(1)	2015 arrivals and percent change reflect a combination of additional records counted and market conditions.									
121	(2)	<p><i>Total Travel & Tourism Exports</i> = 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).</p> <p>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</p>									
122											
123											
124	(3)	Percentage-point and percentage changes are based on non-rounded data.									
125											
126	(4)	Only census region, state, and city destinations having a sample size of 400 or more are displayed.									
127											
128	(-)	No estimate available.									
129											
130	(n/a)	Estimate not yet available.									
131											
132	(**)	Estimate not shown due to sample size fewer than 400 for this year.									
133											
134	(r)	Estimate was revised.									
135											
136	(p)	Estimate is preliminary and subject to revision.									
137											
138	Note:	This profile shows only a portion of the 37 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://travel.trade.gov/research/index.html									
139											
140		For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html									
141											
142		Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:									
143		http://travel.trade.gov/research/reports/ifs/customized.asp									
144											
145		Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis									
146											
147		Publication Date: August 2017									