



South Korean Travelers to Virginia 2018



20,000
South Korean Travelers

61% Virginia as a Main Destination

33% Virginia as Main Port of Entry

14.2 Nights Average Length of Stay

2.1 Average number of States visited

69% Traveled to the U.S prior to this trip

Main Purpose

68% Friends & Family

15% Vacation

1% Business

3% Convention

13% Study

Traveler Demographics

\$137,350
Average Household Income

Traveler Occupation

27%
Student

19%
Sales & Office

16%
management/
business/
science/arts

\$3,076
Spending per visitor per trip

26% Stayed in Hotels

Spending categories

25%
Lodging

28%
Food/
Beverages

24%
Shopping

0%
Entertainment/
Recreation

16%
Ground
Transportation

1%
Additional Air
Transportation

4%
Other

Top Activities

79%
Shopping

66%
Sightseeing

52%
Historical
locations

37%
National parks/
Monuments

33%
Art galleries/
museums

24%
Fine dining

20%
Cultural/Ethnic
heritage sites

14%
Amusement
parks

13%
Small towns/
countryside

9%
Concert/play/
Musical

8%
Casino/
Gamble

7%
Golfing/
Tennis

7%
Water
sports

7%
Environmental/
Eco. Excursions

6%
Camping
/Hiking

Trip Planning

95 Days
Prior to departure

10%
1 Month

39%
2 Months

25%
3 Months

8%
4 Months

17%
More than 4
Months

Month of Travel

21%
Spring

29%
Fall

17%
Summer

32%
Winter

Travel Information Sources

61%
Airline

38%
Personal
Recommendation

15%
Online Travel
Agency

5%
Tour Operator/
Travel Club

3%
Travel Agency
Office

2%
Corporate Travel
Department

1%
Other

0%
Travel Guide

0%
National/State/
City Travel
Office

Travel Parties

79%
Solo

8%
Couples

12%
Travel with
family/relatives

2%
Travel with
children