South Korean Travelers to Virginia 2018

20,000 South Korean Travelers

- 61% Virginia as a Main Destination
- 33% Virginia as Main Port of Entry

$3,076 Spending per visitor per trip

- 26% Stayed in Hotels

14.2 Nights Average Length of Stay

- 2.1 Average number of States visited
- 69% Travelled to the U.S prior to this trip

Main Purpose

- 68% Family & Friends
- 15% Vacation
- 1% Business
- 3% Convention
- 13% Study

Traveler Demographics

- Average Household Income: $137,350

Traveler Occupation

- 27% Student
- 19% Sales & Office
- 16% Management

Spending categories

- 25% Lodging
- 28% Food/Beverages
- 16% Ground Transportation
- 1% Additional Air Transportation
- 4% Other

Top Activities

- 79% Shopping
- 66% Sightseeing
- 52% Historical Locations
- 37% National Parks/ Monuments

Trip Planning

- 95 Days Prior to departure
- 10% 1 Month
- 39% 2 Months
- 25% 3 Months
- 17% More than 3 Months
- 8% 4 Months

Month of Travel

- 21% Spring
- 29% Fall
- 32% Winter
- 17% Summer

Travel Information Sources

- 61% Airline
- 38% Personal Recommendation
- 15% Online Travel Agency
- 3% Travel Agency Office
- 2% Corporate Travel Department
- 5% Tour Operator/ Travel Club
- 1% Other

Travel Parties

- 79% Solo
- 8% Couples
- 12% Travel with friends/family
- 2% Travel with children

Sources: National Travel & Tourism Office; Travel Market Insights, Inc; Tourism Economics (n=82)