

South Korean Travelers to Virginia 2018





Travelers

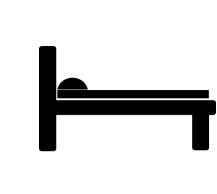


Virginia as a Main Destination



33%

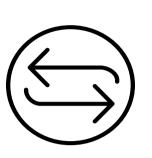
Virginia as Main Port of Entry



14.2
Nights Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip

Main Purpose



Friends & Family



15% Vacation



% Business



Convention



Study

Traveler Demographics



Average Household Income

Traveler Occupation

Student

Sales & Office

management/ business/ science/arts



\$3,076 Spending per visitor per trip



26% Stayed in Hotels

Spending categories



25% Lodging



Food/ Beverages



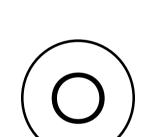


Entertainment/

Recreation







Other

Top Activities







Historical locations



National parks/

Monuments



Art galleries/ museums





Cultural/Ethnic heritage sites



Amusement

parks



Small towns/ countryside





Casino/ Gamble



Golfing/ Tennis



sports



Envirgonmental/

Eco. Excursions



Camping /Hiking

Trip Planning



95 Days Prior to departure

10% 1 Month

39% 2 Months

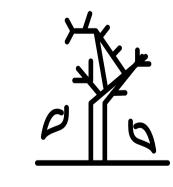
25% 3 Months

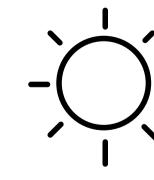
8% 4 Months

7% More than 4 Months

Month of Travel









Winter

Travel Information Sources

Airline

5%

Tour Operator/

Travel Club

1 %

Other

38% Personal Recommendation

3%

Travel Agency

Office

Online Travel Agency

Corporate Travel Department

Travel Guide

National/State/ City Travel Office

Travel Parties





Couples



Travel with

children