## South Korean Travelers to Virginia 2019

**21,000** South Korean Travelers

- **56%** Virginia as a Main Destination
- **34%** Virginia as Main Port of Entry

**14.3 Nights** Average Length of Stay

**2.8** Average number of States visited

**$3,325** Spending per visitor per trip

- **25%** Stayed in Hotels

**$154,976** Average Household Income

### Traveler Demographics

- **47%** management/business/individuals
- **21%** students
- **14%** sales and others

### Traveler Occupation

- **44%** with children
- **21%** with family

### Spending categories

- **28%** Lodging
- **28%** Food/Beverages
- **21%** Shopping
- **16%** Ground Transportation
- **10%** Entertainment/Recreation

### Top Activities

- **84%** Shopping
- **65%** Sightseeing
- **54%** Historical locations
- **44%** Art galleries/museums
- **42%** National parks/monuments
- **41%** Cultural/ethnic heritage sites
- **40%** Additional activities

### Travel Information Sources

- **51%** Airline
- **48%** Online Travel Agency
- **24%** Personal Recommendation

### Travel Parties

- **82%** Solo
- **12%** Friends & Family
- **8%** Couples
- **3%** Travel with children

### Month of Travel

- **41%** Spring
- **22%** Fall
- **16%** Summer
- **21%** Winter

### Trip Planning

- **85 Days** Prior to departure
- **14%** 1 Month
- **27%** 2 Months
- **39%** 3 Months
- **10%** More Than 4 Months

### Month of Travel

- **51%** January
- **24%** February
- **11%** March
- **11%** April
- **9%** May
- **8%** June
- **7%** July
- **7%** August
- **7%** September
- **7%** October
- **6%** November
- **5%** December

### Travel Information Sources

- **5%** Hotel/Restaurant
- **5%** Top Operator/Travel Club
- **4%** Corporate Travel Department

### Travel Parties

- **82%** Solo
- **12%** Friends & Family
- **8%** Couples
- **3%** Travel with children

Sources: National Travel & Tourism Office, Travel Market Insights, Inc; Tourism Economics (n=75)