



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

80% Traveled to the U.S. prior to this trip

Main Purpose

78% Friends & Family

9% Vacation

1% Business

2% Convention

10% Study

Traveler Demographics

\$154,976
Average Household Income

Traveler Occupation

47% management/business/science/arts

21% student

14% sales and office

\$3,325
Spending per visitor per trip

25% Stayed in Hotels

Spending categories

28% Lodging

28% Food/Beverages

21% Shopping

1% Entertainment/Recreation

16% Ground Transportation

1% Additional Air Transportation

2% Other

Top Activities

84% Shopping

65% Sightseeing

54% Historical locations

44% Art galleries/museums

42% National parks/Monuments

34% Fine dining

26% Amusement parks

19% Cultural/Ethnic heritage sites

10% Small towns/countryside

7% Environmental/Eco. Excursions

6% Water sports

6% Camping/Hiking

5% Casino/Gamble

4% American Indian Communities

4% Nightclub/dancing

Trip Planning

85 Days
Prior to departure

14%
1 Month

27%
2 Months

39%
3 Months

10%
4 Months

11%
More than 4 Months

Month of Travel

41% Spring

22% Fall

16% Summer

21% Winter

Travel Information Sources

51% Airline

48% Online Travel Agency

24% Personal Recommendation

6% Travel Agency Office

5% Tour Operator/Travel Club

2% Corporate Travel Department

2% National/State/City Travel Office

2% Travel Guide

1% Other

Travel Parties

82% Solo

8% Couples

12% Travel with family/relatives

3% Travel with children