

# South Korean Travelers to Virginia 2019





South Korean Travelers

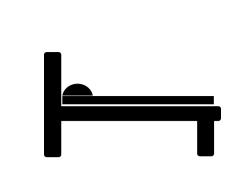


Virginia as a Main Destination



34%

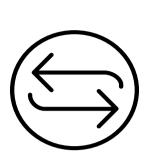
Virginia as Main Port of Entry



Average Length of Stay



Average number of States visited



Traveled to the U.S prior to this trip

### **Main Purpose**



78% Friends & Family



9% Vacation



Business



Convention



Study





\$154,976 Average Household Income

## **Traveler Occupation**

management/ business/ science/arts student sales and

office



\$3,325 Spending per visitor per trip



25% Stayed in Hotels

#### Spending categories



28% Lodging



Food/ Beverages











#### **Top Activities**





Sightseeing



Historical locations



Art galleries/

museums

National parks/ Monuments



Fine dining



Amusement parks



Cultural/Ethnic heritage sites



Small towns/

countryside



7% Environmental/ Eco. Excursions



sports



Camping /Hiking



Casino/ Gamble



Indian

Communities



Nightclub/

dancing

# **Trip Planning**



85 Days Prior to departure

14% 1 Month

27% 2 Months

39% 3 Months

10% 4 Months

More than 4 Months

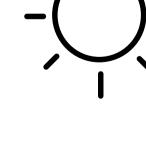
#### **Month of Travel**

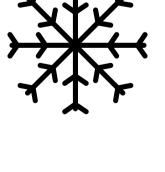




22% Fall







Winter

#### **Travel Information Sources**

51% Airline

Online Travel Agency

24% Personal Recommendation

5% 6% Travel Agency Office

2%

2% National/State/ City Travel Office

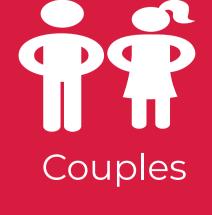
Tour Operator/ Travel Club

Corporate Travel Department

% Travel Other Guide

**Travel Parties** 









children