

## CHARACTERISTICS OF TRAVELERS FROM SOUTH KOREA TO CALIFORNIA – 2009

South Korea was California’s fifth largest overseas markets with approximately 277,000 visitors to California in 2009. Collectively visitors from South Korea spent approximately \$326 million in California.

South Korean visitors to California during 2009 reported spending \$84 per day during a 14.0 night average stay or approximately \$1,176 per visitor. The average spending for all overseas visitors to California was about \$1,205 (\$103 per day; 11.7 nights in California).

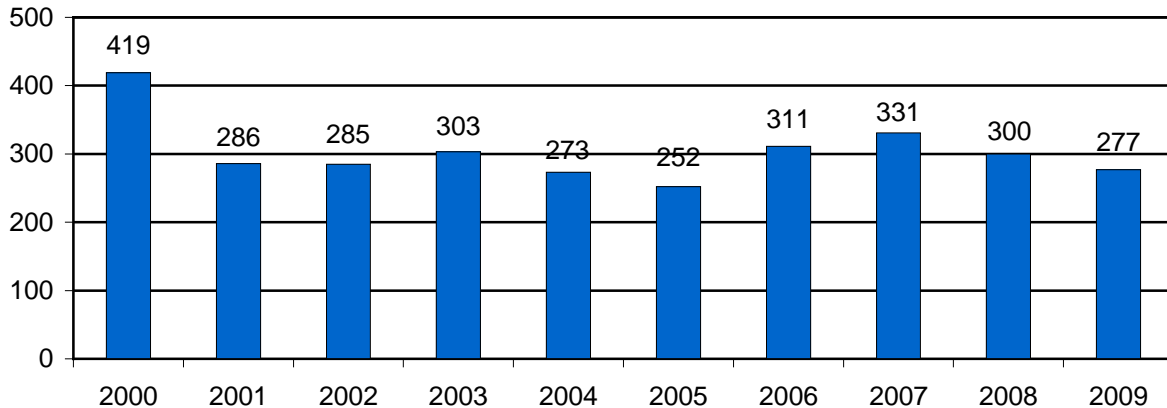
### Visitors From South Korea

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
1999	498,643	61.5%	307,000
2000	661,844	63.3%	419,000
2001	617,892	46.3%	286,000
2002	638,697	44.7%	285,000
2003	617,573	49.0%	303,000
2004	626,595	43.5%	273,000
2005	705,093	35.8%	252,000
2006	757,721	41.1%	311,000
2007	806,175	41.1%	331,000
2008	759,394	39.5%	300,000
2009	743,846	37.2%	277,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

### Number of Visitors from South Korea to CA, 2000-2009 (in 000s)



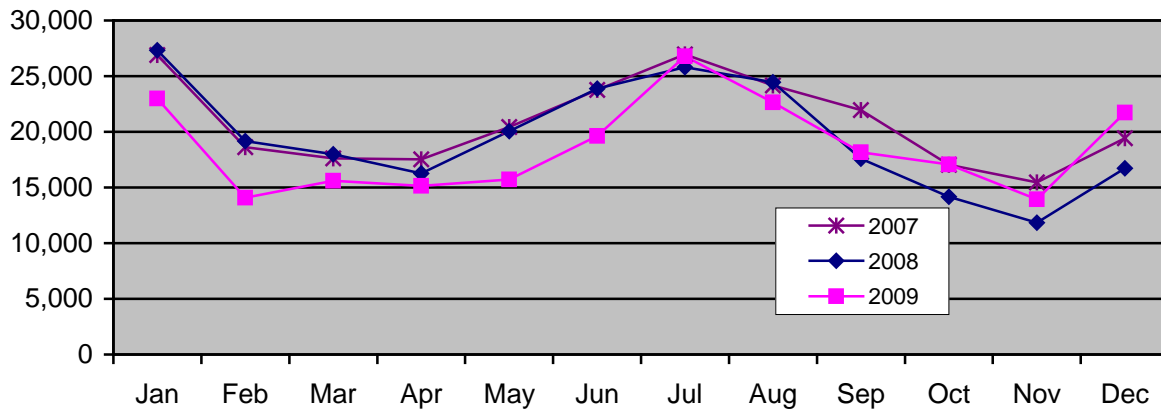
Source: International Trade Administration, Office of Travel and Tourism Industries.

Visitor volume from South Korea to California was at its peak in 2000 with 419,000 visitors. California's market share of South Korean visitors to the U.S. was at its highest that year at 63%. Since then, the percentage of South Korean visitors who visit California has not risen above 49%. The volume of visitors to California from South Korea was 277,000 in 2009.

### South Korean Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from South Korea to California were lower during the first six months of 2009 compared with 2007 and 2008, then mostly the same during the last six months of 2009. In all years, South Korean resident arrivals at California ports-of-entry peaked in January and July. The lowest volumes were recorded in February and November.

**Residents of South Korea  
Monthly Port of Entry Arrivals to CA  
2007-2009**



U.S. Department of Homeland Security, I-94 Form; CIC Research, Inc.

## Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from South Korea are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from South Korea are more likely to:

- Mention visiting friends or relatives as the main purpose of their trip
- Have shorter trip planning and advance airline booking horizons
- Travel with business associates
- Stay in a private home
- Use a company or private auto for transportation while in the U.S.
- Pay cash for trip expenses
- Have a lower annual household income

Conversely, visitors from South Korea are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Select an airline based on airfare
- Travel with a spouse
- Stay in a hotel/motel
- Visit San Francisco, Las Vegas, or New York City
- Experience leisure activities such as dining out, sightseeing in cities, visiting historical places, national parks, small towns, and touring the countryside
- Use airlines, a taxi/limousine or a city subway/tram/bus for transportation while in the U.S.
- Use a credit card for trip expenses

### Characteristics of Travelers from South Korea to California – 2009

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from South Korea (n = 640)	Leisure Visitors from South Korea (n = 365)
<b>Primary Purpose of Trip</b>			
Leisure/Recreation/Holidays	47%	30%	50%
Business/Professional	22%	27%	-
Visit Friends/Relatives	21%	31%	50%
Convention/Conference	6%	3%	-
Other Purpose	5%	9%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Leisure/Recreation/Holidays	65%	54%	74%
Visit Friends/Relatives	37%	44%	64%
Business/Professional	26%	31%	5%
Convention/Conference	8%	9%	2%
<b>Sources Used to Plan Trip**</b>			
Airlines Directly	23%	17%	19%
Corporate Travel Department	8%	10%	2%
Personal Computer	43%	43%	45%
Friends/Relatives	18%	16%	23%
Newspapers/Magazines	3%	3%	3%
State/City Travel Office	4%	2%	1%
Tour Company	7%	4%	3%
Travel Agency	40%	36%	37%
Travel Guides	10%	7%	8%
<b>Advance Planning for Trip</b>			
7 days or less	7%	12%	7%
8 - 30 days	28%	51%	49%
31 - 60 days	19%	24%	27%
61 - 90 days	12%	7%	10%
More than 3 Months	34%	7%	7%
Total	100%	100%	100%
Average Planning Time in Days	100 days	45 days	49 days
<b>Advance Airline Reservations</b>			
7 days or less	13%	25%	16%
8 - 30 days	38%	61%	67%
31 - 60 days	16%	10%	11%
61 - 90 days	10%	3%	3%
91 - 120 days	6%	-	1%
121 - 180 days	10%	1%	1%
6 Months or More	7%	-	-
Total	100%	100%	100%
Average Booking in Days	67 days	25 days	28 days

\* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.

\*\* Multiple response question. Table may add to more than 100%.

Sources: International Trade Administration Office of Travel and Tourism Industries  
"Survey of International Air Travelers."

**Characteristics of Travelers from South Korea to California  
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from South Korea (n = 640)	Leisure Visitors from South Korea (n = 365)
<b>Means of Booking Air Trip</b>			
Airlines Directly	13%	15%	18%
Corporate Travel Department	9%	12%	4%
Personal Computer	25%	19%	22%
Travel Agent	46%	50%	53%
Travel Club	1%	1%	1%
Tour Operator	5%	1%	1%
Other/Don't Know	2%	2%	2%
Total	100%	100%	100%
<b>Main Factor in Selecting Airline</b>			
Airfare	32%	21%	22%
Schedule	13%	10%	6%
Non-Stop Flight	12%	18%	19%
Mileage Bonus/Frequent Flyer Program	10%	17%	18%
Previous Good Experience	9%	12%	13%
Safety Reputation	6%	5%	6%
Airline Loyalty	4%	2%	1%
In-flight Service	5%	13%	12%
Employer policy	3%	1%	-
Other	6%	1%	3%
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	81%	82%	82%
Executive/Business	17%	16%	17%
First Class	2%	1%	1%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	14%	11%	14%
No	86%	89%	86%
Total	100%	100%	100%
<b>Advance Package Booking</b>			
7 days or less	4%	8%	8%
8 - 30 days	24%	79%	76%
31 - 60 days	13%	5%	7%
61 - 90 days	13%	5%	6%
91 - 120 days	8%	1%	1%
121 - 180 days	18%	2%	3%
6 Months or More	20%	-	-
Total	100%	100%	100%

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**Characteristics of Travelers from South Korea to California  
(2009 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,255)	All Visitors from South Korea (n = 640)	Leisure Visitors from South Korea (n = 365)
<b>Travel Companions**</b>			
Business Associates	8%	23%	8%
Family/Relatives	25%	24%	37%
Friends	11%	4%	4%
Spouse	28%	16%	23%
Tour Group	2%	3%	3%
Traveling Alone	38%	37%	35%
<b>Average Travel Party Size</b>	1.6	1.5	1.6
<b>Median Travel Party Size</b>	1.0	1.0	1.0
<b>Type of Lodging**</b>			
Hotel / Motel	76%	65%	48%
Private Home	30%	44%	61%
Other	4%	1%	-
<b>Length of Stay</b>			
Mean Nights in the U.S.	22.4 nights	24.7 nights	21.9 nights
Mean Nights in California	11.7 nights	14.0 nights	15.0 nights
% of California Nights	52%	57%	68%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	28%	27%	28%
Average Trips to the U.S. in Past Year	1.7 trips	2.3 trips	1.8 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	7.7 trips	5.7 trips
<b>Average Number of States Visited</b>	2.1 states	1.5 states	1.5 states
<b>Average Number of Destinations Visited</b>	3.0 dest.	1.9 dest.	1.9 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	55%	62%	72%
San Francisco	48%	37%	34%
Las Vegas	30%	19%	22%
New York City	18%	6%	5%
San Diego	13%	10%	7%
Anaheim-Santa Ana	7%	5%	5%
Grand Canyon	7%	2%	3%
San Jose	6%	8%	3%
Yosemite	4%	-	1%
Chicago	4%	3%	2%
DC Metro Area	4%	2%	2%
Monterey-Salinas	4%	1%	1%
Riverside/San Bernardino	4%	2%	1%
Seattle	3%	5%	4%
Sacramento	3%	2%	2%
Santa Barbara	3%	1%	1%
Oakland	2%	2%	2%

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**Characteristics of Travelers from South Korea to California  
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<b>Activities Experienced While in the U.S.**</b>			
Shopping	87%	87%	89%
Dining Out	86%	68%	72%
Sightseeing in Cities	56%	41%	48%
Historical Places	45%	14%	17%
National Parks	39%	23%	26%
Amusement/Theme Parks	39%	38%	47%
Visiting Small Towns	38%	15%	16%
Cultural Heritage Sites	32%	28%	29%
Touring Countryside	31%	21%	23%
Casinos/Gambling	27%	21%	25%
Art Gallery/Museum	26%	17%	18%
Guided Tours	24%	14%	18%
<b>Transportation While in the U.S.**</b>			
Airlines in U.S.	39%	21%	22%
Taxi/Limousine	39%	26%	23%
Rented Auto	38%	30%	20%
Company or Private Auto	29%	47%	59%
City Subway/Tram/Bus	26%	17%	17%
Railroad between Cities	11%	5%	6%
Bus between Cities	10%	8%	10%
Motor Home/Camper	2%	1%	1%
<b>Visitor Spending in the U.S.</b>			
Per Travel Party Per Trip (U.S.)	\$3,584	\$3,160	\$2,585
Per Visitor/Trip (U.S.)	\$2,308	\$2,078	\$1,662
Per Visitor Per Day	\$103	\$84	\$76
Per Visitor/Trip (California)	\$1,205	\$1,176	\$1,140
<b>Spending by Category (Per Visitor/Trip)</b>			
Lodging	\$660	\$488	\$231
Food/Beverages	\$463	\$364	\$294
Gifts/Souvenirs	\$395	\$451	\$471
Transportation in the U.S.	\$348	\$262	\$141
Entertainment	\$234	\$155	\$154
Expenses at the Airport	\$34	\$63	\$57
Other	\$174	\$296	\$313
<b>Total Spending Per Visitor/Trip</b>	<b>\$2,308</b>	<b>\$2,078</b>	<b>\$1,662</b>

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<b>Payment Method for Trip Expenses</b>			
Credit Cards	50%	41%	36%
Cash	41%	54%	61%
Debit Cards	7%	3%	1%
Travelers Checks	2%	2%	2%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	43 years	39 years	42 years
Average Age - Females	39 years	35 years	36 years
<b>Occupation</b>			
Professional/Technical	35%	36%	31%
Manager/Executive	28%	19%	15%
Student	10%	15%	13%
Retired	8%	1%	2%
Clerical/Sales	7%	9%	10%
Other	13%	20%	30%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	9%	6%	8%
\$20,000 - \$39,999	14%	13%	13%
\$40,000 - \$59,999	14%	17%	19%
\$60,000 - \$79,999	13%	19%	18%
\$80,000 - \$99,999	11%	12%	10%
\$100,000 - \$119,999	9%	11%	11%
\$120,000 - \$139,999	6%	6%	5%
\$140,000 - \$159,999	5%	3%	3%
\$160,000 - \$179,999	3%	2%	2%
\$180,000 - \$199,999	3%	1%	1%
\$200,000 and over	12%	10%	10%
Total	100%	100%	100%
Average Annual Income	\$94,800	\$87,500	\$85,100

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