

## CHARACTERISTICS OF TRAVELERS FROM SOUTH KOREA TO CALIFORNIA – 2014

South Korea was California’s seventh largest overseas market with approximately 397,000 visitors to California in 2014. Collectively visitors from South Korea spent approximately \$965 million in California.

South Korean visitors to California during 2014 reported spending \$137 per day during a 17.8 night average stay or approximately \$2,430 per visitor. The average spending for all overseas visitors to California was about \$1,872 (\$153 per day; 12.2 nights in California).

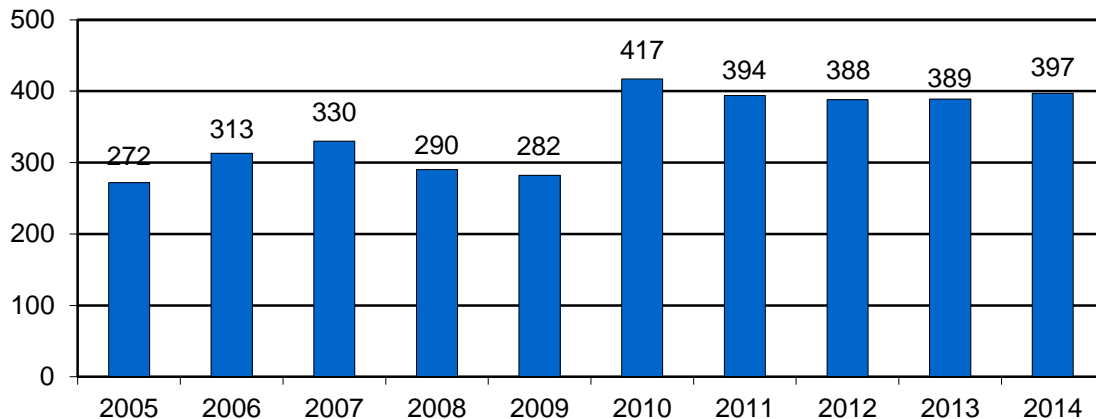
### Visitors From South Korea

Year	Total U.S. Arrivals <sup>1</sup>	California Market Share <sup>2</sup>	Visitors to California (est.)
2004	626,595	44.2%	277,000
2005	705,093	38.6%	272,000
2006	757,721	41.3%	313,000
2007	806,175	40.9%	330,000
2008	759,394	38.2%	290,000
2009	743,846	37.9%	282,000
2010	1,107,518	37.7%	417,000
2011	1,145,216	34.4%	394,000
2012	1,251,432	31.0%	388,000
2013	1,359,924	28.6%	389,000
2014	1,449,538	27.4%	397,000

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

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

### Number of Visitors from South Korea to CA, 2005-2014 (in 000s)



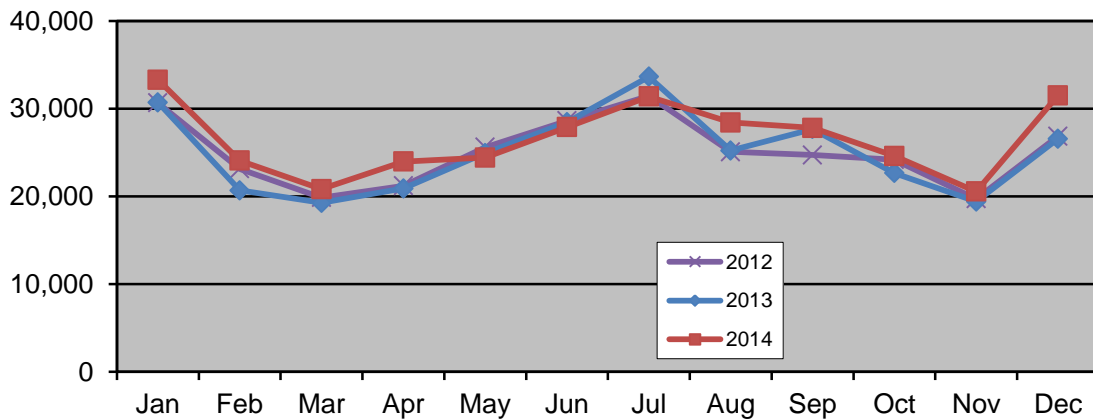
Sources: U.S. Dept. of Commerce, National Travel and Tourism Office, Revised by Tourism Economics for Visit California (October, 2015).

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 up slightly in 2014 at 397,000, still down from a high of 417,000 in 2010.

### South Korean Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from South Korea to California were nearly unchanged during most months of 2014 compared with 2012 and 2013. In all years, South Korean resident arrivals at California ports-of-entry peaked in January and July. The lowest volumes in 2013 were recorded in March and November.

**Residents of South Korea  
Monthly Port of Entry Arrivals to CA  
2012-2014**



Sources: U.S. Department of Homeland Security, I-94 International Arrival Records, CIC Research, Inc., Visitor volume and spending estimates for California were prepared by Tourism Economics under a separate contract to Visit California.

## 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:

- Have shorter trip planning and advance airline booking horizons
- Plan or book their air travel with the assistance of a tour operator or travel club
- Select an airline based on non-stop flights
- Spend more nights in the U.S. and in California
- Spend a greater proportion of their nights in California
- Use a bus for transportation between U.S. cities
- Spend more per visitor per trip in California
- Use cash from home or travelers checks for trip expenses
- Work as a homemaker
- Have a lower average annual household income

Conversely, visitors from South Korea are less likely to:

- Travel to California for vacation/holiday purposes
- Plan their trip using information from a travel agency office, the airline, or a travel guide
- Experience many of the leisure activities listed
- Use a rented auto or a private/company auto for transportation between U.S. cities
- Use a credit card for trip expenses

## Characteristics of Travelers from South Korea to California – 2014

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from South Korea (n = 177)	Leisure Visitors from South Korea (n = 100)
<b>Primary Purpose of Trip</b>			
Vacation/Holidays	54%	44%	73%
Visit Friends/Relatives	18%	16%	27%
Business	13%	14%	-
Convention/Conference	8%	12%	-
Other Purpose	7%	14%	-
Total	100%	100%	100%
<b>Purpose of Trip**</b>			
Vacation/Holidays	66%	56%	79%
Visit Friends/Relatives	34%	33%	44%
Business	18%	18%	-
Convention/Conference	12%	12%	-
<b>Sources Used to Plan Trip**</b>			
Airline	43%	29%	27%
Online Travel Agency	32%	31%	32%
Travel Agency Office	25%	13%	10%
Personal Recommendation	29%	28%	34%
Travel Guide	15%	5%	3%
Corporate Travel Department	12%	11%	3%
Tour Operator/Travel Club	10%	17%	25%
National/State/City Travel Office	8%	4%	2%
<b>Advance Planning for Trip</b>			
7 days or less	5%	5%	2%
8 - 30 days	25%	41%	37%
31 - 60 days	19%	27%	35%
61 - 90 days	15%	12%	14%
More than 3 Months	36%	15%	14%
Total	100%	100%	100%
Average Planning Time in Days	106 days	63 days	66 days
<b>Advance Airline Reservations</b>			
7 days or less	9%	11%	7%
8 - 30 days	35%	55%	54%
31 - 60 days	19%	16%	21%
61 - 90 days	12%	10%	14%
91 - 120 days	8%	2%	<1%
121 - 180 days	10%	2%	2%
6 Months or More	8%	3%	4%
Total	100%	100%	100%
Average Booking in Days	74 days	44 days	47%

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

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

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from South Korea to California  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from South Korea (n = 177)	Leisure Visitors from South Korea (n = 100)
<b>Means of Booking Air Trip**</b>			
Travel Agency Office	29%	23%	19%
Airlines Directly	29%	21%	26%
Internet Booking Service	27%	31%	27%
Corporate Travel Department	12%	14%	1%
Tour Operator/Travel Club	10%	18%	28%
Other	1%	2%	-
<b>Main Factor in Selecting Airline</b>			
Airfare	31%	26%	31%
Non-Stop Flights	19%	31%	31%
Convenient Schedule	14%	13%	11%
Previous Good Experience	8%	4%	5%
Mileage Bonus/Frequent Flyer Program	6%	5%	5%
Safety Reputation	6%	5%	4%
Loyalty to Carrier	3%	3%	3%
In-flight Service Reputation	3%	6%	2%
Employer policy	2%	5%	6%
On-time Reputation	2%	2%	2%
Other	5%	1%	-
Total	100%	100%	100%
<b>Airline Seating Area</b>			
Economy/Tourist/Coach	83%	90%	95%
Premium Economy	9%	8%	4%
Executive/Business	8%	2%	-
First Class	1%	1%	1%
Total	100%	100%	100%
<b>Use of Package</b>			
Yes	15%	15%	20%
No	85%	85%	80%
Total	100%	100%	100%
<b>Travel Package Includes**</b>			
Attractions/Events/Entertainment	7%	8%	13%
Bus/Coach	6%	12%	15%
Guided Tours	6%	7%	12%
Meals	6%	10%	15%
Rental Car	5%	2%	1%
Tour Guide for Entire Trip	4%	5%	7%
Airfare and Accommodation Only	2%	1%	1%
Cruise	2%	2%	2%
Recreation	2%	<1%	1%

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

\*\* Multiple response question. Travel package must include airfare and accommodation and may include others.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."

**Characteristics of Travelers from South Korea to California  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from South Korea (n = 177)	Leisure Visitors from South Korea (n = 100)
<b>Travel Companions**</b>			
Traveling Alone	59%	56%	42%
Spouse/Partner	22%	15%	26%
Family/Relatives	15%	16%	27%
Friends	6%	10%	13%
Business Associates	3%	8%	-
Tour Group	1%	1%	1%
<b>Average Travel Party Size</b>	1.7	1.8	2.0
<b>Median Travel Party Size</b>	1.0	1.0	2.0
<b>Type of Lodging**</b>			
Hotel / Motel	76%	74%	64%
Private Home	30%	36%	52%
Other	6%	4%	7%
<b>Length of Stay</b>			
Mean Nights in the U.S.	23.4 nights	27.7 nights	17.8 nights
Mean Nights in California	12.2 nights	17.8 nights	13.2 nights
% of California Nights	52%	64%	74%
<b>Prior Visitation to the U.S.</b>			
First Trip to the U.S. (% Yes)	27%	35%	34%
Average Trips to the U.S. in Past Year	1.7 trips	1.5 trips	1.4 trips
<b>Average Number of States Visited</b>	2.1 states	1.9 states	2.1 states
<b>Average Number of Destinations Visited</b>	3.1 dest.	2.7 dest.	3.1 dest.
<b>Places Visited in the U.S.**</b>			
Los Angeles	62%	64%	72%
San Francisco	44%	43%	49%
Las Vegas	29%	27%	37%
New York City	16%	16%	19%
San Diego	14%	16%	15%
Anaheim-Santa Ana	8%	6%	7%
Flagstaff-Grand Canyon-Sedona	7%	8%	12%
San Jose	6%	4%	2%
Monterey-Salinas	5%	1%	1%
DC Metro Area	4%	7%	9%
Riverside/San Bernardino	4%	3%	4%
Santa Barbara	4%	1%	-
Chicago	3%	3%	1%
Oahu	3%	2%	2%
Seattle	3%	4%	-
Sacramento	3%	2%	4%
Miami	3%	1%	1%

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**Characteristics of Travelers from South Korea to California  
(2014 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,032)	All Visitors from South Korea (n = 177)	Leisure Visitors from South Korea (n = 100)
<b>Activities Experienced While in the U.S.**</b>			
Shopping	89%	74%	71%
Sightseeing	83%	77%	83%
National Parks/Monuments	52%	35%	38%
Small Towns/Countryside	44%	16%	16%
Experience Fine Dining	43%	23%	27%
Amusement/Theme Parks	40%	37%	42%
Historical Locations	35%	22%	24%
Guided Tours	33%	20%	26%
Art Gallery/Museums	31%	30%	30%
Casino/Gamble	24%	16%	17%
Concert/Play/Musical	21%	22%	20%
Cultural/Ethnic Heritage Sites	20%	18%	15%
<b>Transportation While in the U.S.**</b>			
Air Travel between U.S. Cities	45%	38%	36%
Rented Auto	44%	34%	36%
Auto, Private or Company	38%	28%	32%
City Subway/Tram/Bus	31%	30%	30%
Taxicab/Limousine	31%	29%	25%
Bus between Cities	19%	32%	41%
Ferry/River Taxi/Srt. Scenic Cruise	10%	8%	9%
Railroad between Cities	7%	4%	2%
Rented Bicycle/Motorcycle/Moped	5%	1%	<1%
Cruise Ship/River Boat 1+ Nights	4%	2%	2%
Motor Home/Camper	2%	2%	1%
<b>Visitor Spending***</b>			
CA Visitor Spending in the U.S. per Visitor	\$3,590	\$3,782	\$2,712
Per Visitor Per Day (CA)	\$153	\$137	\$152
Per Visitor/Trip (California)	\$1,872	\$2,430	\$2,011
<b>Spending by Category (Per Visitor/Trip)</b>			
Accommodations	30.4%	34.0%	15.5%
Air Transportation in the U.S.	6.6%	5.9%	5.5%
Entertainment	12.5%	9.1%	12.0%
Food/Beverages	18.1%	18.7%	19.1%
Gifts/Souvenirs	21.1%	20.8%	32.8%
Ground Transportation in the U.S.	6.2%	7.0%	10.1%
Other	4.9%	4.4%	5.2%

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

\*\*\* Spending estimates were based on the SIAT data and revised by Tourism Economics for Visit California.

Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."  
CIC Research, Inc. and Tourism Economics.

**Characteristics of Travelers from South Korea to California  
(2014 - cont.)**

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<b>Payment Method for Trip Expenses</b>			
Purchases Using Credit Card	44%	31%	31%
Cash from Home/Travelers Checks	27%	41%	44%
Cash Adv./Withdrawal Using Credit Card	18%	20%	18%
Cash Adv./Withdrawal Using Debit Card	6%	6%	5%
Purchases Using Debit Card	6%	2%	2%
Total	100%	100%	100%
<b>Age</b>			
Average Age - Males	40 years	41 years	44 years
Average Age - Females	38 years	38 years	39 years
<b>Occupation</b>			
Mgmt., Business, Science & Arts	44%	37%	31%
Service Occupations	11%	15%	16%
Student	11%	14%	12%
Sales and Office	11%	14%	16%
Retired	8%	6%	10%
Homemaker	4%	13%	14%
Prod., Trans., & Material Moving	4%	1%	2%
Nat. Res., Const., & Maintenance	3%	-	-
Military/Government	2%	1%	-
Other	2%	1%	1%
Total	100%	100%	100%
<b>Annual Household Income</b>			
Under \$20,000	15%	16%	14%
\$20,000 - \$39,999	13%	14%	17%
\$40,000 - \$59,999	14%	21%	22%
\$60,000 - \$79,999	11%	14%	14%
\$80,000 - \$99,999	10%	7%	6%
\$100,000 - \$119,999	9%	14%	8%
\$120,000 - \$139,999	6%	4%	5%
\$140,000 - \$159,999	4%	1%	-
\$160,000 - \$179,999	3%	-	-
\$180,000 - \$199,999	2%	2%	<1%
\$200,000 and over	11%	9%	13%
Total	100%	100%	100%
Average Annual Income	\$95,782	\$88,643	\$96,945

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Source: U.S. Dept. of Commerce, National Travel and Tourism Office, "Survey of International Air Travelers."