

CHARACTERISTICS OF TRAVELERS FROM SOUTH KOREA TO CALIFORNIA – 2010

South Korea was California’s fifth largest overseas markets with approximately 390,000 visitors to California in 2010. Collectively visitors from South Korea spent approximately \$488 million in California.

South Korean visitors to California during 2010 reported spending \$101 per day during a 12.4 night average stay or approximately \$1,252 per visitor. The average spending for all overseas visitors to California was about \$1,209 (\$107 per day; 11.3 nights in California).

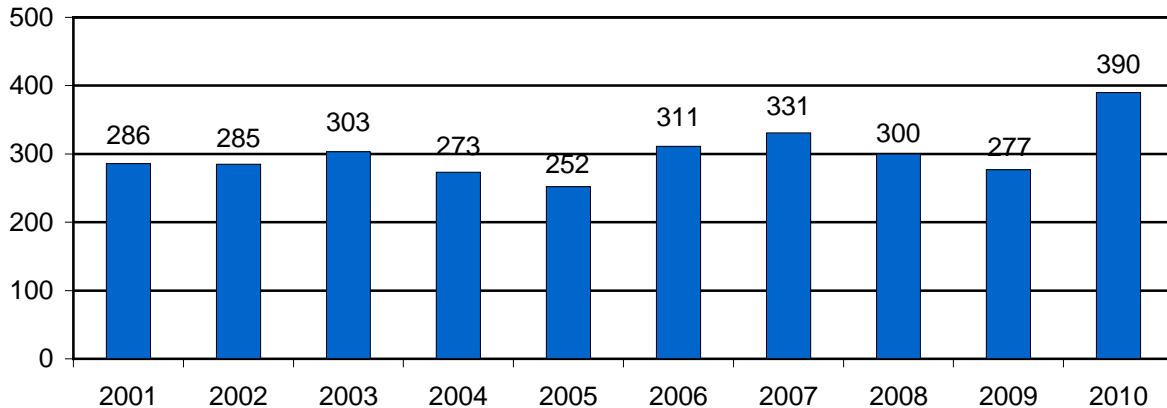
Visitors From South Korea

Year	Total U.S. Arrivals ¹	California Market Share ²	Visitors to California (est.)
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
2010	1,107,518	35.2%	390,000

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, 2001-2010 (in 000s)



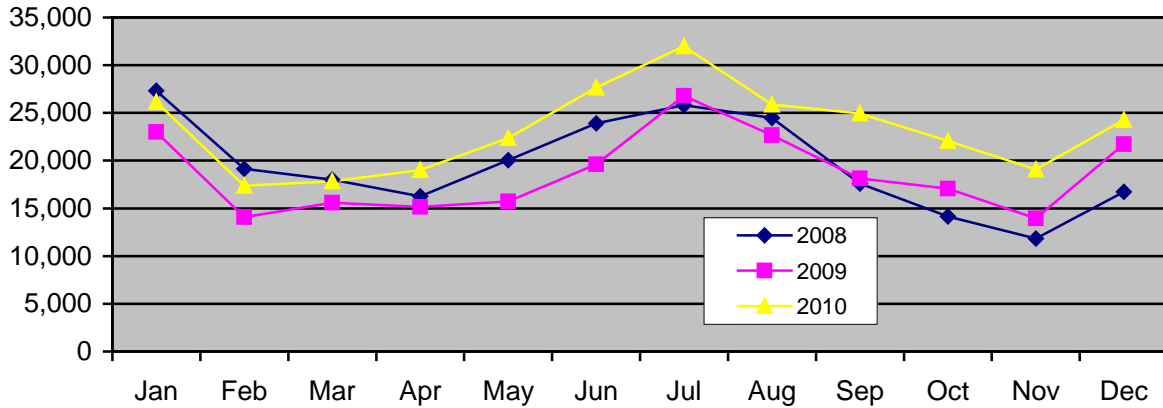
Source: International Trade Administration, Office of Travel and Tourism Industries.

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 reached 390,000 in 2010, the highest since 2000.

South Korean Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from South Korea to California were higher during most months of 2010 compared with 2008 and 2009. In all years, South Korean resident arrivals at California ports-of-entry peaked in January and July. The lowest volumes in 2010 were recorded in February and March.

**Residents of South Korea
Monthly Port of Entry Arrivals to CA
2008-2010**



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:

- Have shorter trip planning and advance airline booking horizons
- Book their air travel with the assistance of a travel agent
- Travel with business associates
- Use a company or private auto for transportation while in the U.S.
- Pay cash for trip expenses

Conversely, visitors from South Korea are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Book their air travel with a personal computer
- Select an airline based on airfare
- Travel with a tour group
- Visit New York City
- Experience leisure activities such as dining out, sightseeing in cities, visiting historical places, small towns, art galleries/museums, and touring the countryside
- Use airlines or a taxi/limousine for transportation while in the U.S.
- Use a credit card for trip expenses

Characteristics of Travelers from South Korea to California – 2010

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from South Korea (n = 658)	Leisure Visitors from South Korea (n = 356)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	48%	39%	62%
Visit Friends/Relatives	22%	24%	38%
Business/Professional	21%	24%	-
Convention/Conference	5%	5%	-
Other Purpose	5%	9%	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	67%	63%	82%
Visit Friends/Relatives	39%	36%	53%
Business/Professional	24%	28%	5%
Convention/Conference	9%	9%	1%
Sources Used to Plan Trip**			
Personal Computer	44%	44%	45%
Travel Agency	40%	39%	40%
Airlines Directly	23%	17%	14%
Friends/Relatives	17%	18%	24%
Travel Guides	10%	9%	10%
Corporate Travel Department	8%	8%	-
Tour Company	5%	3%	3%
State/City Travel Office	4%	3%	3%
Newspapers/Magazines	3%	4%	5%
Advance Planning for Trip			
7 days or less	6%	10%	8%
8 - 30 days	28%	45%	39%
31 - 60 days	20%	27%	34%
61 - 90 days	12%	7%	8%
More than 3 Months	34%	11%	10%
Total	100%	100%	100%
Average Planning Time in Days	98 days	52 days	54 days
Advance Airline Reservations			
7 days or less	12%	21%	15%
8 - 30 days	38%	55%	56%
31 - 60 days	17%	16%	20%
61 - 90 days	10%	5%	5%
91 - 120 days	7%	3%	3%
121 - 180 days	10%	1%	1%
6 Months or More	7%	-	-
Total	100%	100%	100%
Average Booking in Days	68 days	29 days	32 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
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from South Korea (n = 658)	Leisure Visitors from South Korea (n = 356)
Means of Booking Air Trip			
Travel Agent	46%	57%	58%
Personal Computer	27%	14%	16%
Airlines Directly	13%	13%	16%
Corporate Travel Department	8%	8%	1%
Tour Operator	4%	3%	4%
Travel Club	1%	1%	1%
Other/Don't Know	2%	4%	5%
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	29%	16%	18%
Schedule	14%	8%	6%
Non-Stop Flight	14%	18%	18%
Mileage Bonus/Frequent Flyer Program	10%	19%	19%
Previous Good Experience	9%	12%	9%
Safety Reputation	8%	4%	5%
Airline Loyalty	4%	2%	3%
In-flight Service	4%	14%	17%
Employer policy	3%	3%	1%
Other	6%	5%	4%
Total	100%	100%	100%
Airline Seating Area			
Economy/Tourist/Coach	84%	84%	84%
Executive/Business	15%	14%	14%
First Class	2%	2%	2%
Total	100%	100%	100%
Use of Package			
Yes	14%	21%	26%
No	86%	79%	74%
Total	100%	100%	100%
Advance Package Booking			
7 days or less	4%	3%	3%
8 - 30 days	27%	64%	60%
31 - 60 days	15%	24%	29%
61 - 90 days	10%	3%	2%
91 - 120 days	11%	3%	3%
121 - 180 days	20%	1%	1%
6 Months or More	14%	2%	3%
Total	100%	100%	100%

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**Characteristics of Travelers from South Korea to California
(2010 - cont.)**

Trip & Traveler Characteristics	All Overseas Visitors* (n = 7,760)	All Visitors from South Korea (n = 658)	Leisure Visitors from South Korea (n = 356)
Travel Companions**			
Traveling Alone	39%	32%	26%
Spouse	27%	16%	23%
Family/Relatives	25%	30%	43%
Tour Group	22%	9%	9%
Friends	11%	5%	7%
Business Associates	8%	18%	5%
Average Travel Party Size	1.6	1.7	1.8
Median Travel Party Size	1.0	1.0	1.0
Type of Lodging**			
Hotel / Motel	78%	73%	62%
Private Home	29%	33%	45%
Other	4%	2%	2%
Length of Stay			
Mean Nights in the U.S.	22.8 nights	20.5 nights	16.5 nights
Mean Nights in California	11.3 nights	12.4 nights	11.3 nights
% of California Nights	50%	60%	68%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	27%	35%	37%
Average Trips to the U.S. in Past Year	1.8 trips	2.0 trips	1.7 trips
Average Trips to the U.S. in Past 5 Years	5.2 trips	6.9 trips	5.3 trips
Average Number of States Visited	2.1 states	1.7 states	1.7 states
Average Number of Destinations Visited	3.0 dest.	2.4 dest.	2.6 dest.
Places Visited in the U.S.**			
Los Angeles	60%	65%	72%
San Francisco	47%	45%	46%
Las Vegas	29%	25%	34%
New York City	16%	7%	6%
San Diego	14%	8%	9%
Flagstaff	8%	5%	8%
Anaheim-Santa Ana	7%	5%	5%
Grand Canyon	5%	5%	7%
San Jose	5%	10%	4%
DC Metro Area	5%	3%	3%
Yosemite	4%	2%	3%
Chicago	4%	4%	3%
Monterey-Salinas	4%	3%	3%
Miami	4%	-	-
Riverside/San Bernardino	4%	2%	3%
Seattle	3%	1%	1%
Sacramento	3%	3%	4%

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**Characteristics of Travelers from South Korea to California
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Activities Experienced While in the U.S.**			
Shopping	88%	85%	89%
Dining Out	85%	65%	63%
Sightseeing in Cities	57%	45%	52%
Historical Places	47%	17%	16%
Amusement/Theme Parks	40%	41%	50%
Visiting Small Towns	38%	19%	22%
National Parks	38%	29%	35%
Cultural Heritage Sites	31%	36%	41%
Touring Countryside	31%	20%	23%
Art Gallery/Museum	26%	16%	18%
Casinos/Gambling	25%	19%	25%
Guided Tours	23%	17%	22%
Transportation While in the U.S.**			
Rented Auto	41%	35%	25%
Taxi/Limousine	39%	26%	25%
Airlines in U.S.	37%	25%	22%
Company or Private Auto	28%	37%	43%
City Subway/Tram/Bus	25%	22%	24%
Railroad between Cities	12%	6%	6%
Bus between Cities	10%	12%	14%
Motor Home/Camper	2%	1%	1%
Visitor Spending in the U.S.			
Per Travel Party Per Trip (U.S.)	\$3,797	\$3,476	\$3,062
Per Visitor/Trip (U.S.)	\$2,435	\$2,058	\$1,693
Per Visitor Per Day	\$107	\$101	\$103
Per Visitor/Trip (California)	\$1,209	\$1,252	\$1,164
Spending by Category (Per Visitor/Trip)			
Lodging	\$661	\$461	\$232
Food/Beverages	\$514	\$352	\$310
Gifts/Souvenirs	\$421	\$384	\$496
Transportation in the U.S.	\$384	\$276	\$224
Entertainment	\$243	\$125	\$158
Expenses at the Airport	\$34	\$43	\$45
Other	\$179	\$417	\$227
Total Spending Per Visitor/Trip	\$2,435	\$2,058	\$1,693

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**Characteristics of Travelers from South Korea to California
(2010 - cont.)**

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Payment Method for Trip Expenses			
Credit Cards	52%	42%	36%
Cash	39%	56%	62%
Debit Cards	7%	1%	2%
Travelers Checks	1%	-	-
Total	100%	100%	100%
Age			
Average Age - Males	43 years	42 years	45 years
Average Age - Females	40 years	36 years	36 years
Occupation			
Professional/Technical	33%	30%	29%
Manager/Executive	29%	20%	11%
Student	10%	19%	20%
Retired	9%	2%	4%
Clerical/Sales	8%	7%	7%
Other	12%	21%	28%
Total	100%	100%	100%
Annual Household Income			
Under \$20,000	8%	7%	10%
\$20,000 - \$39,999	13%	8%	8%
\$40,000 - \$59,999	14%	17%	14%
\$60,000 - \$79,999	13%	16%	16%
\$80,000 - \$99,999	11%	16%	14%
\$100,000 - \$119,999	11%	11%	13%
\$120,000 - \$139,999	7%	5%	3%
\$140,000 - \$159,999	6%	4%	5%
\$160,000 - \$179,999	3%	2%	3%
\$180,000 - \$199,999	3%	3%	4%
\$200,000 and over	13%	11%	12%
Total	100%	100%	100%
Average Annual Income	\$96,200	\$93,600	\$96,400

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