



South Korea

- South Korea is Philadelphia's 6th largest source market for overseas visitation
- Visitation from South Korea is expected to increase by 21.8% over the next five years
- South Korea continues to rank in the top five markets for direct visitor spending for the 2nd consecutive year

IN 2018



25,300

Total Visitors from South Korea



\$34M

Total Visitor Spending from South Korea



51,400

Total Room Nights Sold to Visitors from South Korea



\$1,346

Amount Spent per Visitor from South Korea

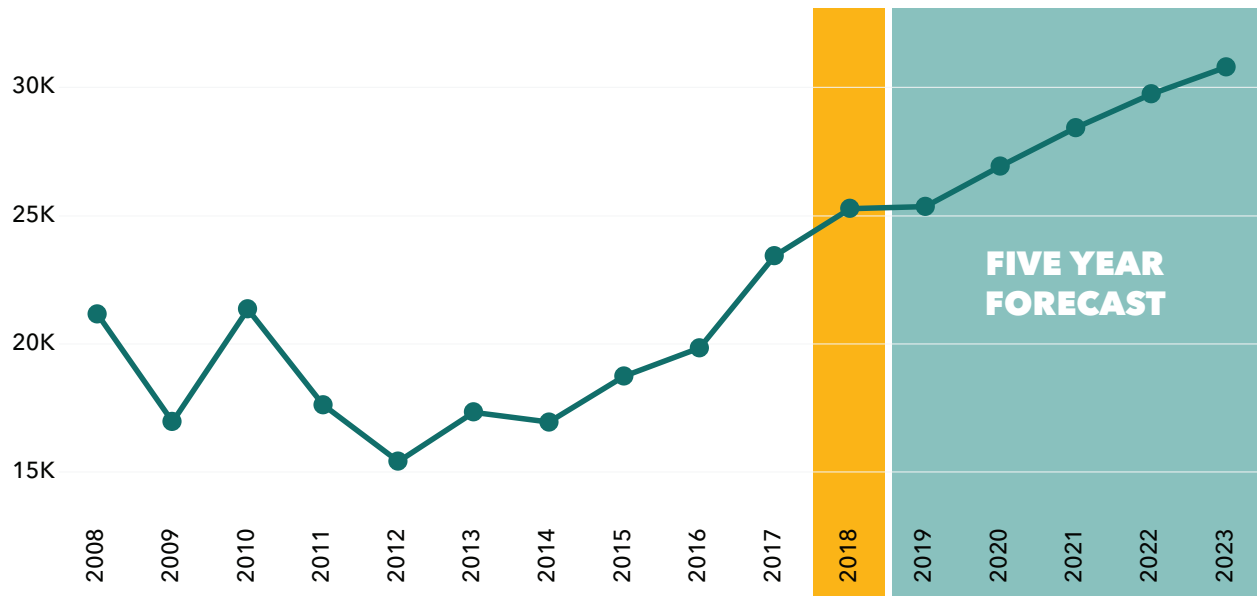


477

FTE* Jobs Supported by Visitors from South Korea

*FTE=Full-Time Equivalent

Visitors from South Korea

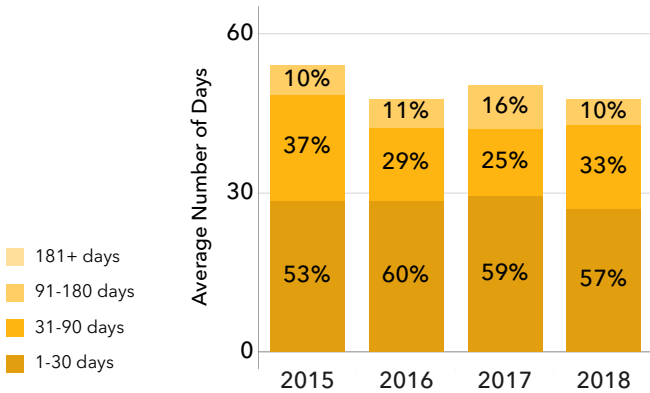


SPENDING

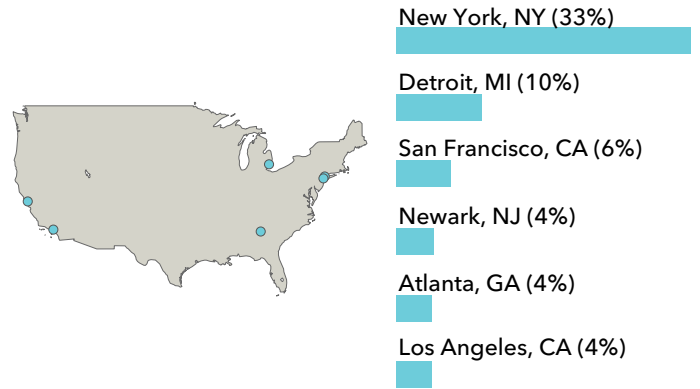
Spending by visitors from South Korea increased 10.5% YOY, and over the next five years is expected to grow by 27.5%.

AIR TRAVEL BOOKING WINDOW

"Booking window" is defined as the number of days prior to departure that airline reservations were made.

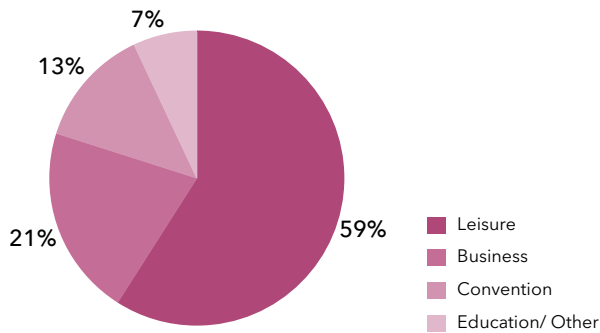


TOP PORTS OF ENTRY TO THE U.S.

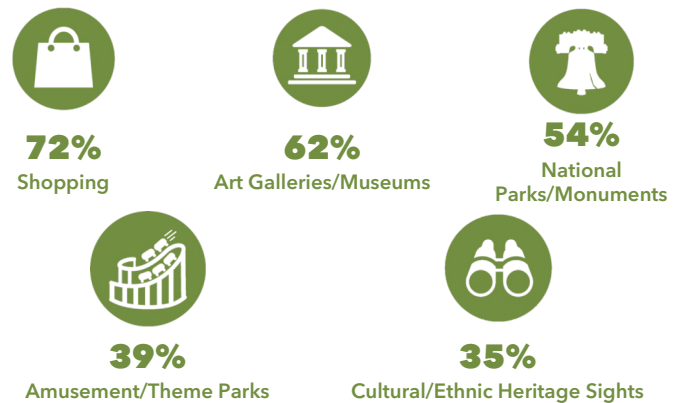


*No direct flights to Philadelphia

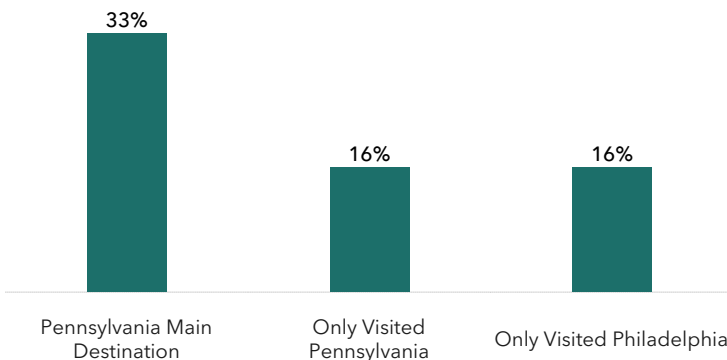
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP ACTIVITIES



PLACES VISITED



REGIONAL PARTNERSHIPS

The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.