



OVERSEAS VISITORS TO PHILADELPHIA

2017 SNAPSHOT: South Korea

In 2017, 23,500 visitors from South Korea traveled to Philadelphia, an 18% increase over 2016. This rapid growth makes South Korea Philadelphia's fastest growing top market. In 2017, South Korean visitors spent \$25.6 million in Philadelphia, a 28% increase over 2016. More than half of South Korean visitors cited leisure travel as their main purpose for visiting. Year-over-year, the proportion of visitors from South Korea that made Philadelphia their only stop on the itineraries increased significantly from 8% in 2016 to 16% in 2017.



23,500

Total Visitors from South Korea in 2017



\$25.6 M

Total Visitor Spending from South Korea in 2017



45,600

Total Room Nights Sold to Visitors from South Korea in 2017



\$1,093

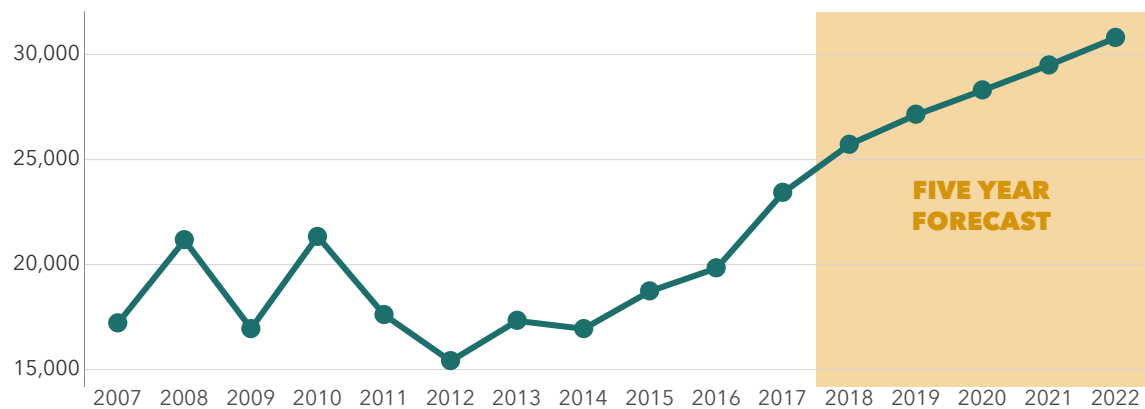
Amount Spent per Visitor from South Korea in 2017



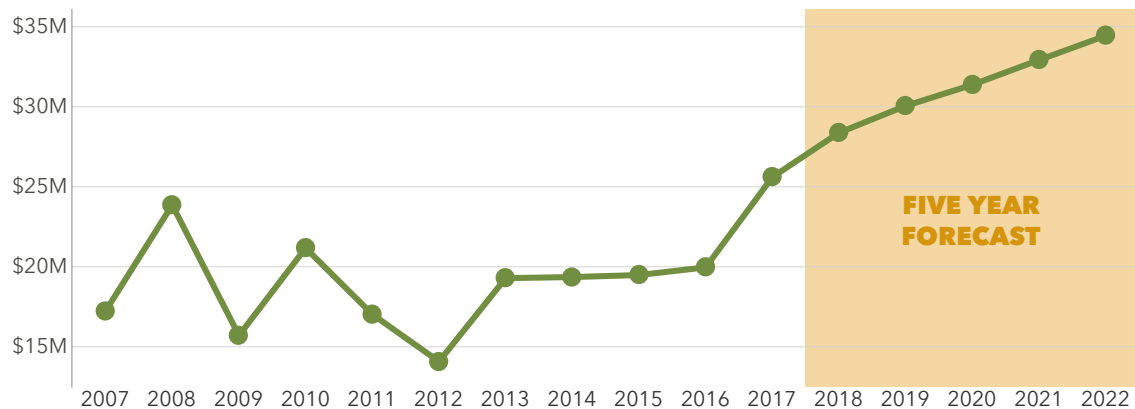
360

Full Time Jobs Supported by Visitors from South Korea in 2017

Visitors From South Korea



Spending by Visitors From South Korea



FRANKLY PHILA DELPHIA

Interested in learning more about overseas visitation to Philadelphia?

Contact the PHLCVB Tourism team at 215-636-3409 or globaltourism@discoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spend)

All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor differences among results may occur from year to year.

11/2018

PHLCVB
Philadelphia Convention & Visitors Bureau



2017 Visitors from South Korea to Philadelphia

TOP ACTIVITIES



71%
Sightseeing



71%
Shopping



60%
Art Galleries/Museums



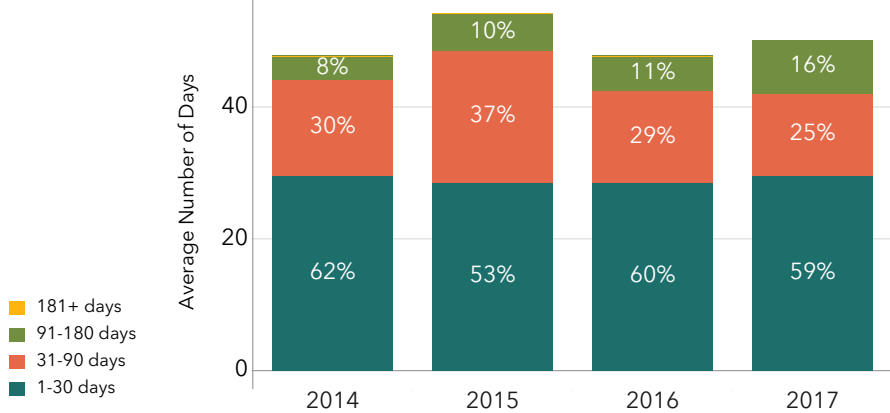
45%
National Parks/Monuments



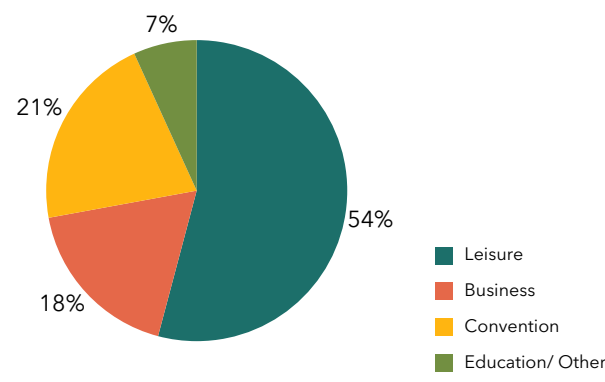
42%
Fine Dining

AIR TRAVEL BOOKING WINDOW

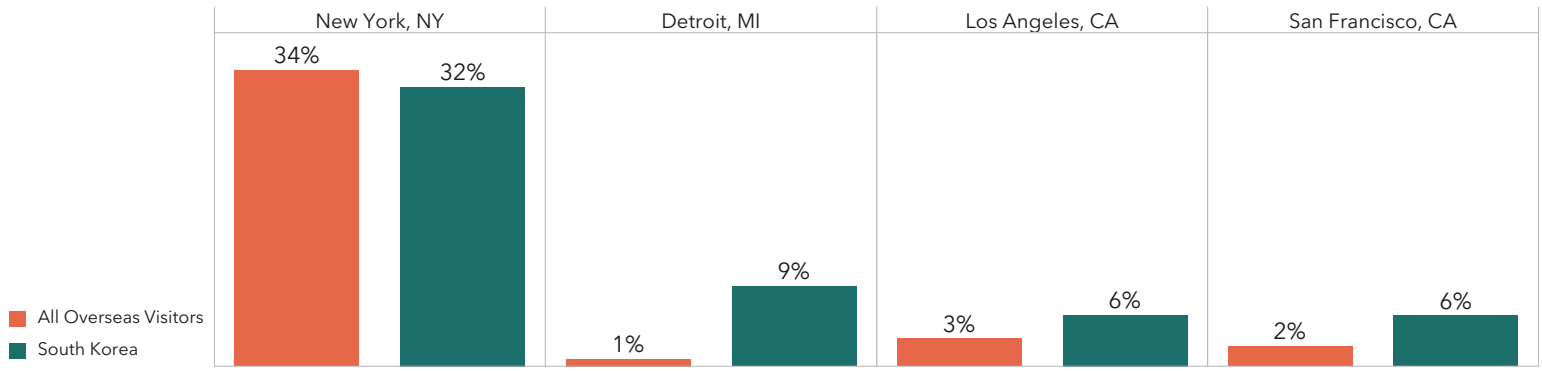
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



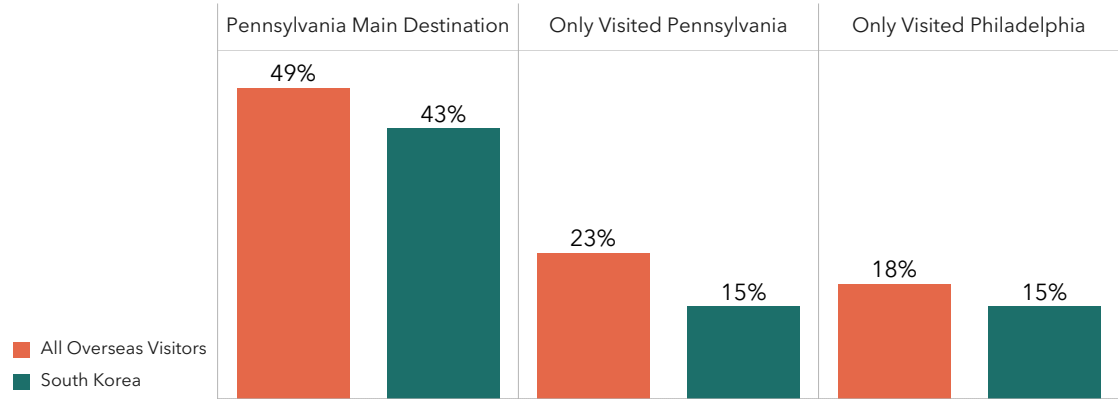
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP PORTS OF ENTRY TO THE U.S.



PLACES VISITED



The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destinations within the region, including one or more nights in Philadelphia.

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