



OVERSEAS VISITORS TO PHILADELPHIA

2016 SNAPSHOT: SOUTH KOREA

In 2016, nearly 20,000 visitors traveled to Philadelphia from South Korea, an increase of 5.9% over 2015, and a trend that's projected to continue over the next five years. Visitors from South Korea spent more than \$21 million in Philadelphia, a 7.7% increase over 2015. Nearly half (49%) of all South Korean visitors cited leisure travel as their main purpose for visiting – many of whom visited friends & relatives.



19,900

Total South Korean Visitors to Philadelphia in 2016



\$1,007

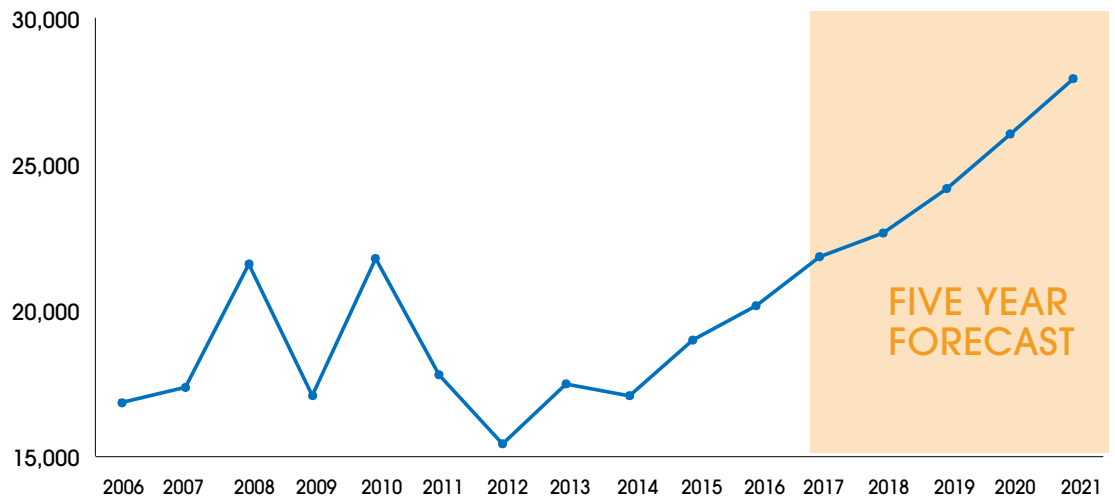
Amount Spent per South Korean Visitor



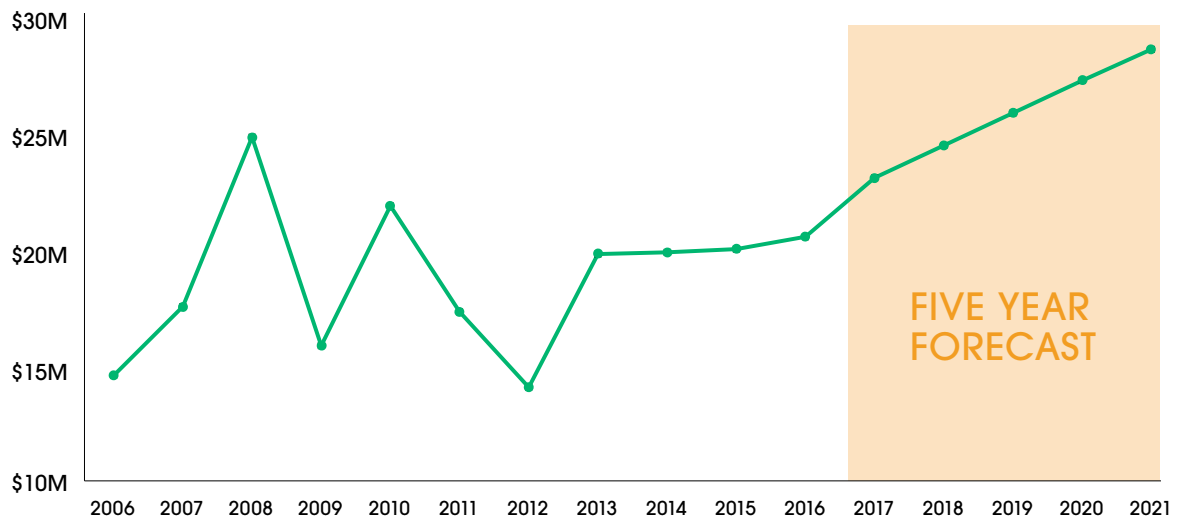
36,900

Total Room Nights Sold to South Korean Visitors in 2016

VISITORS FROM SOUTH KOREA



SPENDING BY VISITORS FROM SOUTH KOREA



Interested in learning more about overseas visitation to Philadelphia?
Contact the **PHLCVB** Tourism team at **215-636-3409** or toursales@discoverPHL.com.

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



2016 OVERSEAS VISITORS FROM SOUTH KOREA TO PHILADELPHIA

TOP ACTIVITIES



72%
Shopping



69%
Sightseeing



55%
Art Galleries/
Museums



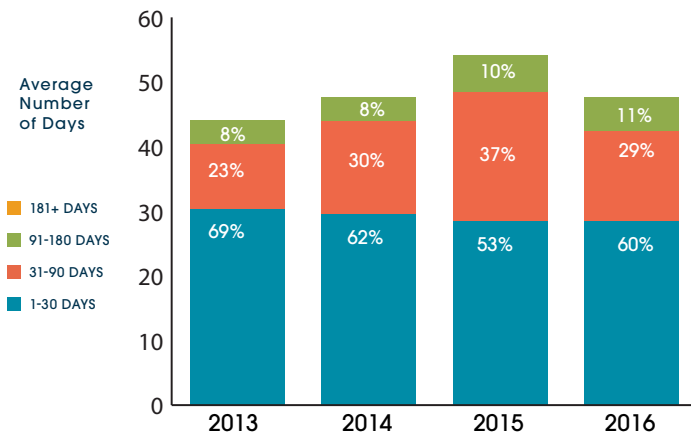
42%
Fine Dining



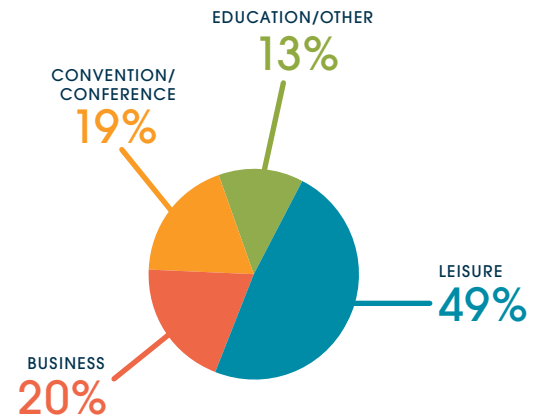
41%
Historic
Locations

AIR TRAVEL BOOKING WINDOW

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

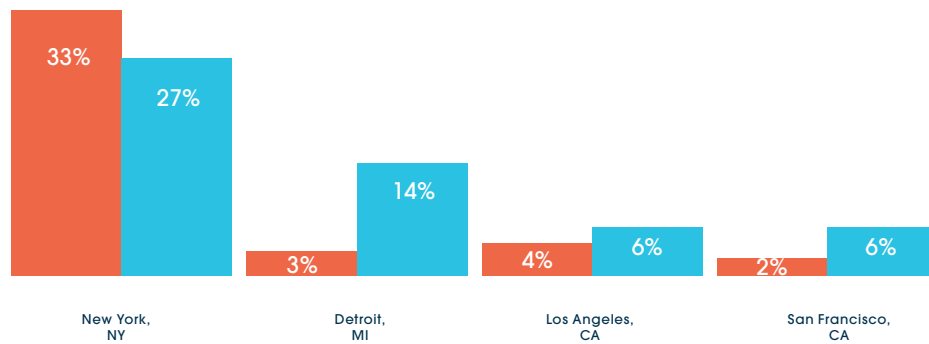


TOP REASONS FOR TRAVELING TO PHILADELPHIA



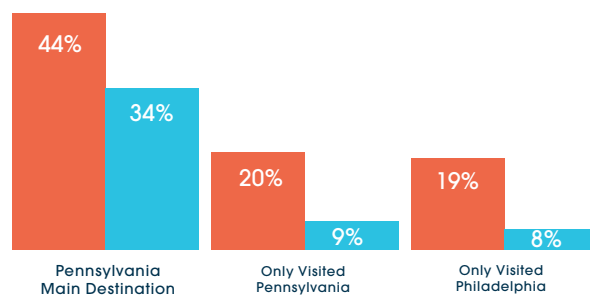
TOP PORTS OF ENTRY

All Overseas Visitors
South Korean Visitors



PLACES VISITED

All Overseas Visitors
South Korean Visitors



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

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04/2018

PHLCVB
Philadelphia Convention
& Visitors Bureau