OVERSEAS VISITORS TO PHILADELPHIA: 2018 SNAPSHOT

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

<table>
<thead>
<tr>
<th>IN 2018</th>
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</thead>
<tbody>
<tr>
<td><strong>25,300</strong></td>
<td><strong>$34M</strong></td>
</tr>
<tr>
<td>Total Visitors from South Korea</td>
<td>Total Visitor Spending from South Korea</td>
</tr>
<tr>
<td><strong>51,400</strong></td>
<td><strong>$1,346</strong></td>
</tr>
<tr>
<td>Total Room Nights Sold to Visitors from South Korea</td>
<td>Amount Spent per Visitor from South Korea</td>
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<tr>
<td><strong>477</strong></td>
<td></td>
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<tr>
<td>FTE* Jobs Supported by Visitors from South Korea</td>
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</tbody>
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*FTE=Full-Time Equivalent

Visitors from South Korea

FIVE YEAR FORECAST

SPENDING

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

Interested in learning more about overseas visitation to Philadelphia?
Contact the PHLCVB Global Tourism Team at 215-636-3409 or GlobalTourism@DiscoverPHL.com.

Sources: National Travel & Tourism Office (Profile Data); Tourism Economics (Visitation/Spending)
All figures and estimates are subject to revisions as new data becomes available. Due to rounding, minor difference among results may occur from year to year. 9/2019
AIR TRAVEL BOOKING WINDOW
"Booking window" is defined as the number of days prior to departure that airline reservations were made.

- 181+ days: 10%
- 91-180 days: 37%
- 31-90 days: 16%
- 1-30 days: 10%

TOP PORTS OF ENTRY TO THE U.S.

- New York, NY (33%)
- Los Angeles, CA (4%)
- Newark, NJ (4%)
- Atlanta, GA (4%)
- San Francisco, CA (6%)
- Detroit, MI (10%)

*No direct flights to Philadelphia

TOP REASONS FOR TRAVELING TO PHILADELPHIA

- Leisure: 59%
- Business: 13%
- Convention: 7%
- Education/ Other: 21%

TOP ACTIVITIES

- National Parks/Monuments: 62%
- Art Galleries/Museums: 72%
- Shopping: 35%
- Amusement/Theme Parks: 39%
- Cultural/Ethnic Heritage Sights: 35%

PLACES VISITED

- Pennsylvania Main Destination: 33%
- Only Visited Pennsylvania: 16%
- Only Visited Philadelphia: 16%

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.

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