

# OVERSEAS VISITORS TO PHILADELPHIA: 2019 SNAPSHOT

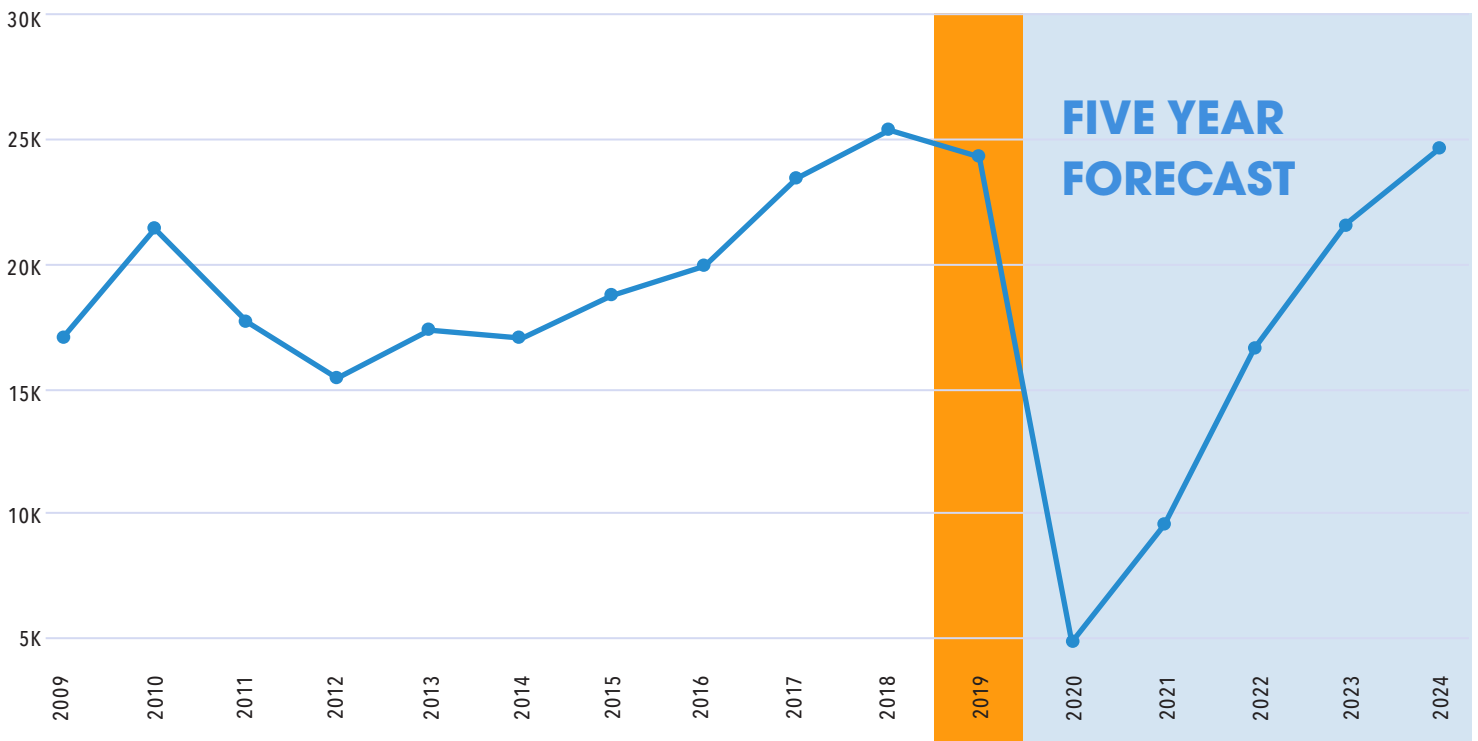


## South Korea

- For the second year in a row, South Korea ranked 6th in visitation among Philadelphia's overseas source markets.
- The average booking window for air travel by visitors from South Korea was 86 days in 2019. This is notably higher than the 5-year average of 57 days, showing that South Korean travelers are planning further in advance.

IN 2019				
	<b>24,230</b>	<b>\$21.3M</b>	<b>47,110</b>	<b>\$879</b>
	Total Visitors from South Korea	Total Visitor Spending from South Korea	Total Room Nights Sold to Visitors from South Korea	Amount Spent per Visitor from South Korea

### VISITORS FROM SOUTH KOREA



With overseas travel restrictions in place due to COVID-19, visitation from South Korea is currently projected to decline by 76% in 2020. However, with travel demand expected to bounce back steadily in the coming years, the South Korean market is estimated to fully recover by 2024.

#### 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/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. 9/2019

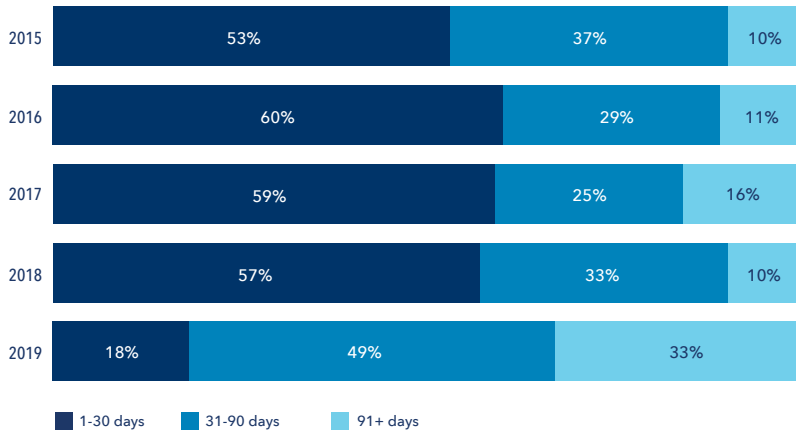
\*FTE=Full-Time Equivalent



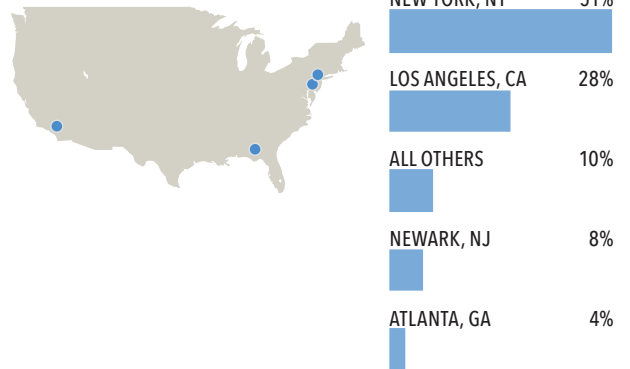
# 2019 Visitors from South Korea to Philadelphia

## BOOKING WINDOW FOR AIR TRAVEL

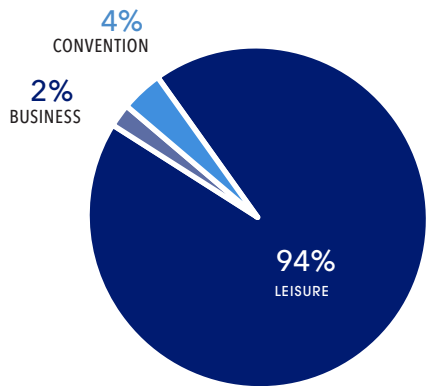
% share of total bookings from South Korea, 2015-2019



## TOP PORTS OF ENTRY TO THE US



## TOP REASONS FOR TRAVELING TO PHILADELPHIA



**92%**  
Sightseeing



**45%**  
National Parks/  
Monuments



**91%**  
Shopping

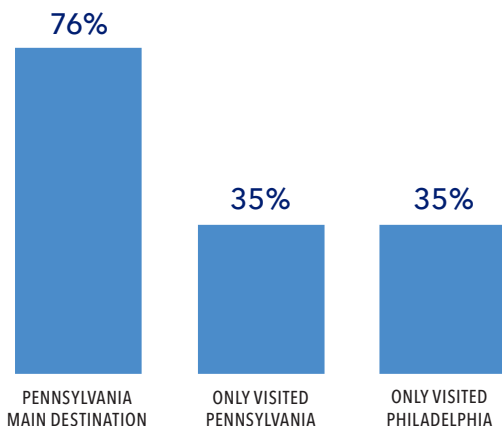


**39%**  
Art Galleries/  
Museums



**46%**  
Concert/Play/  
Musical

## 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 destinations within the region, including Philadelphia.

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/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. 9/2019

