

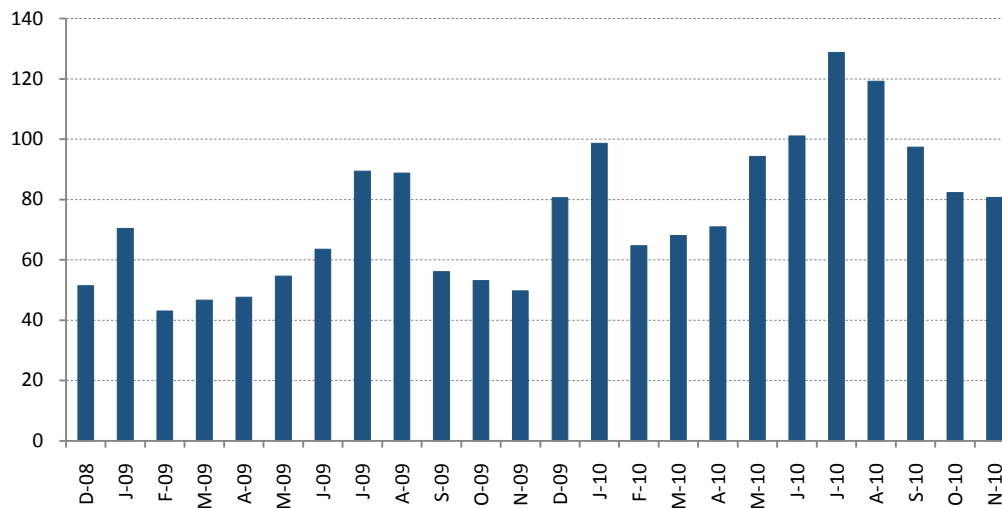


SOUTH KOREA

MARKET SUMMARY

- A total of 743,846 residents of South Korea visited the U.S. in 2009, representing a 2.1% decline from 2008.
- Monthly arrivals for November 2010 totaled 80,737 for an increase of 63% compared to November 2009. Year to date through November, arrivals have improved 53% in 2010 compared to the same period in 2009.
- Looking to 2010, arrivals are expected to increase by 31%, for a total of 975,000 visitors.
- Consumer spending in South Korea is expected to remain high through 2011 with an increase of 3.3% in private consumption compared to 2010. South Korea's GDP is expected to improve by 3.8% in 2011.
- In 2009, the U.S. received a total of \$2.6 billion from South Korean visitors, a decrease of 3.5% compared to 2008. \$2.6 billion was spent on travel while in the U.S., and \$90 million was spent on international airfare.
- Total spending, including spending on international airfare, per South Korean arrival to the U.S. averaged \$3,550 in 2009, a decrease of 1.5% compared to 2008.
- The U.S. is the leading long-haul destination for travelers from South Korea. Approximately 31% of all residents of South Korea traveling beyond Asia visited the U.S. in 2009.

Monthly Arrivals to the U.S. (thousands)



% Change
Nov 10/Nov 09

62.4%

% Change
YTD Nov 10/
YTD Nov 09

53.0%

% Change
Total 09/Total 08

-2.1%

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Total	Year End Total
2008	84,958	58,515	56,082	51,959	67,847	72,649	80,830	92,204	55,821	47,761	39,334	51,434	707,960	759,394
2009	70,458	43,090	46,689	47,658	54,656	63,507	89,451	88,749	56,147	53,166	49,710	80,565	663,281	743,846
2010	98,629	64,648	68,094	70,945	94,332	101,045	128,711	119,191	97,350	91,134	80,737		1,014,816	

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](http://www.usa.gov)