CHARACTERISTICS OF TRAVELERS FROM SOUTH KOREA TO CALIFORNIA – 2007

South Korea was California's fourth largest overseas markets with approximately 331,000 visitors to California in 2007. Collectively visitors from South Korea spent approximately $405 million in California.

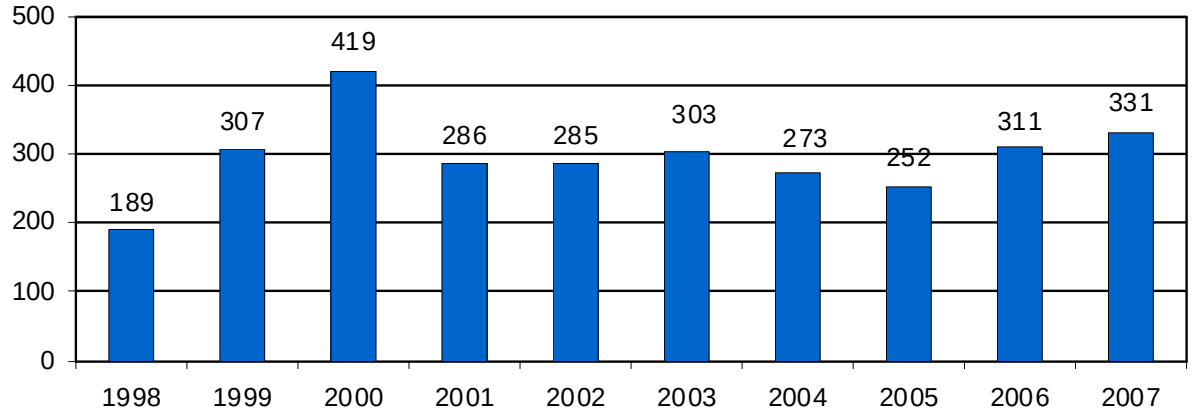
South Korean visitors to California during 2007 reported spending $101 per day during a 12.1 night average stay or approximately $1,222 per visitor. The average spending for all overseas visitors to California was about $1,166 ($111 per day; 10.5 nights in California).

Visitors From South Korea

Year	Total U.S. Arrivals[1]	California Market Share[2]	Visitors to California (est.)
1997	746,550	39.0%	291,000
1998	364,061	52.0%	189,000
1999	498,643	61.5%	307,000
2000	661,844	63.3%	419,000
2001	617,892	46.3%	286,000
2002	638,697	44.7%	285,000
2003	617,573	49.0%	303,000
2004	626,595	43.5%	273,000
2005	705,093	35.8%	252,000
2006	757,721	41.1%	311,000
2007	806,175	41.1%	331,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.
2) U.S. Dept of Commerce, Office of Travel & Tourism Industries, "Survey of International Air Travelers."

Number of Visitors from South Korea to CA, 1998-2007 (in 000s)

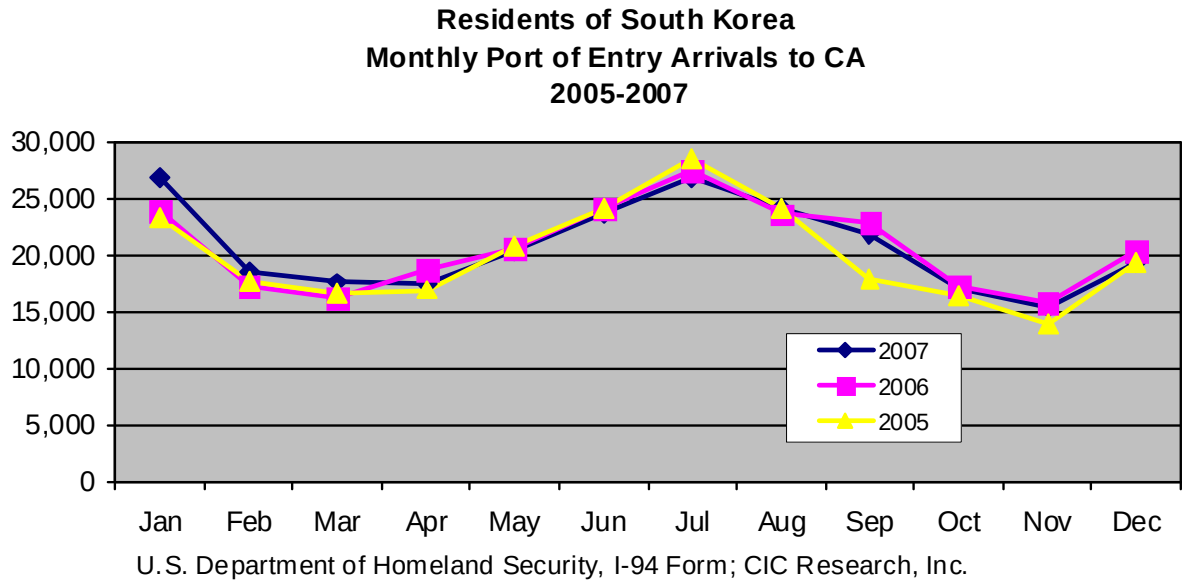


Source: International Trade Administration, Office of Travel and Tourism Industries.

Visitor volume from South Korea to California was at its peak in 2000 with 419,000 visitors. California's market share of South Korean visitors to the U.S. was at its highest that year at 63%. Since then, the percentage of South Korean visitors who visit California has not risen above 49%. Even with a decline in market share, the increase in the volume of visitors to the U.S. from South Korea over the last four years generated 331,000 visitors to California in 2007.

South Korean Arrivals at California Airports

Monthly volumes of port-of-entry passenger arrivals from South Korea to California were consistent in 2007 compared with 2005 and 2006. In all years, South Korean resident arrivals at California ports-of-entry peaked in January and July. The lowest volumes were recorded in March and November.



Comparisons with Overseas Visitors

Detailed trip and traveler characteristics of visitors from South Korea are provided in the following table. The table also includes trip and traveler characteristics of all overseas visitors to California for comparative purposes.

Compared to all overseas visitors to California, travelers from South Korea are more likely to:

- Use a travel agent to book an air trip
- Choose an airline because of a mileage bonus/frequent flyer program
- Have shorter trip planning and advance airline booking horizons
- Use a travel package
- Travel with business associates
- Use a company or private auto for transportation while in the U.S.
- Pay cash for trip expenses

Conversely, visitors from South Korea are less likely to:

- Travel to California for leisure/recreation/holiday purposes
- Travel alone
- Experience activities such as dining out, visiting historical places and visiting small towns
- Use airlines or a taxi/limousine for transportation while in the U.S.

Characteristics of Travelers from South Korea to California – 2007

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from South Korea (n = 546)	Leisure Visitors from South Korea (n = 239)
Primary Purpose of Trip			
Leisure/Recreation/Holidays	37%	28%	56%
Visit Friends/Relatives	20	22	44
Business/Professional	31	35	-
Convention/Conference	8	9	-
Other Purpose	4	6	-
Total	100%	100%	100%
Purpose of Trip**			
Leisure/Recreation/Holidays	55%	49%	73%
Visit Friends/Relatives	38	41	70
Business/Professional	35	38	2
Convention/Conference	13	17	0
Sources Used to Plan Trip**			
Airlines Directly	19%	12%	9%
Corporate Travel Department	12	13	-
Personal Computer	36	39	43
Friends/Relatives	15	19	31
Newspapers/Magazines	3	5	5
State/City Travel Office	3	0	1
Tour Company	5	4	4
Travel Agency	48	44	45
Travel Guides	9	4	5
Advance Planning for Trip			
7 days or less	9%	12%	3%
8 - 30 days	36	49	51
31 - 60 days	20	23	24
61 - 90 days	11	10	15
More than 3 Months	25	3	5
Total	100%	100%	100%
Average Planning Time in Days	81	45	55
Advance Airline Reservations			
7 days or less	16%	25%	16%
8 - 30 days	43	61	67
31 - 60 days	16	10	14
61 - 90 days	8	2	3
91 - 120 days	6	0	1
121 - 180 days	6	0	-
6 Months or More	5	0	-
Total	100%	100%	100%
Average Booking in Days	55	22	25

* Overseas visitors to the U.S. do not include visitors from Canada or Mexico.
** Multiple response question. Table may add to more than 100%.
Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from South Korea to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from South Korea (n = 546)	Leisure Visitors from South Korea (n = 239)
Means of Booking Air Trip			
Airlines Directly	10%	12%	15%
Corporate Travel Department	12	11	0
Personal Computer	18	12	19
Travel Agent	54	61	60
Travel Club	-	0	-
Tour Operator	4	3	5
Other/Don't Know	2	2	2
Total	100%	100%	100%
Main Factor in Selecting Airline			
Airfare	24%	23%	24%
Schedule	16	11	10
Non-Stop Flight	12	18	25
Mileage Bonus/Frequent Flyer Program	11	19	15
Previous Good Experience	9	8	6
Safety Reputation	7	5	7
Airline Loyalty	5	2	-
In-flight Service	5	8	10
Employer policy	4	4	2
Other	6	2	2
Airline Seating Area			
Economy/Tourist/Coach	78%	82%	85%
Executive/Business	19	17	14
First Class	4	1	1
Total	100%	100%	100%
Use of Package			
Yes	13%	21%	27%
No	87	80	73
Total	100%	100%	100%
Advance Package Booking			
7 days or less	5%	7%	8%
8 - 30 days	32	69	80
31 - 60 days	18	20	10
61 - 90 days	11	1	2
91 - 120 days	11	1	1
121 - 180 days	8	2	-
6 Months or More	15	-	-
Total	100%	100%	100%

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from South Korea to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from South Korea (n = 546)	Leisure Visitors from South Korea (n = 239)
Travel Companions**			
Business Associates	12%	25%	5%
Family/Relatives	23	26	46
Friends	9	1	2
Spouse	25	20	32
Tour Group	2	5	5
Traveling Alone	41	34	29
Average Travel Party Size	1.5	1.6	1.8
Type of Lodging**			
Hotel / Motel	78%	72%	50%
Private Home	29	35	64
Other	3	3	5
Length of Stay			
Mean Nights in the U.S.	19.2	20.1	23.8
Mean Nights in California	10.5	12.1	15.2
% of California Nights	55%	60%	64%
Prior Visitation to the U.S.			
First Trip to the U.S. (% Yes)	21%	26%	31%
Average Trips to the U.S. in Past Year	2.0	2.4	1.9
Average Trips to the U.S. in Past 5 Years	6.6	8.0	5.6
Average Number of States Visited	2.0	1.7	1.7
Average Number of Destinations Visited	2.7	2.3	2.6
Places Visited in the U.S.**			
Los Angeles	51%	57%	68%
San Francisco	44	42	45
Las Vegas	23	26	33
New York City	15	9	10
San Diego	12	7	9
San Jose	8	10	5
Anaheim	8	5	2
Grand Canyon	4	3	5
Chicago	4	3	2
Yosemite	3	4	8
DC Metro Area	3	1	1
Seattle	3	1	1
Monterey	3	2	4
Sacramento	3	2	3
Riverside/San Bernardino	2	2	2
Oahu/Honolulu	2	-	-
Miami	2	3	3
Oakland	2	3	2

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Characteristics of Travelers from South Korea to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from South Korea (n = 546)	Leisure Visitors from South Korea (n = 239)
Activities Experienced While in the U.S.**			
Shopping	86%	82%	84%
Dining Out	86	66	65
Sightseeing in Cities	51	42	52
Historical Places	37	17	21
Amusement/Theme Parks	33	37	54
Visiting Small Towns	31	17	22
National Parks	30	32	46
Touring Countryside	27	19	25
Cultural Heritage Sites	24	30	38
Casinos/Gambling	23	25	26
Art Gallery/Museum	21	17	19
Guided Tours	21	19	23
Transportation While in the U.S.**			
Taxi/Limousine	41%	30%	20%
Airlines in U.S.	38	27	25
Rented Auto	36	35	26
Company or Private Auto	31	40	56
City Subway/Tram/Bus	21	17	19
Railroad between Cities	10	4	4
Bus between Cities	9	5	7
Motor Home/Camper	2	1	2
Spending by Category (Per Visitor/Trip)			
Lodging	$657	$561	$453
Food/Beverages	399	331	359
Gifts/Souvenirs	364	338	424
Transportation in the U.S.	336	334	401
Entertainment	194	178	232
Expenses at the Airport	37	64	52
Other	148	228	211
Total Spending Per Visitor/Trip	**$2,135**	**$2,033**	**$2,131**
Visitor Spending in the U.S.			
Per Travel Party Per Trip	$3,235	$3,296	$3,825
Per Visitor/Trip	2,135	2,033	2,131
Per Person Per Day	111	101	90

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."

Characteristics of Travelers from South Korea to California (2007 - cont.)

Trip & Traveler Characteristics	All Overseas Visitors* (n = 8,200)	All Visitors from South Korea (n = 546)	Leisure Visitors from South Korea (n = 239)
Payment Method for Trip Expenses			
Credit Cards	54%	47%	35%
Cash	39	51	63
Debit Cards	5	1	1
Travelers Checks	3	1	1
Total	100%	100%	100%
Age			
Average Age - Males	43.3	42.5	46.2
Average Age - Females	39.6	37.7	39.0
Occupation			
Manager/Executive	37%	32%	19%
Professional/Technical	34	30	28
Student	7	9	9
Clerical/Sales	7	8	8
Retired	6	3	6
Other	10	19	30
Total	100%	100%	100%
Annual Household Income			
Under $20,000	8%	4%	8%
$20,000 - $39,999	11	11	13
$40,000 - $59,999	13	14	11
$60,000 - $79,999	13	17	17
$80,000 - $99,999	12	12	11
$100,000 - $119,999	10	13	10
$120,000 - $139,999	7	7	7
$140,000 - $159,999	5	4	3
$160,000 - $179,999	3	4	4
$180,000 - $199,999	3	1	1
$200,000 and over	16	13	16
Total	100%	100%	100%
Average Annual Income	$101,300	$98,200	$98,800

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Sources: International Trade Administration Office of Travel and Tourism Industries "Survey of International Air Travelers."