

South Korea

In August 2008, CTTC opened a new full representation office in South Korea. Already South Korea is one of California's top international markets, with 300,000 visitors in 2008. South Koreans have an average spend of \$1,222 per person per trip and a total economic impact in the state of more than \$370 million. On November 17, 2008, the United States allowed South Korea to participate in the Visa Waiver Program (VWP).

With introduction of the Visa Waiver Program and with already 13 million outbound South Korean travelers (nearly 28% of the population), visitation to the United States is projected to double to 1.5 million by 2012. 96% of all Korean travelers surveyed have the willingness to visit California, and 32% are willing to travel in the first-year VWP implementation.