

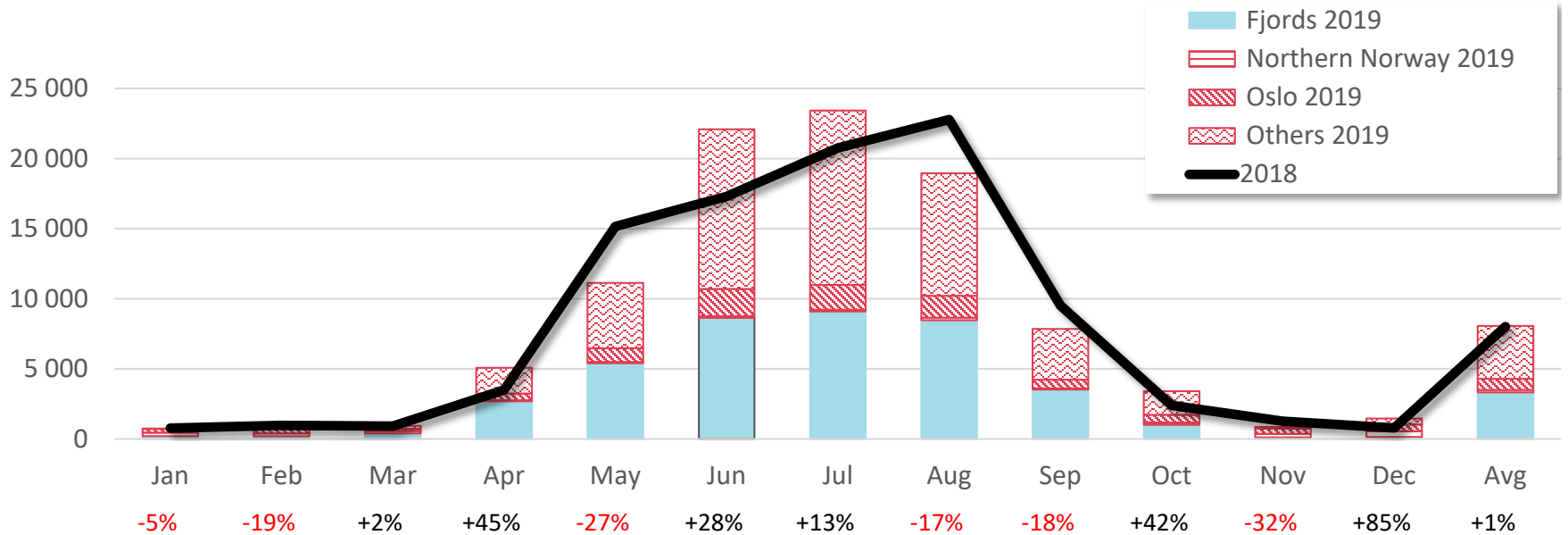


Sør-Korea 2020

Market Insight

Visitor Statistics Korea 2019

2019 vs 2018



1. Korea Departures Overseas

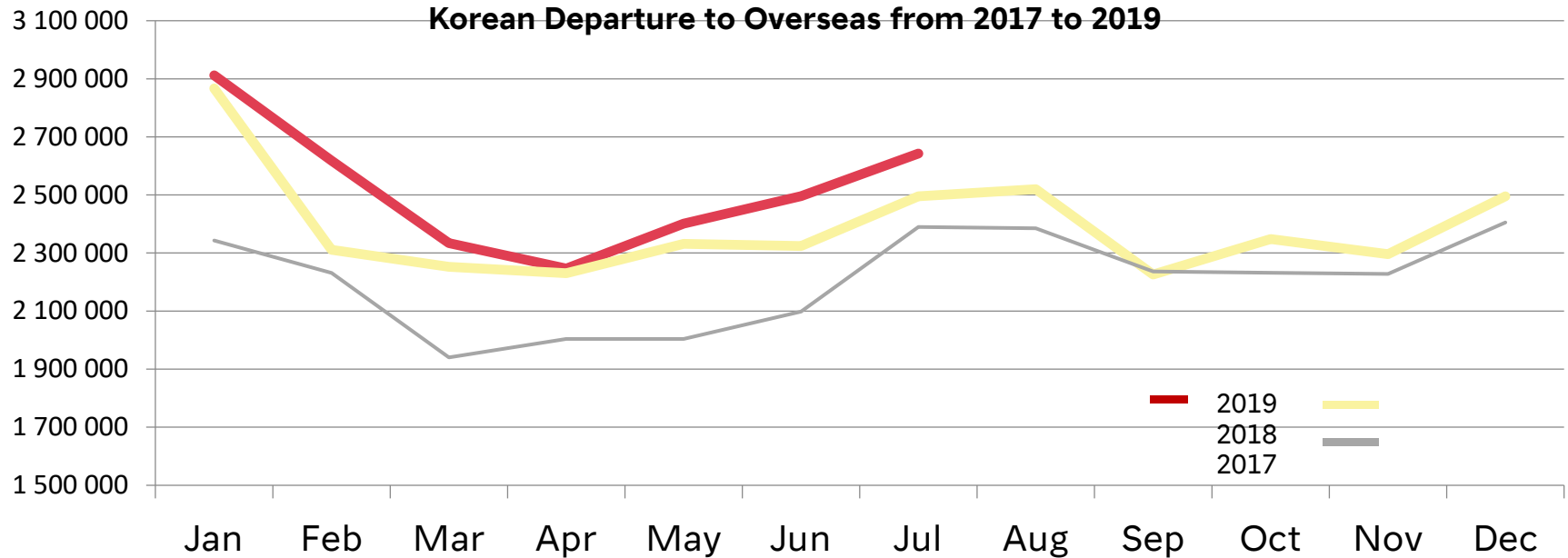
➤ By years

	2019	Growth Rate	2018	Growth Rate	2017	Growth Rate
Jan	2,912,331	1.6	2,866,780	22.4	2,343,048	10.9
Feb	2,617,946	13.3	2,311,009	3.6	2,231,269	18.9
Mar	2,334,153	3.6	2,252,565	16.1	1,940,542	23.7
Apr	2,246,417	0.7	2,230,200	11.3	2,003,943	22.4
May	2,401,204	3.0	2,331,565	16.4	2,003,834	21
Jun	2,495,798	7.4	2,323,986	10.8	2,098,126	18
Sub Total	15,007,849	4.8%	14,336,105	13.6 %	12,620,762	19 %
Jul	2,642,585	5.9	2,495,297	4.4	2,389,447	14.5
Aug			2,519,860	5.6	2,385,301	15.6
Sep			2,225,756	-0.5	2,236,500	17.4
Oct			2,347,876	5.2	2,231,748	19.6
Nov			2,295,810	3.1	2,227,747	22
Dec			2,495,279	3.8	2,404,942	19.8
Total			28,715,983	8.3%	26,496,447	18.4 %

Jan-Jul 2019 International Departures : 17,650,434 (+5%)

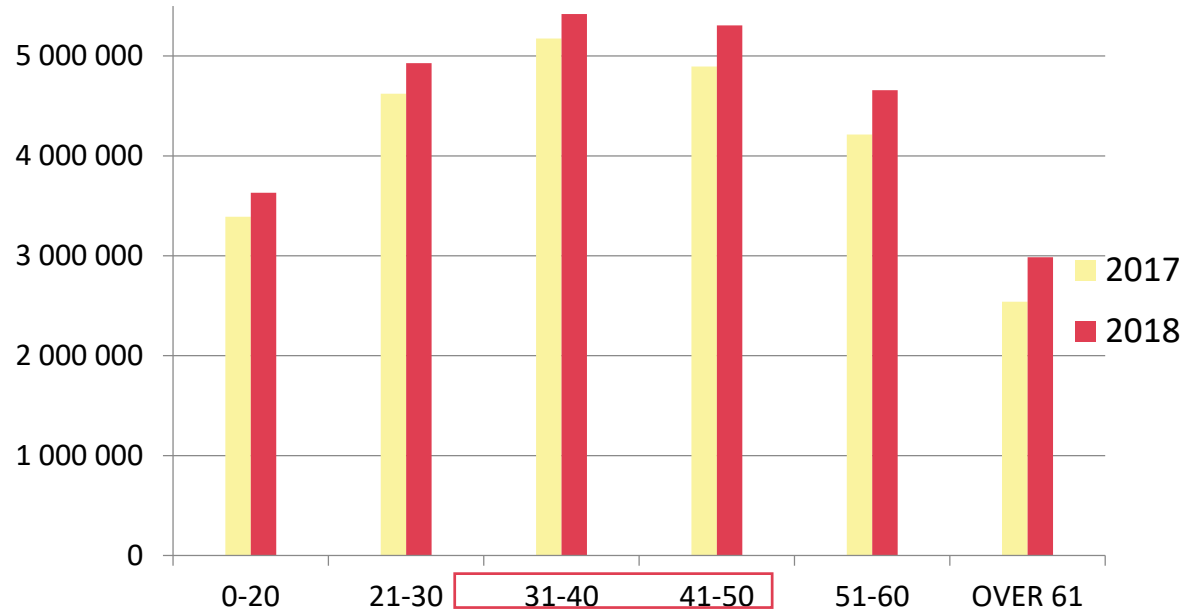
Jan-Dec 2018 international Departures : 28,715,983 (+8.3%)

Years flow by Month



Korean departures to overseas have been gradually increasing over last three years.

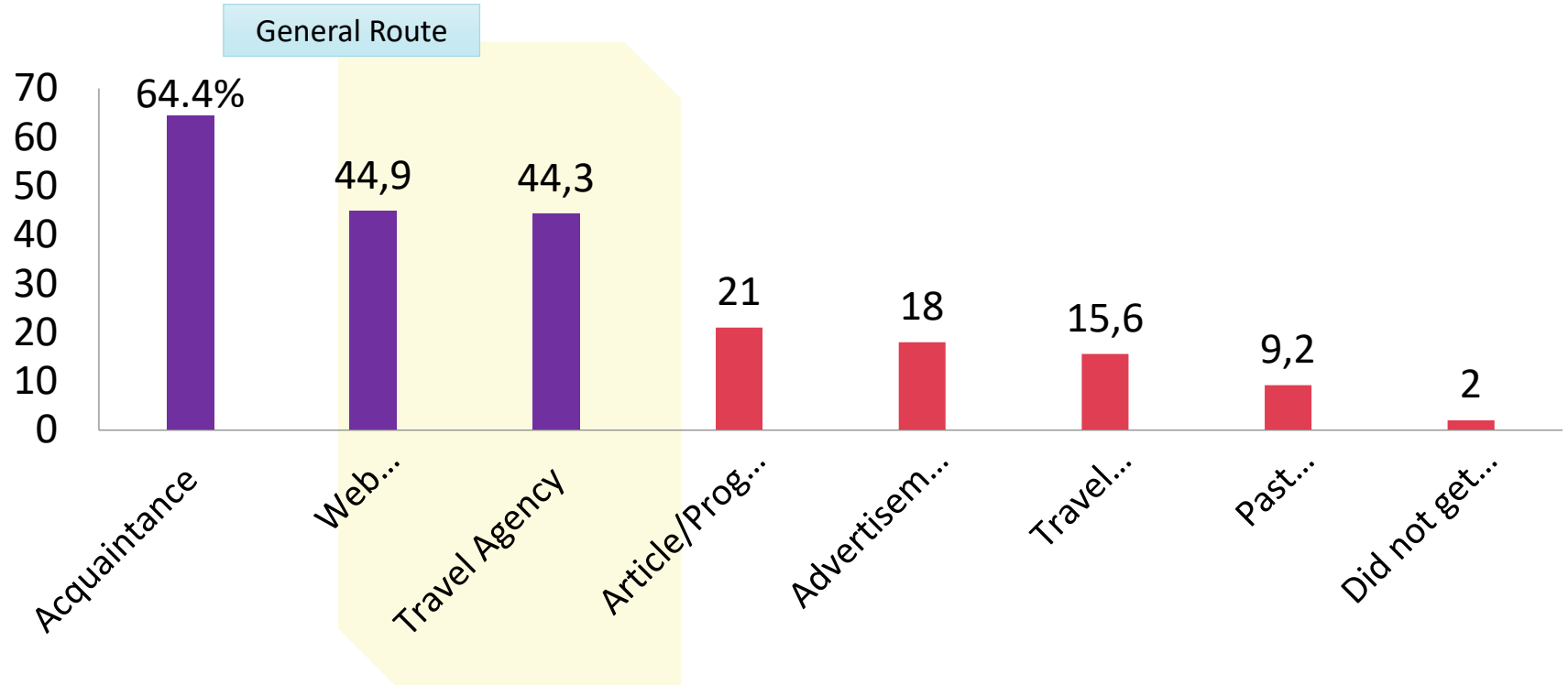
By Age Group



Age of 30's and 40's are leading groups of Travel in Korea
Korea Population : 51,82 million (2018)

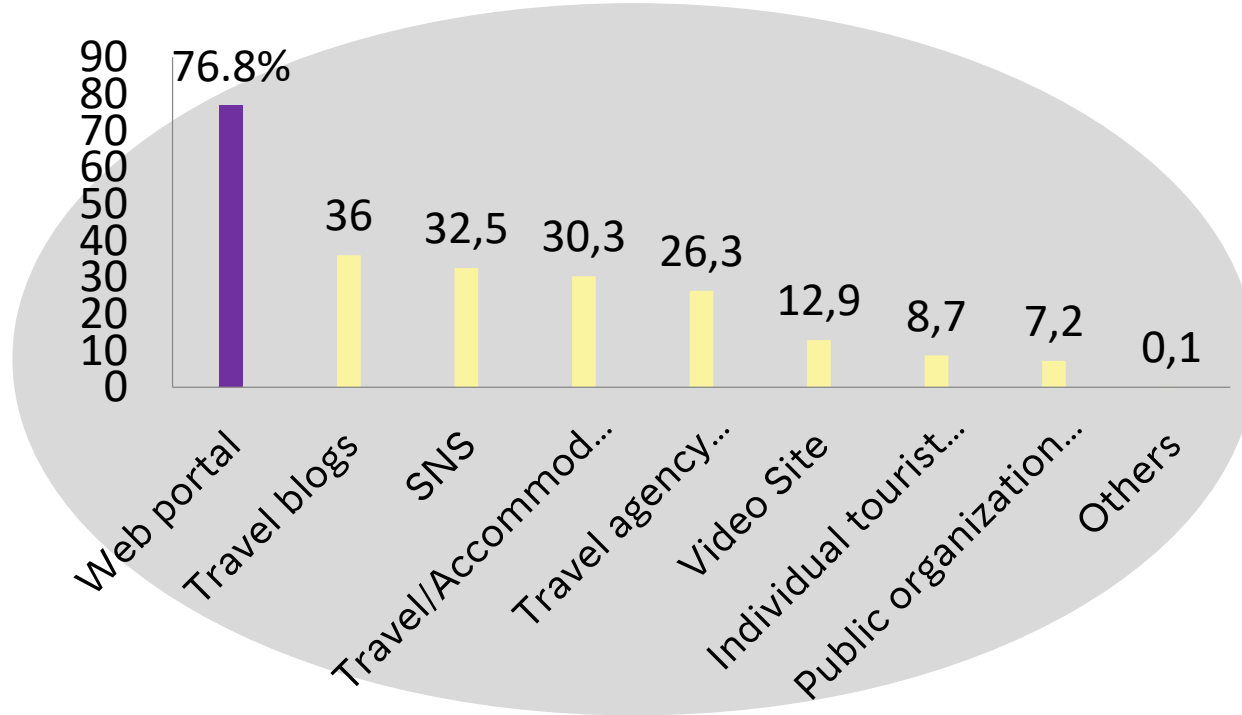
By Information source

(Unit: %)



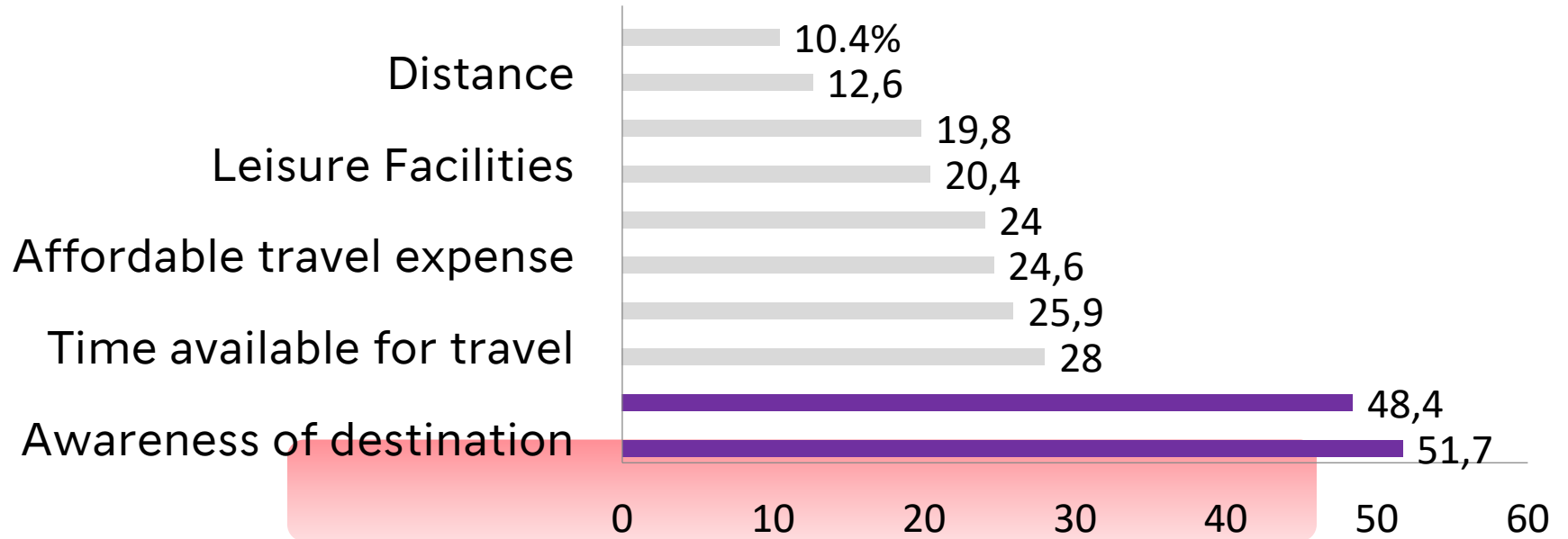
On-line
Reference

(Unit: %)



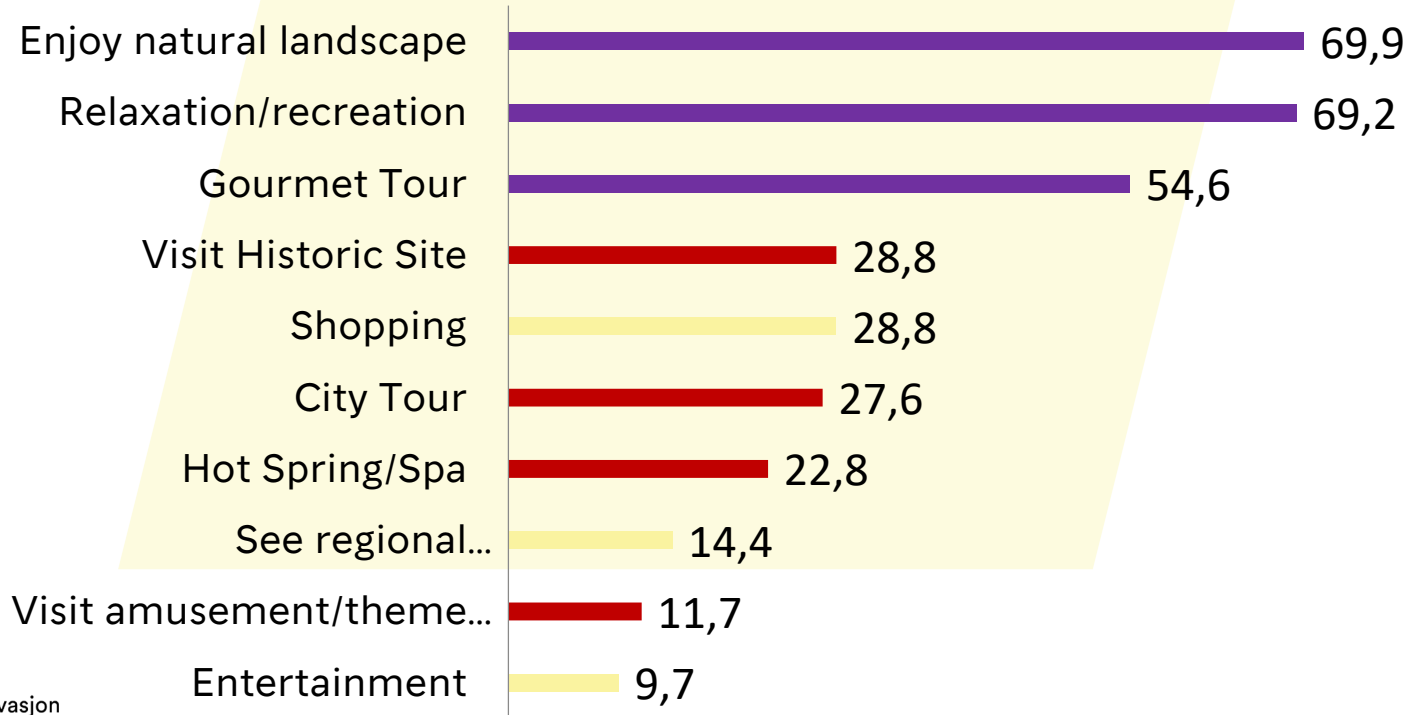
Destination Selection

(Unit: %)



Destination Selection

Regarding activities at the overseas travel, 'Enjoy natural landscape'(69.9%), 'Relaxation/recreation'(69.2%) was shown to be the highest, followed by 'Gourmet tour'(54.6%), 'Visit historic sites'(28.8%), 'Shopping'(28.8%), etc.



Travel Trends

Rank	Subjects
1	Family
2	Premium themed tour (e.g., cooking class)
3	Foodie (e.g., Michelin star restaurant, winery tour)
4	Small town
5	Semi-package; FIT but adding in half day or full day group tour to the itinerary
6	DIY : tailor-made itinerary
7	Influence from TV: Destinations featured from travel reality shows are still in rise
8	Snap photography: Professional photographer snapping photos for you for a day rather than a selfie. Preferred by honeymooners
9	Small but certain happiness

Travel Trends cont.

Female travelers in their 20s to 30s will remain similar, otherwise male counterparts in their 40s and 50s possibly increasing.

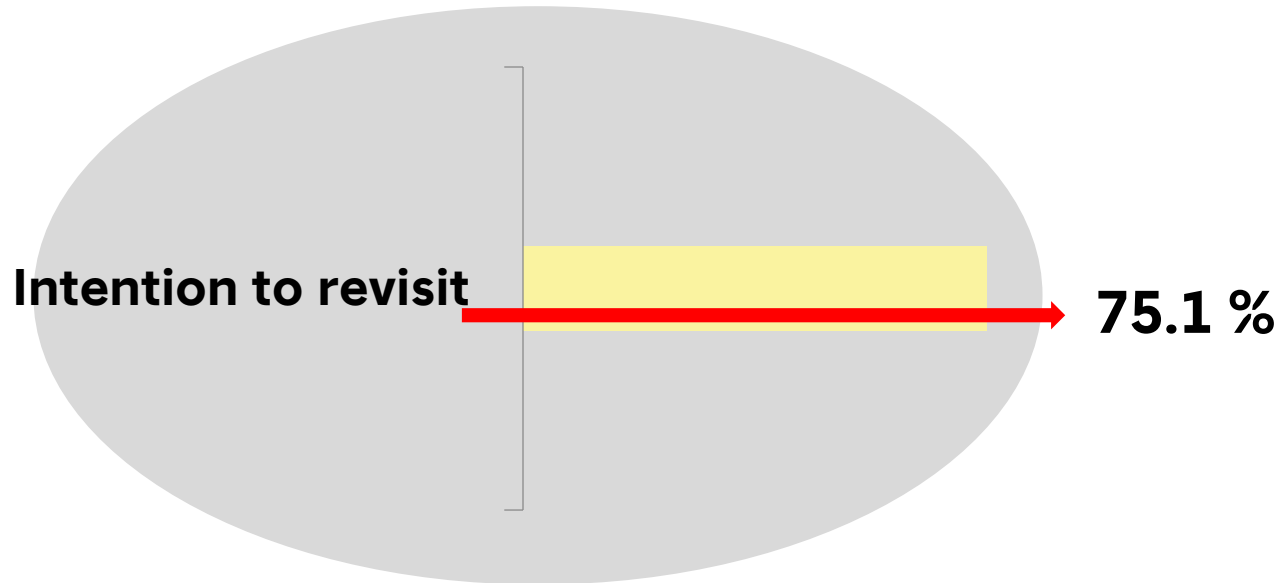
Short-term travel with less than 6 nights stay will increase and travels longer than 5 nights will decrease.

Travel destinations will be chosen based on how to rest and what to eat, shifted from what to see.

Average travel expenditure will decrease and travel destinations offering low prices will be preferred.

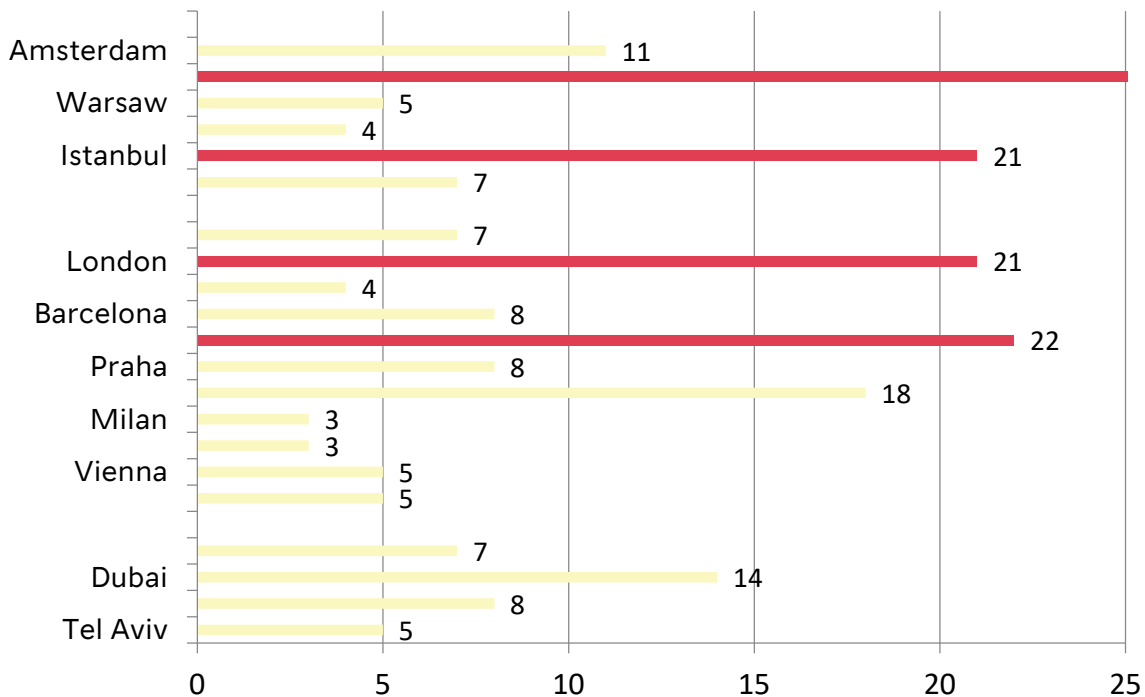
Intention to revisit

(Unit: %)



Travelling to Europe

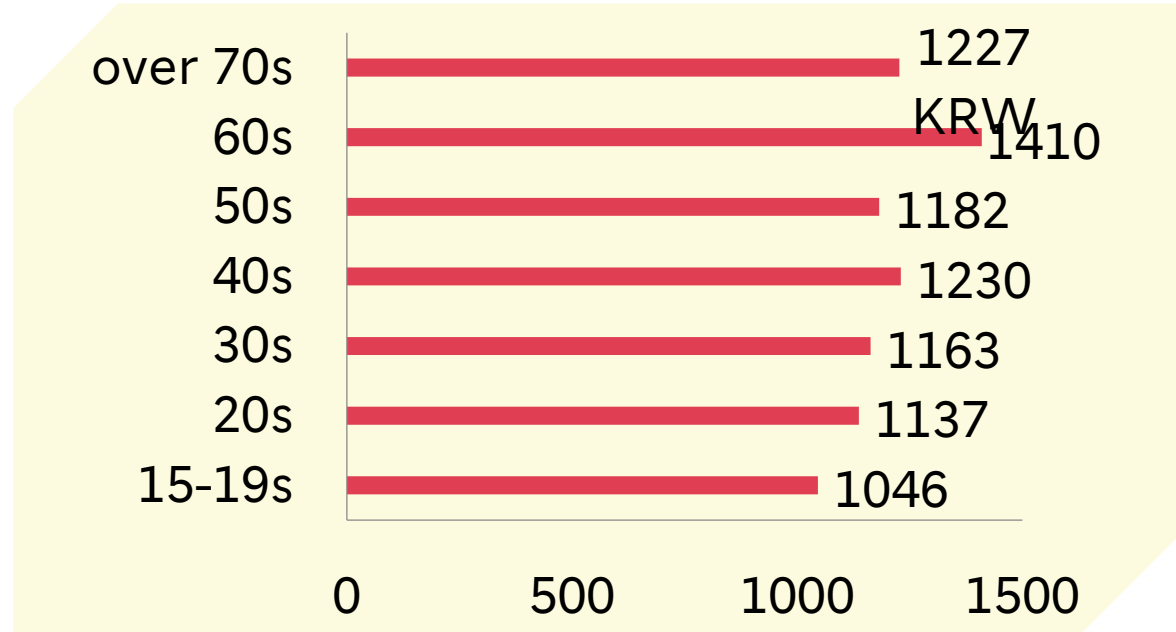
Europe Bound Flights **214 Flights Weekly**



From 23 Sep New 3 flights to Budapest by LO / from March 23, 2020 Busan- Helsinki by Finnair

Average travel expenditure

The average expenditure of overseas traveler per trip was 1,195 thousand won.
(Unit: Thousand won)



What's New

- New Destination to Eastern n Central Europe like Warsaw, Budapest by Polish Airlines. Also Korean Air arrange charter flights to Egypt, Georgia.
- New market of Balkan area, Croatia, Slovenia, Serbia etc.
- More mono destinations are by a few agent, e.g. Hanjin Travel Agency, Mode Tour
- Through TV home shopping one of trend they offer rather low pricing even they make down payment.
- YOLO Travel, young people traveling
- Book well in advance to get early bird fare from Airlines
- Turkish Airlines is bounding to Europe with 21 flights weekly
- Finnair is strongly promoting Finland, also new operation from Busan w.e.f March 2019.
- Vietnam became new market to visit by Korean substituting Japan and HongKong.

Korea Market 2019

Recently Europe is expanding with new flights introducing to Venice, Barcelona. Balkan, from March 2012 Finnair extend new route from Busan to Helsinki.

Lately Korean traveler prefers small cities rather than big cities. Korean prefer small cities which were not known or visited much by Korean so they prefer to experience new places.

FIT market including small group with families are increasing as most of them became repeat travelers. Families travel to both domestic as their facilities are much improved.

Korean internet population is quite high which makes people use various internet sites for their travel plan, and find their destinations for next travel.

They search through the internet and make partial booking by sky scanner or hotel booking engines.

Korea Market 2019

Likely difficult for travel consumers to increase their travel expenses due to economic recession, thus, to continue to restructure their journeys with a budget similar to the previous year.

Short distance and short term travel trend likely to continue for both domestic and overseas travel as Korean travelers will continue to value practicality in terms of time/cost, travel distance, and convenience.

"Things-to-see" is declining while "things-to-play" and "eat" are rising in importance, which OTA/Metasearch is accelerating.

Instead of their expenses on living costs like transportation, communication, they spend more on recreational cultural activities, including travelling, eating outside which was rather less priority in the past. Traveling is the priority.



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