

Travel in South Korea

September 2023

Table of Contents

[Travel in South Korea](#)

EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2018-2023

Table 2 - Surface Travel Modes Online Sales: Value 2018-2023

Table 3 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 5 - In-Destination Spending: Value 2018-2023

Table 6 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in South Korea](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing demand for outbound travel as restrictions ease

Inbound arrivals also experience another year of impressive growth

PROSPECTS AND OPPORTUNITIES

Reopening of Chinese Group Visa will be key to driving up inbound arrival numbers

Declining demand for Jeju domestic tourism as borders reopen

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2018-2023

Table 8 - Inbound Arrivals by Country: Number of Trips 2018-2023

Table 9 - Inbound City Arrivals 2018-2023

Table 10 - Inbound Tourism Spending: Value 2018-2023

Table 11 - Forecast Inbound Arrivals: Number of Trips 2023-2028

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2023-2028

Table 13 - Forecast Inbound Tourism Spending: Value 2023-2028

Table 14 - Domestic Trips by Destination: Number of Trips 2018-2023

Table 15 - Domestic Spending: Value 2018-2023

Table 16 - Forecast Domestic Trips by Destination: Number of Trips 2023-2028

Table 17 - Forecast Domestic Spending: Value 2023-2028

Table 18 - Outbound Departures: Number of Trips 2018-2023

Table 19 - Outbound Departures by Destination: Number of Trips 2018-2023

Table 20 - Outbound Tourism Spending: Value 2018-2023

Table 21 - Forecast Outbound Departures: Number of Trips 2023-2028

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2023-2028

Table 23 - Forecast Outbound Spending: Value 2023-2028

[Airlines in South Korea](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

New airline, Air Premier, launches inaugural international flight
Premium seats are either new options or making a comeback

PROSPECTS AND OPPORTUNITIES

Resumption of airline routes previously impacted by pandemic
Easter Jet returns following the disruptions of COVID-19

CATEGORY DATA

Table 24 - Airlines Sales: Value 2018-2023
Table 25 - Airlines Online Sales: Value 2018-2023
Table 26 - Airlines: Passengers Carried 2018-2023
Table 27 - Airlines NBO Company Shares: % Value 2018-2022
Table 28 - Low Cost Carriers Brands by Key Performance Indicators 2023
Table 29 - Full Service Carriers Brands by Key Performance Indicators 2023
Table 30 - Forecast Airlines Sales: Value 2023-2028
Table 31 - Forecast Airlines Online Sales: Value 2023-2028

Lodging (Destination) in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing number of new hotels in South Korea
Retail value sales for lodging continue to rise in 2023

PROSPECTS AND OPPORTUNITIES

Hotels adopt Apple Pay for guests' greater convenience
Government-sponsored "workcations" and long-term stays increasingly popular

CATEGORY DATA

Table 32 - Lodging (Destination) Sales: Value 2018-2023
Table 33 - Lodging (Destination) Online Sales: Value 2018-2023
Table 34 - Hotels Sales: Value 2018-2023
Table 35 - Hotels Online Sales: Value 2018-2023
Table 36 - Other Lodging Sales: Value 2018-2023
Table 37 - Other Lodging Online Sales: Value 2018-2023
Table 38 - Lodging (Destination) Outlets: Units 2018-2023
Table 39 - Lodging (Destination) Rooms: Number of Rooms 2018-2023
Table 40 - Lodging (Destination) by Incoming vs Domestic: % Value 2018-2023
Table 41 - Hotels NBO Company Shares: % Value 2018-2022
Table 42 - Hotel Brands by Key Performance Indicators 2023
Table 43 - Forecast Lodging (Destination) Sales: Value 2023-2028
Table 44 - Forecast Lodging (Destination) Online Sales: Value 2023-2028
Table 45 - Forecast Hotels Sales: Value 2023-2028
Table 46 - Forecast Hotels Online Sales: Value 2023-2028
Table 47 - Forecast Other Lodging Sales: Value 2023-2028
Table 48 - Forecast Other Lodging Online Sales: Value 2023-2028
Table 49 - Forecast Lodging (Destination) Outlets: Units 2023-2028

Booking in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continuous expansion of online travel agencies

Increasing number of bookings due to skyrocketing travel demand

PROSPECTS AND OPPORTUNITIES

New online travel platforms in South Korea

Emergence of new package tour trends

CATEGORY DATA

Table 50 - Booking Sales: Value 2018-2023

Table 51 - Business Travel Sales: Value 2018-2023

Table 52 - Leisure Travel Sales: Value 2018-2023

Table 53 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 54 - Forecast Booking Sales: Value 2023-2028

Table 55 - Forecast Business Travel Sales: Value 2023-2028

Table 56 - Forecast Leisure Travel Sales: Value 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-south-korea/report.