Global Market Profile

SOUTH KOREA

March 2024

Introduction

- Tourism Economics forecasts domestic leisure visitation will account for $101B in spending in California in 2024 and international visitation will account for $29B in spending in the state.

- In this highly competitive environment for tourism dollars and with travel demand normalizing, effective global marketing is critical to California achieving these spending numbers which requires a deep knowledge of the domestic and international markets that drive tourism spending in the state. This includes an understanding of the audience of travelers most likely to visit California in the next year.

- The **Global Market Profile** report has been developed by Visit California Research to provide the organization and the state's tourism industry with insights on California's domestic market and thirteen opportunity international markets through detailed market landscapes as well as highly targeted audience profiles and traveler behavior insights.

Market Landscape:

Audience Insights:

California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
  o Visitation and Spending Forecasts
  o Airlift Recovery (flights and seats)
  o Arrival Numbers & California Market Share
  o Consumer travel intent and barriers

- **Audience Insights** includes a profile of target travelers, including:
  - Description and size of Audience Target
  - Demographic profile
  - General travel planning behavior
  - General trip spending
  - Advertising and sports preferences

- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
  - Trip purpose
  - First/Repeat visitation
  - Destinations visited
  - Travel party, accommodations, activities and expenditures
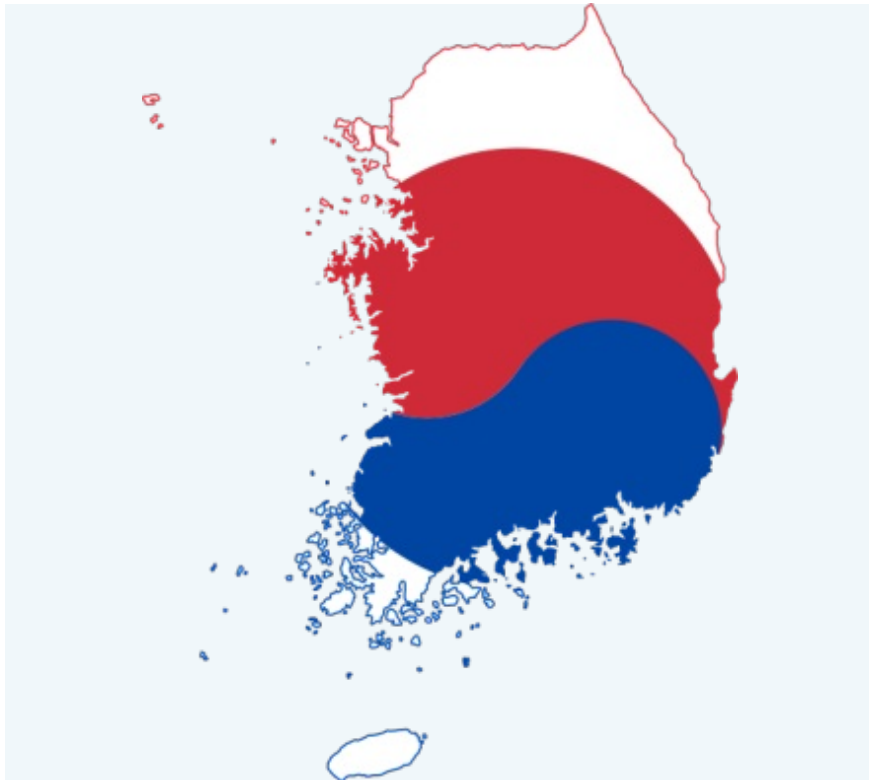
Methodology & Sources

- The report contains three sections:
    - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.

    - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all thirteen Visit California opportunity markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
        - The audience profile is built on a segmentation of consumers planning international leisure travel in the next 12 months and are considering California as a destination.* The profiles provide insights into those travelers most likely to visit the state.

    - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).

*Profile targets for China and Japan include travelers considering California and/or other U.S. destinations due to sample size limitations.

Market Landscape

Country Profile

South Korea

POPULATION: *
51.8M

EXCHANGE RATE: **
Local currency to USD dollar
1,332.2

GROSS DOMESTIC PRODUCT (GDP):
Annual % chg ***
1.5%

INFLATION RATE:
Annual % chg ****
3.5%

Forecast: Visitor Spending by Market (2024)

The chart below shows California's visitor spending forecast for the state's 14 target markets and share of total international spending in the state.

Market	Share	Spending
Mexico total	16%	$4,601
Mexico (land)	12%	$3,663
Mexico (air)	3%	$938
Canada	13%	$3,890
China	7%	$2,176
India	6%	$1,809
United Kingdom	5%	$1,515
Japan	5%	$1,467
France	4%	$1,292
Australia	4%	$1,297
South Korea	4%	$1,232
Germany	4%	$1,096
Italy	2%	$526
Nordics	2%	$511
Middle East	1%	$226
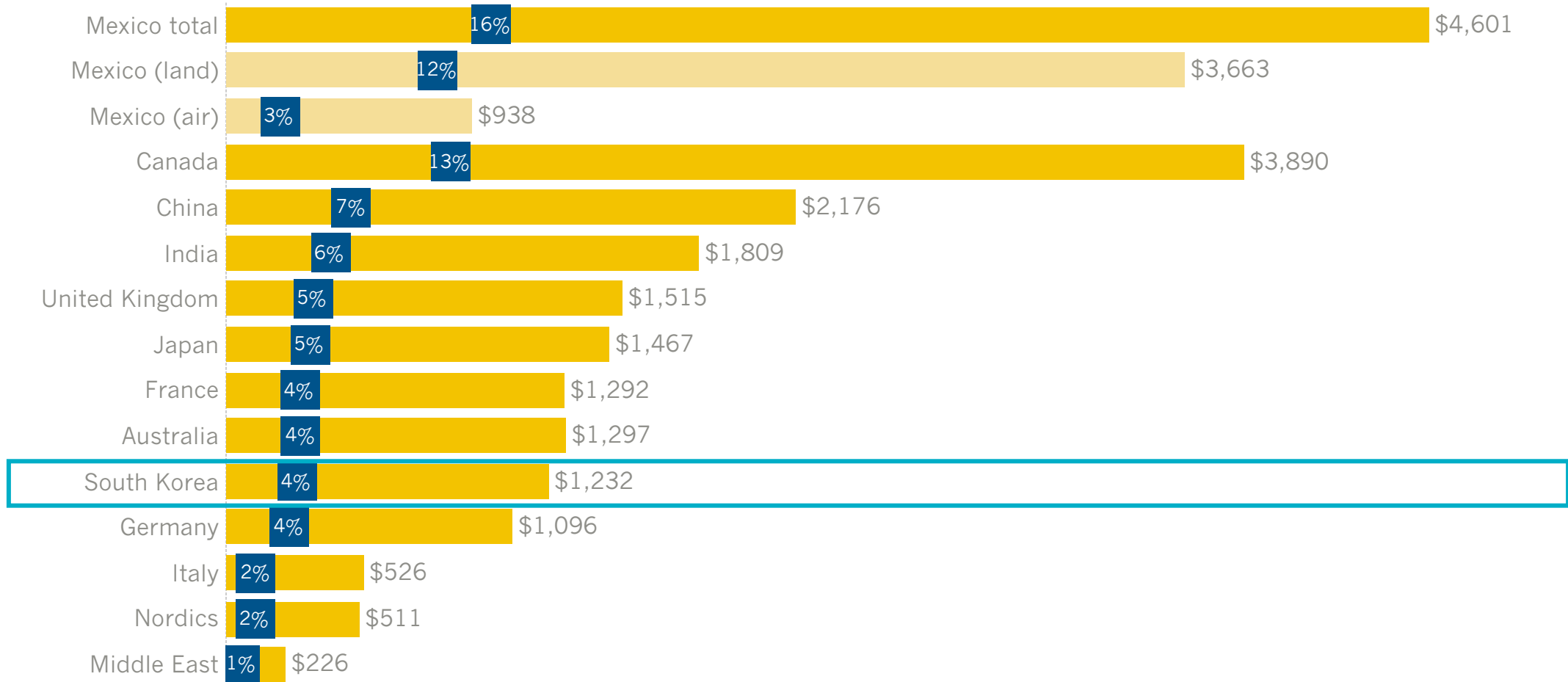
Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.

South Korea: Visitor Spending Forecast with Recovery Index to 2019

■ Spending (millions)　■ Recovery Index to 2019

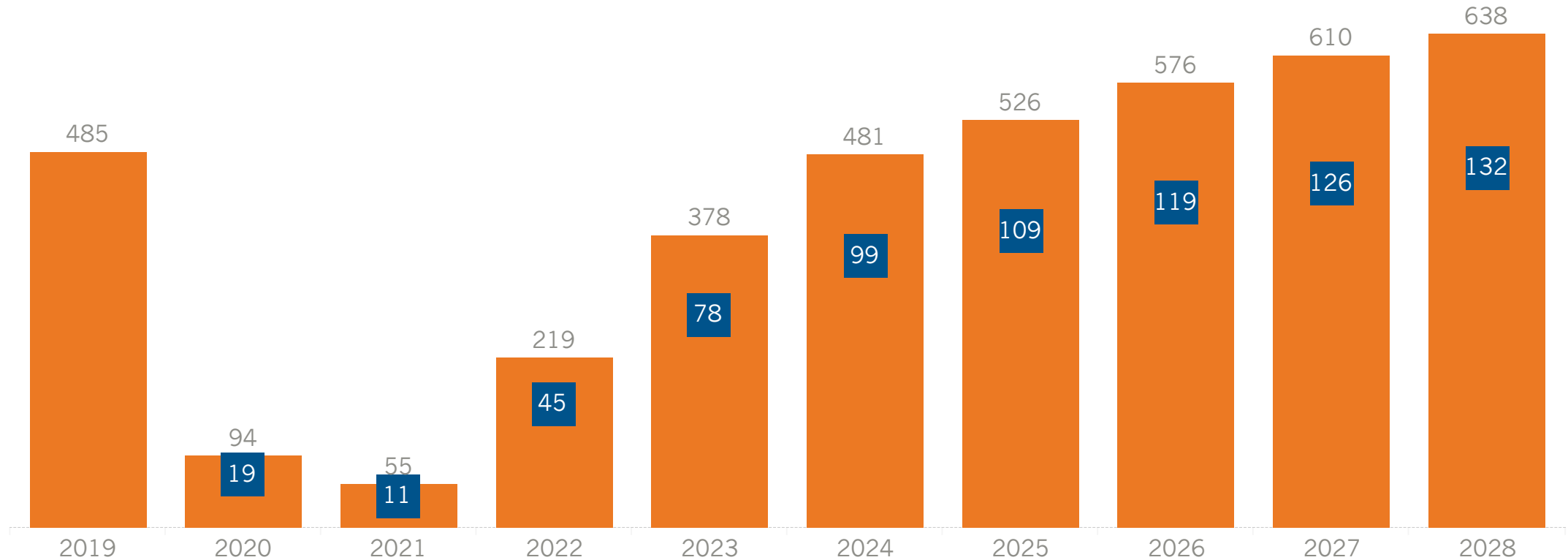| Year	Spending	Recovery Index
2019	$1,167	
2020	$268	23
2021	$96	8
2022	$603	52
2023	$958	82
2024	$1,232	106
2025	$1,375	118
2026	$1,534	131
2027	$1,657	142
2028	$1,752	150
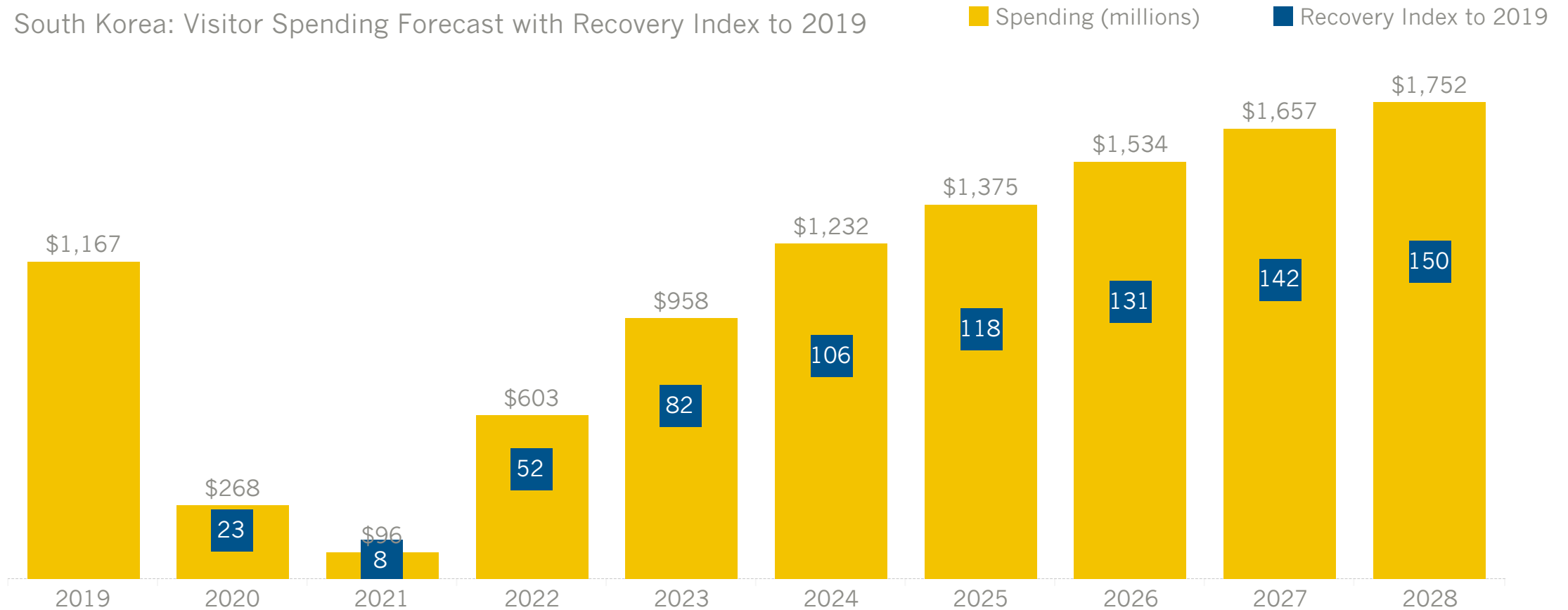
Forecast: Visitor Volume

The chart below shows the state's visitation forecast and recovery index for the focus market.

South Korea: Visitation Forecast with Recovery Index to 2019   ■ Visitation (thousands)   ■ Recovery Index to 2019

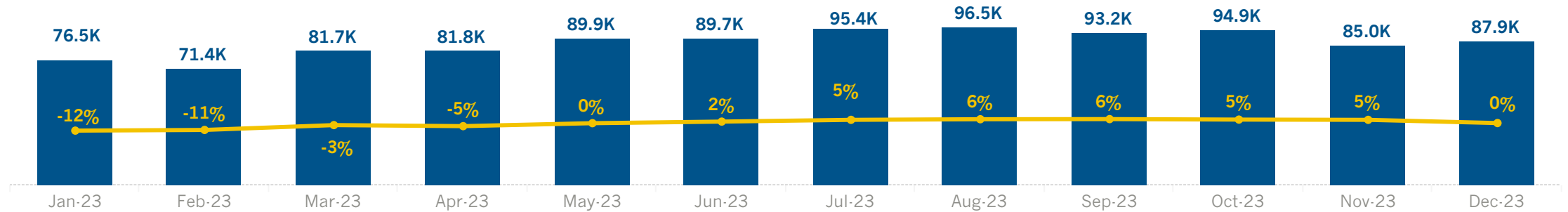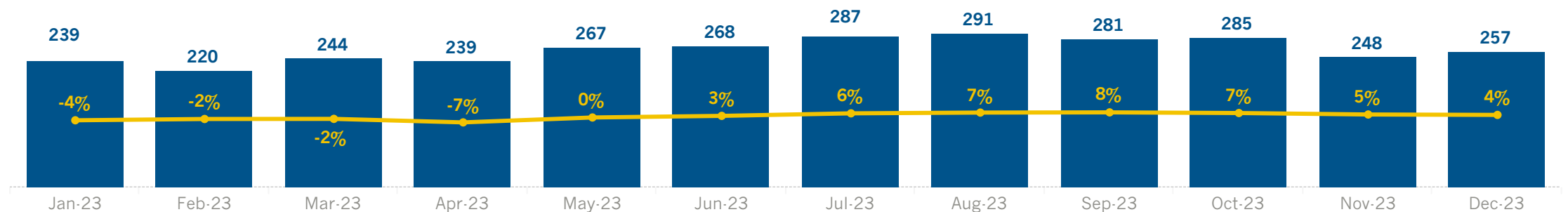| Year	Visitation (thousands)	Recovery Index to 2019
2019	485	
2020	94	19
2021	55	11
2022	219	45
2023	378	78
2024	481	99
2025	526	109
2026	576	119
2027	610	126
2028	638	132

Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

South Korea: Non-Stop Seats to CA (% chg vs 2019)

Month	Seats	% chg
Jan-23	76.5K	-12%
Feb-23	71.4K	-11%
Mar-23	81.7K	-3%
Apr-23	81.8K	-5%
May-23	89.9K	0%
Jun-23	89.7K	2%
Jul-23	95.4K	5%
Aug-23	96.5K	6%
Sep-23	93.2K	6%
Oct-23	94.9K	5%
Nov-23	85.0K	5%
Dec-23	87.9K	0%

South Korea: Non-Stop Flights to CA (% chg vs 2019)

Month	Flights	% chg
Jan-23	239	-4%
Feb-23	220	-2%
Mar-23	244	-2%
Apr-23	239	-7%
May-23	267	0%
Jun-23	268	3%
Jul-23	287	6%
Aug-23	291	7%
Sep-23	281	8%
Oct-23	285	7%
Nov-23	248	5%
Dec-23	257	4%

Source: Cirium

Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California's ports of entry and percent change to 2019 for the focus market.

South Korea: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

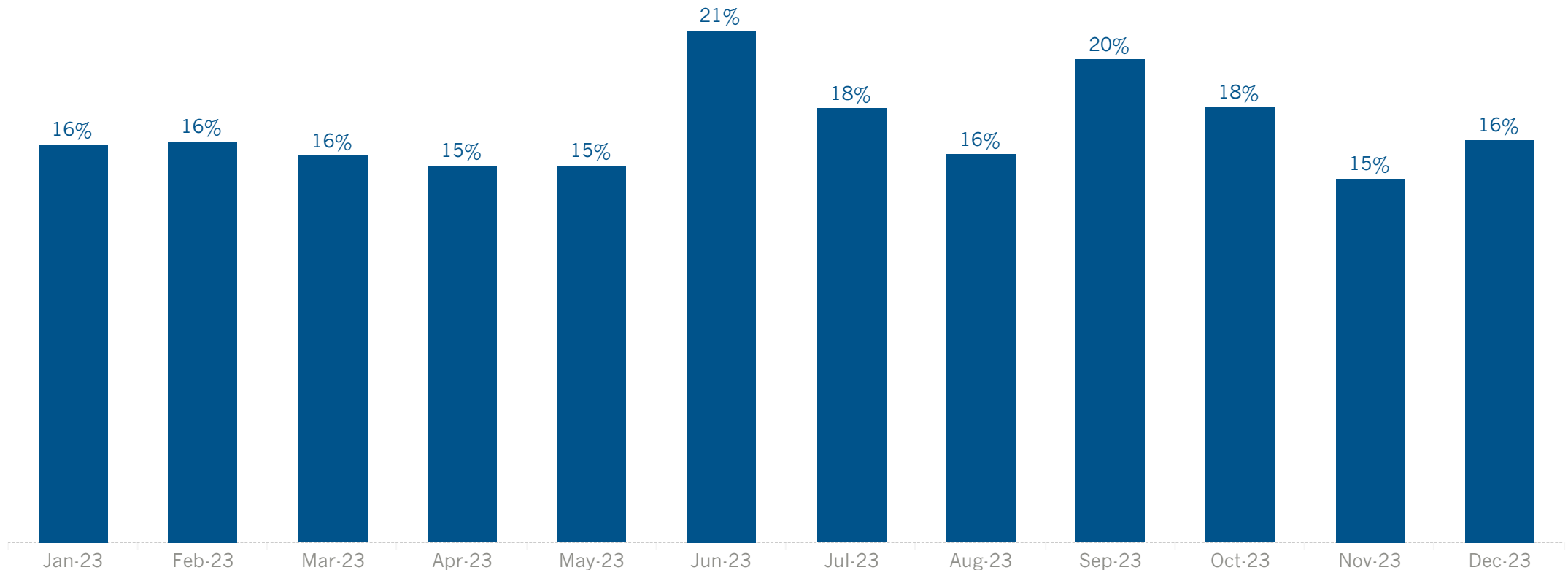|	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Arrivals	30,737	22,206	20,192	21,081	23,497	24,064	28,255	25,903	33,970	28,341	20,816	27,237
% change	-29%	-33%	-25%	-27%	-33%	-36%	-32%	-26%	-10%	-18%	-24%	-29%
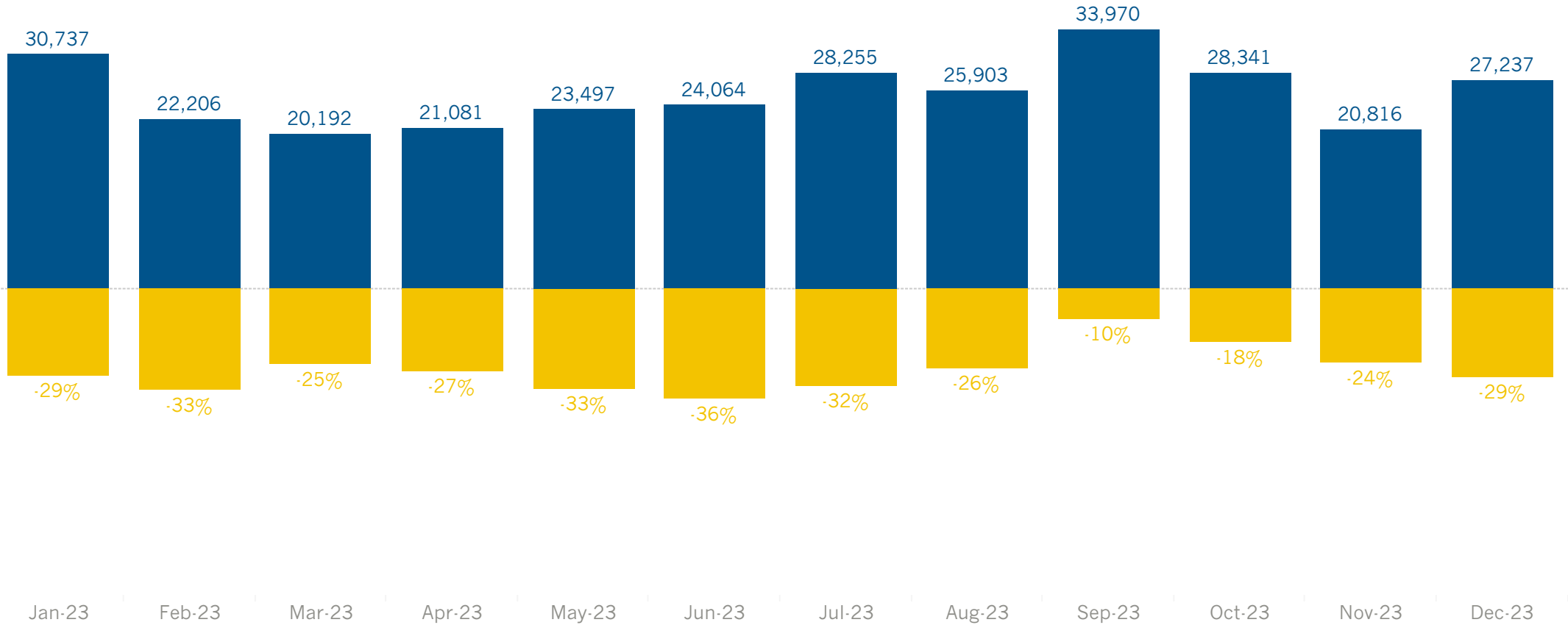
California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

South Korea: California Market Share of Arrivals Based on First Intended Address (%)

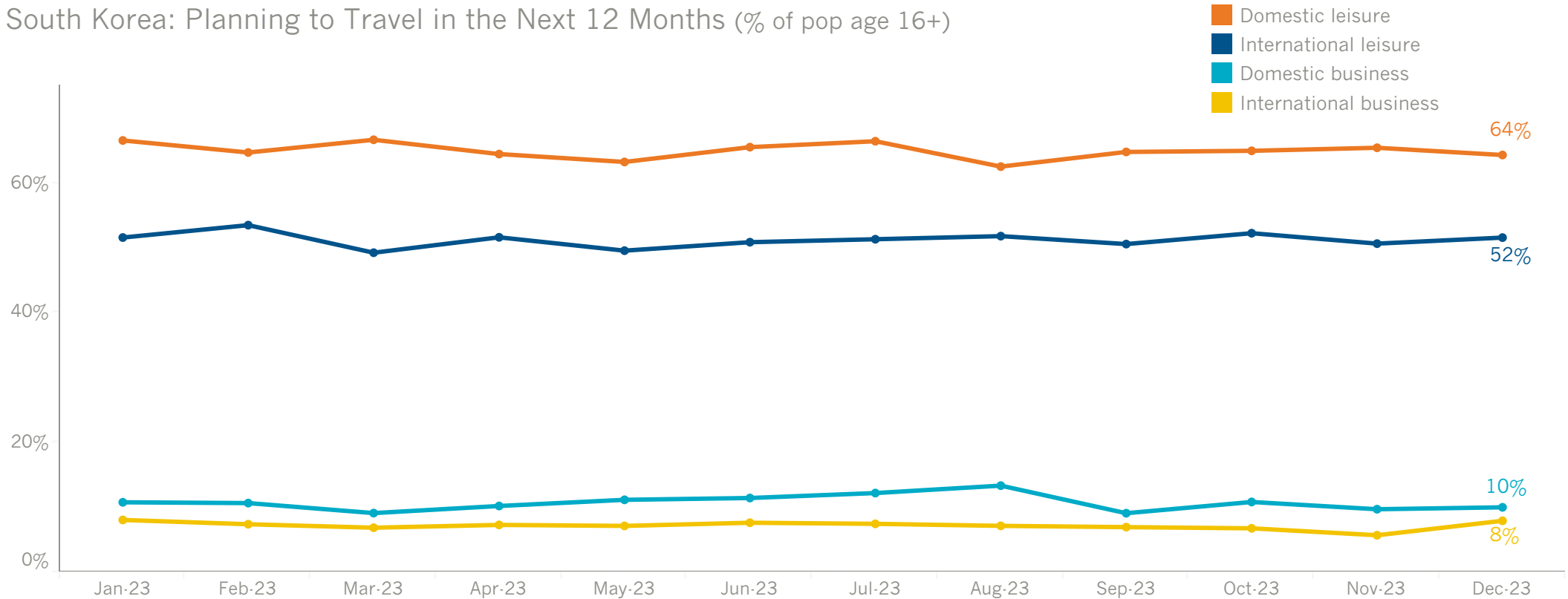| Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
16%	16%	16%	15%	15%	21%	18%	16%	20%	18%	15%	16%

Data reported through: December 2023

Source: NTTO/CIC Research

Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

South Korea: Planning to Travel in the Next 12 Months (% of pop age 16+)

- Domestic leisure
- International leisure
- Domestic business
- International business

Q: Which, if any, of the following trips are you planning to take in the next 12 months?
Data reported through: December 2023

Source: YouGov

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

South Korea: Barriers to Travel (% among not planning to travel internationally in next 12 months)

■ Price of travel
■ Safety
■ Health risks

56%

28%

19%

60%

40%

20%

0%

Jan-23 Feb-23 Mar-23 Apr-23 May-23 Jun-23 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23
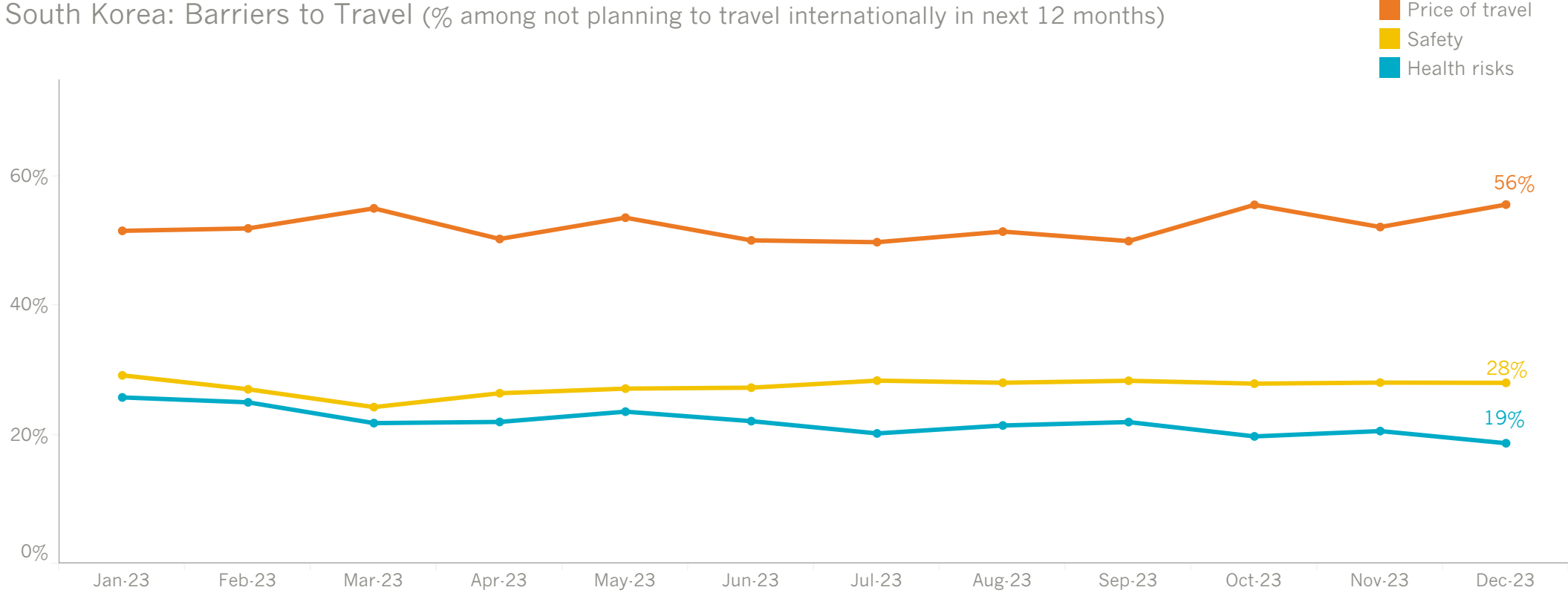
Q: Which, if any, of the below factors are currently preventing you from traveling?
Data reported through: December 2023

Source: YouGov

Audience Insights

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.
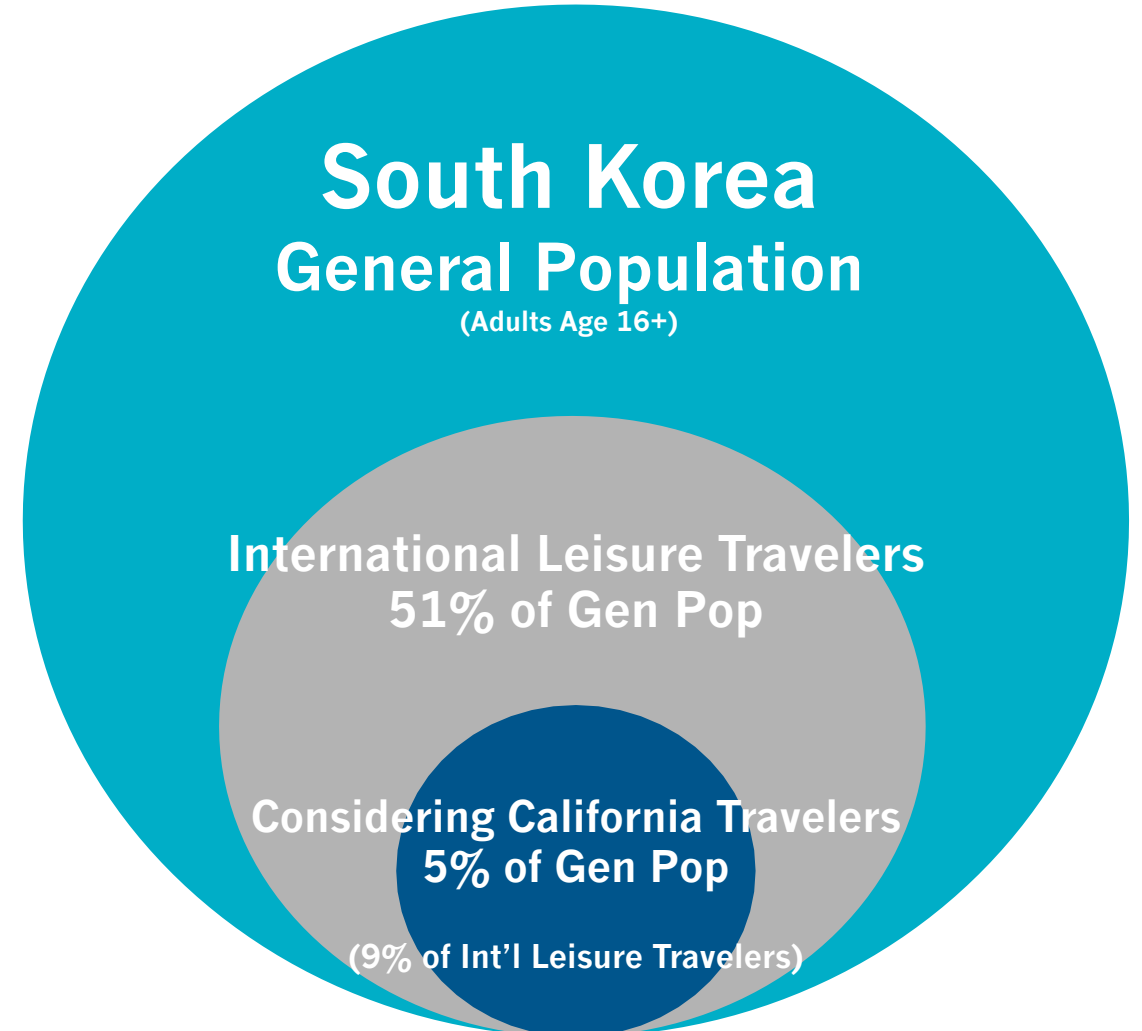
Definitions:

International Leisure Travelers:
Consumers in the focus market planning an international leisure trip in the next 12 months.

Considering California Travelers ("CA Traveler Target"):
Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.

South Korea
General Population
(Adults Age 16+)

International Leisure Travelers
51% of Gen Pop

Considering California Travelers
5% of Gen Pop

(9% of Int'l Leisure Travelers)

Source: YouGov (2023)

How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60

Generation Definitions:
- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.

- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

South Korea

Gender

	CA Traveler Target	Index
Female	43%	92
Male	57%	107

Marital Status

	CA Traveler Target	Index
Married	56%	94
Single	41%	112

Age

	CA Traveler Target	Index
Age 16-24	8%	119
Age 25-34	26%	113
Age 35-44	29%	109
Age 45-54	21%	78
Age 55+	16%	96

Generation

	CA Traveler Target	Index
Gen Z	6%	118
Millennial	47%	111
Gen X	37%	90
Baby Boomer	10%	87

Income*

	CA Traveler Target	Index
Higher income	56%	125
Middle income	37%	78
Lower income	7%	89
Prefer not to say	0%	

Region

	CA Traveler Target	Index
Seoul	43%	115
Gyeonggi	23%	94
Busan	6%	91
Incheon	5%	80
Daegu	4%	84
Daejeon	3%	98
Chungnam	3%	126
Gwangju	2%	80
Jeonbuk	2%	135
Gyongbu	2%	83

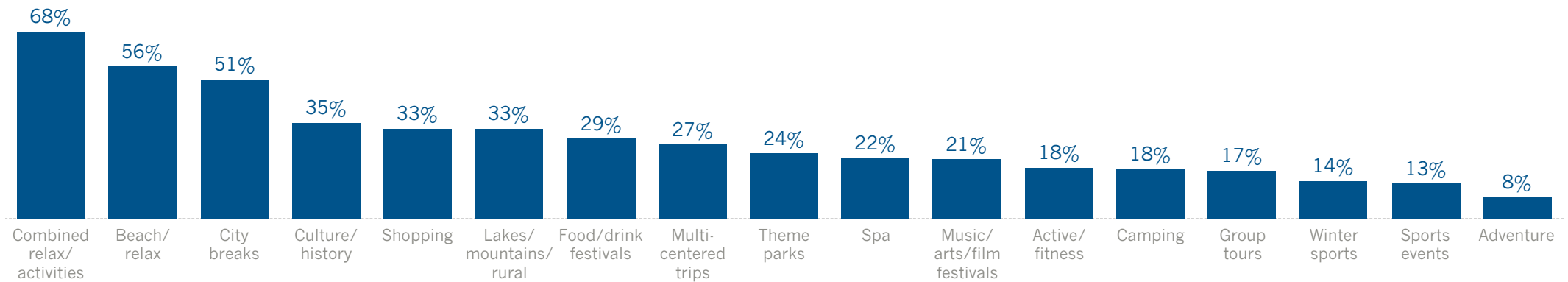*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median

Source: YouGov (2023)

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

South Korea

Trip Type

Category	%
Combined relax/activities	68%
Beach/relax	56%
City breaks	51%
Culture/history	35%
Shopping	33%
Lakes/mountains/rural	33%
Food/drink festivals	29%
Multi-centered trips	27%
Theme parks	24%
Spa	22%
Music/arts/film festivals	21%
Active/fitness	18%
Camping	18%
Group tours	17%
Winter sports	14%
Sports events	13%
Adventure	8%

Traveler Type

	CA Traveler Target	Index
Budget	28%	91
Responsible	18%	104
Adventurous	15%	125
Luxury	14%	133
All-inclusive	7%	69

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	55%	99
My children	35%	101
Friend(s)	31%	115
Other family	26%	101
Solo	9%	137
Other person(s)	6%	138

Q Trip Type: Which of the following types of holidays do you typically take?
Q Traveler Type: Which of the following best describes the type of traveler you are?
Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?
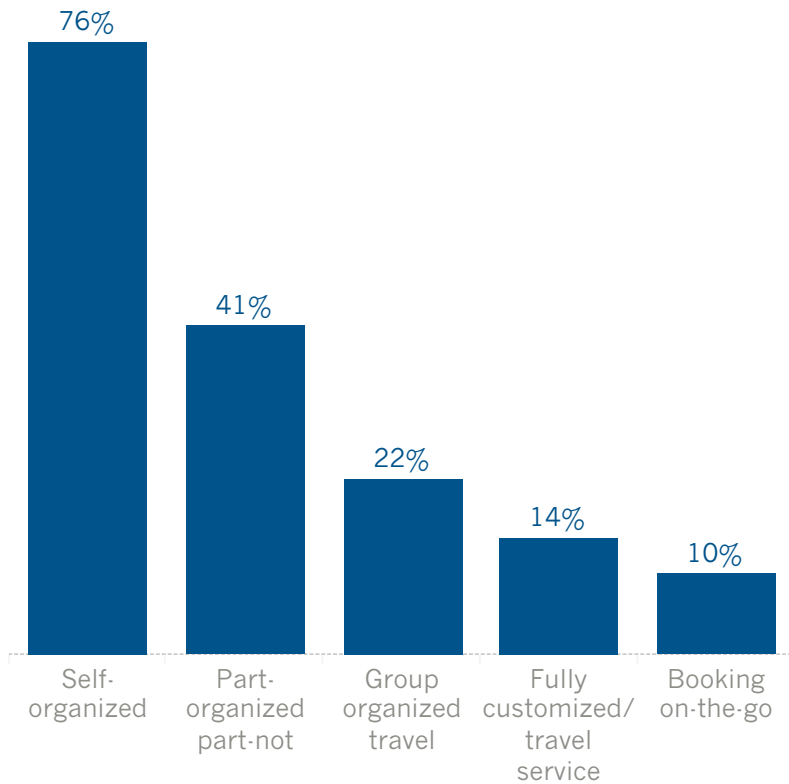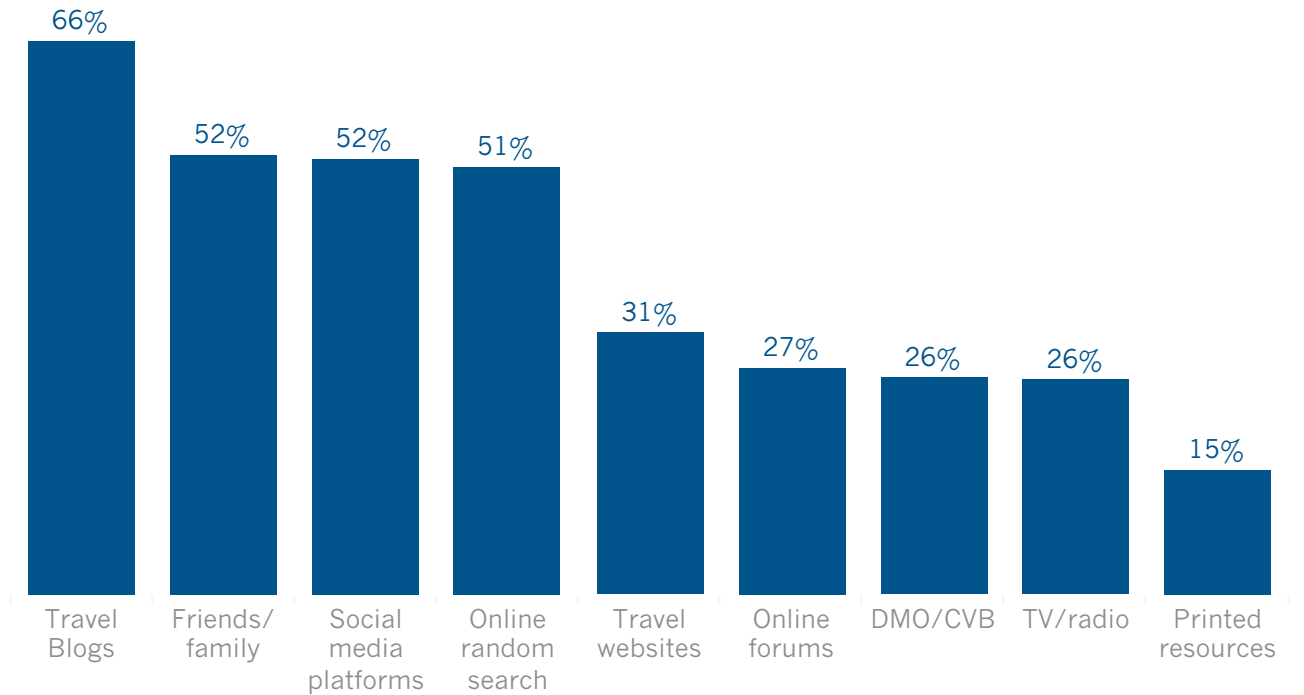
Source: YouGov (2023)

Organizing/Planning Methods

The chart below shows the organizing and planning methods of of the consumer target in the focus market.

South Korea

Organizing Travel

Self-organized	Part-organized part-not	Group organized travel	Fully customized/ travel service	Booking on-the-go
76%	41%	22%	14%	10%

Planning Methods

Travel Blogs	Friends/ family	Social media platforms	Online random search	Travel websites	Online forums	DMO/CVB	TV/radio	Printed resources
66%	52%	52%	51%	31%	27%	26%	26%	15%

Q Organizing: Which of the following describe how you generally organize your holidays?
Q Planning: Which of the following methods do you generally use to help plan a holiday?

Booking Preferences
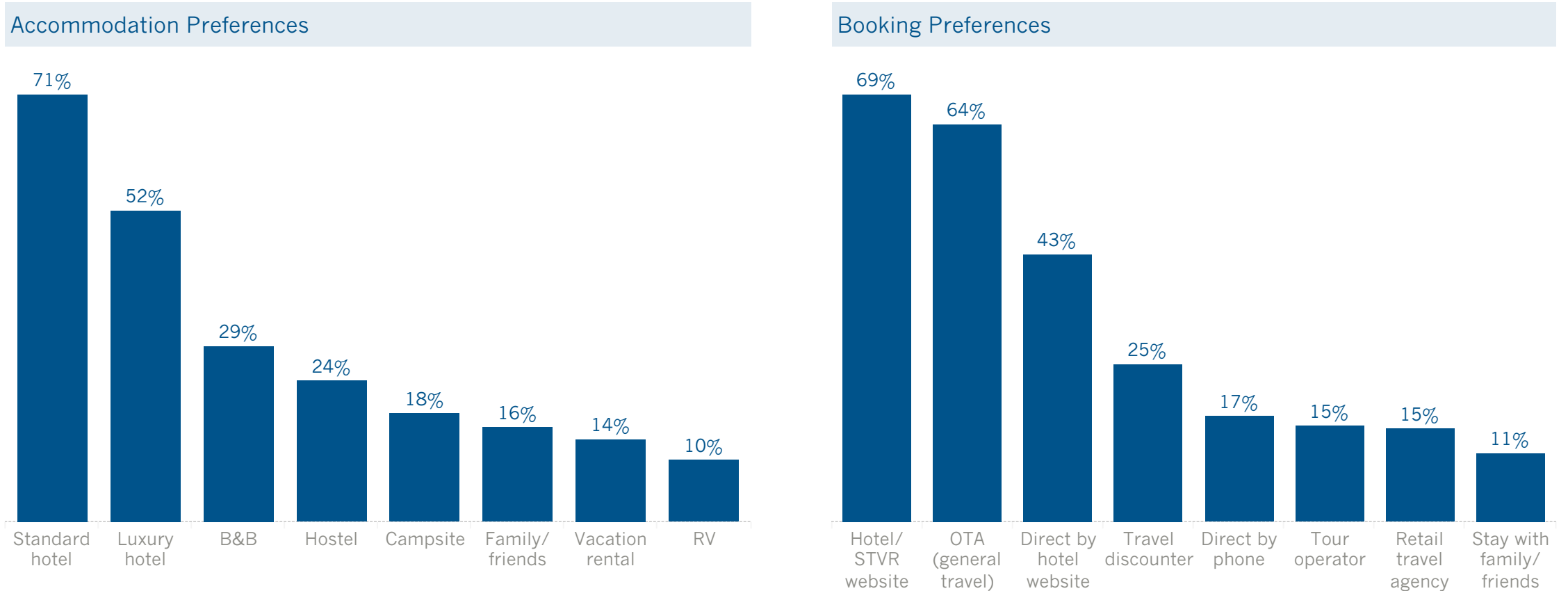
The chart below shows the accommodation preferences of of the consumer target in the focus market.

South Korea

Accommodation Preferences

Standard hotel	71%
Luxury hotel	52%
B&B	29%
Hostel	24%
Campsite	18%
Family/friends	16%
Vacation rental	14%
RV	10%

Booking Preferences

Hotel/STVR website	69%
OTA (general travel)	64%
Direct by hotel website	43%
Travel discounter	25%
Direct by phone	17%
Tour operator	15%
Retail travel agency	15%
Stay with family/friends	11%

Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?
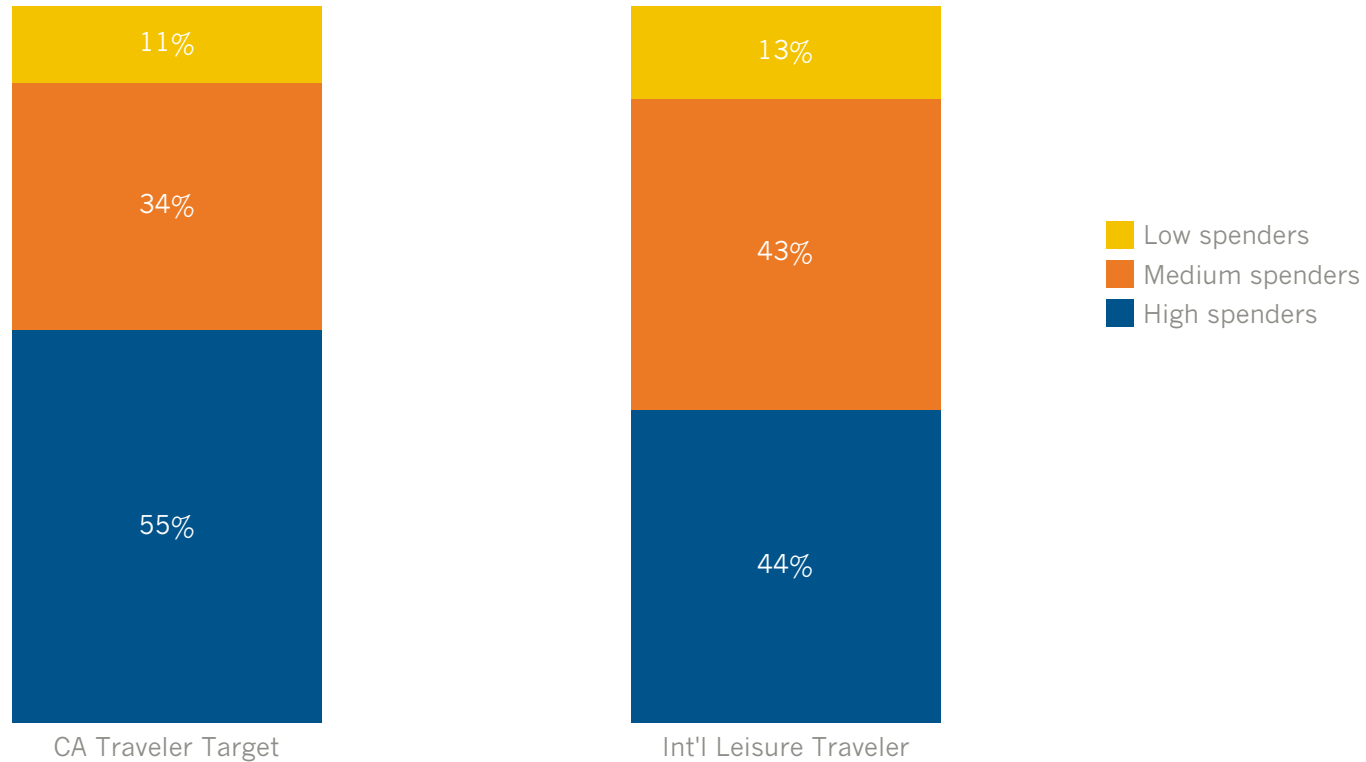
Source: YouGov (2023)

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

South Korea

Travel Spending (from most recent vacation)

CA Traveler Target:
- Low spenders: 11%
- Medium spenders: 34%
- High spenders: 55%

Int'l Leisure Traveler:
- Low spenders: 13%
- Medium spenders: 43%
- High spenders: 44%

Legend:
- Low spenders
- Medium spenders
- High spenders

Q: Thinking about your most recent holiday, approximately how much in total was spent per person?

Source: YouGov (2023)

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

South Korea

Advertising Influences

	CA Traveler Target	Index
Social media	55%	127
Online streaming services	44%	119
TV - Free to view channels	42%	124
Travel websites	42%	130
Cinema	25%	135
Public transport	25%	148
TV - paid/subscription	23%	192
Magazines (digital)	22%	178
Billboards	21%	113
National newspaper (digital)	21%	171
Local newspaper (digital)	16%	154
Direct mail	14%	159
Magazines (physical)	13%	203
Podcast	12%	170
National newspaper (physical)	12%	198
Local newspaper (physical)	11%	185
Radio	9%	188

Sports Watched/Followed

	CA Traveler Target	Index
Soccer/Football	44%	143
Baseball	43%	134
Golf	38%	154
Swimming	26%	152
Basketball	25%	159
Tennis	21%	170
Volleyball	20%	161
Running/Marathon	14%	135
Athletics/Track & Field	11%	214
Gymnastics	11%	247
Cycling	11%	185
Boxing	9%	200
Surfing	7%	213
NFL	6%	275
Ice Hockey	5%	208
Horse Racing	5%	244
Australian Rules Football	4%	282
Cricket	3%	270
Rugby League	3%	208

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?
Q Sports: Which of the following sports do you watch or follow?
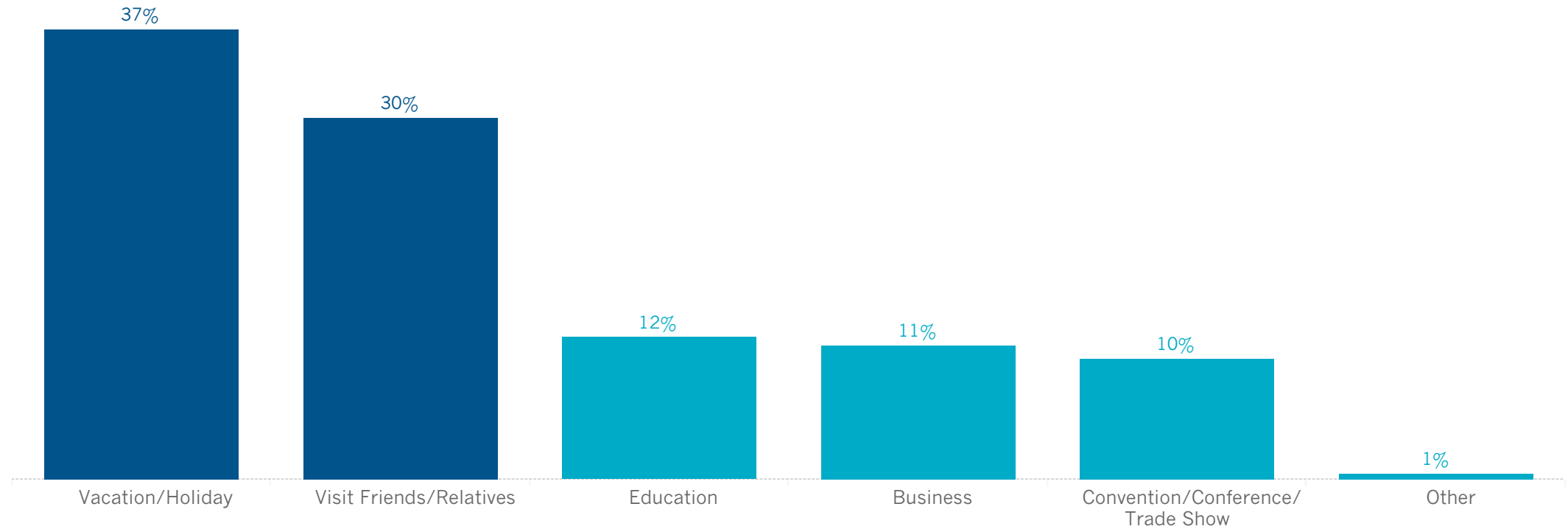
California Travelers &
California Trip Characteristics

Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

South Korea

Main Purpose of Trip

Purpose	Percentage
Vacation/Holiday	37%
Visit Friends/Relatives	30%
Education	12%
Business	11%
Convention/Conference/Trade Show	10%
Other	1%

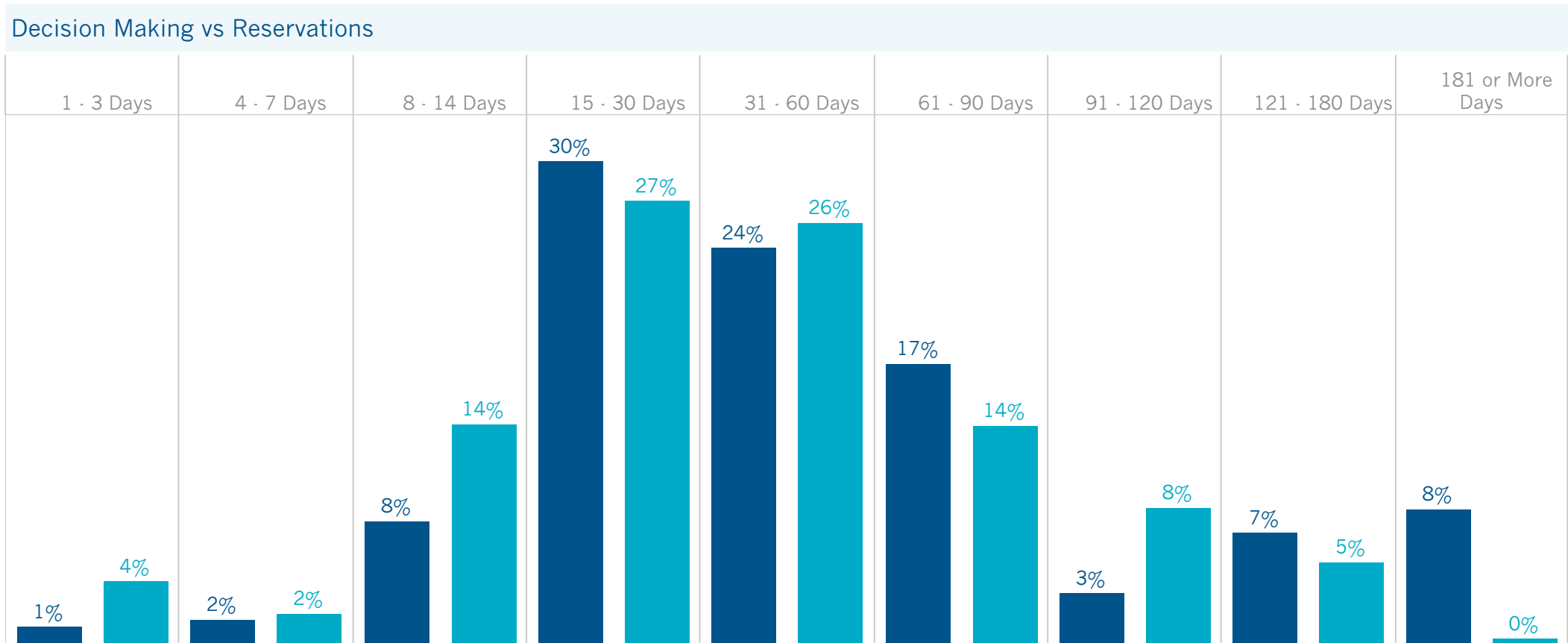Q. What was the main purpose of your trip?

Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

South Korea

Decision Making vs Reservations

	1 - 3 Days	4 - 7 Days	8 - 14 Days	15 - 30 Days	31 - 60 Days	61 - 90 Days	91 - 120 Days	121 - 180 Days	181 or More Days
Decision	1%	2%	8%	30%	24%	17%	3%	7%	8%
Reservations	4%	2%	14%	27%	26%	14%	8%	5%	0%

■ How many days prior to departure did you make the decision to travel?
■ How many days prior to departure did you make air travel reservations?
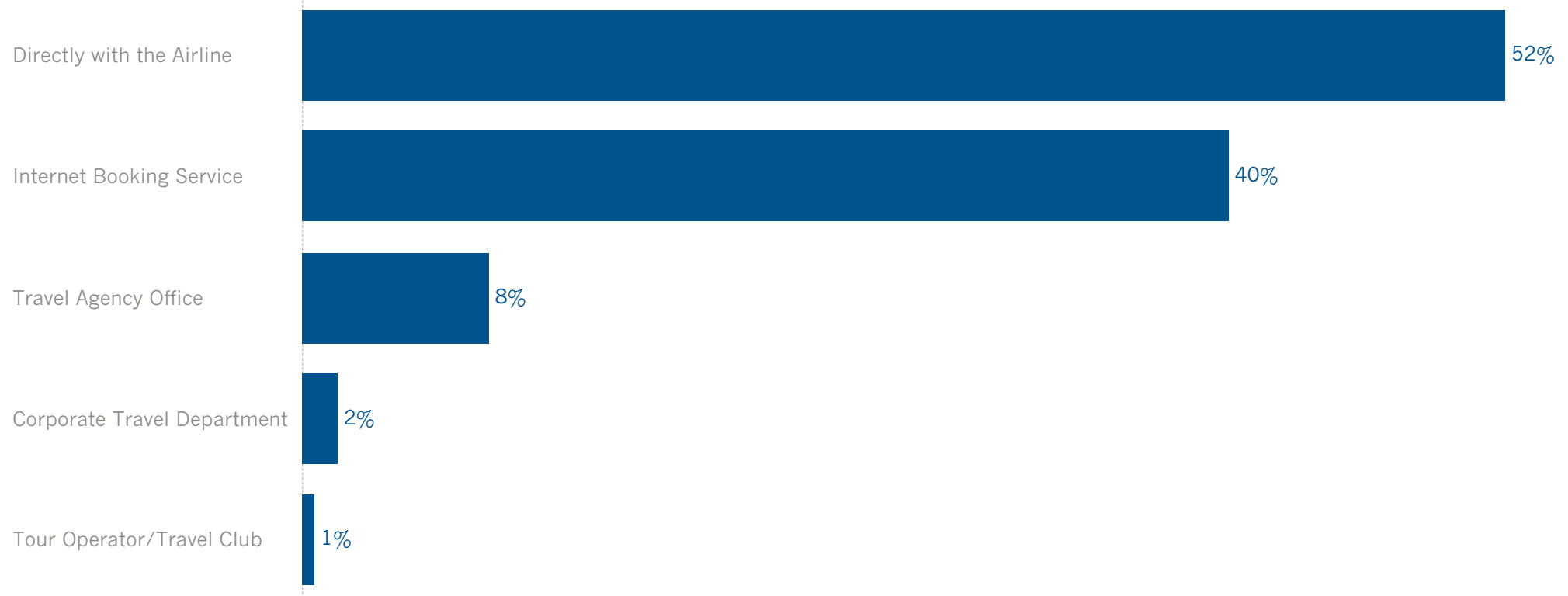
Leisure travelers

Source: SIAT 2022

Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

South Korea

Airline Reservations	
Directly with the Airline	52%
Internet Booking Service	40%
Travel Agency Office	8%
Corporate Travel Department	2%
Tour Operator/Travel Club	1%

Leisure travelers

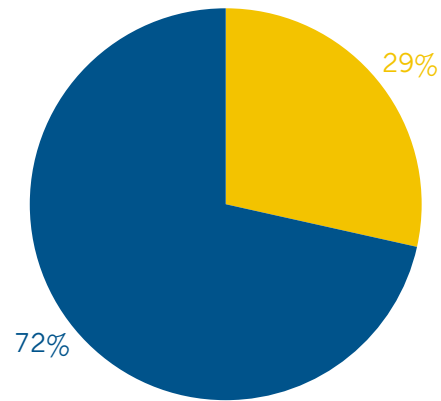Q: How were airline researvations made for this trip?
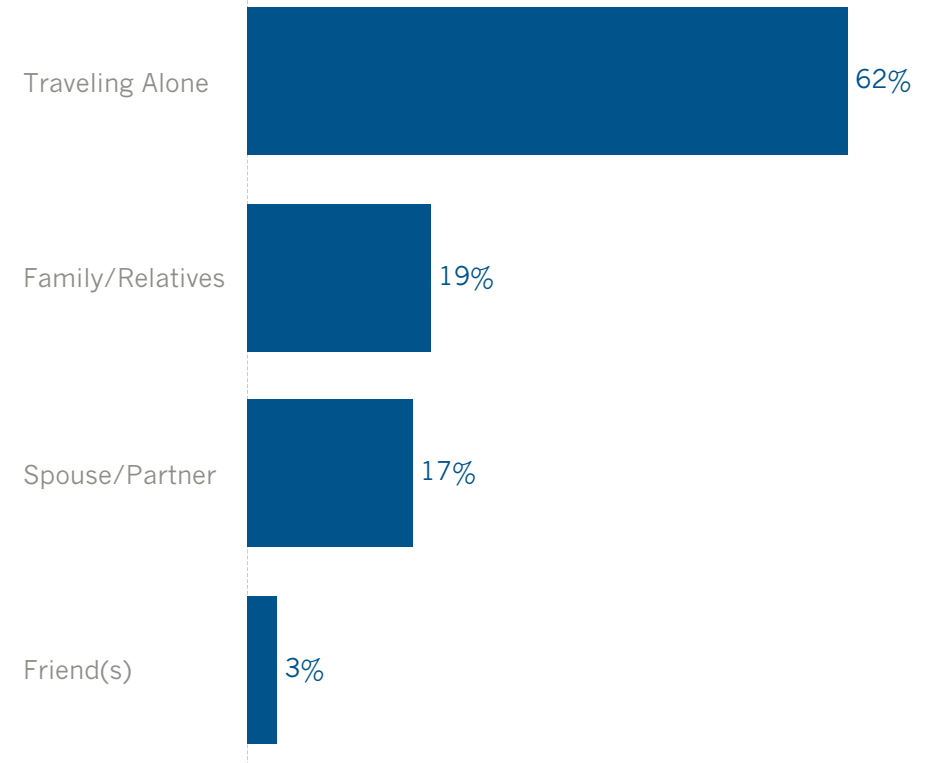
First/Repeat Visitation, Travel Party Size

The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

South Korea

First trip to the US

29%

72%

- Yes
- No

Travel Companion

Traveling Alone	62%
Family/Relatives	19%
Spouse/Partner	17%
Friend(s)	3%

Leisure travelers

Q; Is this your first trip by air to the US?
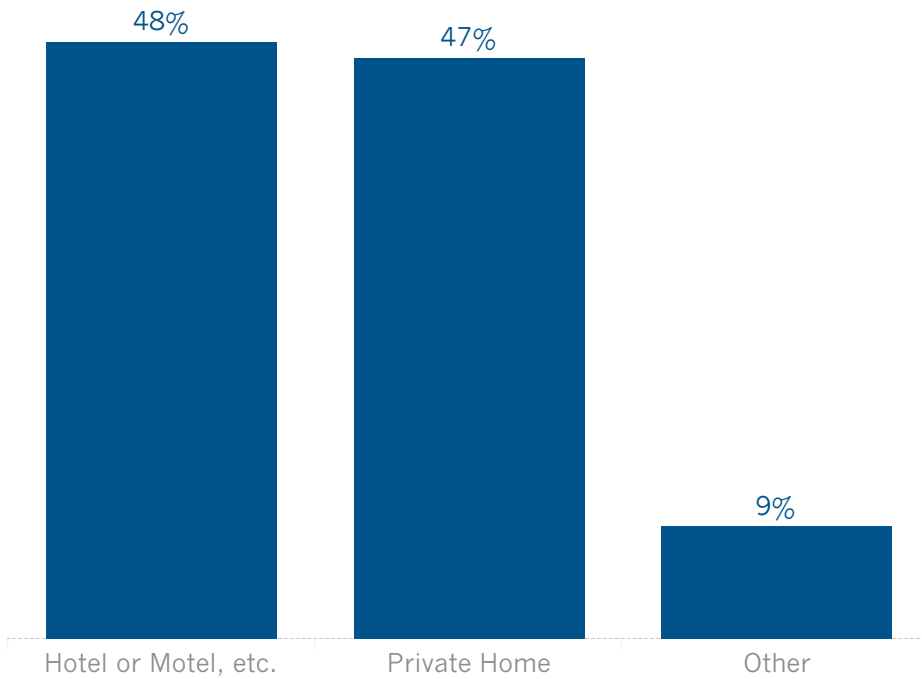Q: With whom are you travelling now?

Source: SIAT 2022

Types of Accommodations & Nights

The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

South Korea

Types of Accommodations

- Hotel or Motel, etc. — 48%
- Private Home — 47%
- Other — 9%

Nights in Destination

- 4-7 Nights — 32%
- 8-14 Nights — 21%
- 31+ Nights — 18%
- 2-3 Nights — 17%
- 15-30 Nights — 11%
- 1 Night — 0%

Q: Type of accomodations in the destination
Q: Overall nights in destination

Source: SIAT 2022

Destinations Visited

The chart below shows the U.S. destinations visited on a trip among travelers from the focus market.

South Korea

Q: What U.S. Destinations did you visit (include main destination)?

Source: SIAT 2022
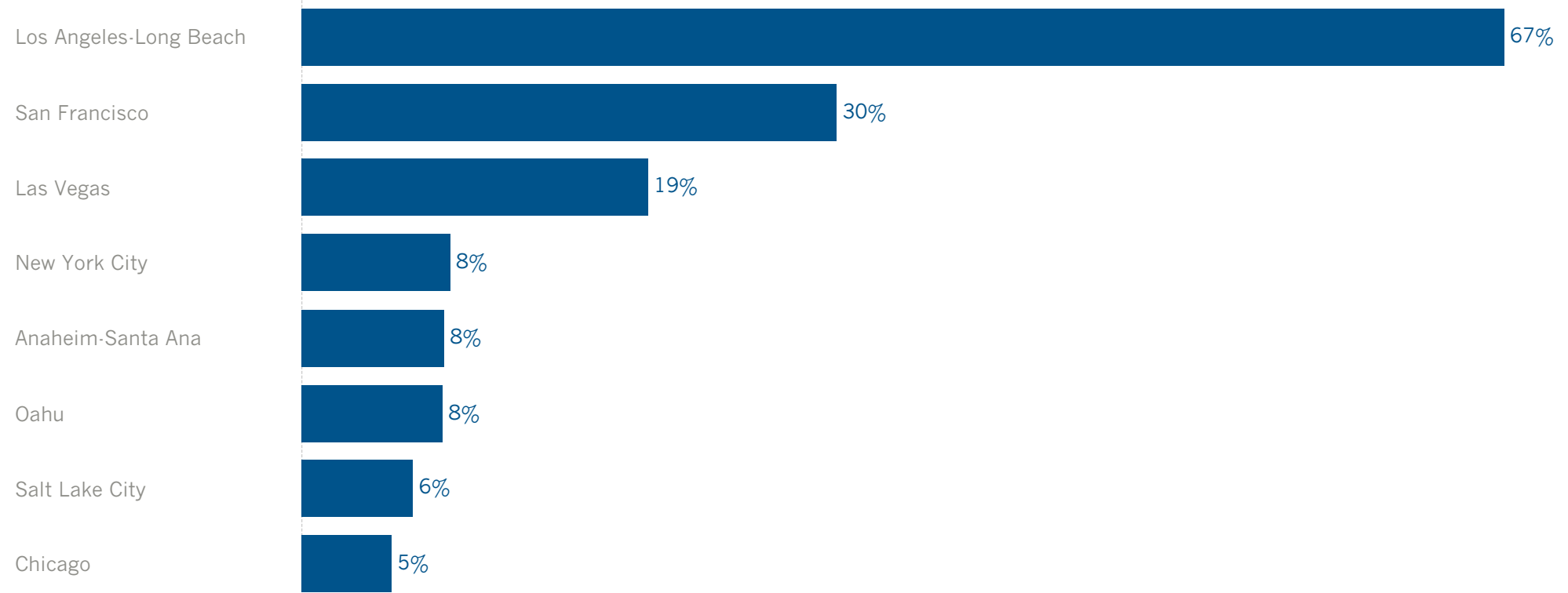
The chart below shows the types of transportation used on the trip among travelers in the focus market.

South Korea

Types of Transportation	
Auto, Private or Company	53%
Air Travel between U.S. Cities	48%
Rented Auto	38%
Taxicab/Limousine	30%
Ride-sharing Service	20%
City Subway/Tram/Bus	19%
Ferry/River Taxi/Srt Scenic Cruise	13%
Bus between Cities	7%
Railroad between Cities	3%
Cruise Ship/River Boat 1+ Nights	3%
Rented Bicycle/Motorcycle/Moped	1%
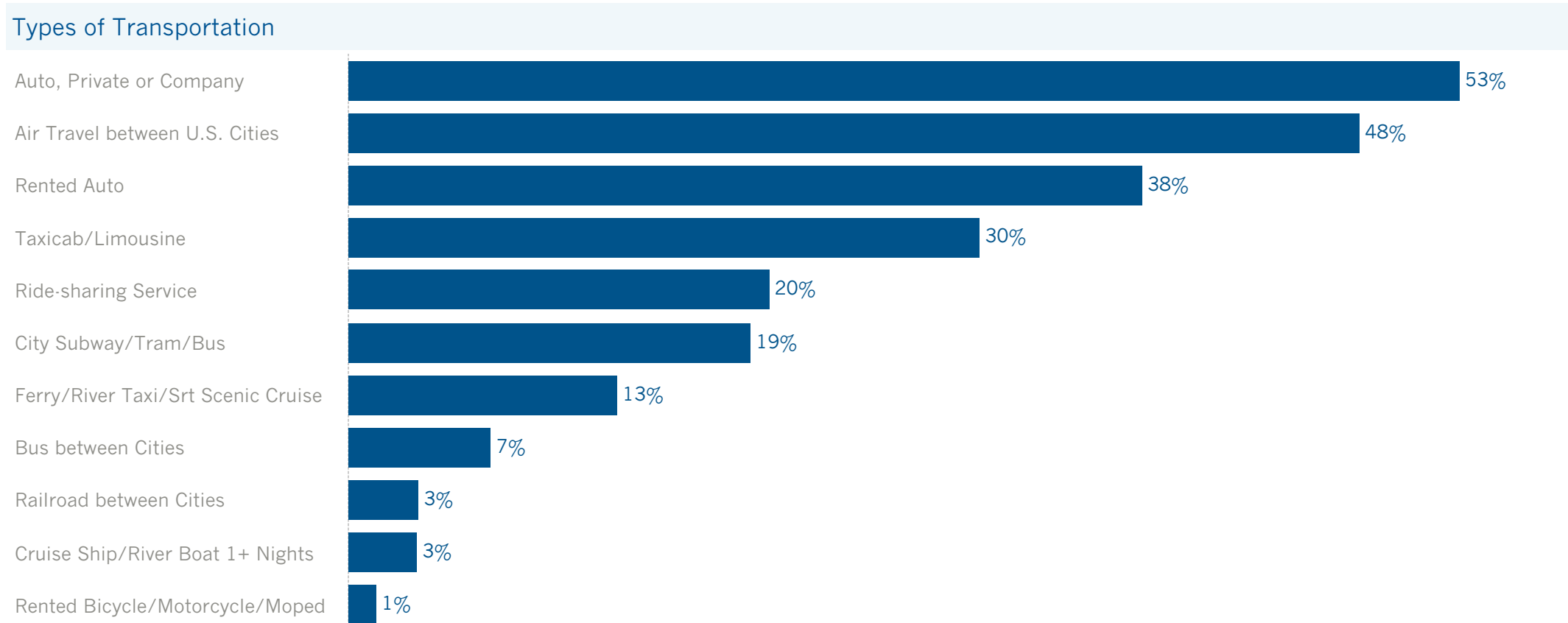
Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.
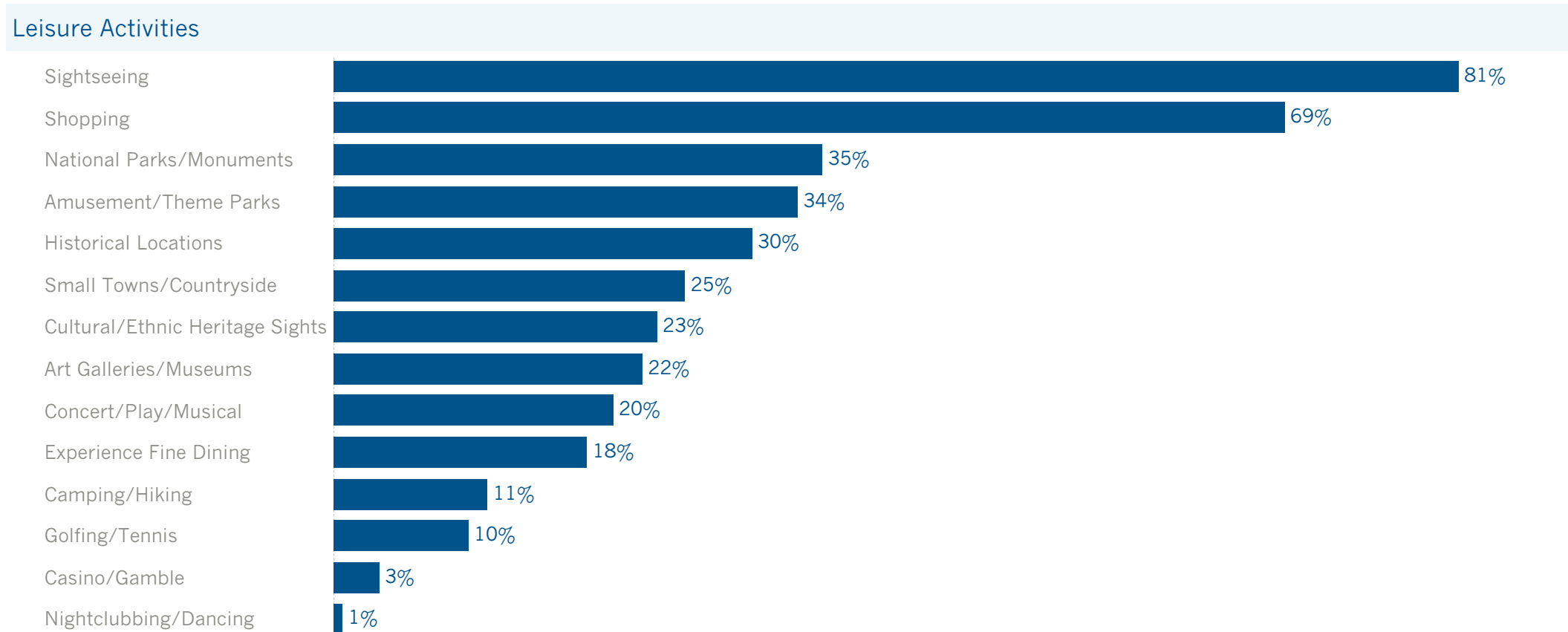
South Korea

Leisure Activities

Activity	Percentage
Sightseeing	81%
Shopping	69%
National Parks/Monuments	35%
Amusement/Theme Parks	34%
Historical Locations	30%
Small Towns/Countryside	25%
Cultural/Ethnic Heritage Sights	23%
Art Galleries/Museums	22%
Concert/Play/Musical	20%
Experience Fine Dining	18%
Camping/Hiking	11%
Golfing/Tennis	10%
Casino/Gamble	3%
Nightclubbing/Dancing	1%

Q: Did anyone engage in any of the following leisure activities?

Source: SIAT 2022

Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

Leisure travelers

South Korea

Expenditures per visitor	
International Airfare	$1,963
Food and Beverages	$655
Shopping, Gifts, and Other Purchases	$514
Accommodations/Lodging	$405
Entertainment and Recreation	$310
Additional Air Transportation	$292
Ground Transportation	$271