



# MARKET PROFILES SOUTH KOREA



DESTINATION  
BRITISH COLUMBIA™

## MARKET OVERVIEW



MARKET  
POTENTIAL<sup>†</sup>



Likelihood to visit BC  
in the next 2 years

POTENTIAL DEMAND<sup>†</sup>

4,385M

BC RANK\*\*

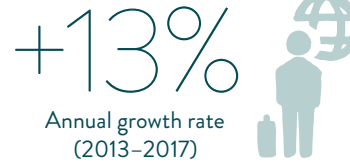
South Korea is the  
**8<sup>th</sup>**  
largest international  
market for BC

MARKET STATUS\*\*\*

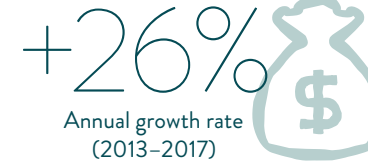
Respond and monitor

## BC PAST PERFORMANCE

VISITATION<sup>[1]</sup>



EXPENDITURES<sup>[1]</sup>



NET PROMOTER  
SCORE<sup>†</sup>



Promoters 25%  
Passives 52%  
Detractors 23%

AIRLINE SEAT  
CAPACITY<sup>†</sup>



## MARKET INSIGHTS



In May 2017, Moon Jae-in became president after the impeachment of the past president.



Trade is significant for South Korea's economy—the combined value of exports and imports represent 78% of GDP.<sup>[6]</sup>



South Koreans have the highest proportion of solo travellers (68%); the highest of all target markets.<sup>[7]</sup>



Four-fifths of South Koreans use a travel agent for their trip to Canada.<sup>†</sup>

## SHORT-TERM FORECAST (2019)

FORECAST VISITATION TO BC<sup>[1]</sup>

93,000



FORECAST EXPENDITURES TO BC<sup>[1]</sup>

\$141.3M



AIRLINE SEAT  
CAPACITY<sup>†</sup>



BC TRAVEL  
SEARCH QUERIES<sup>[2]</sup>



GDP  
GROWTH<sup>§</sup>

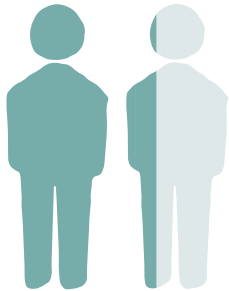


COST OF  
\$1 CDN DOLLAR<sup>¶</sup>



# TRAVELLER CHARACTERISTICS

## TRAVEL PARTY\*\*



1.3

## TOP 3 EQ TYPES<sup>[4]</sup>

Cultural History Buffs  
Gentle Explorers  
Virtual Travellers

## PAST VISITATION TO CANADA<sup>†</sup>

32%

## SPENDING\*\*

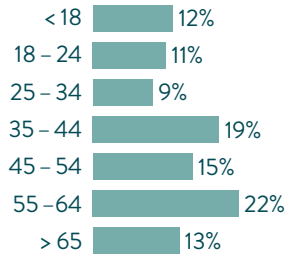
\$1,415  
Average spending per person in BC

## AVERAGE TRIP LENGTH IN BC\*\*

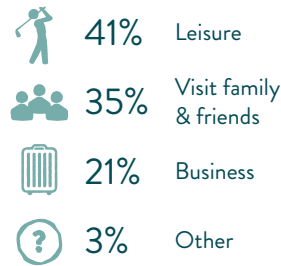
18.5 Nights



## AGE\*\*



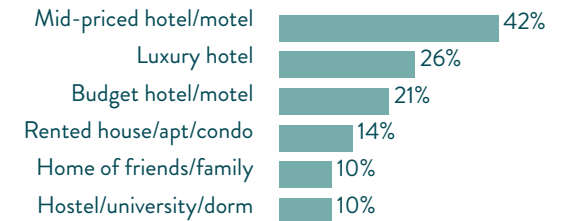
## TRIP PURPOSE\*\*



## TOP 5 ACTIVITIES<sup>†</sup>



## ACCOMMODATIONS<sup>†</sup>

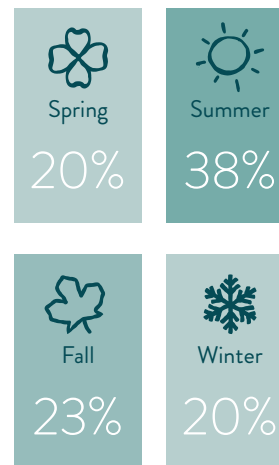


## TRAVEL AGENT/TOUR OPERATOR USAGE<sup>†</sup>

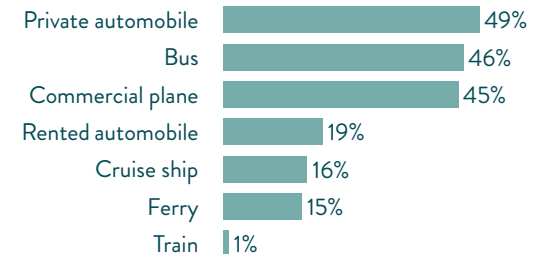


RESEARCHING	33%	30%	17%	24%	42% Potential travel destinations
	43%	39%	14%	20%	
BOOKING					

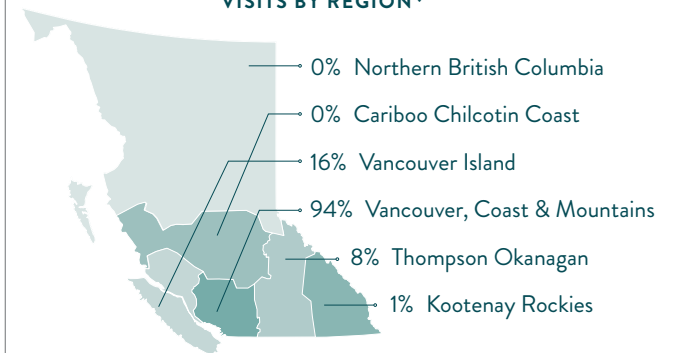
## TRAVEL SEASONS<sup>[5]</sup>



## TRANSPORTATION USED DURING TRIP\*\*



## VISITS BY REGION<sup>◊</sup>



## TRAVEL BOOKINGS<sup>[3]</sup>

