



MARKET PROFILES

SOUTH KOREA



DESTINATION BRITISH COLUMBIA®

MARKET OVERVIEW



<p>MARKET POTENTIAL†</p> <p>Likelihood to visit BC in the next 2 years</p>	<p>POTENTIAL DEMAND†</p> <p>4.67M</p>	<p>MARKET VISITATION RANK**</p> <p>South Korea is the 8th largest international market for BC</p>
<p>MARKET STATUS***</p> <p>Monitor</p>		

BC PAST PERFORMANCE

<p>VISITATION [1]</p> <p>+8%</p> <p>Average annual growth rate (2014–2019)</p>	<p>EXPENDITURES [1]</p> <p>+13%</p> <p>Average annual growth rate (2014–2019)</p>	<p>NET PROMOTER SCORE†</p> <p>-3</p> <p>Promoters 22% Passives 54% Detractors 25%</p>
<p>44%Δ</p> <p>BC's share of Canadian South Korean visitation</p>	<p>39%Ω</p> <p>BC's share of Canadian South Korean expenditures</p>	<p>AIRLINE SEAT CAPACITY†</p> <p>0%</p>

MARKET HIGHLIGHTS

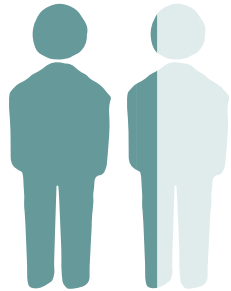
More than half of South Korean visitors to Canada booked an organized group travel package.†

While visitation is most frequent during the May–August period, Korean leisure travellers to Canada have shown strong interest in visiting during September–October, presenting an opportunity for growing fall visitation.†

Travellers under age 34 are the largest travel segment from South Korea to Canada, accounting for half of total visitation.†

TRAVELLER AND TRIP CHARACTERISTICS

AVERAGE TRAVEL PARTY SIZE**

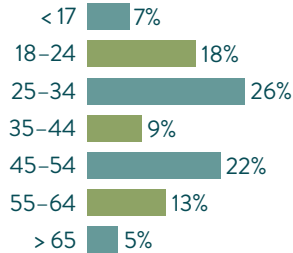


1.3

TOP 3 EQ TYPES†

- Free Spirits
- Cultural History Buffs
- Virtual Travellers

AGE**



PAST VISITATION TO CANADA◇



SPENDING**



AVERAGE TRIP LENGTH IN BC**

14 Nights



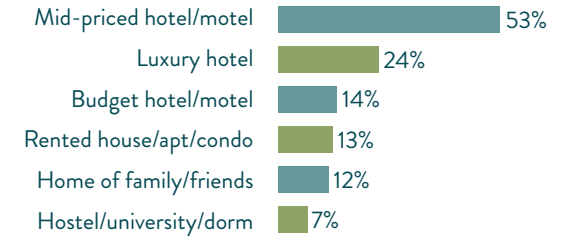
TRIP PURPOSE**



TOP 5 ACTIVITIES◇

- Hiking or walking in nature
- Trying local food and drink
- Natural attractions like mountains or waterfalls
- City green spaces like parks or gardens
- Nature parks

ACCOMMODATIONS◇



TRAVEL AGENT/TOUR OPERATOR USAGE◇

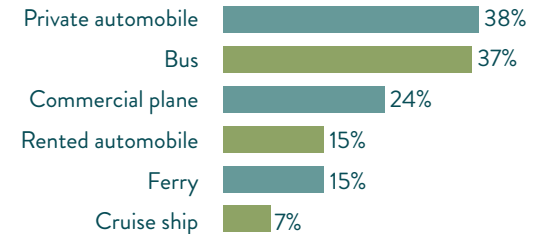
	Researching	Booking
Flights	40%	47%
Accommodations	30%	39%
Transportation	25%	21%
Activities	23%	19%
Potential Travel Destinations	36%	
15% Did not use a travel agent		

ONLINE TRAVEL BOOKINGS^[2]

43%



TRANSPORTATION USED DURING TRIP**



TRAVEL SEASONS**

