Global Market Profile

SOUTH KOREA

September 2023

Introduction

- Tourism Economics forecasts international visitation to California will account for $24B in tourism spending in 2023 and increase to $28B in 2024, fully recovered to 2019 spending. While important North American and European visitor markets are either fully recovered or nearly recovered, visitation from markets in the Asia Pacific region continues to lag and hold back California's Gateway regions from fully recovery. Despite the uneven recovery, California's core international markets are critical to the success and growth of the tourism industry in the state.

- The **Global Market Profile** report has been developed by Visit California Research to provide insights on California's opportunity international markets.

Market Landscape:

+

Audience Insights:

+

California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
  - Visitation and Spending Forecasts
  - Airlift Recovery (flights and seats)
  - Arrival Numbers & California Market Share
  - 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 fourteen Visit California target markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
    - The audience profile is built on a segmentation of likely international leisure travelers in the market. For markets with enough sample size, the segmentation includes an additional filter of travelers considering California as a destination. The profile of these custom targets across California's target markets will 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).

Audience Profile Definitions

Audience Profile of: *International Leisure Travelers Considering CA*	Audience Profile of: *International Leisure Travelers*
Australia	Brazil
Canada	China
France	Italy
Germany	Japan
India	Middle East*
Mexico	Scandinavia**
South Korea	
UK	

*Saudi Arabia and UAE
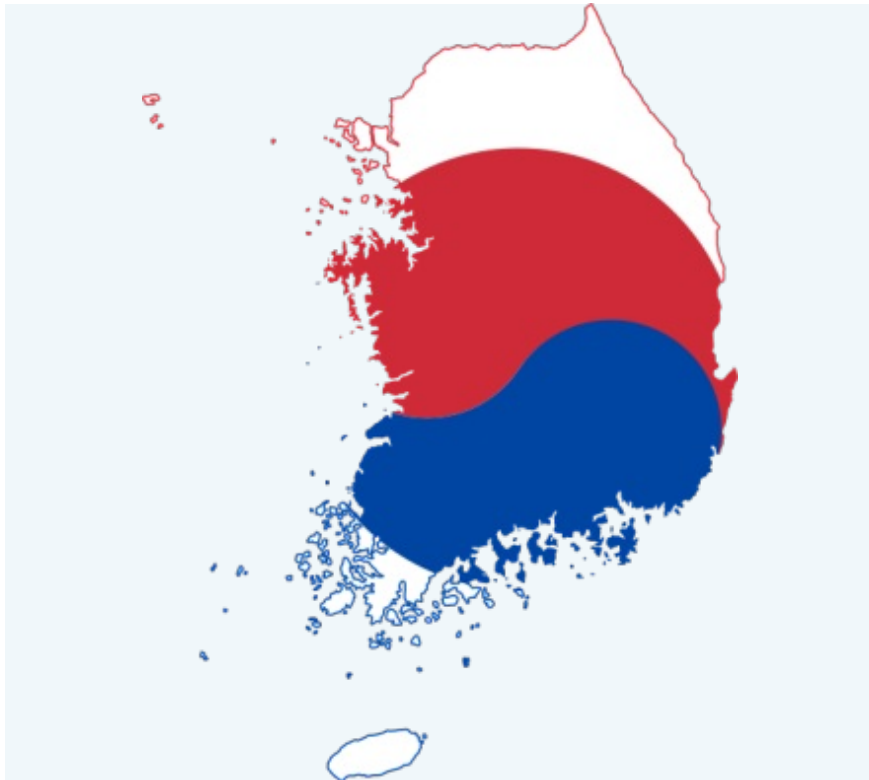**Denmark, Finland, Norway and Sweden

Market Landscape

Country Profile

South Korea

POPULATION: *
51.8M

EXCHANGE RATE: **
Local currency to USD dollar
1,326.2

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 (millions)
Mexico total	16%	$4,535
Mexico (land)	13%	$3,693
Mexico (air)	3%	$843
Canada	13%	$3,774
China	11%	$3,036
United Kingdom	5%	$1,469
France	5%	$1,390
Japan	5%	$1,380
India	5%	$1,362
South Korea	4%	$1,220
Australia	4%	$1,160
Germany	3%	$978
Middle East	3%	$808
Scandinavia	2%	$572
Italy	1%	$409
Brazil	1%	$377

Legend:
- Spending (millions)
- % Share of California's Total Int'l Spend
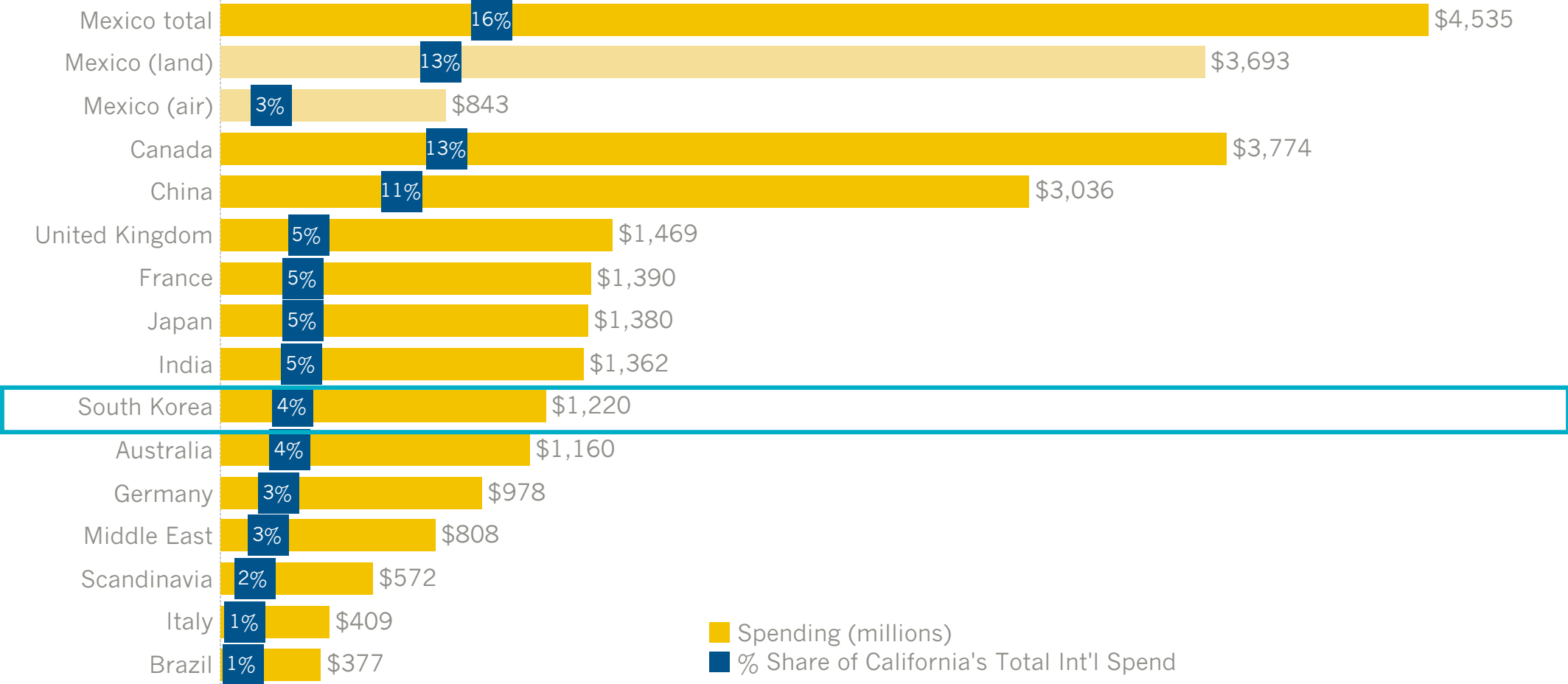
Forecast: Visitor Spending

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	$1,233	
2020	$327	26
2021	$149	12
2022	$625	51
2023	$944	77
2024	$1,220	99
2025	$1,341	109
2026	$1,453	118
2027	$1,526	124
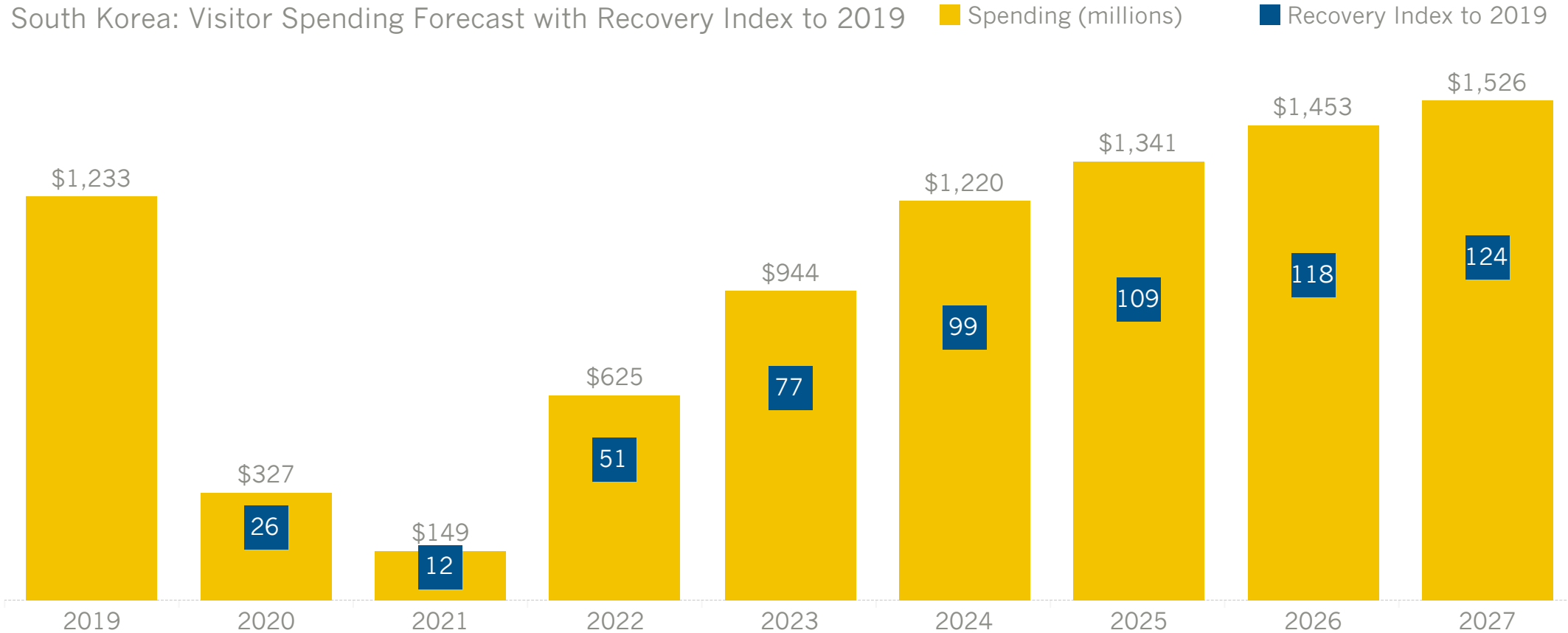
Forecast: Visitor Volume

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	512	
2020	114	22
2021	85	17
2022	227	44
2023	381	74
2024	443	86
2025	484	95
2026	518	101
2027	538	105
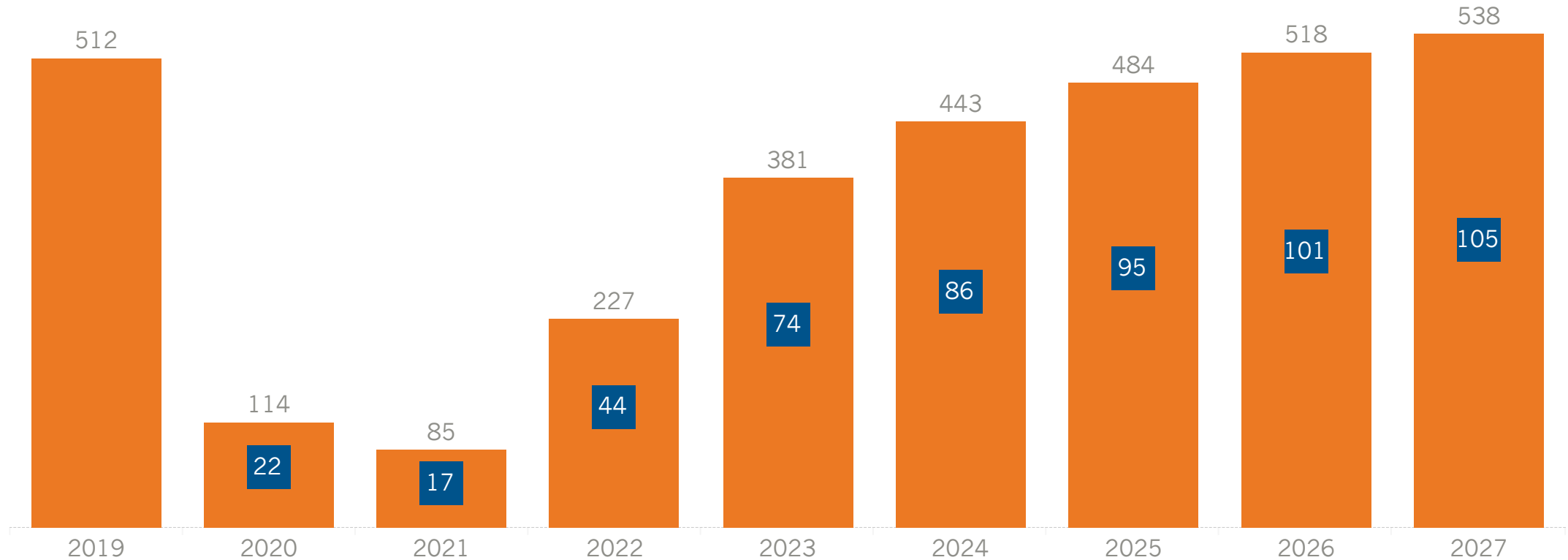
Airlift to California

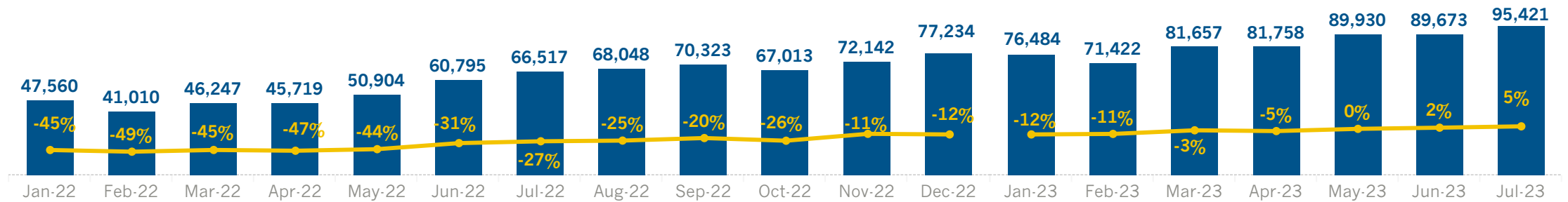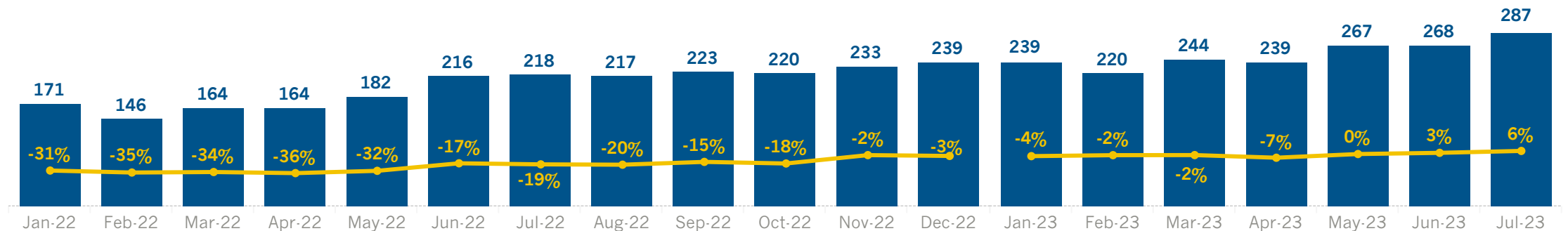The charts below shows airlift to California and percent change to 2019 for the focus market.
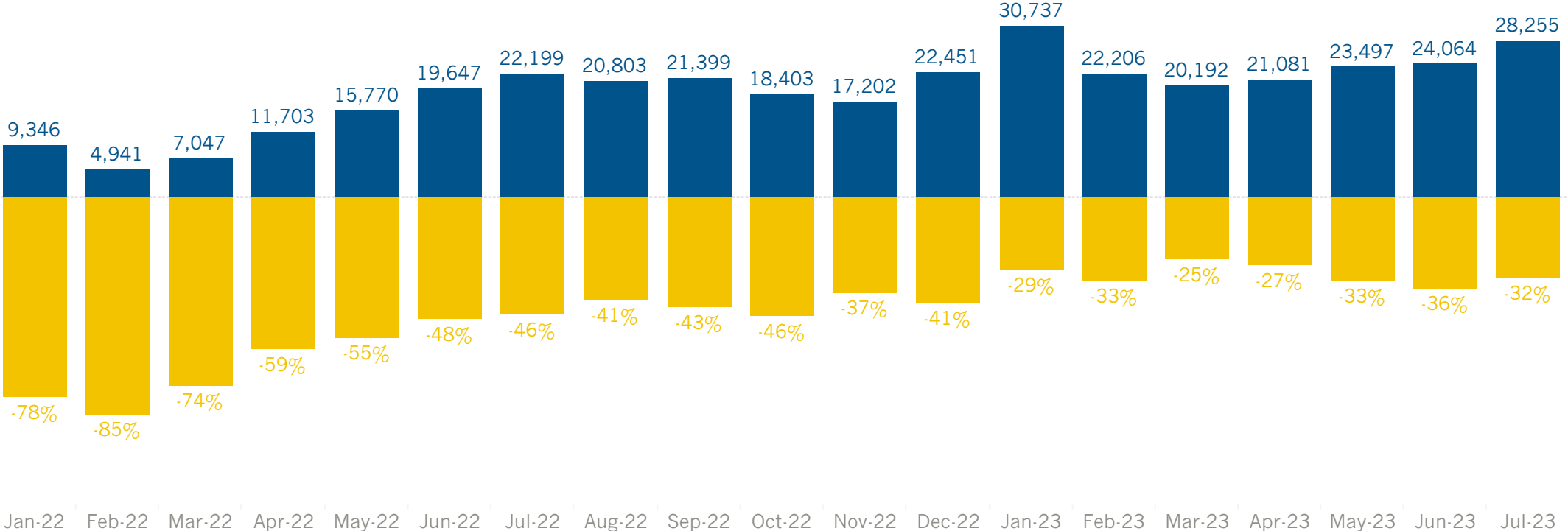
South Korea: Non-Stop Seats to CA (% chg vs 2019)

Month	Seats	% chg
Jan-22	47,560	-45%
Feb-22	41,010	-49%
Mar-22	46,247	-45%
Apr-22	45,719	-47%
May-22	50,904	-44%
Jun-22	60,795	-31%
Jul-22	66,517	-27%
Aug-22	68,048	-25%
Sep-22	70,323	-20%
Oct-22	67,013	-26%
Nov-22	72,142	-11%
Dec-22	77,234	-12%
Jan-23	76,484	-12%
Feb-23	71,422	-11%
Mar-23	81,657	-3%
Apr-23	81,758	-5%
May-23	89,930	0%
Jun-23	89,673	2%
Jul-23	95,421	5%

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

Month	Flights	% chg
Jan-22	171	-31%
Feb-22	146	-35%
Mar-22	164	-34%
Apr-22	164	-36%
May-22	182	-32%
Jun-22	216	-17%
Jul-22	218	-19%
Aug-22	217	-20%
Sep-22	223	-15%
Oct-22	220	-18%
Nov-22	233	-2%
Dec-22	239	-3%
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%

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.

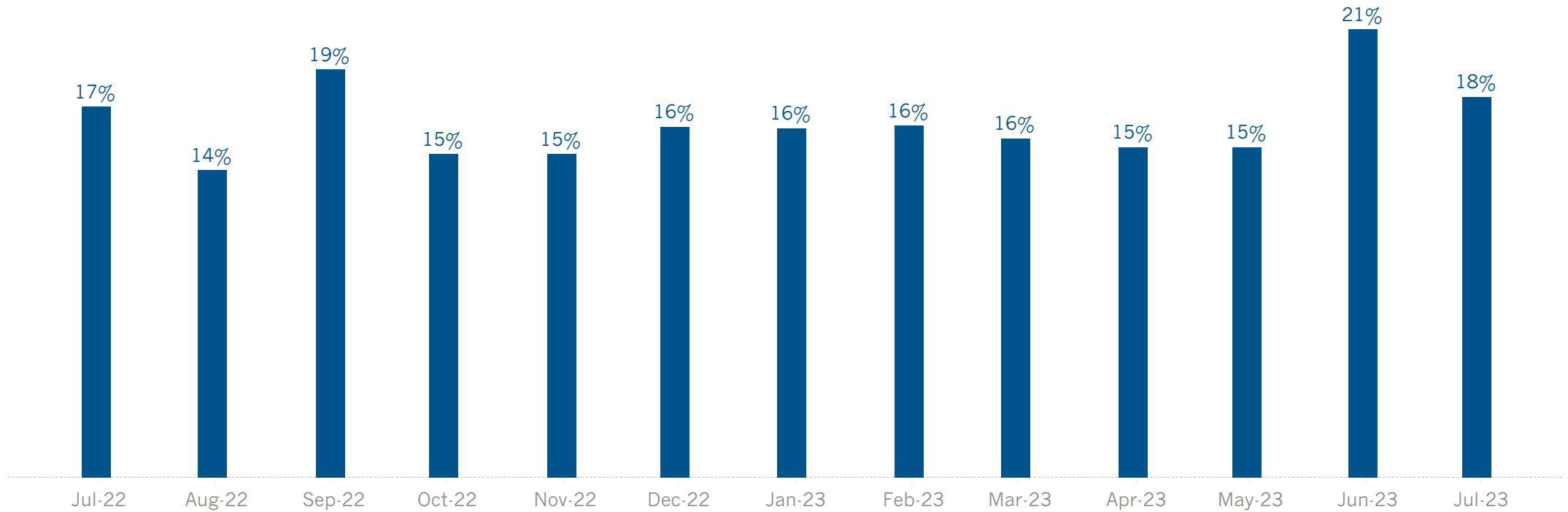South Korea: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)

Month	Arrivals	% change
Jan-22	9,346	-78%
Feb-22	4,941	-85%
Mar-22	7,047	-74%
Apr-22	11,703	-59%
May-22	15,770	-55%
Jun-22	19,647	-48%
Jul-22	22,199	-46%
Aug-22	20,803	-41%
Sep-22	21,399	-43%
Oct-22	18,403	-46%
Nov-22	17,202	-37%
Dec-22	22,451	-41%
Jan-23	30,737	-29%
Feb-23	22,206	-33%
Mar-23	20,192	-25%
Apr-23	21,081	-27%
May-23	23,497	-33%
Jun-23	24,064	-36%
Jul-23	28,255	-32%

California's Share of Arrivals

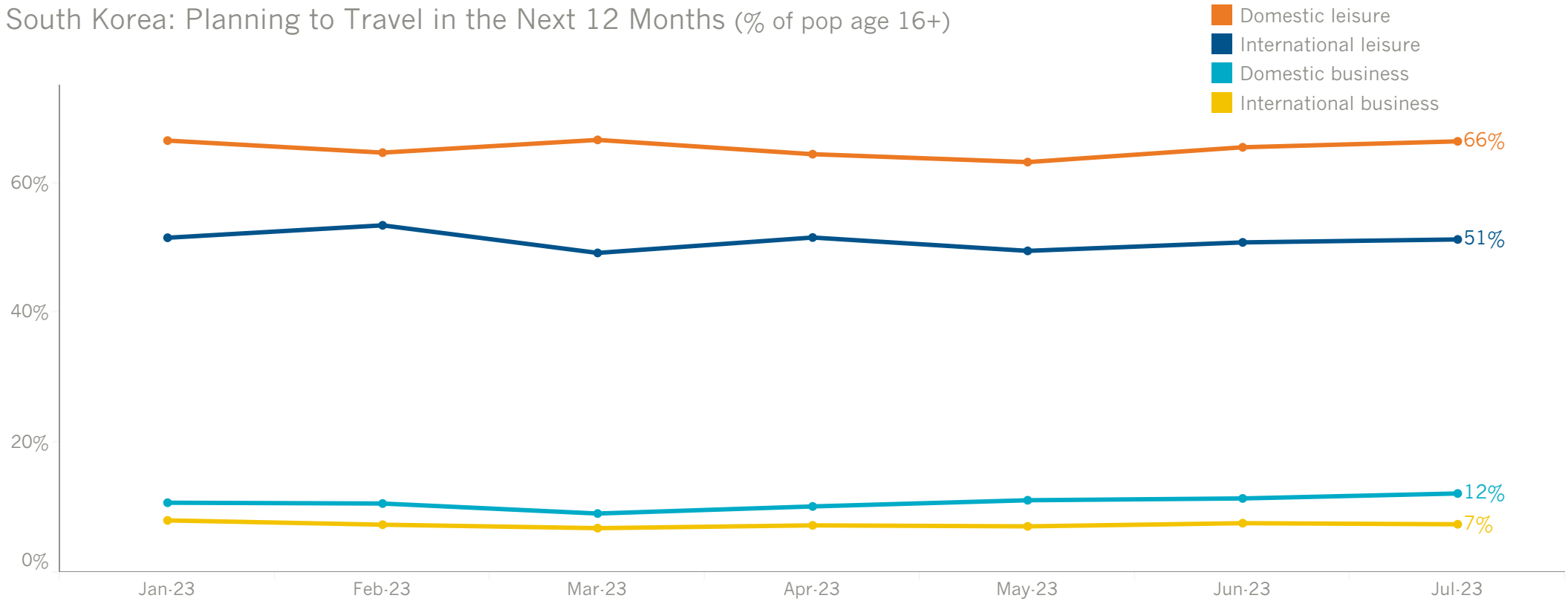The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

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

Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23
17%	14%	19%	15%	15%	16%	16%	16%	16%	15%	15%	21%	18%

Data reported through: July 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

66%

51%

12%

7%

| | Jan-23 | Feb-23 | Mar-23 | Apr-23 | May-23 | Jun-23 | Jul-23 |

60%

40%

20%

0%

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)

Legend:
- Health risks
- Travel restrictions
- Safety
- Price of travel

50%
28%
20%
15%

X-axis: Jan-23, Feb-23, Mar-23, Apr-23, May-23, Jun-23, Jul-23

Y-axis: 0%, 20%, 40%, 60%
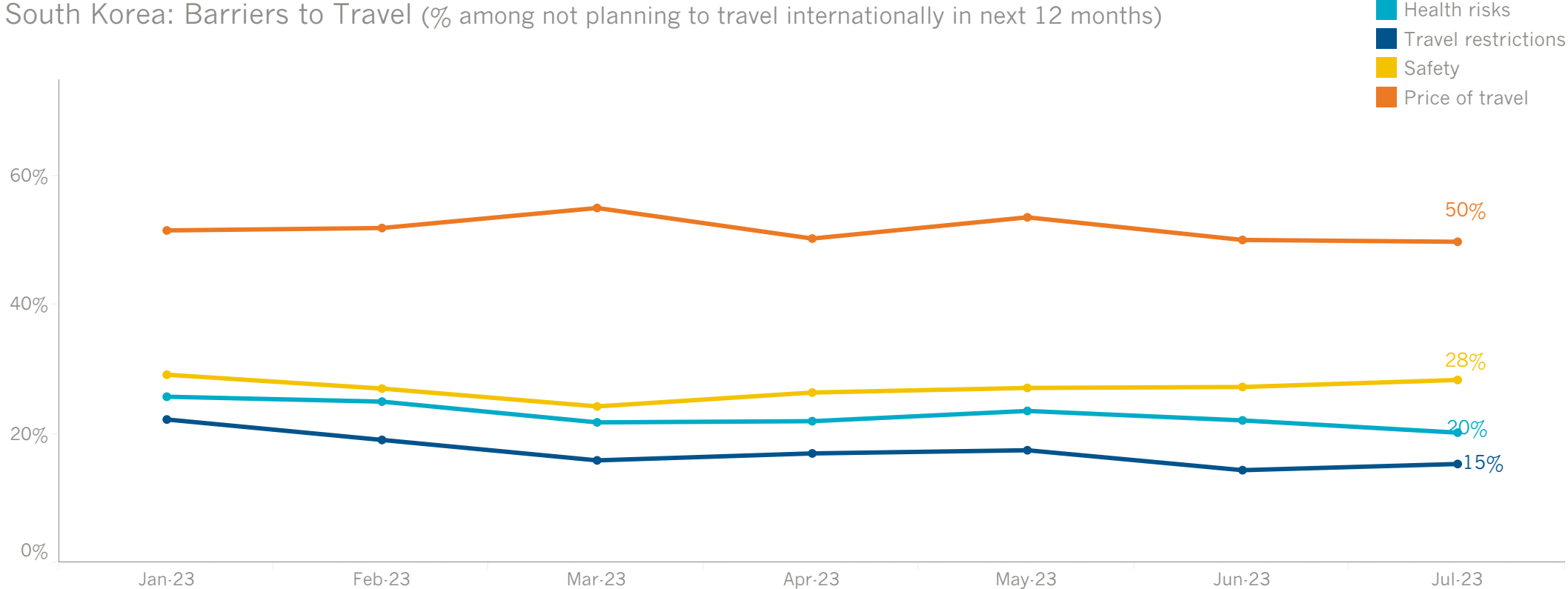
Q: Which, if any, of the below factors are currently preventing you from traveling?
Data reported for: July 2023

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
Age 16+

International Leisure Travelers
50% of Gen Pop

Considering California Travelers
"CA Traveler Target"
5% of Gen Pop
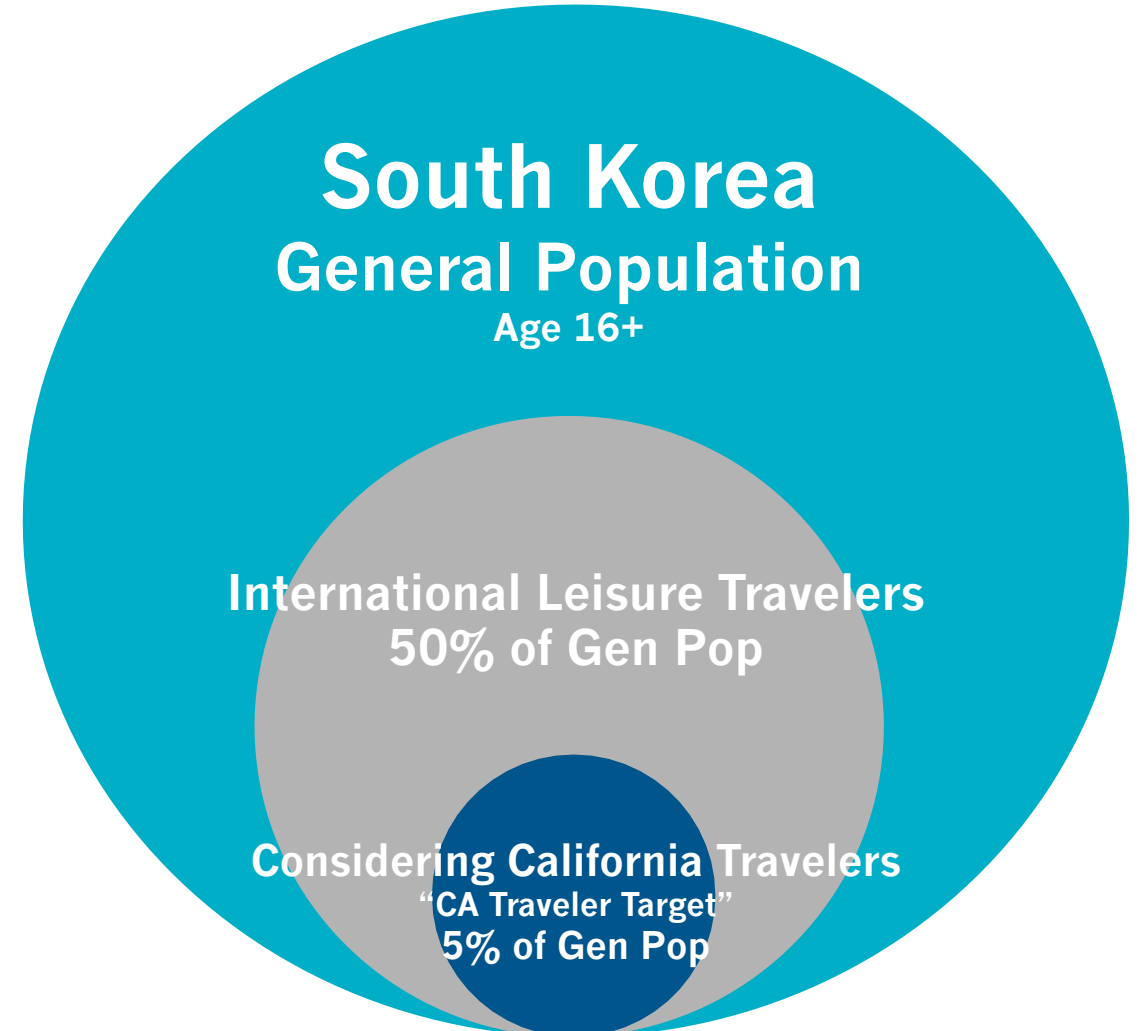
How to Read the Data

Generation	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60
Silent	2%	84

Generation Definitions:
- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)
- Silent (<1945)

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, and 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.

S Korea

Gender

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

Marital Status

	CA Traveler Target	Index
Single	45%	116
Married	51%	90

Age

	CA Traveler Target	Index
Age 16-24	8%	112
Age 25-34	30%	122
Age 35-44	25%	94
Age 45-54	21%	82
Age 55+	16%	100

Generation

	CA Traveler Target	Index
Gen Z	5%	101
Millennial	50%	113
Gen X	34%	84
Baby Boomer	11%	105
Silent	0%	

Income*

	CA Traveler Target	Index
Higher income	54%	123
Middle income	40%	83
Lower income	6%	71
Prefer not to say	0%	

Region

	CA Traveler Target	Index
Seoul	45%	119
Gyeonggi	25%	100
Busan	6%	83
Incheon	4%	70
Daegu	4%	82
Daejeon	3%	104
Chungnam	2%	128
Gwangju	2%	77
Jeonbuk	2%	106
Gyongbu	2%	101

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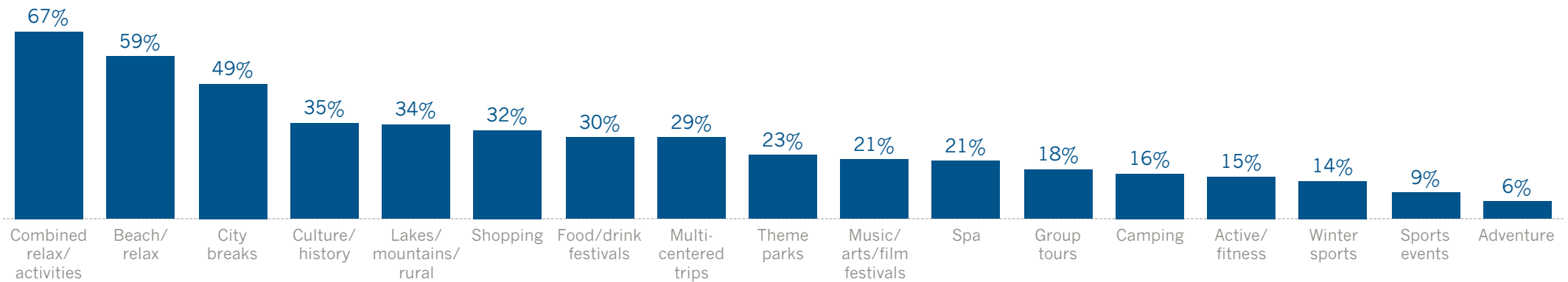
Trip Preferences/Characteristics

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

S Korea

Trip Type

Trip Type	%
Combined relax/activities	67%
Beach/relax	59%
City breaks	49%
Culture/history	35%
Lakes/mountains/rural	34%
Shopping	32%
Food/drink festivals	30%
Multi-centered trips	29%
Theme parks	23%
Music/arts/film festivals	21%
Spa	21%
Group tours	18%
Camping	16%
Active/fitness	15%
Winter sports	14%
Sports events	9%
Adventure	6%

Traveler Type

	CA Traveler Target	Index
Budget	26%	86
Responsible	18%	104
Adventurous	15%	119
Luxury	15%	144
All-inclusive	7%	70

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	53%	97
Friend(s)	34%	122
My children	32%	97
Other family	28%	110
Solo	9%	128
Other person(s)	5%	116

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?
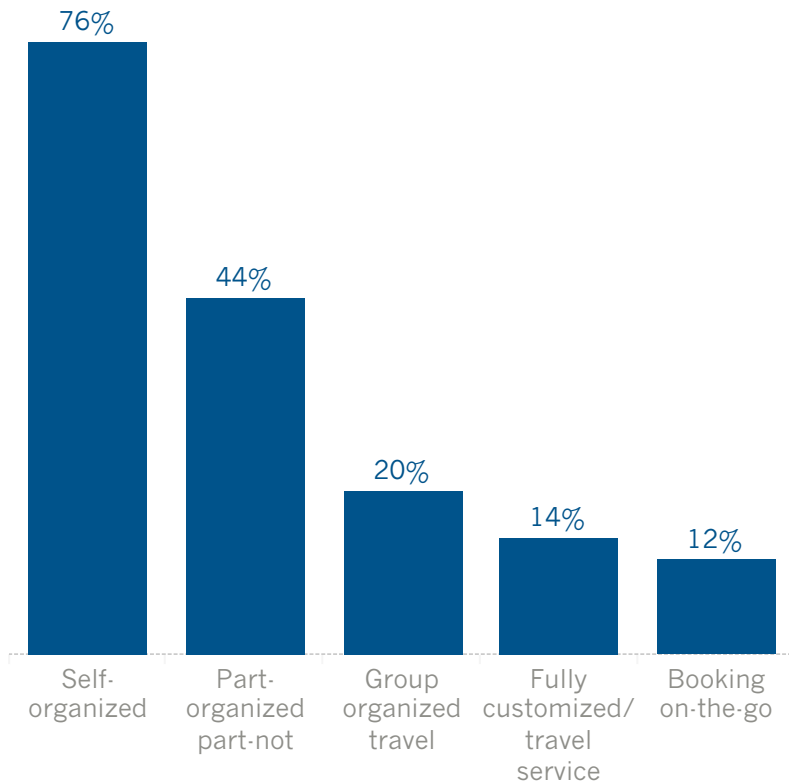
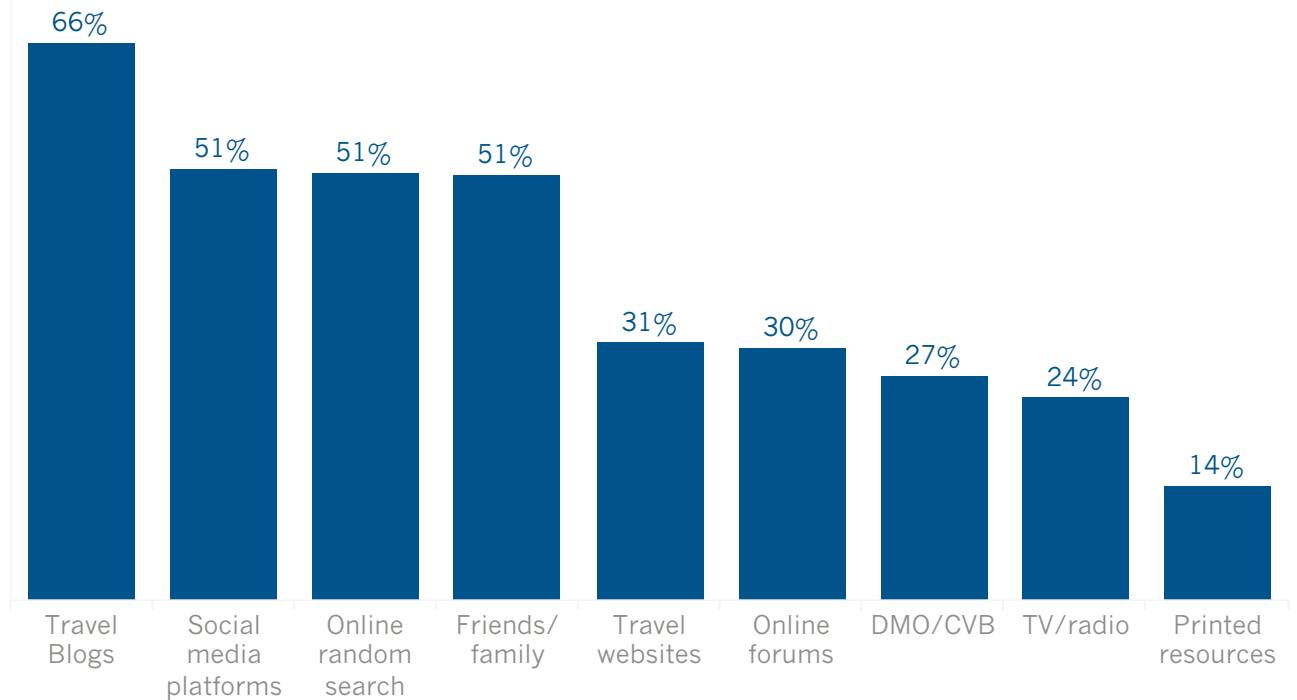Source: YouGov (July 2022-June 2023)

Organizing/Planning Methods

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

S Korea

Organizing Travel

Self-organized	76%
Part-organized part-not	44%
Group organized travel	20%
Fully customized/ travel service	14%
Booking on-the-go	12%

Planning Methods

Travel Blogs	66%
Social media platforms	51%
Online random search	51%
Friends/ family	51%
Travel websites	31%
Online forums	30%
DMO/CVB	27%
TV/radio	24%
Printed resources	14%

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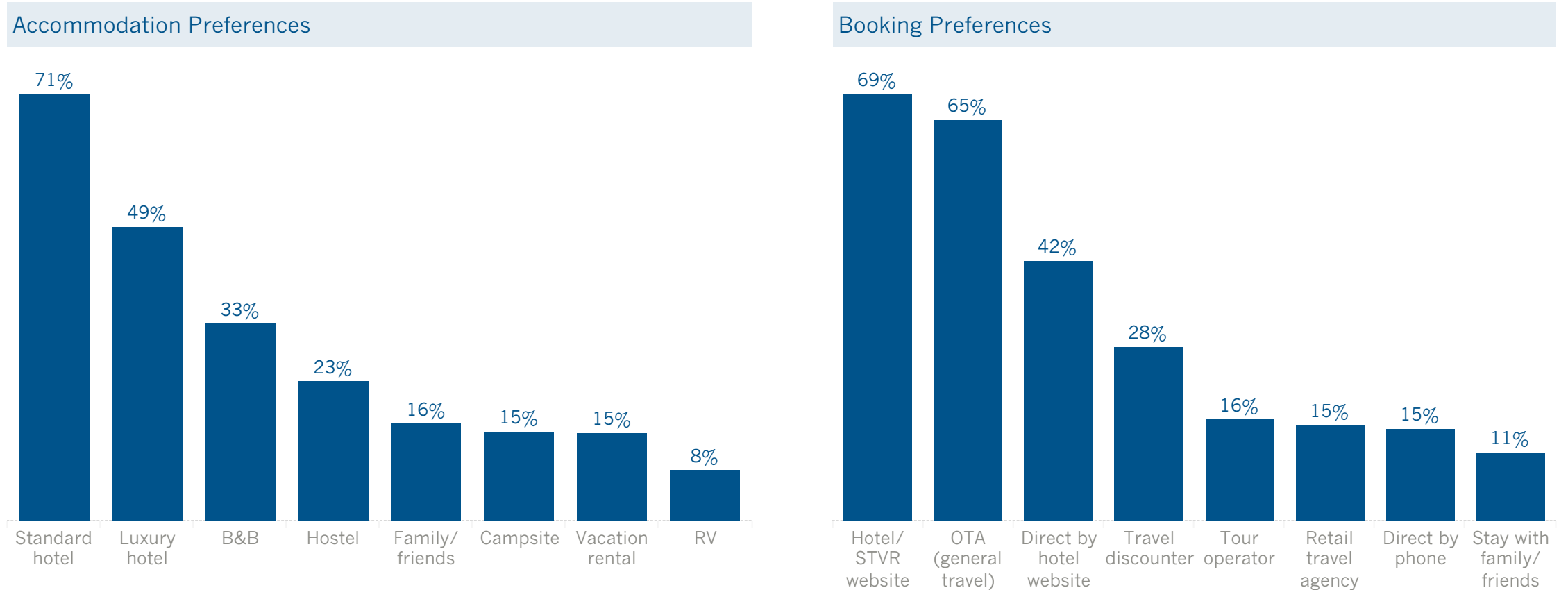Q Planning: Which of the following methods do you generally use to help plan a holiday?

Booking Preferences

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

S Korea

Accommodation Preferences

Standard hotel	Luxury hotel	B&B	Hostel	Family/ friends	Campsite	Vacation rental	RV
71%	49%	33%	23%	16%	15%	15%	8%

Booking Preferences

Hotel/ STVR website	OTA (general travel)	Direct by hotel website	Travel discounter	Tour operator	Retail travel agency	Direct by phone	Stay with family/ friends
69%	65%	42%	28%	16%	15%	15%	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?
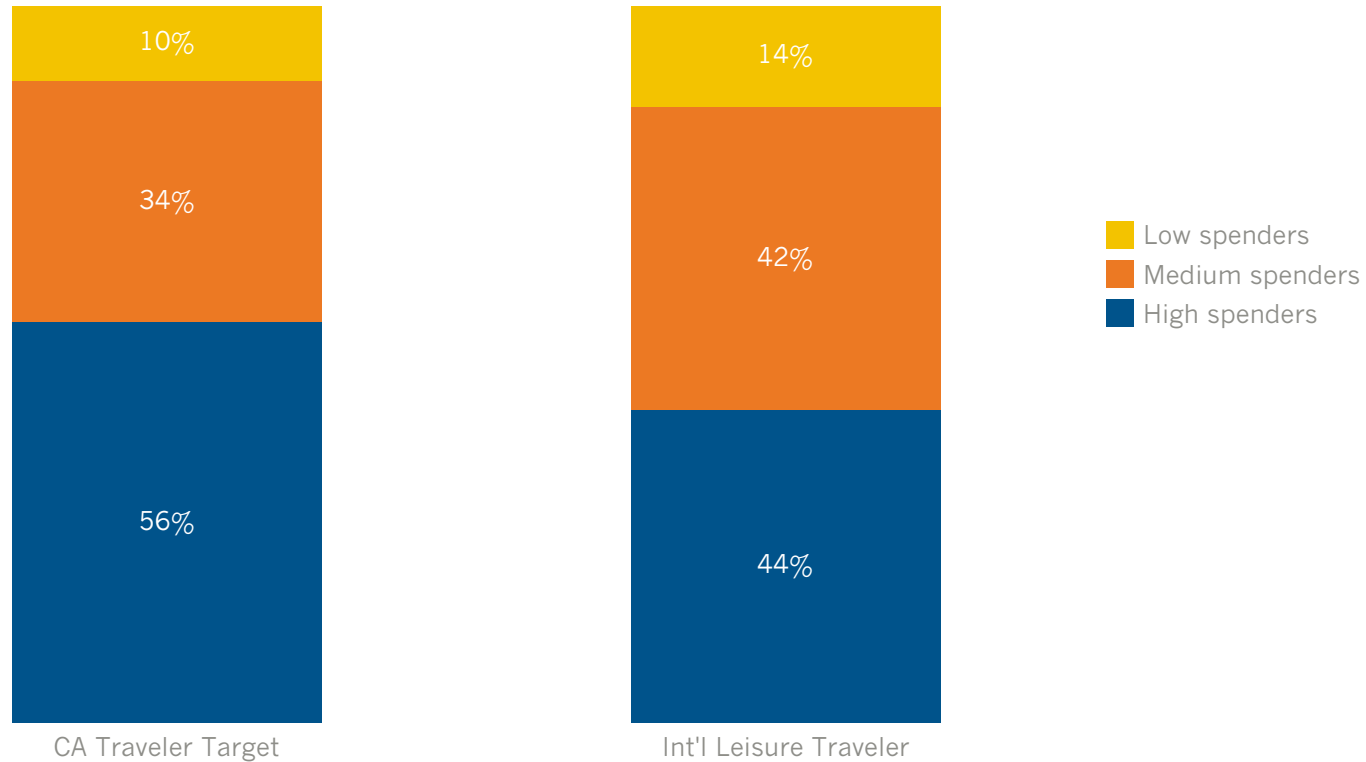
Source: YouGov (July 2022-June 2023)

Travel Spending

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

S Korea

Travel Spending (from most recent vacation)

CA Traveler Target
- 10%
- 34%
- 56%

Int'l Leisure Traveler
- 14%
- 42%
- 44%

Legend:
- Low spenders
- Medium spenders
- High spenders

CA Traveler Target

Int'l Leisure Traveler

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

Source: YouGov (July 2022-June 2023)

Media & Advertising

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

S Korea

Advertising Influences

	CA Traveler Target	Index
Social media	52%	124
Online streaming services	46%	126
TV - Free to view channels	43%	125
Travel websites	42%	129
Cinema	26%	137
Billboards	23%	125
Public transport	24%	141
Magazines (digital)	23%	172
TV - paid/subscription	23%	196
National newspaper (digital)	21%	164
Local newspaper (digital)	15%	146
Direct mail	14%	146
Podcast	13%	165
Magazines (physical)	13%	187
National newspaper (physical)	12%	189
Local newspaper (physical)	11%	167
Radio	9%	179

Sports Watched/Followed

	CA Traveler Target	Index
Soccer/Football	44%	143
Baseball	43%	135
Golf	36%	145
Swimming	24%	148
Basketball	23%	148
Tennis	20%	149
Volleyball	19%	146
Running/Marathon	15%	145
Cycling	11%	180
Athletics/Track & Field	11%	218
Gymnastics	10%	207
Boxing	10%	215
Surfing	9%	251
NFL	8%	303
Ice Hockey	6%	258
Horse Racing	5%	235
Australian Rules Football	4%	286
Cricket	4%	294
Rugby League	2%	170

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?
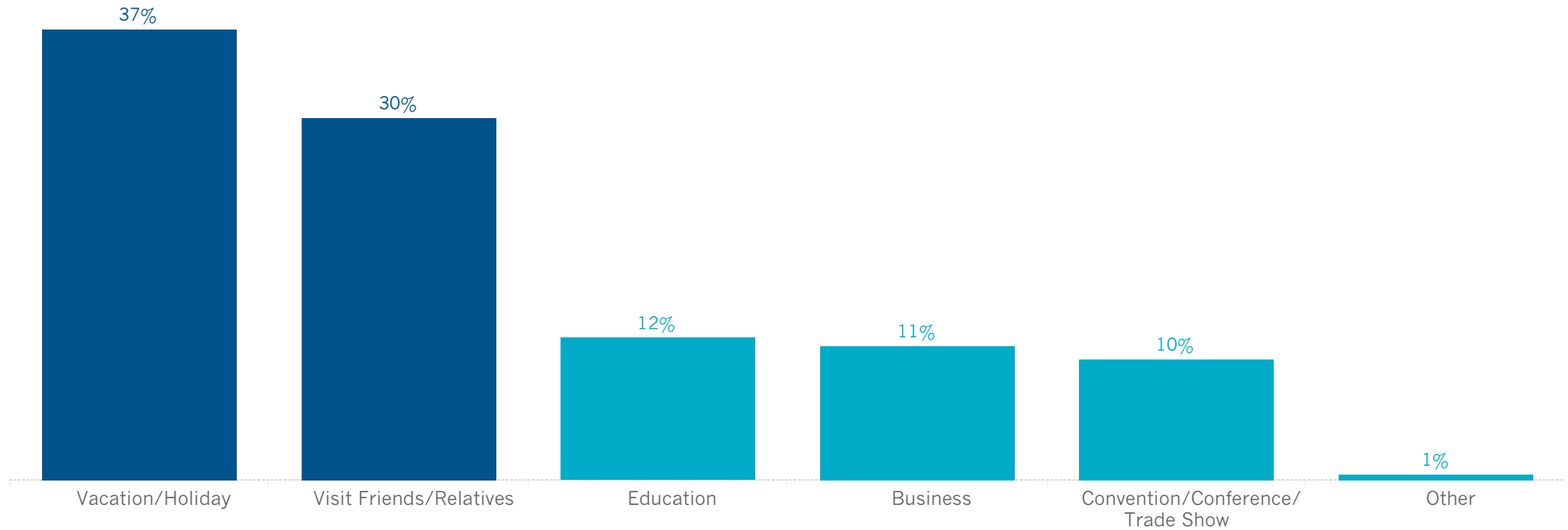
Source: YouGov (July 2022-June 2023)

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.
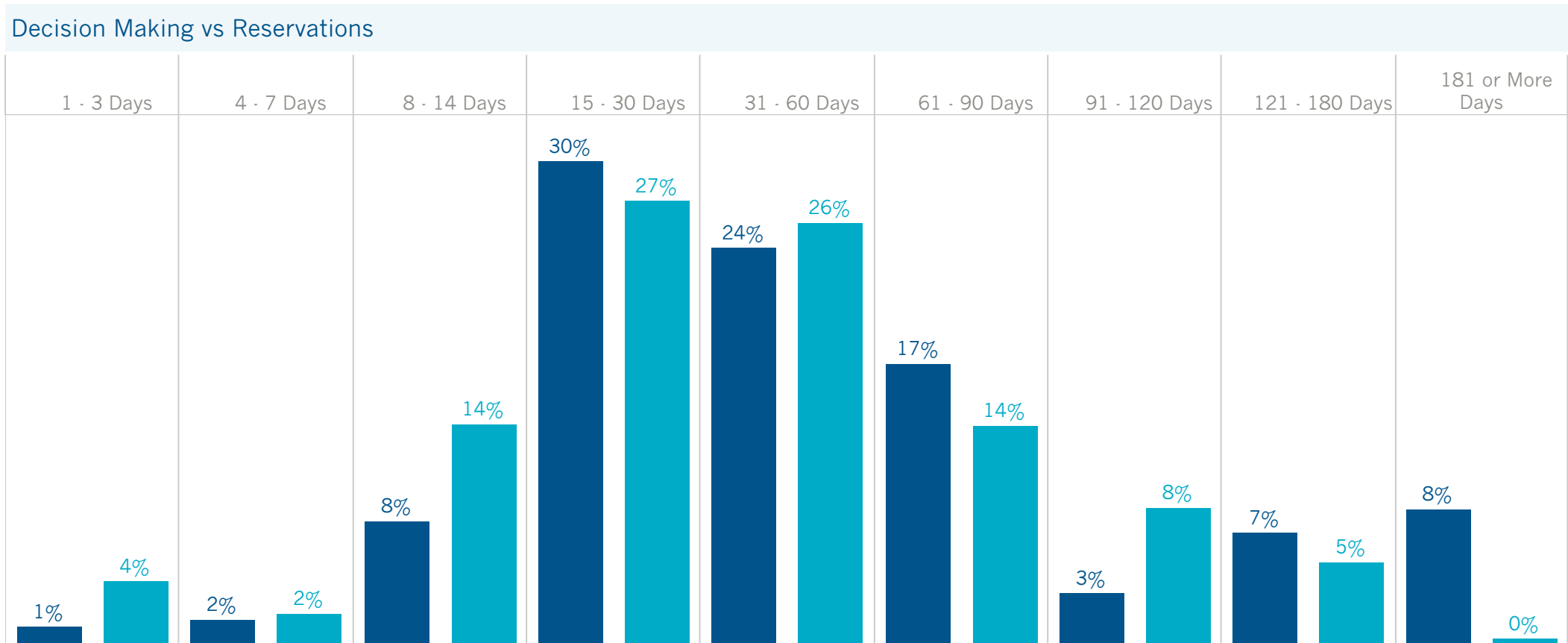
South Korea

Main Purpose of Trip

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

Q. What was the main purpose of your trip?

Source: SIAT 2022
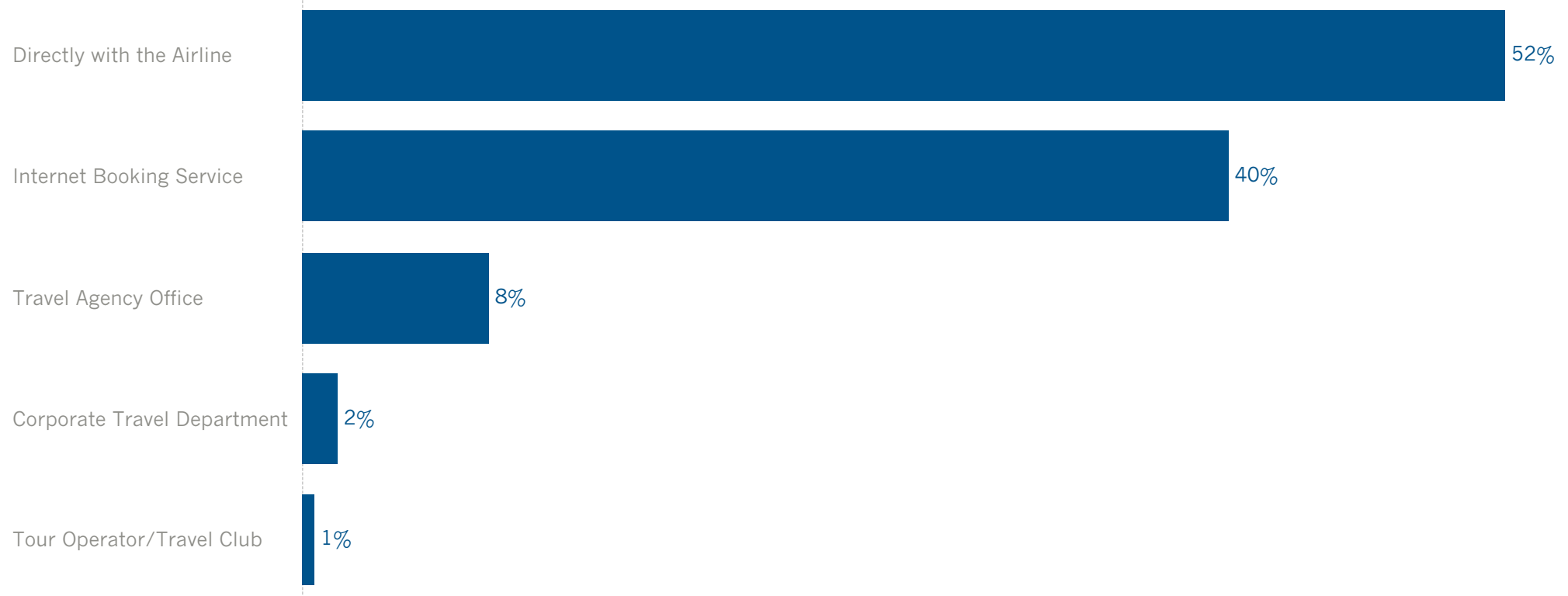
Airline Reservations

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

First/Repeat Visitation, Travel Party Size

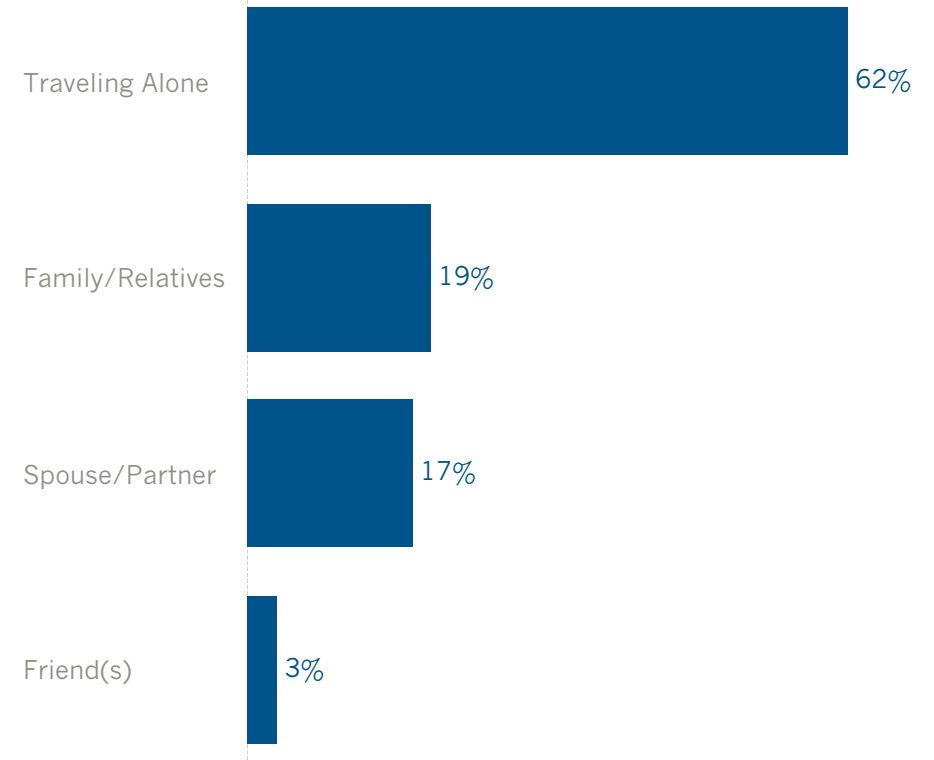The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

Leisure travelers

South Korea

First trip to the US

29%

72%

- Yes
- No
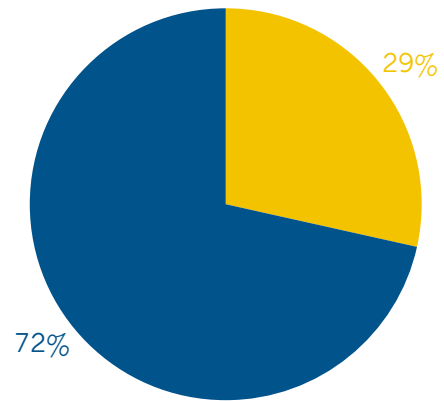
Travel Companion

Traveling Alone — 62%

Family/Relatives — 19%

Spouse/Partner — 17%

Friend(s) — 3%

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.	Private Home	Other
48%	47%	9%

Nights in Destination

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

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

Source: SIAT 2022
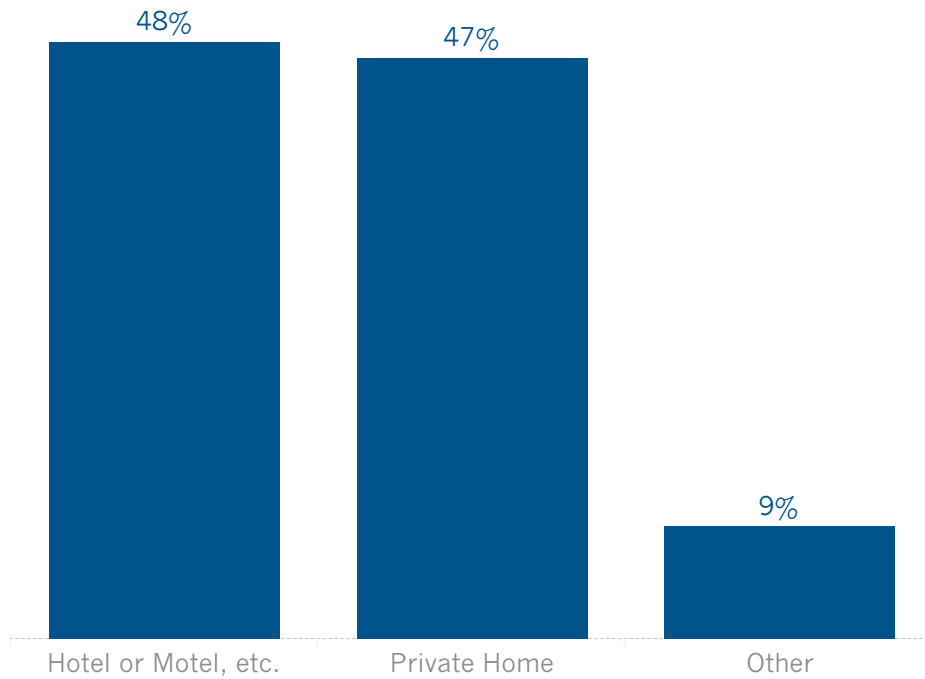
Destinations Visited

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

Leisure travelers

South Korea

US Destinations visited

Destination	Percentage
Los Angeles-Long Beach	67%
San Francisco	30%
Las Vegas	19%
New York City	8%
Anaheim-Santa Ana	8%
Oahu	8%
Salt Lake City	6%
Chicago	5%

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

Source: SIAT 2022
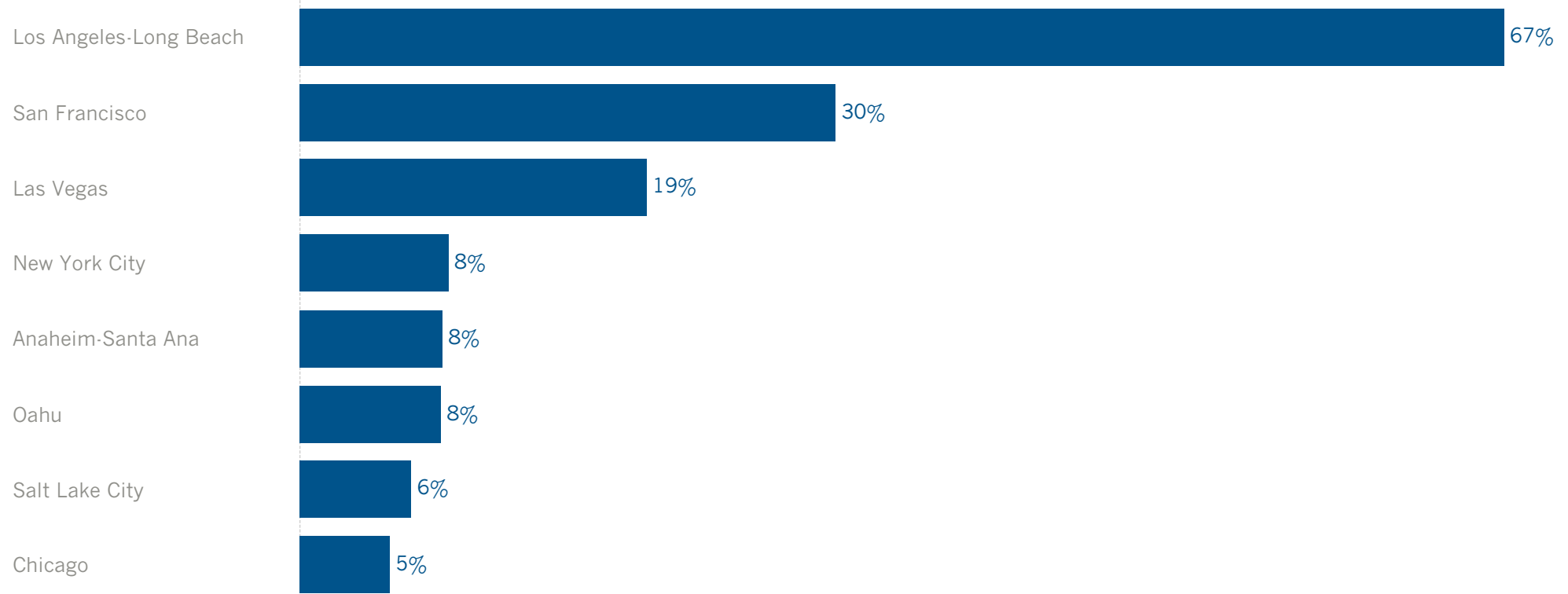
Transportation

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%

Q: What types of transportations were used on this trip?

Source: SIAT 2022
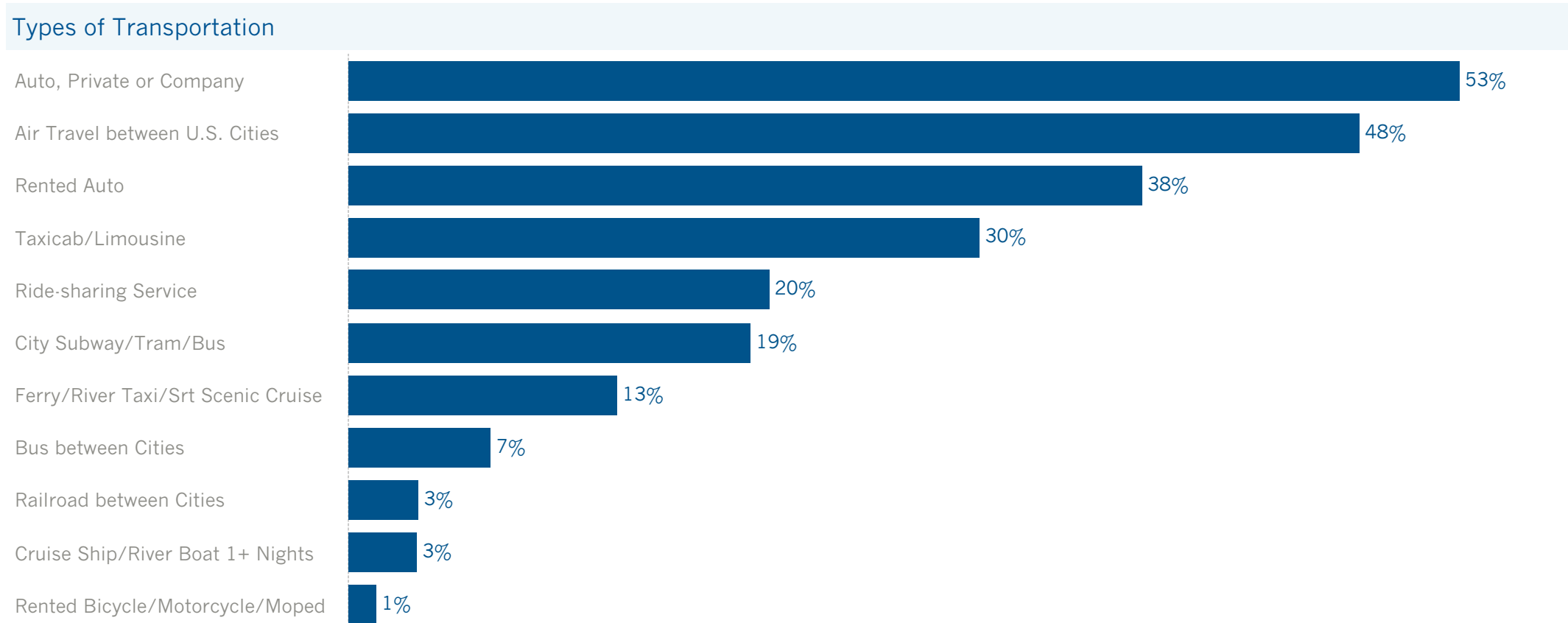
Activities

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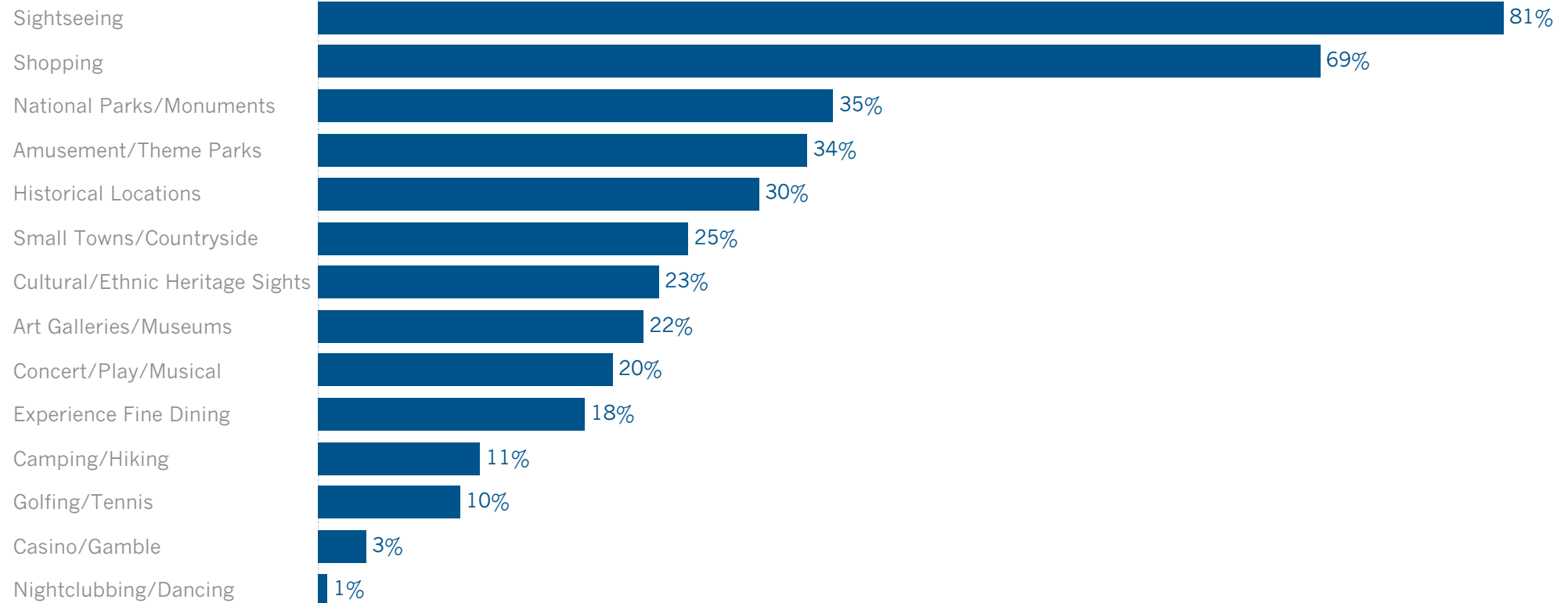
South Korea

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.

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

Q. Mean expenditures per visitor/trip