Market Insights

Great Outdoors
South Korean travellers are looking to get outside and explore all of the natural wonders that Canada has to offer. Travellers are eager to decompress through activities like hiking, exploring nature parks and visiting natural attractions and beaches.

Wellbeing
Burnout is at an all-time high in South Korea, with people craving relaxation, an escape and personal transformation. Canada is positioned to deliver on this sense of wellbeing, especially as the top motivator for visiting the country is the opportunity to relax and unwind.

Reliance on Travel Agents
With travel becoming increasingly complex, travel agents will be essential. A large majority of South Koreans indicate that they will rely on travel expertise to navigate the complexities of post-COVID travel.

Market Potential

Canada’s target market
16,066,000

51% are definitely/very likely to visit Canada in the next 2 years

8,226,000
Canada’s immediate potential in the next 2 years

Demographics

Age

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-34</td>
<td>28%</td>
</tr>
<tr>
<td>35-54</td>
<td>43%</td>
</tr>
<tr>
<td>55+</td>
<td>30%</td>
</tr>
</tbody>
</table>

Monthly Household Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 3 million won</td>
<td>17%</td>
</tr>
<tr>
<td>3 million to 3.99 million won</td>
<td>16%</td>
</tr>
<tr>
<td>4 million to 5.99 million won</td>
<td>28%</td>
</tr>
<tr>
<td>6 million to 7.99 million won</td>
<td>18%</td>
</tr>
<tr>
<td>8 million won and above</td>
<td>20%</td>
</tr>
</tbody>
</table>

Children

<table>
<thead>
<tr>
<th>Child Status</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>30%</td>
</tr>
<tr>
<td>No</td>
<td>70%</td>
</tr>
</tbody>
</table>

Seasonal Demand

1  Global Tourism Watch 2021.
2022 MARKET HIGHLIGHTS | SOUTH KOREA

**Top Motivators for Future Trip to Canada**

- Opportunity to relax, unwind, and decompress: 43%
- Offers outdoor experiences I am interested in: 39%
- Is a safe place to visit: 36%
- Is somewhere I have always wanted to visit: 36%
- Offers cultural experiences I am interested in: 31%
- Is a great family destination: 31%

**Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)**

- BC: 20%
- AB: 38%
- SK: 12%
- MB: 11%
- ON: 57%
- QC: 55%
- ATL: 17%

**Top Barriers to Canada**

- Too far/flight too long: 34%
- Cost: 29%
- Unfavourable exchange rate: 17%
- Not enough time to take a vacation: 13%
- Safety concerns: 12%

**Top Activities of Interest for Future Trip to Canada**

- Hiking or walking in nature: 63%
- Lakeside beaches: 56%
- Northern lights: 50%
- Natural attractions like mountains or waterfalls: 49%
- Oceanside beaches: 48%
- Trying local food and drink: 47%
- City green spaces like parks or gardens: 45%
- Nature parks: 42%
- Food and drink festivals or events: 41%
- Fall colours: 37%

**Net Promoter Score (Normalized)**

- Switzerland: 
- Australia: 
- Spain: 
- Canada: 
- Italy: 
- United States: 
- France: 
- Germany: 
- United Kingdom: 
- Portugal: 
- Russia: 
- India: 

**Travel Agent Usage for Future Trip to Canada**

NET Definitely / Very / Somewhat Likely: 86%

For further information, please contact:
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1 Global Tourism Watch 2021.