2018 Performance

2018 Arrivals\(^1\)

\[
245,760 \\
(\downarrow 16.4\%)
\]

2018 Average Trip Spend\(^2\)

\[
\$1,741
\]

2019 Forecast

Visitor Forecast\(^3\)

\[
218,970 \\
(\downarrow 10.9\%)
\]

Spend Forecast (CAD)\(^4\)

\[
\$380 M \\
(\downarrow 8.8\%)
\]

Key Insights

- Global trade disruption and economic uncertainties weighed on consumer sentiment in 2018, despite a minimum wage increase, and resulted in South Koreans postponing or taking shorter holidays. This was reflected in decreased arrivals to Canada in 2018 (-16\%).\(^1,6\)

- In 2018, Korean Air Lines, which has a 48% market share, switched its Vancouver route to a smaller plane, resulting in an 11% contraction in seat capacity with the same flight frequency. The same change was initiated on their Toronto route in 2017 and 2018, which resulted in a 3% contraction in air capacity on that route.\(^3\)

Market Insights

- While half of leisure visits to Canada by Koreans in 2018 were between May and August, more Korean leisure travellers want to visit in September and October.\(^1,5\)

- Korean leisure travellers are interested in a combination of city and nature-based experiences, including seeing natural attractions, trying local food and drink, going on culinary tours, spa and wellness centres, historical sites and art galleries & museums.\(^5\)

- More than half (56\%) of South Korean leisure travellers booked an organized group travel package on their most recent trip to Canada, predominantly via travel agents or tour operators online.\(^5\)

Seasonal Demand\(^5\)

\[
\begin{array}{c|c|c|c|c|c}
\text{Month} & \text{Jan-Feb} & \text{Mar-Apr} & \text{May-Jun} & \text{Jul-Aug} & \text{Sep-Oct} \\
\hline
\text{2018 Actual Arrivals} & 6\% & 9\% & 19\% & 26\% & 30\% \\
\text{Total Demand (%)} & 10\% & 12\% & 23\% & 26\% & 19\%
\end{array}
\]

\(^1\) Statistics Canada, Frontier Counts, 2018.
\(^3\) IATA SRS Analyzer Data, March 2018.
\(^4\) Bank of Canada.
\(^5\) Global Tourism Watch 2018.
\(^6\) Oxford Economics.
**Market Potential\(^5\)**

<table>
<thead>
<tr>
<th>Canada’s target market</th>
<th>16,445,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% are definitely/very likely to visit Canada in the next 2 years</td>
<td></td>
</tr>
<tr>
<td>Canada’s immediate potential</td>
<td>8,699,500</td>
</tr>
</tbody>
</table>

**Top Drivers for South Korean Travellers to Any Destination\(^5\)**

1. Its cities have a lot of great attractions to see and do
2. Is a great place for touring around to multiple destinations
3. Is a place I would be proud to tell people I have visited
4. Has beautiful outdoor scenery and landscapes
5. Is a place where I can experience things that I can’t experience at home
6. Is a great place to see wildlife in its natural habitat
7. Has great historical & cultural experiences
8. Is a safe place to visit
9. Is a place to spend quality time with friends and/or family
10. Its cities are great for exploring and soaking in the atmosphere

**Travel Consideration by Province, % Likely to Visit Region\(^5\)**

- BC: 54%
- AB: 37%
- SK/MB: 31%
- ON: 51%
- QC: 54%
- ATL: 22%

**Travel Agent/Tour Operator Usage For Recent Trip to Canada\(^6\)**

- Used for either research or booking: 74%
- Used for both research and booking: 38%
- Used for research only: 28%
- Used for booking only: 8%

**For further information, please contact:**

Anna Lee  
Account Director  
T +82-882-733-7708  
lee.anna@almc.co.kr

\(^5\) Global Tourism Watch 2018.