

City Travel Briefing: Seoul

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Abstracts

At the heart of the nation's culture, education, politics and economy, Seoul is a major travel destination for inbound visitors to South Korea. The successful export of Korean pop culture has strongly boosted visitor arrivals to Seoul. In 2017, growth rate significantly declined following a diplomatic tension with China. Despite so, future outlook expects to remain positive. This report will thus highlight some initiatives taken by Seoul to maintain its competitive position over the forecast.

Euromonitor International's City Travel Briefing: Seoul global briefing offers an insight into to the size and shape of the Travel market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market from innovation, pricing, channel distribution to economic/lifestyle influences. Forecasts illustrate how the market is set to change and outlines the criteria for success.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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leading brands;

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