

Flows in South Korea

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Abstracts

Inbound arrivals declined seriously in 2017 due to the political tension between China and South Korea. As China was the most important tourist source for South Korea, its drop in terms of trips negatively impacted total inbound arrival volumes in 2017.

Euromonitor International's Flows in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

A Significant Increase in Outbound and Domestic Travel Leads To Positive Growth for Travel and Tourism

Online Travel Outperforms Due To the Rapid Growth of Mobile Travel Sales in 2017

Low Cost Carriers Records Strong Growth in Terms of Value and Number of Passengers

Strategic Alliances Are Strong Trends in Travel

Travel Is Expected To Achieve Positive Growth Over the Forecast Period

SWOT

Summary 1 Destination South Korea: SWOT

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