

# Online Travel Sales and Intermediaries in South Korea

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## Abstracts

Travel intermediaries is especially hard hit having seen slowed growth pre-pandemic due to the No Japan boycott movement. The impact of COVID-19 and resultant disruptions to travel have compounded the sector's struggle. Japan has traditionally been among the most popular destinations for South Korean travellers, but in 2019 outbound departures to the country dropped by 26%, to fall further in 2020 by another 41%. While intermediaries responded by promoting destinations such as Singapore and Russ...

Euromonitor International's Online Travel Sales and Intermediaries 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 2015-2019, 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 2024 illustrate how the market is set to change.

**Product coverage:** Mobile Travel Sales to Residents, Online Travel Sales to Residents, Travel Intermediaries.

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

## Why buy this report?

Get a detailed picture of the Online Travel Sales and Intermediaries 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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