

Online Travel Sales To Residents in South Korea

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Abstracts

Online travel sales to residents recorded a strong performance in 2017 to reach KRW20.1 trillion. Airline direct online sales to residents was the winner in terms of actual value growth, while other transport direct online sales to residents witnessed the lowest growth rate in the category, as other transport operators are rather small or family-owned companies compared to the airline, lodging, and car rental operators in South Korea and they do not have sufficient resources to adapt online plat..

Euromonitor International's Online Travel Sales to Residents 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: Airlines Direct Online Sales to Residents, Car Rental Direct Online Sales to Residents, Lodging Direct Online Sales to Residents, Online Travel Agencies Sales to Residents, Other Direct Online Sales to Residents, Other Transport Direct Online Sales to Residents, Other Travel Intermediaries Online Sales to Residents.

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 to Residents 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

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