

Tourism Flows Inbound in South Korea

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Abstracts

The total number of arrivals maintained a two-digit growth since year 2009 but fell flat in 2013 due to the sharp decline of Japanese travellers into South Korea. Japanese inbound market accounted for the top position until 2012, when it held a 34% share of the total trips. That share fell to 25% in 2013, whereas the number of trips from China saw record-high growth of 45% in 2013. As a result, China became the largest inbound market for South Korea in 2013 in place of the existing top country...

Euromonitor International's Tourism Flows Inbound 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 2009-2013, 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 2018 illustrate how the market is set to change.

Product coverage: Arrivals, Arrivals by Mode of Transport, Arrivals by Purpose of Visit.

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

Why buy this report?

Get a detailed picture of the Tourism Flows Inbound 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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