

# Tourist Attractions in South Korea

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## Abstracts

Exceeding the average level of growth for total tourist attractions overall in 2013, theatres stood out as the highest achieving category both in terms of visitors and sales value. Within various forms of performing arts, musicals ranked the highest in number of audiences followed by plays. This industry has seen rapid growth since 2012 due to the positive performance of major scale musical play theatres. In the recent few years, well-known major musicals like Mamma Mia, Chicago and Phantom of...

Euromonitor International's Tourist Attractions 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:** Tourist Attractions by Category, Tourist Attractions by Channel.

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

### Why buy this report?

Get a detailed picture of the Tourist Attractions 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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