

Travel Accommodation in South Korea

<https://marketpublishers.com/r/T2FB6B46F2DEN.html>

Date: December 2014

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: T2FB6B46F2DEN

Abstracts

For 2013, the relatively lower growth of the inbound tourism coupled with increase of room supply led to a declining trend for both occupancy and average daily rates for the hotel industry. In particular, the sudden decline of the Japanese travellers marked the strongest impact for the majority of mid- to upper-level hotels that mainly targeted the Japanese. Although the Chinese inbound tourism flow went up for the year, the average spending of the Chinese is lower and their preferred type of...

Euromonitor International's Travel Accommodation 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: Travel Accommodation by Category, Travel Accommodation 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 Travel Accommodation 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.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Travel Accommodation Sales by Category: Value 2008-2013

Table 2 Travel Accommodation Outlets by Category: Units 2008-2013

Table 3 Travel Accommodation by Category: Number of Rooms 2008-2013

Table 4 Travel Accommodation Sales by Channel: Value 2008-2013

Table 5 Hotel NBO Company Shares: % Value 2009-2013

Table 6 Hotel Brands by Key Performance Indicators 2013

Table 7 Regional Hotel Parameters 2013

Table 8 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 9 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

Table 10 Forecast Travel Accommodation Sales by Channel: Value 2013-2018

Executive Summary

Positive Trend Continues for South Korea's Tourism

China Becomes the Top Inbound Market To Replace Japan

Low-cost Carriers See Best Performance With Active Expansion

Overheated Competition for Hotel Developments

Optimistic Outlook for the Industry

SWOT

Summary 1 South Korea: SWOT

Demand Factors

Table 11 Leave Entitlement: Volume 2008-2013

Table 12 Holiday Takers by Age 2008-2013

Table 13 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 14 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

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