

South Korea Glamping Market Size, Share, Trends and Forecast by Age Group, Accommodation Type, Booking Mode, and Region, 2026-2034

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Abstracts

The South Korea glamping market size reached USD 76.4 Million in 2025. The market is projected to reach USD 212.4 Million by 2034, exhibiting a growth rate (CAGR) of 11.55% during 2026-2034. The market is propelled by the growing domestic demand for nature-based leisure activities as urban residents increasingly seek short getaways to escape densely populated environments. Moreover, rising disposable incomes and growing interest in wellness and experiential travel are encouraging consumers to opt for upscale glamping options that combine comfort with outdoor adventure. Apart from this, government initiatives promoting regional tourism and eco-friendly accommodations are further augmenting the South Korea glamping market share.

SOUTH KOREA GLAMPING MARKET TRENDS:

Rising Disposable Income and Premium Leisure Spending

The rise in disposable incomes among South Korea's middle-class population is significantly influencing demand for premium leisure activities such as glamping. As per industry reports, disposable personal income in South Korea rose from KRW 2349203.90 Billion (approximately USD 1.77 Trillion) in 2022 to KRW 2438286.40 Billion (about USD 1.84 Trillion) in 2023. It reached an all-time high of KRW 2588759.30 Billion (around USD 1.95 Trillion) in 2024. With greater financial flexibility, consumers are increasingly inclined to allocate spending toward non-essential lifestyle experiences that offer both comfort and novelty. Glamping meets this demand by combining the allure of nature with amenities typically associated with upscale hospitality, such as temperature-controlled interiors, private bathrooms, curated meal options, and entertainment facilities. This is particularly appealing to dual-income households and

younger professionals who seek unique weekend getaways without compromising on convenience. Additionally, higher income levels have expanded the customer base beyond early adopters, allowing glamping operators to diversify offerings across price points, from luxury cabins to affordable modular tents. Besides, the willingness to pay a premium for quality experiences has led to the proliferation of theme-based and curated packages, further enhancing the perceived value. In this context, rising disposable income continues to act as a foundational driver, accelerating innovation and South Korea glamping market growth.

Growth of Domestic and Inbound Tourism

The expansion of both domestic and inbound tourism in South Korea is contributing substantially to the development of the glamping market. In a 2024 survey conducted in South Korea, approximately 68.8% of respondents indicated their intention to embark on domestic travel within the upcoming months. This strong inclination toward local tourism reflects a broader shift in consumer behavior, where convenience, accessibility, and safety are prioritized. As a result, the glamping sector is witnessing increased interest, particularly from urban dwellers seeking short, comfortable getaways in natural settings without the complexities of traditional travel planning. Glamping provides an attractive alternative to conventional accommodations, especially in scenic regions such as Gangwon-do, Gyeonggi-do, and Jeju. Furthermore, improved transportation infrastructure, including high-speed rail and expressways, has enhanced accessibility to these natural locations, further encouraging weekend and holiday travel.

Simultaneously, the recovery of inbound tourism has led to a renewed focus on experiential lodging that caters to international tastes. In addition to this, government campaigns promoting regional tourism have also played a role in drawing attention to glamping sites as part of broader travel itineraries. As tourism continues to grow, glamping is becoming a preferred accommodation choice that meets the evolving expectations of both domestic and international visitors.

SOUTH KOREA GLAMPING MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on age group, accommodation type, and booking mode.

Age Group Insights:

18-32 years

33-50 years

51-65 years

Above 65 years

The report has provided a detailed breakup and analysis of the market based on the age group. This includes 18-32 years, 33-50 years, 51-65 years, and above 65 years.

Accommodation Type Insights:

Cabins and Pods

Tents

Yurts

Treehouses

Others

A detailed breakup and analysis of the market based on the accommodation type have also been provided in the report. This includes cabins and pods, tents, yurts, treehouses, and others.

Booking Mode Insights:

Direct Booking

Travel Agents

Online Travel Agencies

The report has provided a detailed breakup and analysis of the market based on the booking mode. This includes direct booking, travel agents, and online travel agencies.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea glamping market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea glamping market on the basis of age group?

What is the breakup of the South Korea glamping market on the basis of accommodation type?

What is the breakup of the South Korea glamping market on the basis of booking mode?

What is the breakup of the South Korea glamping market on the basis of region?

What are the various stages in the value chain of the South Korea glamping market?

What are the key driving factors and challenges in the South Korea glamping market?

What is the structure of the South Korea glamping market and who are the key players?

What is the degree of competition in the South Korea glamping market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 SOUTH KOREA GLAMPING MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA GLAMPING MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA GLAMPING MARKET - BREAKUP BY AGE GROUP

- 6.1 18-32 years
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 33-50 years
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 51-65 years

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Above 65 years

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

7 SOUTH KOREA GLAMPING MARKET - BREAKUP BY ACCOMMODATION TYPE

7.1 Cabins and Pods

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Tents

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Yurts

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Treehouses

7.4.1 Overview

7.4.2 Historical and Current Market Trends (2020-2025)

7.4.3 Market Forecast (2026-2034)

7.5 Others

7.5.1 Historical and Current Market Trends (2020-2025)

7.5.2 Market Forecast (2026-2034)

8 SOUTH KOREA GLAMPING MARKET - BREAKUP BY BOOKING MODE

8.1 Direct Booking

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Travel Agents

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

8.3 Online Travel Agencies

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Forecast (2026-2034)

9 SOUTH KOREA GLAMPING MARKET – BREAKUP BY REGION

9.1 Seoul Capital Area

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Breakup by Age Group

9.1.4 Market Breakup by Accommodation Type

9.1.5 Market Breakup by Booking Mode

9.1.6 Key Players

9.1.7 Market Forecast (2026-2034)

9.2 Yeongnam (Southeastern Region)

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Breakup by Age Group

9.2.4 Market Breakup by Accommodation Type

9.2.5 Market Breakup by Booking Mode

9.2.6 Key Players

9.2.7 Market Forecast (2026-2034)

9.3 Honam (Southwestern Region)

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Breakup by Age Group

9.3.4 Market Breakup by Accommodation Type

9.3.5 Market Breakup by Booking Mode

9.3.6 Key Players

9.3.7 Market Forecast (2026-2034)

9.4 Hoseo (Central Region)

9.4.1 Overview

9.4.2 Historical and Current Market Trends (2020-2025)

9.4.3 Market Breakup by Age Group

9.4.4 Market Breakup by Accommodation Type

9.4.5 Market Breakup by Booking Mode

9.4.6 Key Players

9.4.7 Market Forecast (2026-2034)

9.5 Others

9.5.1 Historical and Current Market Trends (2020-2025)

9.5.2 Market Forecast (2026-2034)

10 SOUTH KOREA GLAMPING MARKET – COMPETITIVE LANDSCAPE

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

11 PROFILES OF KEY PLAYERS

11.1 Company A

11.1.1 Business Overview

11.1.2 Services Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Services Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Services Offered

- 11.4.3 Business Strategies
- 11.4.4 SWOT Analysis
- 11.4.5 Major News and Events
- 11.5 Company E
 - 11.5.1 Business Overview
 - 11.5.2 Services Offered
 - 11.5.3 Business Strategies
 - 11.5.4 SWOT Analysis
 - 11.5.5 Major News and Events

12 SOUTH KOREA GLAMPING MARKET - INDUSTRY ANALYSIS

- 12.1 Drivers, Restraints, and Opportunities
 - 12.1.1 Overview
 - 12.1.2 Drivers
 - 12.1.3 Restraints
 - 12.1.4 Opportunities
- 12.2 Porters Five Forces Analysis
 - 12.2.1 Overview
 - 12.2.2 Bargaining Power of Buyers
 - 12.2.3 Bargaining Power of Suppliers
 - 12.2.4 Degree of Competition
 - 12.2.5 Threat of New Entrants
 - 12.2.6 Threat of Substitutes
- 12.3 Value Chain Analysis

13 APPENDIX

I would like to order

Product name: South Korea Glamping Market Size, Share, Trends and Forecast by Age Group, Accommodation Type, Booking Mode, and Region, 2026-2034

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