

South Korea Leisure Travel Market Size, Share, Trends and Forecast by Traveler Type, Age Group, Expenditure Type, Sales Channel, and Region, 2026-2034

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Abstracts

The South Korea leisure travel market size reached USD 18,940.6 Million in 2025. Looking forward, the market is projected to reach USD 33,084.9 Million by 2034, exhibiting a growth rate (CAGR) of 6.20 % during 2026-2034. The market is driven by cultural tourism, propelled by the global reach of Hallyu, alongside heritage landmarks, cuisine, and festivals that enrich visitor experiences. Infrastructure investments, international airports, and the KTX rail network provide seamless connectivity, supported by global events and smart tourism initiatives, further augmenting the South Korea leisure travel market share.

SOUTH KOREA LEISURE TRAVEL MARKET TRENDS:

Cultural Tourism and Hallyu Wave

South Korea's leisure travel industry is strongly supported by cultural tourism, particularly through the global influence of the "Korean Wave" or K-dramas, Hallyu. K-pop, and Korean cinema have significantly elevated the nation's visibility, attracting international fans to destinations featured in shows and music videos. Seoul, Busan, and Jeju Island are popular for cultural immersion, offering historical palaces, traditional hanok villages, and vibrant urban districts. Heritage attractions such as Gyeongbokgung Palace and UNESCO World Heritage sites like Changdeokgung Palace enhance cultural depth, while culinary tourism, driven by the global popularity of Korean cuisine, further strengthens appeal. Festivals, from the Boryeong Mud Festival to Andong Mask Dance Festival, highlight traditional and modern aspects of Korean identity. Government-

backed campaigns actively promote these cultural assets worldwide, ensuring that cultural influence directly translates into South Korea leisure travel market growth. In April 2025, the Ministry of Culture, Sports and Tourism and the Visit Korea Committee launched 'Korea Welcome Week 2025" (April 25–May 16), a nationwide campaign offering exclusive discounts, traveler assistance, multilingual guides, digital tourism guides, and on-site experiences for international visitors at major entry points like Incheon and Gimpo airports. The effort aimed to enhance visitor experience during peak travel periods and further drive inbound leisure travel. With entertainment, heritage, and cuisine aligned, South Korea has cultivated a unique cultural tourism ecosystem.

Urban Tourism and Shopping Destinations

Urban tourism plays a vital role in South Korea's leisure travel sector, with Seoul leading as a global hub for retail, entertainment, and nightlife. Shopping districts such as Myeongdong, Gangnam, and Dongdaemun attract millions of visitors annually, combining luxury brands with local fashion and beauty products. The country's reputation for cosmetics and skincare has made it a shopping destination for beauty enthusiasts worldwide. Beyond retail, South Korea's cities offer attractions ranging from Lotte World and Everland theme parks to digital art exhibitions and interactive entertainment zones. Nightlife districts with K-pop clubs, traditional tea houses, and culinary streets create multifaceted experiences for travelers. In September 2024, Artisans of Leisure announced new private luxury tours in South Korea, highlighting the country's cultural heritage and modern attractions. The itineraries include Seoul, Gyeongju, Busan, and Jeju Island, with experiences ranging from K-pop tours, K-beauty treatments, and contemporary architecture visits to Buddhist temple cuisine, UNESCO-listed sites, volcanic hikes, and Templestay programs. These offerings are designed to position South Korea as a premium destination for international leisure travelers seeking both cultural depth and modern lifestyle experiences. Together, these cities combine retail, entertainment, and lifestyle attractions, reinforcing South Korea's status as a leading leisure hub in Asia.

SOUTH KOREA LEISURE TRAVEL 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 traveler type, age group, expenditure type, and sales channel.

Traveler Type Insights:

Solo

Group

The report has provided a detailed breakup and analysis of the market based on the traveler type. This includes solo and group.

Age Group Insights:

Baby Boomers

Generation X

Millennial

Generation Z

The report has provided a detailed breakup and analysis of the market based on the age group. This includes baby boomers, generation X, millennial, and generation Z.

Expenditure Type Insights:

Lodging

Transportation

Food and Beverages

Events and Entertainment

Others

The report has provided a detailed breakup and analysis of the market based on the expenditure type. This includes lodging, transportation, food and beverages, events and

entertainment, and others.

Sales Channel Insights:

Conventional Channel

Online Channel

The report has provided a detailed breakup and analysis of the market based on the sales channel. This includes conventional channel and online channel.

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 major regional markets. This includes 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 leisure travel market performed so far and how will it perform

in the coming years?

What is the breakup of the South Korea leisure travel market on the basis of traveler type?

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

What is the breakup of the South Korea leisure travel market on the basis of expenditure type?

What is the breakup of the South Korea leisure travel market on the basis of sales channel?

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

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

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

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

What is the degree of competition in the South Korea leisure travel market?

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