

South Korea Luxury Travel Market Report by Type of Tour (Customized and Private Vacation, Adventure and Safari, Cruise and Ship Expedition, Small Group Journey, Celebration and Special Event, Culinary Travel and Shopping), Age Group (Millennial (21-30), Generation X (31-40), Baby Boomers (41-60), Silver Hair (60 and above)), Type of Traveller (Absolute Luxury, Aspiring Luxury, Accessible Luxury), and Region 2026-2034

<https://marketpublishers.com/r/S8626A5AA6FFEN.html>

Date: July 2026

Pages: 122

Price: US\$ 2,999.00 (Single User License)

ID: S8626A5AA6FFEN

Abstracts

The South Korea luxury travel market size reached USD 45.2 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 81.6 Billion by 2034, exhibiting a growth rate (CAGR) of 6.58% during 2026-2034. The significant expansion in the South Korea tourism industry, the growing popularity of K-Pop with a massive global following of fans, and the emerging technological innovations in robotics, artificial intelligence, and entertainment technology represent some of the key factors driving the market.

Luxury travel caters to individuals seeking exclusive and premium experiences during their journeys. It goes beyond the typical vacation, focusing on opulence, comfort, and personalized services. It is characterized by several high-end amenities, exquisite accommodations, and unique, tailor-made itineraries that cater to the discerning tastes and preferences of travelers. Travelers who are opting for luxury travel are looking for more than just a place to stay; they seek to immerse themselves in the culture and beauty of their chosen destination while enjoying unparalleled comfort, which involves staying in luxurious five-star hotels, private villas, and exclusive resorts that offer privacy

and stunning views. Luxury travelers expect their journeys to be tailored to their unique desires and interests with a private guided tour of a historical site, a gourmet dining experience, or access to exclusive events and activities, luxury travel providers excel in curating one-of-a-kind experiences. Additionally, luxury travelers often enjoy culinary delights that showcase the finest local and international cuisine, while high-end restaurants and world-class chefs are commonly found in luxury travel destinations, offering the best experiences that are a feast for the senses.

SOUTH KOREA LUXURY TRAVEL MARKET TRENDS:

The market is primarily driven by the increasing number of tours and travel activities. In addition, South Korea offers several high-end accommodations, including luxury hotels, boutique resorts, and traditional hanok stays that cater to the discerning tastes of luxury travelers, thus contributing to the market growth. It has a rich cultural heritage, with a history dating back thousands of years, which is attracting travelers to explore its ancient palaces, temples, and traditions. The country's unique blend of old and new offers a rich tapestry for luxury travelers to experience. Moreover, several technological innovations and luxury travelers intrigued by the opportunity to explore the latest advancements in robotics, artificial intelligence, and entertainment technology represent another major growth-inducing factor. Besides this, the growing popularity of K-Pop has a massive global following, which attracts fans to South Korea to attend concerts, fan events, and visit entertainment hubs, contributing to the growth of luxury tourism centered around entertainment experiences. Along with this, South Korea is known for its traditional Korean spa culture, offering rejuvenating treatments and wellness experiences to luxury travelers who prioritize self-care and wellness, propelling the spa tourism market growth. Apart from this, the country's well-developed transportation infrastructure, including high-speed trains and a modern airport, ensures that travelers can easily navigate and explore South Korea's numerous regions, further creating a positive market outlook.

SOUTH KOREA LUXURY TRAVEL MARKET SEGMENTATION:

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

Type of Tour Insights:

Customized and Private Vacation

Adventure and Safari

Cruise and Ship Expedition

Small Group Journey

Celebration and Special Event

Culinary Travel and Shopping

The report has provided a detailed breakup and analysis of the market based on the type of tour. This includes customized and private vacation, adventure and safari, cruise and ship expedition, small group journey, celebration and special event, and culinary travel and shopping.

Age Group Insights:

Millennial (21-30)

Generation X (31-40)

Baby Boomers (41-60)

Silver Hair (60 and above)

A detailed breakup and analysis of the market based on the age group have also been provided in the report. This includes millennial (21-30), generation X (31-40), baby boomers (41-60), and silver hair (60 and above).

Type of Traveller Insights:

Absolute Luxury

Aspiring Luxury

Accessible Luxury

The report has provided a detailed breakup and analysis of the market based on the type of traveller. This includes absolute luxury, aspiring luxury, and accessible luxury.

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 in the market. 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 luxury travel market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea luxury travel market on the basis of type of tour?

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

What is the breakup of the South Korea luxury travel market on the basis of type of traveller?

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

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

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

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

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