

South Korea Tourism Market Report by Tourism Type (Medical, Sports, Cultural, Culinary, Wellness, Educational, and Others), Tourist Type (Domestic, International), Travel Type (Solo, Group), Booking Channel (OTA Platform, Direct Booking), Age Group (Below 30 Years, 30 to 41 Years, 42 to 49 Years, 50 Years and Above), and Region 2026-2034

<https://marketpublishers.com/r/S0C8BCC7719EEN.html>

Date: July 2026

Pages: 116

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

ID: S0C8BCC7719EEN

Abstracts

South Korea tourism market size reached USD 13,684.1 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 20,659.9 Million by 2034, exhibiting a growth rate (CAGR) of 4.68% during 2026-2034. The rising popularity of K-pop dramas, along with the growing number of cultural sites, is bolstering the market.

SOUTH KOREA TOURISM MARKET ANALYSIS:

Major Market Drivers: Government investments in new hotels and better transport networks, enhance South Korea's accessibility and appeal, which is accelerating the market growth.

Key Market Trends: The region's rich cultural heritage, with historical sites and traditional festivals, attracts tourists seeking unique experiences, thereby contributing to the market growth.

Competitive Landscape: The report has provided a comprehensive analysis of the competitive landscape in the market. Also, detailed profiles of all major companies have been provided.

Geographical Trends: Seoul Capital Area draws tourists with its dynamic cityscape and cultural attractions. In addition, Yeongnam offers historical sites and scenic beauty, and Honam is known for its natural landscapes. Moreover, Hoseo attracts visitors with its historical landmarks and traditional charm, while other regions provide a range of local attractions.

Challenges and Opportunities: The uneven distribution of visitors across regions is hampering the market. However, promoting lesser-known areas and investing in regional tourism infrastructure to create a more balanced and diverse travel experience will continue to strengthen the market growth in the coming years.

SOUTH KOREA TOURISM MARKET TRENDS:

Innovative Attractions Enhance Visitor Experiences

South Korea's development of innovative attractions significantly improves visitor experiences by providing unique and memorable activities. These advancements elevate tourist satisfaction, encourage longer stays, and increase repeat visits, thereby ultimately contributing to sustained interest and increased engagement with the destination. For example, in June 2024, South Korea launched the Moon of Seoul, a helium balloon at Yeouido Park, offering views of the Hangang River and Seoul. This new attraction, with rides accommodating 30 passengers, is expected to boost tourism and drive market growth by providing a unique experience.

Strong Culinary Initiatives

South Korea's robust culinary tourism initiatives highlight its diverse and distinctive local cuisine, attracting food enthusiasts from around the world. These initiatives enhance the country's reputation as a leading food destination, thereby increasing international visitor interest and engagement. This surge in interest directly drives South Korea tourism market demand, reflecting the growing use of unique culinary experiences. For instance, in July 2024, government bodies in South Korea launched the 'Taste your Korea' food tourism brand, featuring 33 iconic dishes, ingredients, and liquors. This initiative aims to enhance the country's reputation as a top food tourism destination.

Strategic Incentives Boost Targeted Market Engagement

South Korea's strategic incentive programs offer tailored rewards and support to

specific travel segments, enhancing promotional effectiveness. These targeted incentives successfully attract and engage key tourist demographics, resulting in higher visitor numbers and strengthened market presence in focus regions. For example, in February 2024, regulatory bodies in South Korea introduced its enhanced K-Incentive Scheme 2.0, targeting Indian travel agents. This new program aimed to boost travel agency engagement and attract more Indian tourists.

SOUTH KOREA TOURISM INDUSTRY SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the South Korea tourism market forecast at the country and regional levels for the period 2026-2034. Our report has categorized the market based on tourism type, tourist type, travel type, booking channel, and age group.

Breakup by Tourism Type:

Medical

Sports

Cultural

Culinary

Wellness

Educational

Others

The report has provided a detailed breakup and analysis of the market based on the tourism type. This includes medical, sports, cultural, culinary, wellness, educational, and others.

South Korea's tourism sector thrives across various domains. It offers advanced healthcare facilities, vibrant sports events, rich cultural experiences, diverse culinary delights, comprehensive wellness retreats, and valuable educational programs, appealing to a wide range of interests. Moreover, it plays a pivotal role in economic

development by generating revenue, thereby bolstering the growth of this segment.

Breakup by Tourist Type:

Domestic

International

The report has provided a detailed breakup and analysis of the market based on the tourist type. This includes domestic and international.

South Korea's tourism industry thrives both domestically and internationally, with diverse attractions and cultural experiences drawing local and global visitors alike. This dynamic growth significantly boosts economic expansion and enhances the country's international appeal, thereby contributing to South Korea's tourism market share.

Breakup by Travel Type:

Solo

Group

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

South Korea offers diverse experiences for both solo travelers and groups, featuring rich cultural sites, vibrant cityscapes, and scenic landscapes. Its blend of activities ensures memorable journeys for individuals and collectives alike.

Breakup by Booking Channel:

OTA Platform

Direct Booking

The report has provided a detailed breakup and analysis of the market based on the

booking channel. This includes OTA platform and direct booking.

According to the South Korea tourism market analysis report, the country's tourism sector leverages both OTA platforms and direct booking channels to enhance accessibility. OTAs offer diverse travel packages and convenience, while direct bookings provide personalized services and often better rates.

Breakup by Age Group:

Below 30 Years

30 to 41 Years

42 to 49 Years

50 Years and Above

The report has provided a detailed breakup and analysis of the market based on the age group. This includes below 30 years, 30 to 41 years, 42 to 49 years, and 50 years and above.

In South Korea, tourism interests vary by age group: those under 30 often seek vibrant city experiences and nightlife, 30 to 41-year-olds enjoy cultural and culinary exploration, 42 to 49-year-olds prefer historical and scenic sites, and those 50 and above value relaxed and cultural experiences. This demographic diversity shapes the South Korea tourism market outlook, highlighting evolving trends and preferences that influence tourism strategies and destination development.

Breakup by Region:

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.

According to the South Korea tourism market outlook report, from Seoul Capital Area's vibrant cityscape and historic sites to Yeongnam's scenic landscapes and cultural heritage. In line with this, Honam offers picturesque views and traditional experiences, while Hoseo presents a blend of natural beauty and historical significance. Each region contributes uniquely to the country's tourism appeal, providing a rich array of experiences that cater to various interests, from urban exploration and cultural immersion to serene retreats and historical exploration. Other regions further enhance the overall tourism experience.

COMPETITIVE LANDSCAPE:

The South Korea tourism 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 tourism market performed so far, and how will it perform in the coming years?

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

What is the breakup of the South Korea tourism market on the basis of tourist type?

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

What is the breakup of the South Korea tourism market on the basis of booking channel?

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

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

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

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

What is the degree of competition in the South Korea tourism 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 TOURISM MARKET - INTRODUCTION

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

5 SOUTH KOREA TOURISM MARKET LANDSCAPE

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

6 SOUTH KOREA TOURISM MARKET - BREAKUP BY TOURISM TYPE

- 6.1 Medical
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Sports
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Cultural

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Culinary

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Wellness

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Educational

6.6.1 Overview

6.6.2 Historical and Current Market Trends (2020-2025)

6.6.3 Market Forecast (2026-2034)

6.7 Others

6.7.1 Historical and Current Market Trends (2020-2025)

6.7.2 Market Forecast (2026-2034)

7 SOUTH KOREA TOURISM MARKET - BREAKUP BY TOURIST TYPE

7.1 Domestic

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 International

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

8 SOUTH KOREA TOURISM MARKET - BREAKUP BY TRAVEL TYPE

8.1 Solo

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Group

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 SOUTH KOREA TOURISM MARKET - BREAKUP BY BOOKING CHANNEL

9.1 OTA Platform

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Direct Booking

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

10 SOUTH KOREA TOURISM MARKET - BREAKUP BY AGE GROUP

10.1 Below 30 Years

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Forecast (2026-2034)

10.2 30 to 41 Years

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Forecast (2026-2034)

10.3 42 to 49 Years

10.3.1 Overview

10.3.2 Historical and Current Market Trends (2020-2025)

10.3.3 Market Forecast (2026-2034)

10.4 50 Years and Above

10.4.1 Overview

10.4.2 Historical and Current Market Trends (2020-2025)

10.4.3 Market Forecast (2026-2034)

11 SOUTH KOREA TOURISM MARKET – BREAKUP BY REGION

11.1 Seoul Capital Area

11.1.1 Overview

11.1.2 Historical and Current Market Trends (2020-2025)

- 11.1.3 Market Breakup by Tourism Type
- 11.1.4 Market Breakup by Tourist Type
- 11.1.5 Market Breakup by Travel Type
- 11.1.6 Market Breakup by Booking Channel
- 11.1.7 Market Breakup by Age Group
- 11.1.8 Key Players
- 11.1.9 Market Forecast (2026-2034)
- 11.2 Yeongnam (Southeastern Region)
 - 11.2.1 Overview
 - 11.2.2 Historical and Current Market Trends (2020-2025)
 - 11.2.3 Market Breakup by Tourism Type
 - 11.2.4 Market Breakup by Tourist Type
 - 11.2.5 Market Breakup by Travel Type
 - 11.2.6 Market Breakup by Booking Channel
 - 11.2.7 Market Breakup by Age Group
 - 11.2.8 Key Players
 - 11.2.9 Market Forecast (2026-2034)
- 11.3 Honam (Southwestern Region)
 - 11.3.1 Overview
 - 11.3.2 Historical and Current Market Trends (2020-2025)
 - 11.3.3 Market Breakup by Tourism Type
 - 11.3.4 Market Breakup by Tourist Type
 - 11.3.5 Market Breakup by Travel Type
 - 11.3.6 Market Breakup by Booking Channel
 - 11.3.7 Market Breakup by Age Group
 - 11.3.8 Key Players
 - 11.3.9 Market Forecast (2026-2034)
- 11.4 Hoseo (Central Region)
 - 11.4.1 Overview
 - 11.4.2 Historical and Current Market Trends (2020-2025)
 - 11.4.3 Market Breakup by Tourism Type
 - 11.4.4 Market Breakup by Tourist Type
 - 11.4.5 Market Breakup by Travel Type
 - 11.4.6 Market Breakup by Booking Channel
 - 11.4.7 Market Breakup by Age Group
 - 11.4.8 Key Players
 - 11.4.9 Market Forecast (2026-2034)
- 11.5 Others
 - 11.5.1 Historical and Current Market Trends (2020-2025)

11.5.2 Market Forecast (2026-2034)

12 SOUTH KOREA TOURISM MARKET – COMPETITIVE LANDSCAPE

12.1 Overview

12.2 Market Structure

12.3 Market Player Positioning

12.4 Top Winning Strategies

12.5 Competitive Dashboard

12.6 Company Evaluation Quadrant

13 PROFILES OF KEY PLAYERS

13.1 Company A

13.1.1 Business Overview

13.1.2 Services Offered

13.1.3 Business Strategies

13.1.4 SWOT Analysis

13.1.5 Major News and Events

13.2 Company B

13.2.1 Business Overview

13.2.2 Services Offered

13.2.3 Business Strategies

13.2.4 SWOT Analysis

13.2.5 Major News and Events

13.3 Company C

13.3.1 Business Overview

13.3.2 Services Offered

13.3.3 Business Strategies

13.3.4 SWOT Analysis

13.3.5 Major News and Events

13.4 Company D

13.4.1 Business Overview

13.4.2 Services Offered

13.4.3 Business Strategies

13.4.4 SWOT Analysis

13.4.5 Major News and Events

13.5 Company E

13.5.1 Business Overview

- 13.5.2 Services Offered
- 13.5.3 Business Strategies
- 13.5.4 SWOT Analysis
- 13.5.5 Major News and Events

14 SOUTH KOREA TOURISM MARKET - INDUSTRY ANALYSIS

- 14.1 Drivers, Restraints, and Opportunities
 - 14.1.1 Overview
 - 14.1.2 Drivers
 - 14.1.3 Restraints
 - 14.1.4 Opportunities
- 14.2 Porters Five Forces Analysis
 - 14.2.1 Overview
 - 14.2.2 Bargaining Organization of Buyers
 - 14.2.3 Bargaining Organization of Suppliers
 - 14.2.4 Degree of Competition
 - 14.2.5 Threat of New Entrants
 - 14.2.6 Threat of Substitutes
- 14.3 Value Chain Analysis

15 APPENDIX

I would like to order

Product name: South Korea Tourism Market Report by Tourism Type (Medical, Sports, Cultural, Culinary, Wellness, Educational, and Others), Tourist Type (Domestic, International), Travel Type (Solo, Group), Booking Channel (OTA Platform, Direct Booking), Age Group (Below 30 Years, 30 to 41 Years, 42 to 49 Years, 50 Years and Above), and Region 2026-2034

Product link: <https://marketpublishers.com/r/S0C8BCC7719EEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S0C8BCC7719EEN.html>