

South Korea Wellness Tourism Market Report by Travelers Type (Primary, Secondary), Service Type (Transport, Lodging, Food and Beverage, Shopping, Activities and Excursion, and Others), Location (Domestic, International), and Region 2026-2034

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Abstracts

South Korea wellness tourism market size reached USD 20.4 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 38.1 Billion by 2034, exhibiting a growth rate (CAGR) of 6.96% during 2026-2034. The growing focus on balanced and nutritious meals, rising number of luxury hotels and resorts with spa centers and yoga studios, and increasing awareness about the importance of maintaining well-being represent some of the key factors driving the market.

Wellness tourism involves the pursuit of physical, mental, and emotional wellness through traveling. It focuses on activities that promote relaxation, relieve stress, and enhance personal growth. It offers a wide range of activities, such as spa retreats, yoga and meditation retreats, healthy cuisine experiences, mindful workshops, and various holistic therapies to rejuvenate and revitalize the body. It allows travelers to learn valuable skills to cope with everyday challenges and maintain a positive mindset. It enables people to learn about holistic healing practices, herbal remedies, and meditation techniques from different cultures. It facilitates personal growth by allowing travelers to engage in activities that encourage self-confidence and spiritual exploration. It allows individuals to prioritize their well-being and develop healthier habits. It also enables people to step out of their comfort zones, face challenges, and gain a deeper understanding of themselves. It assists in addressing specific health concerns or goals, such as weight management, fitness enhancement, or managing chronic conditions. As it helps individuals to spend quality time with themselves or loved ones, away from distractions and can strengthen relationships, the demand for wellness tourism is rising

in South Korea.

SOUTH KOREA WELLNESS TOURISM MARKET TRENDS:

At present, the growing demand for wellness tourism on account of the increasing number of luxury hotels and resorts with spa centers and yoga studios represents one of the major factors contributing to the market growth in South Korea. Moreover, the rising focus on balanced and nutritious meals among the masses is strengthening the growth of the market in the country. Apart from this, the escalating demand for wellness retreats as a means of stress reduction among people is offering a positive market outlook. Additionally, the increasing awareness about health issues and the importance of maintaining well-being among individuals is providing lucrative growth opportunities to industry investors. In line with this, the rising adoption of wellness destinations, as they prioritize rigorous hygiene and safety protocols to attract more travelers, is impelling the market growth in South Korea. In addition, increasing preferences for artificial intelligence (AI)-driven wellness programs and virtual reality (VR) relaxation experiences among people is bolstering the growth of the market. Besides this, the wide availability of wellness-focused amenities and packages offered by hotels and resorts is propelling the market growth in South Korea. Furthermore, the growing demand for customized wellness tourism experiences, along with the rising adoption of eco-friendly and socially responsible initiatives in wellness tourism to preserve natural resources, is influencing the market positively in the country.

SOUTH KOREA WELLNESS TOURISM 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 travelers type, service type, and location.

Travelers Type Insights:

Primary

Secondary

The report has provided a detailed breakup and analysis of the market based on the travelers type. This includes primary and secondary.

Service Type Insights:

Transport

Lodging

Food and Beverage

Shopping

Activities and Excursion

Others

A detailed breakup and analysis of the market based on the service type have also been provided in the report. This includes transport, lodging, food and beverage, shopping, activities and excursion, and others.

Location Insights:

Domestic

International

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

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 wellness tourism market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea wellness tourism market?

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

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

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

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

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

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

What is the degree of competition in the South Korea wellness tourism market?

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