

South Korea - Travel & Tourism: A developing tourism market (Strategy, Performance and Risk Analysis)

<https://marketpublishers.com/r/S0F73FB5EC8EN.html>

Date: November 2017

Pages: 86

Price: US\$ 1,995.00 (Single User License)

ID: S0F73FB5EC8EN

Abstracts

South Korea - Travel & Tourism: A developing tourism market (Strategy, Performance and Risk Analysis)

SUMMARY

During the review period (2012-2016), total tourist volumes recorded a review-period CAGR of 4.1%, rising from 117.2 million in 2012 to 141.9 million in 2016. It will post a forecast-period CAGR of 5.6%, to reach 185.9 million in 2021 due to the growth of domestic and inbound tourist inflows.

The passenger airline segment registered growth in terms of the number of seats available, volume of seats sold, and passenger revenue. During the review period, South Korea's accommodation category registered growth in the volume of tourist traveling for the purposes of leisure, number of room nights available, number of rooms nights occupied, and revenue.

MarketLine Premium's industry reports provides a comprehensive overview and include sections on risk and reward, key industry trends and drivers, SWOT analysis, industry benchmarking, competitive landscape, industry innovation, deals and key developments.

KEY HIGHLIGHTS

Luxury segment to drive growth

Growth will be driven by the luxury segment due to the expansion of Wyndham and

Accor. Luxury hotel revenue recorded a CAGR of 1.3%, rising from US\$1.9 billion in 2012 to US\$2.0 billion in 2016. It will post a forecast-period (2017-2021) CAGR of 3.1%, to reach US\$2.4 billion in 2021.

Online travel intermediaries to drive revenue over the forecast period

Revenue generated by online travel intermediaries recorded a CAGR of 9.3%, rising from US\$1.6 billion in 2012 to US\$2.3 billion in 2016. It will post a forecast-period CAGR of 12%, to reach US\$4.1 billion in 2021. Growth is being driven by the deepening of internet penetration rates coupled with the associated flexibility and ease of online bookings.

Increase in international trips to drive revenues

Passenger airline revenue recorded a CAGR of 8.2%, rising from US\$14.8 billion in 2012 to US\$20.2 billion in 2016. It will post a forecast-period CAGR of 10.4%, to reach US\$34.4 billion in 2021 driven by an increase in international travel due to the expansion of long haul flights, the strengthening of the Korean won in the international market, and the relaxation of visa regulations.

SCOPE

Risk & Reward Index - The Risk & Reward Index compares the lucrativeness of the South Korean travel and tourism industry with other countries in the region via a set of specific risk and reward parameters.

Industry Snapshot and Industry View - Key travel and tourism industry statistics, including revenue and expenditure in key segments and trends driving market performance.

Industry SWOT Analysis - Discover the strengths, weaknesses, opportunities and threats impacting market performance.

Industry Benchmarking - Benchmarks the South Korean travel and tourism industry's performance against regional and global markets in terms of car rental fleet size, car rental revenue, number of hotels, hotel revenue, passenger airline revenue, seats available and seats sold, travel intermediary revenue, and tourism expenditure growth.

Competitive Landscape - Overview of players in the South Korean travel and tourism industry, specifically airlines, hotels and car rental companies split by category and compared against their peers across a set of relevant industry indicators.

REASONS TO BUY

How is the market performing in terms of indicators such as total tourist visits, passenger airline seats sold, seats sold by purpose of visit such as leisure, revenue, room nights available, room nights occupied, hotel revenue, car rental days among others.

How risky is it to invest in the South Korean travel and tourism industry compared to other countries in the Asia-Pacific?

What is driving the performance of key industry segments such as passenger airlines, accommodation and car rentals?

Who are the leading players in the South Korean travel and tourism industry and their overview and product portfolio?

What trends are being witnessed within the South Korean travel and tourism industry?

What are the South Korean travel and tourism industry's Strengths and Weaknesses and what Opportunities and Threats does it face?

What are the recent developments and innovations in the South Korean travel and tourism industry?

Contents

Risk & Reward Index
Industry Snapshot
Industry View
Industry SWOT Analysis
Industry Benchmarking
Industry Performance
Competitive Landscape
Innovation
Deals
Key Developments
Appendix

I would like to order

Product name: South Korea - Travel & Tourism: A developing tourism market (Strategy, Performance and Risk Analysis)

Product link: <https://marketpublishers.com/r/S0F73FB5EC8EN.html>

Price: US\$ 1,995.00 (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/S0F73FB5EC8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

