



Spending among South Korean travellers is forecast to recover to 2019 levels by 2025, visitation levels are not expected to recover until 2026.

Market Forecast Insights

South Korea has shown the fastest recovery among Asian markets, but has been slower to recover than Australia, and markets in Europe and North America. Spending by South Korean travellers in Canada is expected to reach 66% of 2019 levels in 2023 and recover in 2025 with visits recovering one year later.

- Spending is expected to reach 94% of 2019 levels in 2024 and recover to 122% in 2025.
- Overnight visits by South Korean travellers to Canada will recover in 2026, reaching 105% of 2019 levels.
- In 2025, Canada will welcome 232,000 South Korean travellers who will spend \$555 million.

Market Forecast Highlights¹

Spending and visitation levels (% relative to 2019)

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	15	17	47	66	94	122	141	160	173	181	188
Visitation	100	13	6	29	52	72	91	105	116	122	126	130

● 0%-50%
 ● 51%-75%
 ● 76%-100%
 ● 101%-120%
 ● 121%+

Forecast Context and Assumptions¹

Travel Sentiment

- In a December YouGov survey, over half (52%) of South Koreans said they are planning an international holiday in the next 12 months compared to 22% of Chinese and 13% of Japanese respondents.²
- South Korean's are concerned about the increased cost of travel, with 54% citing price as the greatest barrier to travel. This was the highest percentage among overseas markets.²

International Travel Conditions

- Monthly arrivals of overnight travellers showed no signs of a slowdown in the third and fourth quarters of 2023. There were 132,000 overnight arrivals from South Korea in 2023.

Economy³

- Canada became a more expensive travel market for Koreans in 2021 and 2022 as the South Korean won depreciated against the Canadian dollar. Some purchasing power was gained back in 2023, but Canada remains more expensive than before the pandemic.
- Weak growth in China—South Korea's largest trade partner—will hamper economic growth. Gross Domestic Product is expected to only grow 1.2% in 2023 and 1.4% in 2024.
- The uncertainty with South Korea's short-term outlook stems from weaker global growth and continued monetary tightening in major economies compounded by US-China tensions.

The DC Tourism Outlook Fall 2023 has been adjusted from 2023 to 2025 to reflect the latest arrival numbers.

¹ DC Tourism Outlook Forecast, Fall 2023
² YouGov Global Travel Profiles | December 2023
³ Oxford Economics



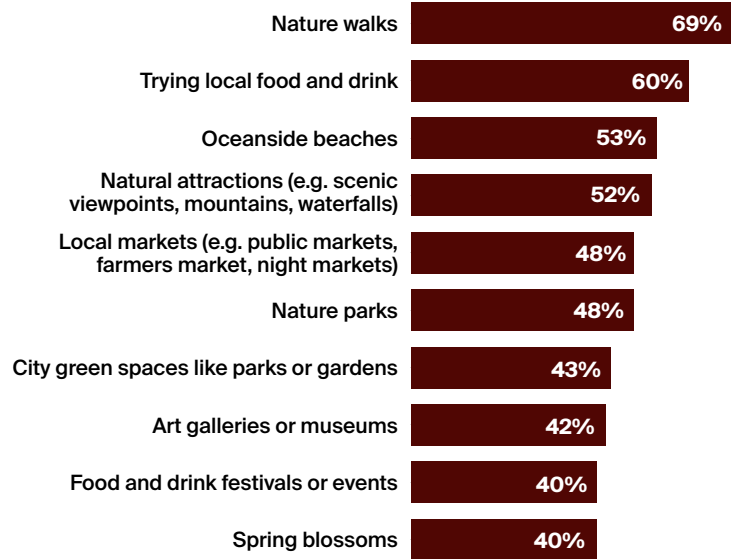
Total Long-Haul Travellers

South Koreans aged 18 and older who have taken a long-haul pleasure trip outside of East Asia (e.g., China, Hong Kong, Macau, Japan, South Korea, and Taiwan) in the past three years, or plan to take a such a trip in the next two years.

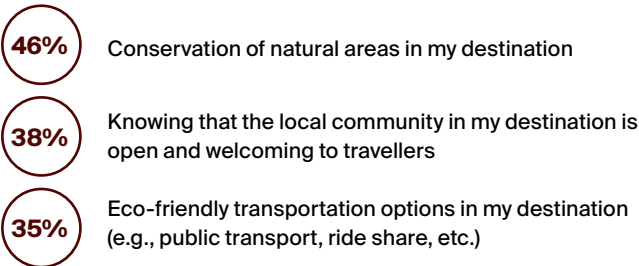
Potential Market Size⁴



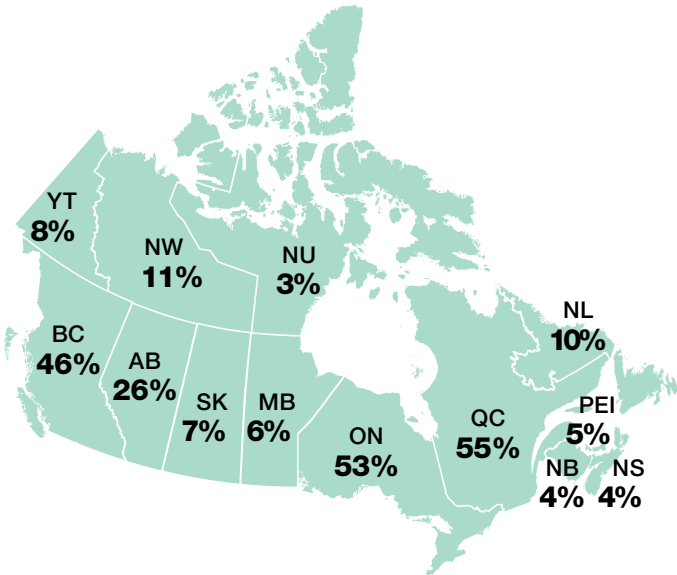
Top Activities of Interest While on Vacation⁴



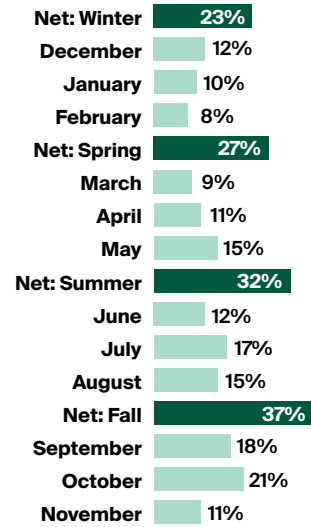
Top 3 Most Important Sustainability Efforts⁴



Likelihood to Visit Canadian Regions (Next 2 Years)⁴



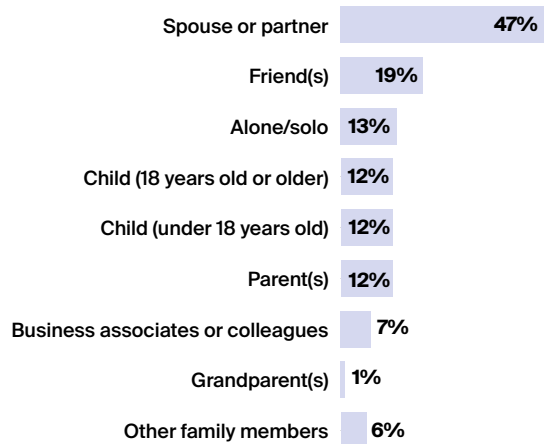
Canada Consideration By Seasons⁴



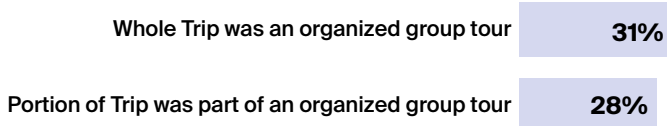
Travel Agent Usage for Most Recent Trip⁴



Travel Party of Recent Trip⁴



Organized Tour Usage for Recent Trip⁴



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