



# Market Profile: South Korea

April 2007

<b>Estimated Outbound Travel from South Korea (2005):</b> 10.1 million	<b>Population:</b> 48.6 million
<b>Direct Customs Entries to BC (2006):</b> 126,063	<b>Unemployment Rate (2005):</b> 3.7%
<b>BC's Share of South Korean Custom Entries (2006):</b> 65.1%	<b>Real GDP (2006 est.):</b> \$669.8 B (SUS at 2000 prices and exch. Rates)
<b>South Korea's Share of BC's Total Int'l Customs Entries (2006):</b> 2.6%	<b>GDP Growth (2004 vs 2005):</b> 4.0%
<b>Asia/Pacific's Share of BC's Total Int'l Customs Entries (2006):</b> 17.8%	<b>GDP Growth (2006 est.):</b> 5.0%
<b>South Korea's Share of BC's Asia/Pacific Customs Entries (2006):</b> 14.7%	<b>Forecasted GDP Growth (2007):</b> 4.4%

Sources: Statistics Canada, OECD.

**In 2006, South Korea continued to be one of BC's ten largest international markets, ranking fifth for direct customs entries to BC and eighth for visitation to Canada.**

**South Korean was the third largest Asia/Pacific market to BC and Canada, following Japan and Australia.**

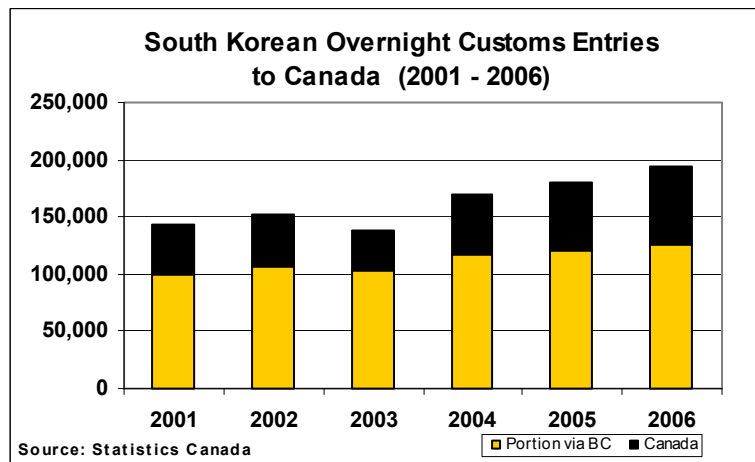
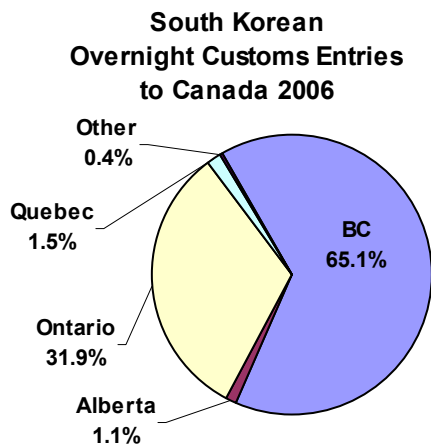
**South Korea held 14.7% of BC's Asia/Pacific market and 12.7% of Canada's Asia/Pacific market.**

Top 10 Countries to BC	
U.S.A. Overnight	1
United Kingdom	2
Japan	3
Australia	4
South Korea	5
China	6
Taiwan	7
Germany	8
Hong Kong	9
Mexico	10

Based on 2006 customs entries data

## SIZE & REVENUE OF SOUTH KOREAN MARKET:

- In 2006, over 193,000 South Korean travellers visited Canada, of whom, over 126,000 entered directly through British Columbia (65.1%).
- In 2006, South Korean custom entries to BC increased 4.5% compared to 2005, 22.4% compared to 2003, and 27.1% compared to 2001.
- Tourism BC forecasts that by 2009 Asia/Pacific overnight visitor expenditures will increase 19.2% while South Korean overnight visitor expenditures will increase 15.4%.



\*Reader Alert: Several information sources were used to compile this profile. Readers should use caution because definitions and methodologies may differ across sources, leading to inconsistencies in information from different sources.

## THE SOUTH KOREAN TRAVELLER:

- Almost half the visits to Canada in 2004 by South Korean travellers were for pleasure trips. Visiting friends and relatives was the second most common reason for visitation to Canada in 2004 by South Korean travellers.

South Korean Outbound Travel Trips to Canada by Purpose (2004)		
Pleasure Visit	60,962	45.5%
Friends/Relatives	26,439	19.8%
Business	9,300	6.9%
Official	441	0.3%
Convention	1,400	1.0%
Other	35,294	26.4%
<b>Total</b>	<b>133,836</b>	<b>100.0%</b>

Source: Mintel International Group Ltd.; World's Leading Outbound Markets - International Travel & Tourism Intelligence, December 2005 Report

South Korean Outbound Travel by Occupation (2004)		
Private sector employee	3,037,773	36.5%
Government employee	119,286	1.4%
Self-employed	604,647	7.3%
Educator	233,151	2.8%
Student	1,037,136	12.5%
Other	3,290,641	39.5%
<b>Total</b>	<b>8,322,634</b>	<b>100.0%</b>

Source: Mintel International Group Ltd.; World's Leading Outbound Markets - International Travel & Tourism Intelligence, December 2005 Report

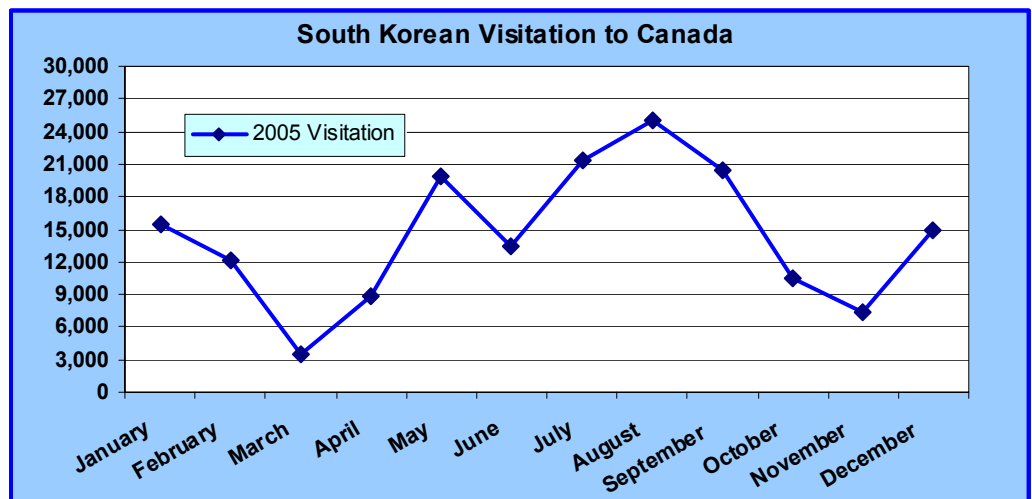
Top 10 South Korean Destinations in 2004	
1	China
2	Japan
3	Thailand
4	USA
5	Philippines
6	Hong Kong
7	Vietnam
8	Singapore
9	Taiwan
10	Canada

Source: Mintel International Group Ltd.; World's Leading Outbound Markets - International Travel & Tourism Intelligence, December 2005 Report

- One quarter of South Korea's population is aged 19 or younger (12.6 million). The 20-39 age group represents over one quarter of the population (16.3 million).
- Seoul, the capital is home to one quarter of South Korea's population.
- South Koreans aged 31-40 years and 41-50 years are most likely to travel. Each group accounted for 1.9 million trips in 2004.
- Private sector employees and students are most likely to travel.

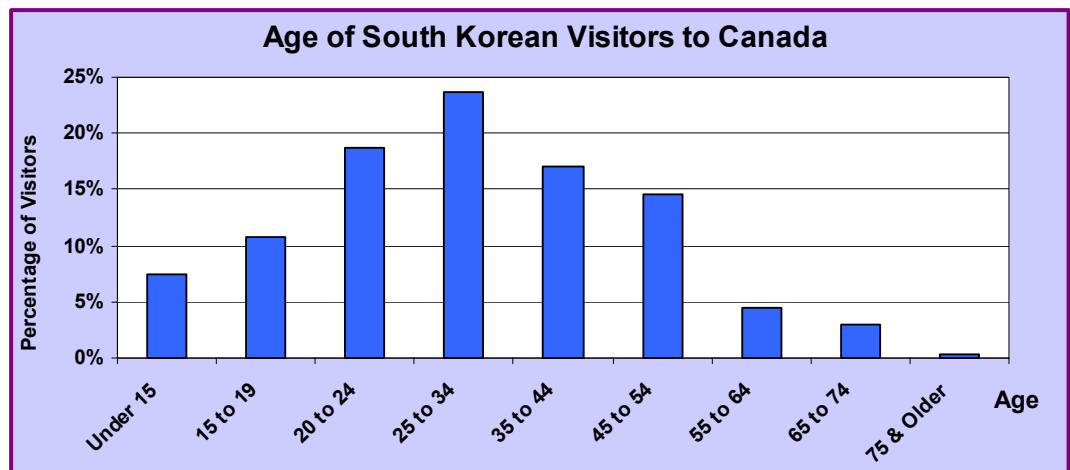
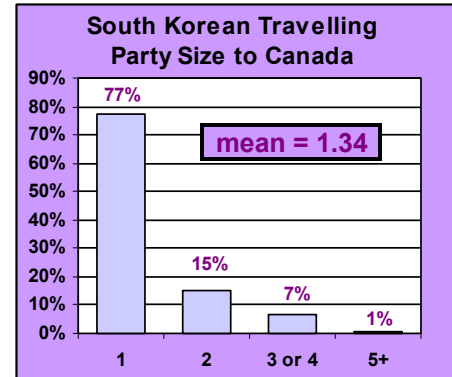
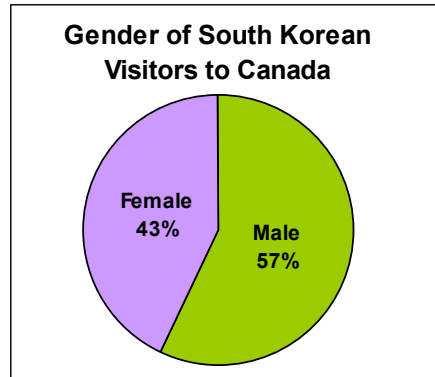
## INTERNATIONAL TRAVEL SURVEY (2005) & THE SOUTH KOREAN TRAVELLER:

- The International Travel Survey (ITS) is an ongoing survey conducted by Statistics Canada in partnership with the Canadian Tourism Commission and some provinces, including BC. The survey contains questions designed to collect data on the characteristics of travellers. The ITS, provides statistics on the volume of international travellers and on characteristics of their trips such as expenditures, activities, places visited, accommodations and length of stay.



- In 2005, South Korean visitation to Canada peaked in May, July, August and September. The winter months of December, January, February also received many South Korean visitors.

- Canada received a higher number of male (57%) versus female (43%) visitors in 2005.
- The majority (77%) of South Korean visitors came to Canada alone.
- Visitors within the 25 to 34 age group make up almost 25% of the market to Canada. The 20 to 24 year old group are second for largest age group to visit Canada.
- Aside from shopping (86.8%) and sightseeing (86.3%), visiting a national or provincial nature park, ranked most popular activity participated in by South Korean travellers to Canada who spent a minimum of 1 night in BC. Visiting friends or relatives, participating in sports or outdoor activities, visiting a historic site, visiting a museum or art gallery and going to a bar or nightclub were all also popular activities for the South Korean traveller.



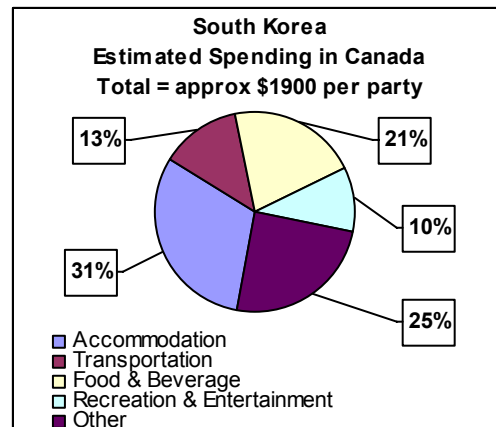
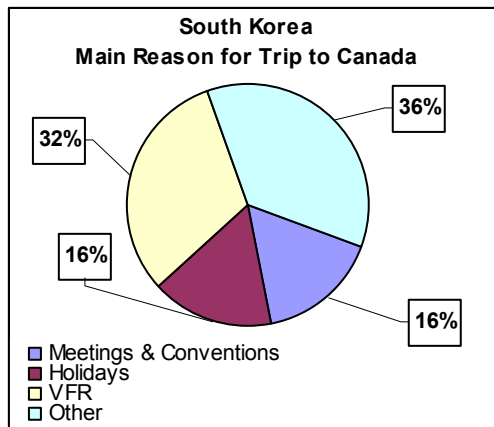
BC Visitors Methods of Transportation Used While in Canada		
	Number	Percentage
Bus	56,266	52.4%
Private Automobile	47,418	44.2%
Boat	32,751	30.5%
Plane	24,964	23.3%
Rented Automobile	19,021	17.7%
Train	1,622	1.5%
Private Boat	291	0.3%
Private Plane	0	0.0%
Other	45,301	42.2%

South Korean Visitors Overnight to BC: Activities Participated in While in Canada		
		Percentage
1	Visit a national or provincial nature park	61.9%
2	Visit friends or relatives	52.9%
3	Participate in sports or outdoor activities	37.0%
4	Visit a historic site	33.1%
5	Visit a museum or art gallery	32.4%
6	Go to a bar or nightclub	32.4%
7	Visit a zoo, aquarium or botanical garden	28.3%
8	Attend a festival or fair	23.3%
9	Visit a theme or amusement park	21.3%
10	Go to a Casino	18.1%

\* Excludes shopping and sightseeing.

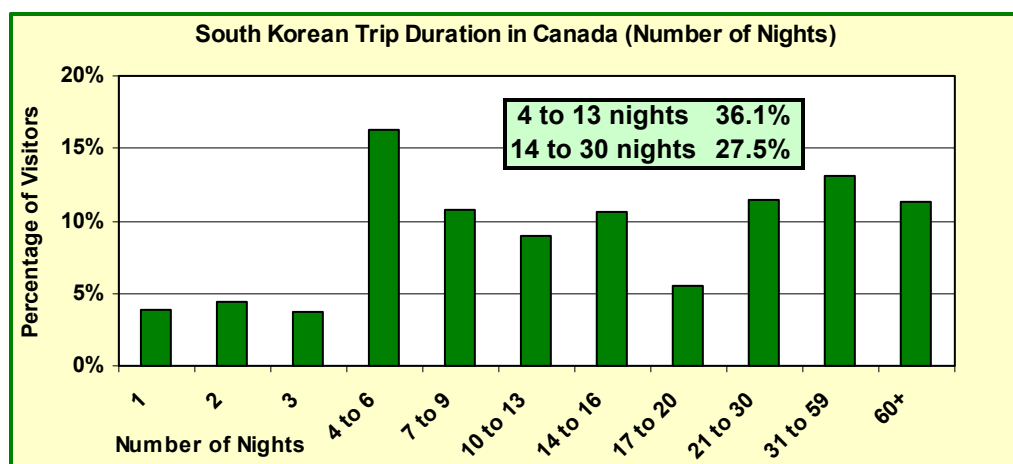
- While traveling in Canada, South Korean travellers (52.4% of all South Korean visitors) who spent at least 1 night in BC rode the bus more than any other mode of transportation. Travel by private automobile, boat and plane were the second, third and fourth most popular modes of transportation.

- In 2005, the average South Korean travel party spent an estimated average of \$1,900 per trip during their trip in Canada.



Accommodation costs accounted for 31% of expenses per party, transportation costs, 13%, food and beverage costs 21%, recreation and entertainment costs 10% and other costs were 25% of expenses.

- An average of 16% of South Koreans visiting Canada in 2005 did so for a holiday, while 32% came to Canada to visit friends and relatives, 16% for meetings and conventions and 36% for other reasons (including



educational studies).

- In 2005, the typical South Korean visitor spent 4 to 6 nights in Canada.
- As can be seen in the accompanying table, visitors from South Korea who spent a minimum of 1 night in BC while visiting Canada were generally satisfied with their experiences in Canada.

### ECONOMIC PROFILE:

- Government investment in education and workforce, increase in exports (fuel, electronics, textiles, automobiles, high-tech goods and steel) have fuelled the growth of South Korea's economy over the last 30 years.
- In 2005 South Korean GDP per capita was approximately 53% of Canada's, when stated in \$US using 2000 prices and exchange rates.

South Korean Visitor Satisfaction		overnight in BC
<b>Transportation services</b>		
	Good	65.4%
	Average	29.8%
	Poor	4.8%
<b>Accommodation services</b>		
	Good	58.5%
	Average	33.4%
	Poor	8.1%
<b>Hospitality of local people</b>		
	Good	82.5%
	Average	15.2%
	Poor	2.3%
<b>Value for your money</b>		
	Good	32.8%
	Average	58.1%
	Poor	9.2%
<b>Variety of things to see and do</b>		
	Good	53.7%
	Average	42.2%
	Poor	4.1%

- The Won depreciated 9.7% between 2000 and 2006, and increased the cost of visiting Canada.

