



8.2 million South Korean long-haul leisure travellers intend to visit Canada in the next two years.

Market Insights



Great Outdoors

South Korean travellers are looking to get outside and explore all of the natural wonders that Canada has to offer. Travellers are eager to decompress through activities like hiking, exploring nature parks and visiting natural attractions and beaches.



Wellbeing

Burnout is at an all-time high in South Korea, with people craving relaxation, an escape and personal transformation. Canada is positioned to deliver on this sense of wellbeing, especially as the top motivator for visiting the country is the opportunity to relax and unwind.



Reliance on Travel Agents

With travel becoming increasingly complex, travel agents will be essential. A large majority of South Koreans indicate that they will rely on travel expertise to navigate the complexities of post-COVID travel.

Market Potential¹



Canada's target market
16,066,000



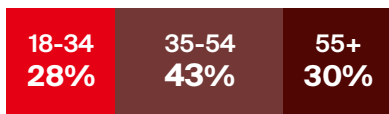
51%
are definitely/very likely to visit
Canada in the next 2 years



8,226,000
Canada's immediate potential in
the next 2 years

Demographics¹

Age



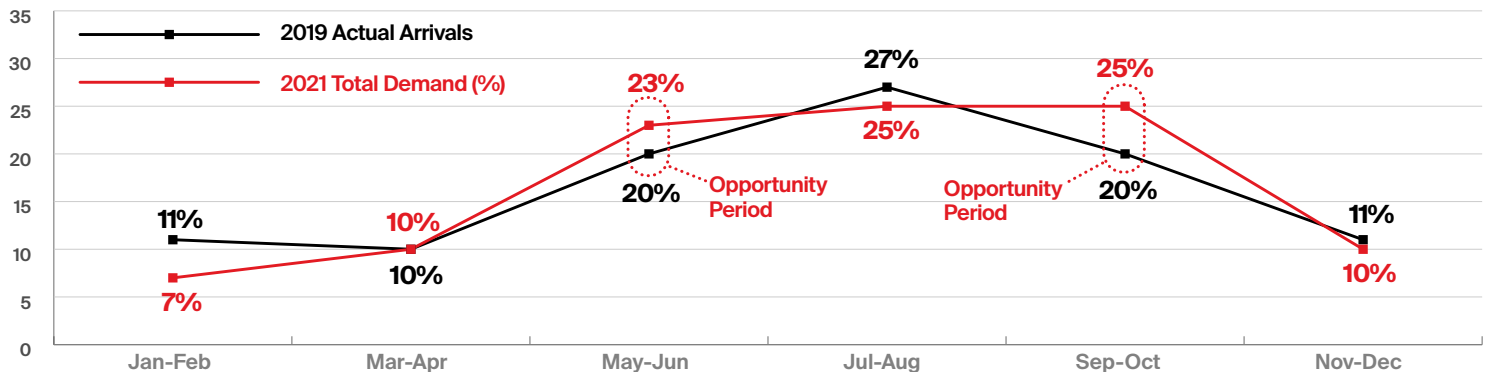
Monthly Household Income



Children



Seasonal Demand^{1,2}

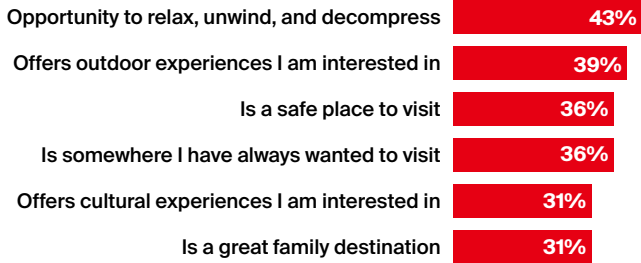


¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.



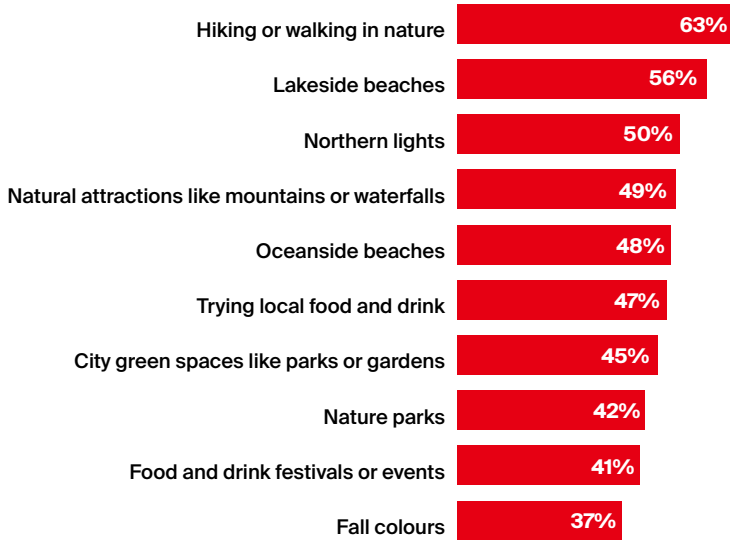
Top Motivators for Future Trip to Canada¹



Top Barriers to Canada¹



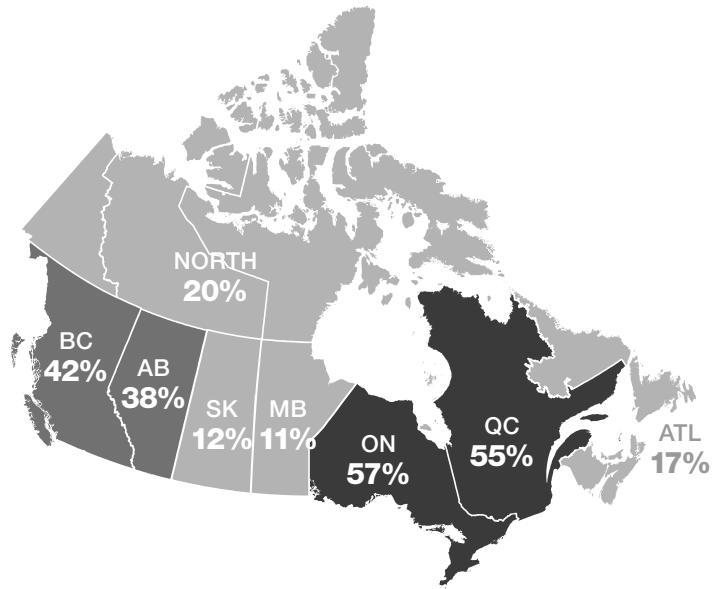
Top Activities of Interest for Future Trip to Canada¹



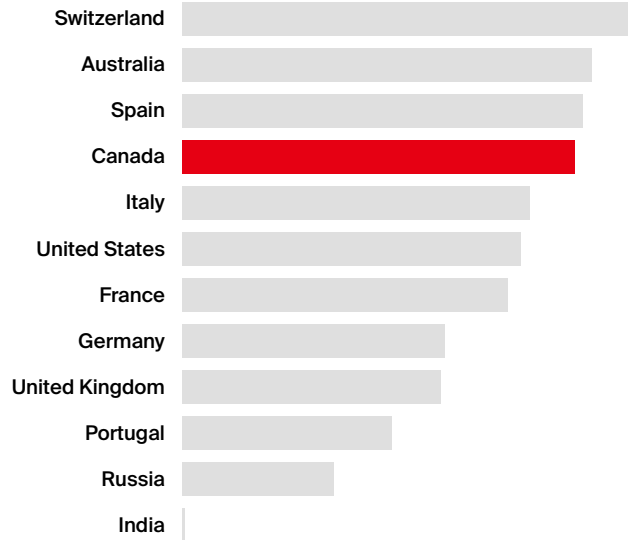
Travel Agent Usage for Future Trip to Canada¹



Travel Consideration by Province, % Likely to Visit by Region (Next 2 Years)¹



Net Promoter Score (Normalized)¹



For further information, please contact:

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¹ Global Tourism Watch 2021.

² Statistics Canada, Frontier Counts, 2019.