

South Korea Outbound - April 2015

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"The maturity of South Korea's outbound market is a reflection of the republic's advanced economy and the high level of per-capita income enjoyed by citizens. A large proportion of South Koreans are highly educated, fuelling aspirations to travel further afield and experience new cultures. Outbound travel is becoming more sophisticated."

- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

- How is the South Korean outbound travel market developing?
- Where are the leading outbound destinations for South Koreans?
- What impact does South Korea's high adoption of digital technology have on outbound tourism?
- How have exchange-rate fluctuations influenced South Korean demand for outbound travel?
- What are the prospects for this mature yet dynamic outbound market?

One of the most advanced economies in Asia, the Republic of Korea (or South Korea as it is referred to in this report) is a nation of over 49 million citizens, of which nearly one third travelled outbound in 2014. After China and Japan, South Korea is a leading Asian outbound market with over 16 million departures in 2014, according to the Korean National Tourism Organization (KNTO), although this topline figure includes crew members.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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