

## **Lodging (Destination) in South Korea**

Market Direction | 2022-10-12 | 21 pages | Euromonitor

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### **Report description:**

The pandemic in South Korea resulted in strict social distancing policies and travel bans. Therefore, most South Koreans were unable to travel domestically or overseas compared to pre-pandemic levels. Hotels were open with limited capacity and use of public utilities, restricting the number of customers. As a result, most travellers sought locations with lower population density, fewer restrictions, and were more environment friendly.

Euromonitor International's Lodging (Destination) in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Hotels, Lodging (Destination) Offline, Lodging (Destination) Online, Other Lodging, Short-Term Rentals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Lodging (Destination) market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## Table of Contents:

Lodging (Destination) in South Korea  
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### List Of Contents And Tables

#### LODGING (DESTINATION) IN SOUTH KOREA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Further increase in number of campsites, with car camping remaining a relevant trend

Greater spending on lodging, mainly driven by hotels

##### PROSPECTS AND OPPORTUNITIES

Luxury hotels target younger generations with indulgent packages

New international hotel chains continue to add new outlets in South Korea

##### CATEGORY DATA

Table 1 Lodging (Destination) Sales: Value 2017-2022

Table 2 Lodging (Destination) Online Sales: Value 2017-2022

Table 3 Hotels Sales: Value 2017-2022

Table 4 Hotels Online Sales: Value 2017-2022

Table 5 Other Lodging Sales: Value 2017-2022

Table 6 Other Lodging Online Sales: Value 2017-2022

Table 7 Lodging (Destination) Outlets: Units 2017-2022

Table 8 Lodging (Destination) Rooms: Number of Rooms 2017-2022

Table 9 Lodging (Destination) by Incoming vs Domestic: % Value 2017-2022

Table 10 □Hotels NBO Company Shares: % Value 2017-2021

Table 11 □Hotel Brands by Key Performance Indicators 2022

Table 12 □Forecast Lodging (Destination) Sales: Value 2022-2027

Table 13 □Forecast Lodging (Destination) Online Sales: Value 2022-2027

Table 14 □Forecast Hotels Sales: Value 2022-2027

Table 15 □Forecast Hotels Online Sales: Value 2022-2027

Table 16 □Forecast Other Lodging Sales: Value 2022-2027

Table 17 □Forecast Other Lodging Online Sales: Value 2022-2027

Table 18 □Forecast Lodging (Destination) Outlets: Units 2022-2027

CHART 1 Inbound Receipts: 2022-2027

CHART 2 Average Spend per Trip for Inbound Arrivals: 2022-2027

#### TRAVEL IN SOUTH KOREA

##### EXECUTIVE SUMMARY

Travel in 2022

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

##### MARKET DATA

Table 19 Surface Travel Modes Sales: Value 2017-2022

Table 20 Surface Travel Modes Online Sales: Value 2017-2022

Table 21 Forecast Surface Travel Modes Sales: Value 2022-2027

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Table 22 Forecast Surface Travel Modes Online Sales: Value 2022-2027

Table 23 In-Destination Spending: Value 2017-2022

Table 24 Forecast In-Destination Spending: Value 2022-2027

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SOURCES

Summary 1 Research Sources

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