

Lodging (Destination) in South Korea

Market Direction | 2024-09-12 | 21 pages | Euromonitor

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Report description:

The changing landscape of inbound tourism is set to impact hotels in South Korea. Traditionally focused on group tourists in Seoul and Jeju, hotels are now shifting towards individual travel, driven by the lifting of travel bans and pandemic restrictions. This move towards individual travellers is expected to lead to higher room rates compared with group bookings, but it also increases hotels' reliance on online travel agencies (OTAs) for bookings.

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 2019-2023, 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 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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