



Over 8.5 million South Korean long-haul leisure travellers intend to visit Canada in the next two years.

2018 Performance



2018 Arrivals¹
245,760
(↓16.4%)



2018 Average Trip Spend²
\$1,741

Key Insights

- Global trade disruption and economic uncertainties weighed on consumer sentiment in 2018, despite a minimum wage increase, and resulted in South Koreans postponing or taking shorter holidays. This was reflected in decreased arrivals to Canada in 2018 (-16%).^{1,6}
- In 2018, Korean Air Lines, which has a 48% market share, switched its Vancouver route to a smaller plane, resulting in an 11% contraction in seat capacity with the same flight frequency. The same change was initiated on their Toronto route in 2017 and 2018, which resulted in a 3% contraction in air capacity on that route.³

2019 Forecast



Visitor Forecast²
218,970
(↓10.9%)



Spend Forecast (CAD)²
\$380 M
(↓8.8%)



Air Seat Capacity Growth³
↑2.9%

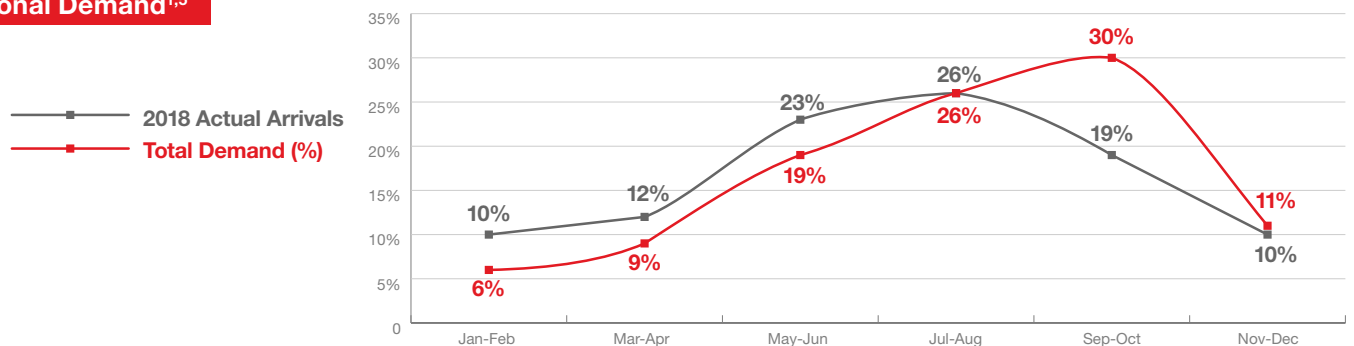


Local Currency vs. CAD⁴
↓1.5%

Market Insights

- While half of leisure visits to Canada by Koreans in 2018 were between May and August, more Korean leisure travellers want to visit in September and October.^{1,5}
- Korean leisure travellers are interested in a combination of city and nature-based experiences, including seeing natural attractions, trying local food and drink, going on culinary tours, spa and wellness centres, historical sites and art galleries & museums.⁵
- More than half (56%) of South Korean leisure travellers booked an organized group travel package on their most recent trip to Canada, predominantly via travel agents or tour operators online.⁵

Seasonal Demand^{1,5}



¹ Statistics Canada, Frontier Counts, 2018.

² Destination Canada Research estimates, using Statistics Canada preliminary 2018 Q1-Q3 VTS, 2017 ITS Q4, Frontier Counts, National Tourism Indicators, Bank of Canada and visitor forecasts from Destination Canada 2019 Forecast.

³ IATA SRS Analyzer Data, March 2018.

⁴ Bank of Canada.

⁵ Global Tourism Watch 2018.

⁶ Oxford Economics.



Market Potential⁵



Canada's target market
16,445,500



53%
are definitely/very likely to visit
Canada in the next 2 years

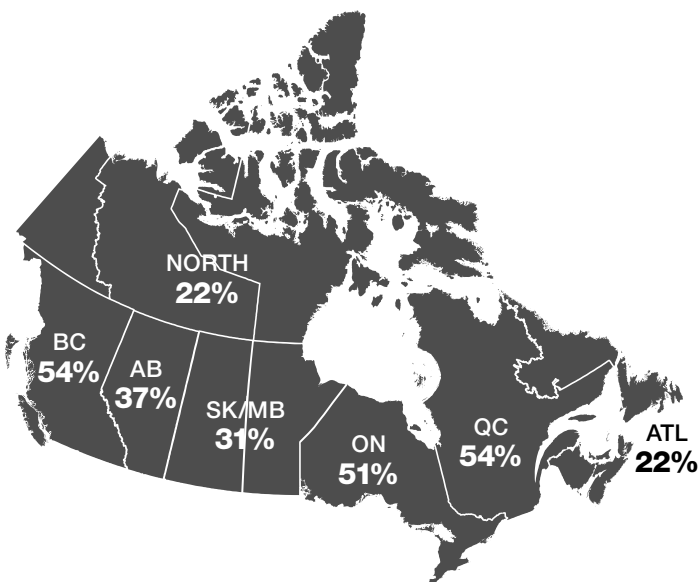


8,699,500
Canada's immediate potential

Top Drivers for South Korean Travellers to Any Destination⁵

- 1** Its cities have a lot of great attractions to see and do
- 2** Is a great place for touring around to multiple destinations
- 3** Is a place I would be proud to tell people I have visited
- 4** Has beautiful outdoor scenery and landscapes
- 5** Is a place where I can experience things that I can't experience at home
- 6** Is a great place to see wildlife in its natural habitat
- 7** Has great historical & cultural experiences
- 8** Is a safe place to visit
- 9** Is a place to spend quality time with friends and/or family
- 10** Its cities are great for exploring and soaking in the atmosphere

Travel Consideration by Province,
% Likely to Visit Region⁵



Travel Agent/Tour Operator Usage
For Recent Trip to Canada⁵

Used for either research <u>or</u> booking	74%
Used for both research <u>and</u> booking	38%
Used for research <u>only</u>	28%
Used for booking <u>only</u>	8%

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⁵ Global Tourism Watch 2018.