



Euromonitor
International

Lodging (Destination) in South Korea

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Diversification of inbound travellers will transform hotels
Korea eases short-term rental rules for domestic travellers

PROSPECTS AND OPPORTUNITIES

Luxury hotels set to expand in Korea as tourism rebounds
Hotels adapt to meet the hyperpersonalised travel trend

CATEGORY DATA

- Table 1 - Lodging (Destination) Sales: Value 2019-2024
- Table 2 - Lodging (Destination) Online Sales: Value 2019-2024
- Table 3 - Hotels Sales: Value 2019-2024
- Table 4 - Hotels Online Sales: Value 2019-2024
- Table 5 - Other Lodging Sales: Value 2019-2024
- Table 6 - Other Lodging Online Sales: Value 2019-2024
- Table 7 - Lodging (Destination) Outlets: Units 2019-2024
- Table 8 - Lodging (Destination) Rooms: Number of Rooms 2019-2024
- Table 9 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
- Table 10 - Hotels NBO Company Shares: % Value 2019-2023
- Table 11 - Hotel Brands by Key Performance Indicators 2024
- Table 12 - Forecast Lodging (Destination) Sales: Value 2024-2029
- Table 13 - Forecast Lodging (Destination) Online Sales: Value 2024-2029
- Table 14 - Forecast Hotels Sales: Value 2024-2029
- Table 15 - Forecast Hotels Online Sales: Value 2024-2029
- Table 16 - Forecast Other Lodging Sales: Value 2024-2029
- Table 17 - Forecast Other Lodging Online Sales: Value 2024-2029
- Table 18 - Forecast Lodging (Destination) Outlets: Units 2024-2029

Travel in South Korea - Industry Overview

EXECUTIVE SUMMARY

Travel in 2024
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

- Table 19 - Surface Travel Modes Sales: Value 2019-2024
- Table 20 - Surface Travel Modes Online Sales: Value 2019-2024
- Table 21 - Forecast Surface Travel Modes Sales: Value 2024-2029
- Table 22 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
- Table 23 - In-Destination Spending: Value 2019-2024
- Table 24 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/lodging-destination-in-south-korea/report.