

The Canadian government is actively pursuing this market and Korea has been designated by Tourism Canada as a territory with potential for Canadian tourism program activities.

An air services agreement, signed in September 1989, provides for a Canadian carrier to operate direct flights between Canada and Korea. Air Canada announced, however, that they were postponing the inauguration of this service for the foreseeable future. Singapore Airlines and KAL already offer direct flights between Seoul and Vancouver.

The Korean travel market, while having potential, is not yet the focus of any retail marketing strategy. Instead, links with operators are being formed and research into the most effective types of package holidays is being conducted. The aim of this low-key approach is to provide the infrastructure necessary to support a retail marketing push, as soon as the numbers of outbound travellers from Korea warrant.

In the Canadian market, package tours offer the greatest opportunities, not only because of the language barrier, but because Koreans prefer to travel with family and friends. At present, there are 32 Canada/United States tour packages and eight Canada-only packages; the most popular destinations in Canada are Vancouver, Toronto, Banff, Calgary and Montreal.