

OVERVIEW

The continued rapid growth of the Korean economy and the removal of virtually all travel restrictions since 1989 have more than doubled Korean outbound since then. Overall Korean outbound continues to grow at double digit levels. For companies that wish they had been active in Japan earlier in their outbound growth cycle, now is the time to tackle the Korean market.

Koreans are also a lucrative market, with per person per night tourist spending ranking among the highest in the world.

Though known for beautiful scenery, Koreans do not think of Canada as a cities or culture destination. In the nature segment, vigorous promotion by Australia has succeeded in increasing Korean arrivals to Australia at over 50% in 1992 while arrivals to Canada have remained level. Canada will need to respond to such promotion efforts in kind if we are to retain our share of this growing market.

ASSISTANCE AVAILABLE FROM THE POST

Market intelligence
Customs clearance of
 promotional material

CANADIAN PRODUCT DEVELOPMENT POTENTIAL IN THE TERRITORY

Pleasure (Leisure) Travel

- * outdoors and comfort
- * sports and entertainment
- * 30-45 year old

Business Travel

- * Association
- * Corporate
- * Incentive