



# **INTERNATIONAL MARKET FOCUS**

## **SOUTH KOREA**

Fall 2023

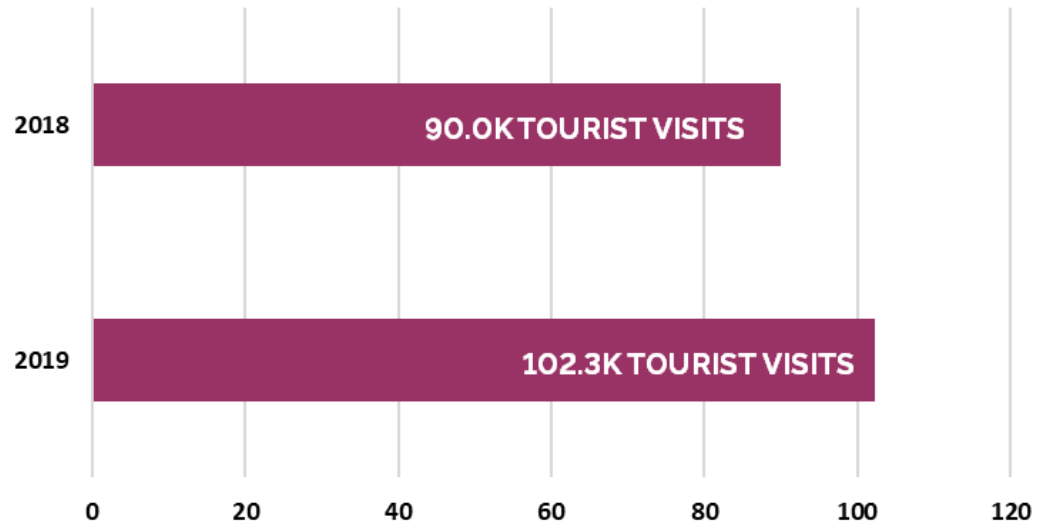
DESTINATION  
ONTARIO



# MARKET SIZE

- There were **102,300 tourist visits from South Korea to Ontario** in 2019 (+14% over 2018).
- South Korean tourists stayed **18 nights** per overnight Ontario visit, on average, in 2019 – second to China for the longest average length of stay of Ontario's overseas markets.
- South Korea accounted for **3% of all overseas visits to Ontario** in 2019.

SOUTH KOREA VISITS IN ONTARIO

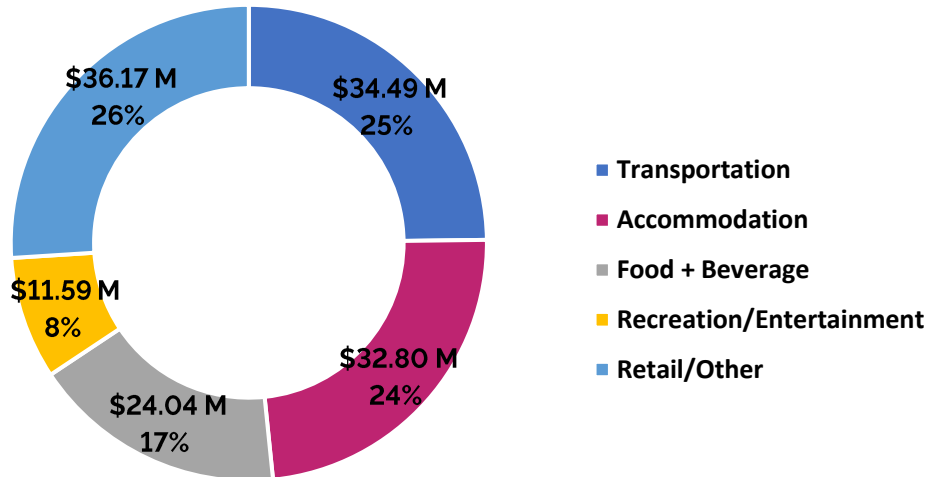


Source: Statistics Canada, Visitor Travel Survey

# VISITOR SPENDING

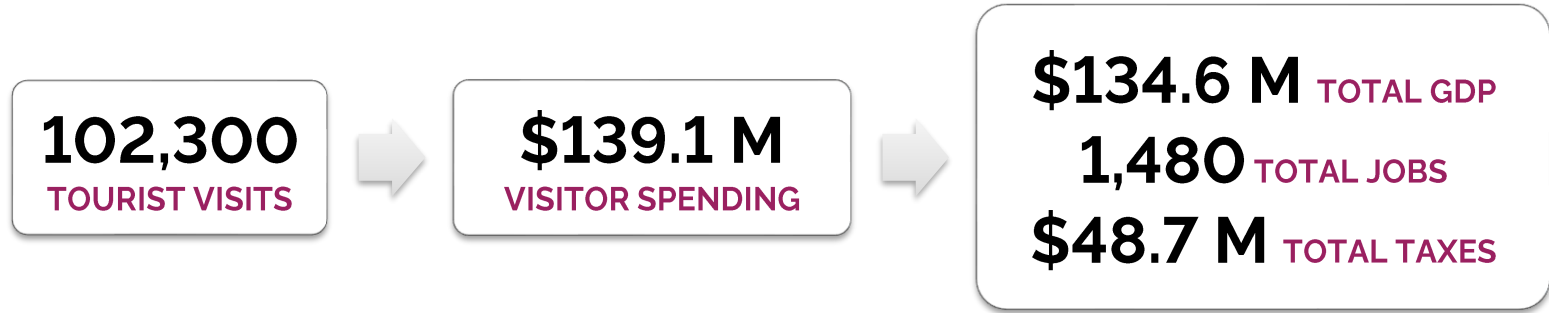
- South Korean visitor spending in Ontario totalled **\$139.1 million** in 2019 (+4% from 2018).
- South Korea accounted for **2% of overseas visitor spending in Ontario** in 2019.
- Tourists from South Korea spent an average of **\$1,360 per visit in Ontario** in 2019 – **6.1 times more** than the average spend per visit in Ontario. The largest share of visitor spending was on **retail (26%)**.
- Destination Canada has estimated that it may take until 2026 for South Korean tourism spending in Canada to recover to 2019 levels.

**SOUTH KOREAN SPENDING BY CATEGORY: 2019**



# THE VALUE OF THE SOUTH KOREAN TRAVELLER

ECONOMIC IMPACT OF VISITOR SPENDING FROM SOUTH KOREA IN ONTARIO (2019)



Source: Statistics Canada, Visitor Travel Survey (2019) and the Ontario Ministry of Tourism, Culture and Sport's Tourism Regional Economic Impact Model

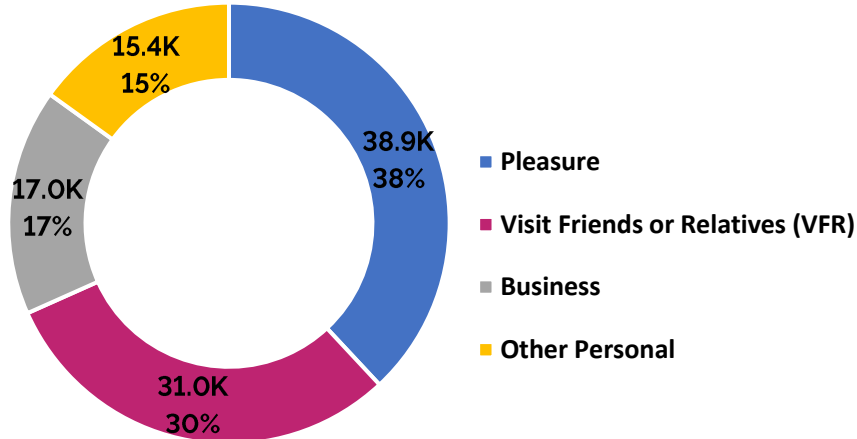


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# TRIP CHARACTERISTICS

- **38%** of tourist visits from South Korea to Ontario were taken for **pleasure**

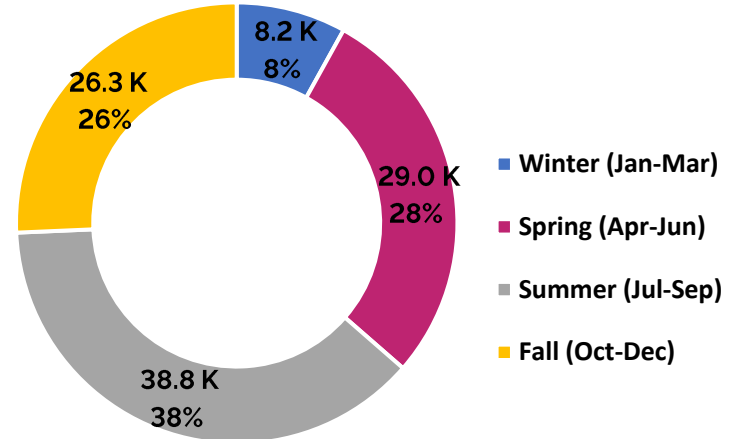
MAIN PURPOSE OF SOUTH KOREA VISIT: 2019



Source: Statistics Canada, Visitor Travel Survey

- **38%** of tourist visits from South Korea to Ontario occurred in the **summer**

SOUTH KOREA SEASON OF VISIT: 2019



# TRIP CHARACTERISTICS

## TOP TRIP ACTIVITIES IN ONTARIO (2019)

TRIP ACTIVITY	% SOUTH KOREAN VISITS IN ONTARIO
Restaurant, bar or club	94%
Shopping	85%
Sightseeing	77%
Historic site	57%
Visit friends or family	50%

Source: Statistics Canada, Visitor Travel Survey

## TOP TOURISM REGIONS VISITED (2019)

TOURISM REGION	% SOUTH KOREAN VISITS IN ONTARIO
Region 5: Greater Toronto Area	87%
Region 2: Niagara Canada	44%
Region 10: Ottawa and Countryside	8%
Region 9: Southeastern Ontario	6%
Region 1: Southwest Ontario	5%

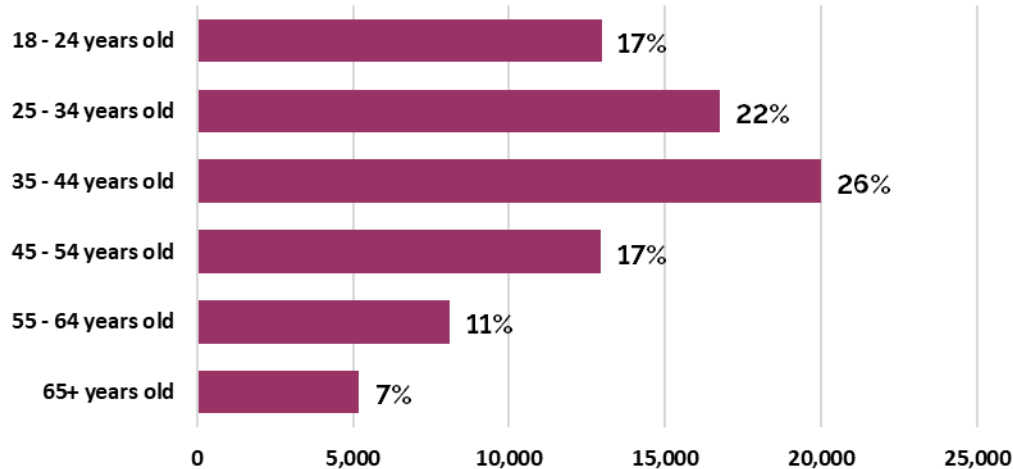


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# DEMOGRAPHICS

- The largest share of South Korean tourist visits to Ontario was from those aged 35-44 years old in 2019 (26%). **The average age of a South Korean tourist to Ontario was 40.**
- 11% of travel parties from South Korea to Ontario had children travelling with them in 2019.
- Of those who stated their gender, visits from South Korea to Ontario were taken equally by men (50%) and women (50%) in 2019.

**SOUTH KOREA VISITS TO ONTARIO BY AGE STATED (18+): 2019**



# POTENTIAL MARKET SIZE FOR CANADA



Total potential long-haul<sup>^</sup>  
pleasure travellers aged  
18 years or more



Target Market for Canada



Those in the dream to  
purchase stages of the path  
to purchase for Canada

Size of the target  
market



Immediate Potential  
for Canada



Will definitely/very likely visit  
Canada in the next 2 years<sup>1</sup>

Immediate potential



Source: Destination Canada 2022 Global Markets Traveller Incidence & Market Sizing Update

<sup>^</sup> Long-haul = outside of East Asia (e.g., China, Hong Kong, Macau, Japan, South Korea and Taiwan) | <sup>1</sup> Includes respondents likely to visit Canada for a trip of 1 to 3 nights, or a trip of 4 nights or more





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