



South Korea Market Highlights – Facts at a Glance

More than 8 million South Korean long-haul pleasure travellers intend to visit Canada in the next two years.

2017 Performance



Arrivals¹

286K (↑17%)



Average Trip Spend²

\$1,558

- This was supported by a 17% expansion in direct air capacity, boosted by the continuation of Air Canada's service between Seoul and Toronto.

2018 Forecast



Visitor Forecast²

299K (↑5%)



Spend Forecast²

\$499M (↑5%)



Airline Seat Capacity³

↓ <1%



Local Currency vs CAD⁴

↑ 2%

Market Insights



Pleasure and recreation travel to Canada grew more than any other trip purpose, up an estimated 51% over 2016.²



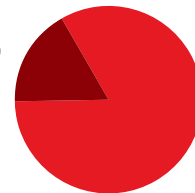
68% of South Koreans were solo travellers in Canada, more than any of our other target markets in 2016.²



Interest in visiting Quebec has increased markedly year-on-year. Almost half of South Korean travellers also reported the Quebec City based TV drama series "Goblin" positively affected their desire to travel to Canada.⁵

Channel Investment Mix

26%
Travel Trade

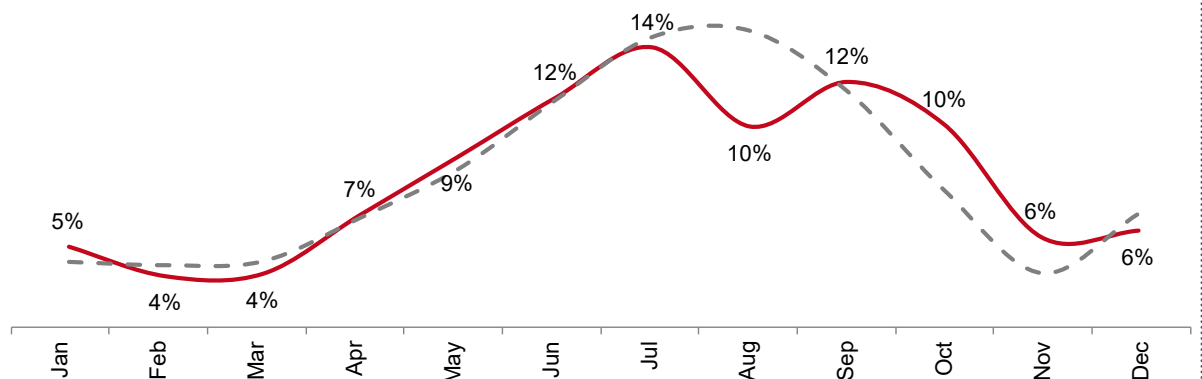


74%
Consumer Direct
& Earned Media

Travel Seasons¹

% of arrivals to Canada by month

— South Korea
- - Destination Canada Market Average



Market Potential⁵



16,226,000

Canada's target market



51%

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



8,243,000

Canada's immediate potential

Top Drivers⁵

The main features that South Korean travellers desire in a destination are...

- 1** Proud to tell people I have visited
- 2** Beautiful outdoor scenery and landscapes
- 3** Cities have a lot of great attractions
- 4** Safe place to visit
- 5** Spend quality time with friends and/or family
- 6** Touring around to multiple destinations
- 7** Unique culture I want to experience on vacation
- 8** Intellectually stimulating travel experiences
- 9** Combines both outdoor activities and city experiences
- 10** Experience things that I can't experience at home

Target Audiences



Free Spirits 25-34

They are shaped by the places they have visited and the unique things they have found. The cool experiences they have had in their travels defines them.

Key themes

Excite and inspire with unique and authentic experiences that will immerse them into trendy Canadian culture through inspiring content and abundant itineraries.



Experiencing authentic Canadiana

Experience distinctively Canadian products, personalities, and cuisine that can't be found at home.



Experiencing Canada's natural beauty

Feeling wowed by beautiful landscapes and scenery; exploring nature.



Experiencing vibrant cities through intellectually stimulating experiences

Experiencing urban icons interspersed with local, niche experiences.



Free Spirits 55+

They want to try a little bit of everything when they experience something new. They want to share that which brings them joy with their family and friends.

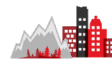
Key themes

Introduce high-end themed products reflecting trends appealing to this age group and their life stage (ie. Second honeymoon, girls-get-away) through key accounts.



Unwinding in Canada

Introducing all the ways travellers can unwind and pamper themselves in a uniquely Canadian way.



Nature connected to cities

Feeling wowed by beautiful landscapes and wildlife; while being stimulated by the culture and vibrancy of cities.



Exploring regions, not singular destinations

Touring multiple destinations through package tours connecting urban and outdoor adventure.

Canada

¹ Statistics Canada, Frontier Counts, 2017

² Destination Canada Research estimates, using Statistics Canada preliminary Q1-Q3 ITS, Frontier Counts and e311 adjusted data (April 2018)

³ IATA SRS Analyzer Data, March 2018

⁴ Tourism Economics, March 2018

⁵ Global Tourism Watch 2017

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