

INCOMING SOUTH-KOREA

Country and people¹

Capital	Seoul (10.5 million inhabitants)
Area	99,720 km ²
Inhabitants	51.5 million (growth rate 0.5%) (2017)
Mean age	41.8 years
Economy	GDP per capita: 34,269 US\$ (2019) (GDP – real growth rate 2.9% 2019)*
Unemployment rate	3.3% (2019)*
Inflation rate	1.9% (2019)* *forecast
Gini coefficient	0,32 / rank 20 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 51.3% (resident population from 15 years on)
= 0.5 tips per person

European destinations of trips abroad in 2017

rank 1 – Italy

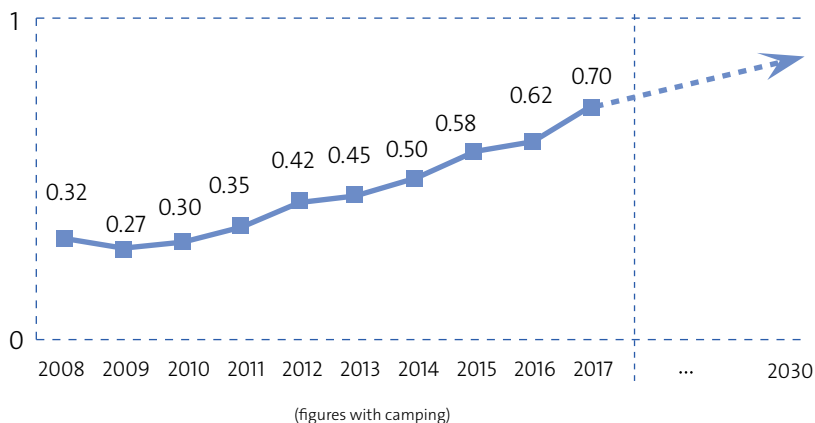
rank 2 – Germany

rank 3 – Austria

rank 4 – Switzerland

DESTINATION GERMANY

Overnight stays – current and long-term development²
in millions



- Year 2017: 367,632 arrivals from South Korea / 696,657 overnight stays (camping included)
- Volume of overnight stays: increase 2008–2017: +78.1%; growth 2016–2017: +12.7%; average annual rate of change 2008–2017: +7.3%
- DZT forecast until 2030: 0.9 m overnight stays

MOST POPULAR DESTINATIONS IN 2017

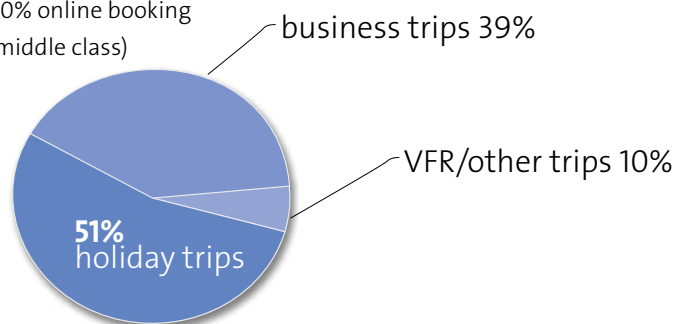
Federal states ²	Cities ² (more than 100,000 inhabitants)
rank 1: Bavaria with 34.2% of all overnight stays	rank 1: Frankfurt with 143,408 overnight stays
rank 2: Hesse with 28.4% of all overnight stays	rank 2: Munich with 114,988 overnight stays
rank 3: Berlin with 10.9% of all overnight stays	rank 3: Berlin with 76,167 overnight stays
rank 4: North Rhine-Westphalia with 7.2% of all overnight stays	rank 4: Nuremberg with 21,919 overnight stays

Purpose of all incoming trips

- 51% holiday trips, ■ 39% business trips, ■ 10% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Holiday trips: 42% touring holidays;
Important aspects of holiday trips:
Exploring the countryside, sight-seeing, visiting interesting cities,
museum visits

Booking-behaviour, main mode of transport, accommodation during holiday trips

- 96% of all holiday trips are booked in advance
- 86% internet travel user: 6% for information only, 80% online booking
- 72% accommodation in hotels (54% first class, 17% middle class)



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REFERENCE

World Travel Monitor 2017, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2009-2018 / German State Offices 2018

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