

INCOMING SOUTH-KOREA

Country and people¹

Capital	Seoul (10.5 million inhabitants)
Area	99,720 km ²
Inhabitants	50.9 million (growth rate 0.5%) (2016)
Mean age	41.2 years
Economy	GDP per capita: 28,525 US\$ (2016) (GDP – real growth rate 3.2% 2016)*
Unemployment rate	3.5% (2016)*
Inflation rate	2.5% (2016)* *forecast
Gini coefficient	0,32 / rank 20 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 43.1% (resident population from 15 years on)
= 0.4 tips per person

European destinations of trips abroad in 2016

rank 1 – Italy

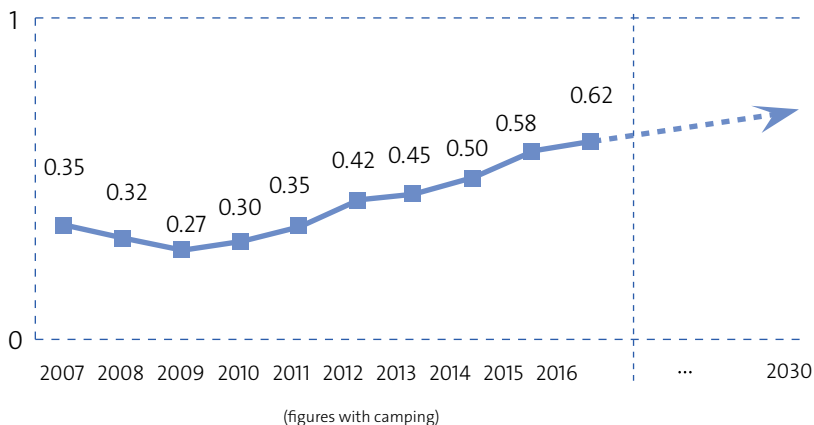
rank 2 – Germany

rank 3 – Austria

rank 4 – Switzerland

DESTINATION GERMANY

Overnight stays – current and long-term development²
in millions



- Year 2016: 320,360 arrivals from South Korea / 618,386 overnight stays (camping included)
- Volume of overnight stays: increase 2007–2016: +78.1%; growth 2015–2016: +5.8%; average annual rate of change 2007–2016: +7.3%
- DZT forecast until 2030: 0.9 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

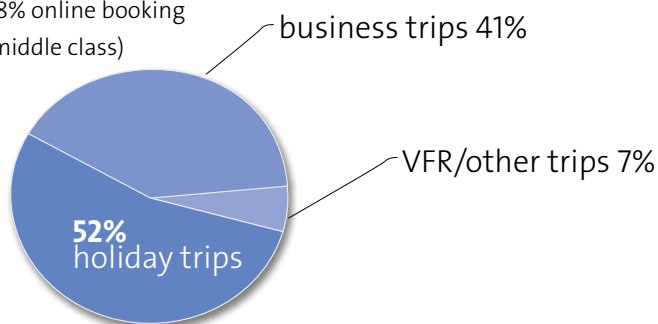
Federal states ²	Cities ² (more than 100,000 inhabitants)
rank 1: Bavaria with 34.2% of all overnight stays	rank 1: Frankfurt with 127,278 overnight stays
rank 2: Hesse with 28.3% of all overnight stays	rank 2: Munich with 99,059 overnight stays
rank 3: Berlin with 11.4% of all overnight stays	rank 3: Berlin with 70,751 overnight stays
rank 4: Baden-Württemberg with 7.4% of all overnight stays	rank 4: Nuerberg with 18,414 overnight stays

Purpose of all incoming trips

- 52% holiday trips, ■ 41% business trips, ■ 7% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)
- Holiday trips: 45% 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: 8% for information only, 78% online booking
- 73% accommodation in hotels (55% first class, 17% middle class)



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REFERENCE

World Travel Monitor 2016, IPK International; also:

¹ www.cia.gov, www.gtai.de

² German Federal Statistics Office 2008-2017 / German State Offices 2017

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