

# South Korea Snapshot

## Country Facts:

### Overall Population:

48,846,823 people (2006 est)<sup>1</sup>

### Capital City/Population:

The capital city of Seoul is one of the most populated cities in the world with a total of 10,167,344 inhabitants.<sup>2</sup>

### Official Languages:

Korean

English taught in Junior high and High School

### Religions:

- 46 % no affiliation
- 26 % Christian
- 26 % Buddhist
- 1 % Confucianism
- 1 % Other

### Currency:

South Korean Won (KRW)

### Exchange Rates:

- 1 USD = KRW 960.80
- 1 EUR = KRW 1,237.41
- \*as of 10 August 2006*

### Leave Entitlement:

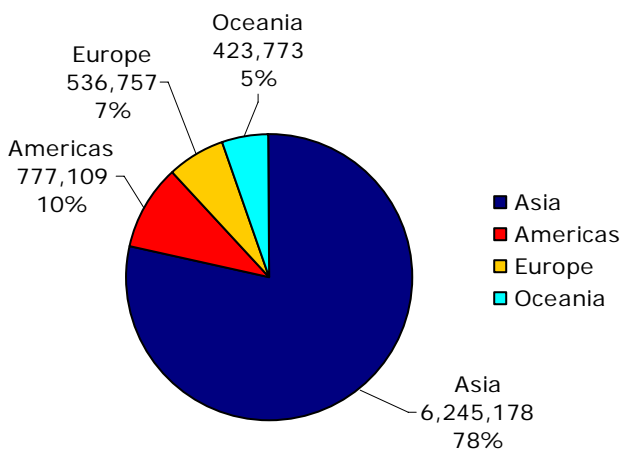
10-day leave entitlement with an additional day per year of service up to a maximum of 20 to 25 days of leave at the discretion of the employer.  
Five-day work week implemented in July 1994 .



# South Korea Snapshot

## Korea 2004 Travel Statistics:

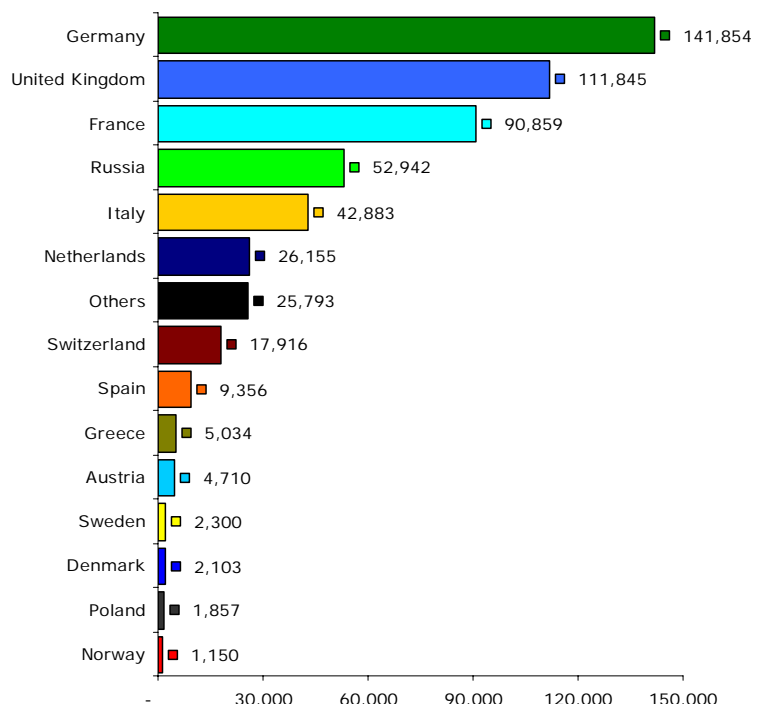
### 2004 Distribution of Outbound Departures per Continent



- The total number of outbound travelers from Korea for 2004 was 8,825,442.
- Majority of Korean travelers favored Asian destinations particularly China, Japan, and Thailand.
- The most popular destinations outside Asia was the Americas with 777,109 Korean visitors. Europe and Oceania welcomed 536,757 and 423,443 Korean tourists respectively.

### 2004 Number of Departures to European Destinations

- Europe welcomed a total of 536,757 Korean travelers in 2004.
- The favored destinations of Korean travelers to Europe were Germany followed by the United Kingdom then France.
- Denmark and Sweden had the most number of "touchdowns" of Korean travelers in 2004.



Source:  
eTour Korea Research & Stats

# South Korea Snapshot

## Nordic Packages Offered in Korea:

| Package   | Destinations   | Price                                     |
|---|--|---|
| 4 countries/8-9 days<br>Classical Tour                        | Denmark, Finland, Norway, and<br>Sweden  | EUR 3,000                                 |
| 4 countries/10-day trip                                       | Northern Europe: Denmark, Nor-<br>way, and Sweden  | EUR 2,750 - EUR 3,150                     |
| 4 countries plus Russia/12-day trip<br>(Most popular package) | Northern Europe plus Russia<br>(Moscow, St. Petersburg, Helsinki,<br>Stockholm, Molde, Fjord, Briksdal,<br>Bergen, etc.) | High End: EUR 3,700<br>Low End: EUR 2,350 |

## Korean Traveler Profile:

Korean travelers to the Nordic countries show an interesting deviation from other Asia-Pacific countries visiting the region, as most Korean visitors are within the 31-40 age bracket, followed by the 41-50 age bracket, and the young travelers between 21-30 years. The majority of Korean travelers are private sector employees though students traveling to the region to study also make up a significant number.

### Income

- Average monthly income per household in 2005 was KRW 2,919,800 (EUR 2,430). The monthly disposable income per household was KRW 2,560,000 (EUR 2,130).<sup>3</sup>

### Travel Cycle of the Korean Tourist

- The peak season for traveling to the Nordic region starts in May and lasts until August, which covers the summer months of June and July in Korea.

### Number of Nights of Korean Visitors to the Nordic Countries in 2005

- Korean visitors to the Nordic region spent the most number of nights in Norway (28,531) followed by Finland (23,135), Sweden (16,606), and Denmark (9,955). Statistics for nights spent by Korean visitors in Iceland are not available.

### Average Daily Expenditure of Outbound Korean Travelers

- Outbound Korean travelers spent an average of USD 1,109 per person.<sup>4</sup> The big spenders among Korean outbound travelers belong to the 0-20 and 51-60 age brackets. Korean travelers between 21-30 and 61 and over spend less when traveling abroad.<sup>5</sup>