

Korea Tourism Marketing Promotions In US



KOREA
TOURISM
ORGANIZATION

STATISTICS OF FOREIGN TOURISTS TO KOREA

The Americas

Countries	2014	2013	Increase %	Composition %
Combined	14,201,516	12,175,550	16.6	100
USA	770,305	722,315	6.6	5.7
Canada	146,429	133,640	9.6	1.1
Brazil	15,651	15,739	-0.6	0.1
Mexico	13,042	10,953	19.1	0.1
Columbia	4,212	4,088	3.0	0.03
Argentina	3,388	3,296	2.8	0.03

STATISTICS OF FOREIGN TOURISTS TO KOREA

Asia

Countries	2014	2013	Increase %	Composition %
Combined	14,201,516	12,175,550	16.6	100
China	6,126,865	4,326,869	41.6	39.6
Japan	2,280,434	2,747,750	-17.0	19.1
Taiwan	643,683	544,662	18.2	4.5
Hong Kong	558,377	400,435	39.4	3.6
Thailand	466,783	372,878	25.2	3.2
Malaysia	244,520	207,727	17.7	1.7

STATISTICS OF FOREIGN TOURISTS TO KOREA

Europe

Countries	2014	2013	Increase %	Composition %
Combined	14,201,516	12,175,550	16.6	100
Russia	214,366	175,360	22.2	1.5
Great Britain	131,080	120,874	8.4	1.0
Germany	100,624	100,803	-0.2	0.8
France	80,518	75,947	6.0	0.6

2014

US Citizen Travel To International Regions

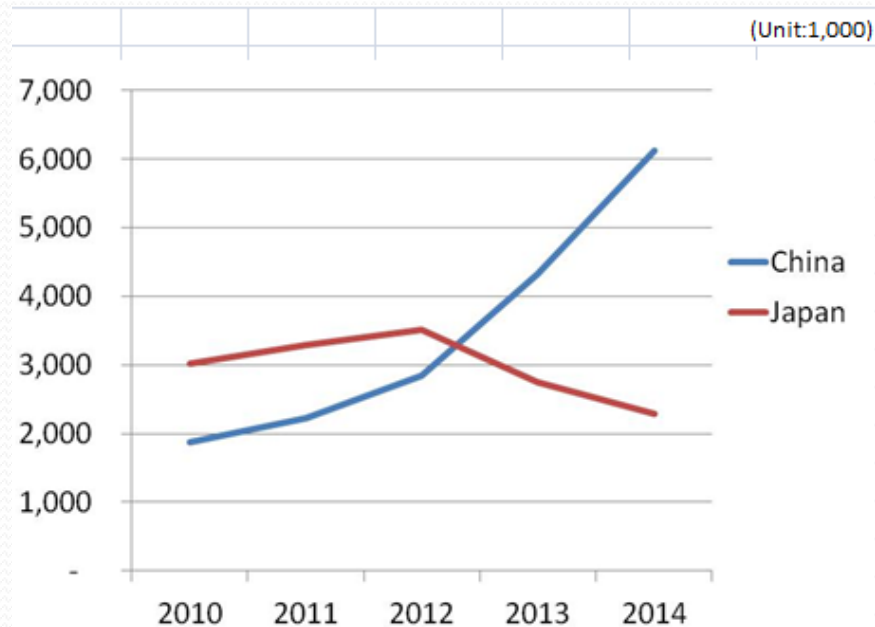
Regions	Total	% Change	Market Share
Europe	11,892,216	4.2%	17.4%
Caribbean	7,171,872	9.6%	10.5%
Asia	4,508,517	4.2%	6.6%
(Korea)	770,345	6.6%	1.1%
South America	1,771,505	2.1%	2.6%
Central America	2,697,107	8.1%	3.9%
Oceania	601,325	5.2%	0.9%
Middle East	1,779,683	12.7%	2.6%
Africa	357,923	1.7%	0.5%
Total Overseas	30,780,148	6.1%	45.1%
Mexico (Total)	25,409,725	21.9%	37.2%
Mexico (Air)	6,930,590	11.4%	
Canada (Total)	12,113,485	0.9%	17.7%
Canada (Air)	4,053,464	7.5%	
North America	37,523,210	14.2%	54.9%
Grand Total	68,303,358	10.4%	100.0%

Source: US Department of Commerce, International Trade Administration

TOURISM STATISTICS IN USA

- Foreign Tourists to USA in 2014: 73 Million
 - US Tour Income in 2014: \$222.3 Billion
- US Tour Expenditure: \$146.7 Billion
- \$75.7 Billion of Surplus

US, JAPAN, AND CHINA CITIZEN TRAVEL TO KOREA



(Unit:1,000)

	2010	2011	2012	2013	2014
China	1,875	2,220	2,836	4,326	6,126
Japan	3,023	3,289	3,518	2,747	2,280
USA	653	662	698	722	770

KTO's Role & Major Activities

- Promoting Various Tourism Marketing Strategies
- Supporting Development of New Korean Tour Products
- Support Host **MICE** Events in Korea
- Tourism Market Researches
- Taking Care of Complaints of Korean Tourists in USA

KTO LA Branch Office



Marketing Strategies

- Promoting Specified Themed Tours to Korea
- Increasing Awareness of Korea through TV Programs
- Participate and Promote Korea in Major Travel Shows
- Increasing Online Marketing



KTO LA Branch Office



Major Activities

- Participate Major Travel Shows

- 2015 Bay Area Travel: Feb 7-8 (Santa Clara)

- 2015 LA Travel & Adventure Show: Feb 21-22 (Long Beach)

- 2015 IMEX America (The Largest Meetings Industry Trade Show in the US):

- 2015 WTM Latin America (The Largest Travel Show in Brazil): April 22-24

- 2015 International Tourism Fair of the Americas: Sept 10-13 (Mexico City)

KTO LA Branch Office



Major Activities

- Major Travel Shows



KTO LA Branch Office



Major Activities

- Promote Korea Tourism through TV Programs

-PBS' <Travel Scope>: Scheduled to be aired in later 2015

Emmy Award Winning Series!

-Travel Channel's <Big Crazy Family Adventure>: Scheduled to be aired in July



KTO LA Branch Office

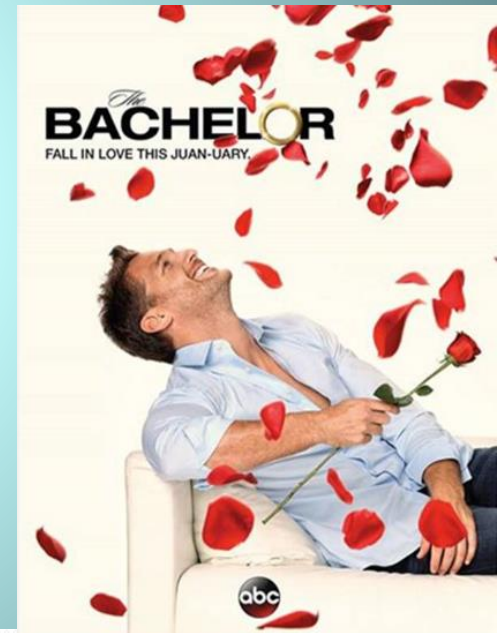


Major Activities

- Promote Korea Tourism through **TV Programs**

-ABC's The Bachelor (2014)

The
BACHELOR



ABC's *The Bachelor*



KTO LA Branch Office



Major Activities

- **On/Off-Line Marketing**

- Co-Campaign with Major Tour Operators in Promoting Korea Tourism
- Co-Campaign with Major Online Tour Operators: viator.com, Expedia
- Operate Twitter (Followers: 36,819); English Facebook (Likes: 34,778); Spanish Facebook (Likes: 263,783), etc.

*www.facebook.com/koreatourismla



KTO LA Branch Office



Major Activities

- **Outdoor Advertisements** (March – June)
 - Bus Advertisements: Los Angeles and San Francisco



KTO LA Branch Office



Major Activities

- **Promoting Korea Tourism with Major Events**

- Korea Times Music Festival (May)
- LA Dodgers Korea Day (June)
- K-Con (August)
- Taekwondo Events: Promoting Newly Launched **Muju Taekwondowon** (May 2013)



KTO LA Branch Office



Major Activities

- **Supporting Special Themed Tours To Korea**
 - Familiarization Tour for US Travel Agents
 - Tours for Former US Soldiers & Families Stationed in Korea
 - Tours for Fans of Korean Entertainment ('Korean Wave')
 - Meeting Travel Agents All over the US for Co-Development of Special Themed Tours to Korea

Niche Travel Markets to Korea

- **Taekwondo Trainees** in US (2013): **Approximately 2 Million**
 - Taekwondo Gyms in US: 3,400
- **Hallyu (Korean Entertainment) Fans**
 - Globally: Approximately **9 Million** from 78 Countries and 987 Fan Clubs
 - The Americas: 1.25 Million Fans from 464 Fan Clubs
 - USA: 400,000 Fans from 30 Fan Clubs
- **US Soldiers Formally Stationed in Korea:** 500,000 (Including Families: 2 Million)

New Korea Tourism Brand

Korea
Be Inspired



Imagine
your
Korea



KOREA
TOURISM
ORGANIZATION
한국관광공사

New Korea Tourism Brand



한국관광공사

30"

구미주

Thank You!



Suggestions, Ideas Comments, Share with Us!



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