



quarterly market report

Korea

October - December 2008

Market Highlights

# of outbound travellers previous quarter (Q3):	3,118,399
% change from previous quarter last year (Q3):	-14.3%
# of visitors to Canada previous quarter (Q3):	155,229
% change from same quarter last year (Q3):	-3.93

Comments / Other information:

Additional market statistics available through [Tourism Snapshot](#).

Air Capacity

2,000 pax/week by Korean Air, Air Canada and Singapore Airline

Economic / Political Environment

GDP growth:	0.5% up compare to Q2
forecasted economic growth:	3%
unemployment rate:	3.1%
inflation:	109.6 (4.8% up compare to Q3 2007)
consumer price index:	111.1

exchange rate: 0.00975

Comments / Other information

-The Bank of Korea forecasts the economic growth about 3% for 2009, which is 1% lower than previous years.

Emerging Tourism Trends

- Open sky agreement between Canada and Korea: 2,000 seats for passengers were allowed. At this time any Korean airline can expand their destinations in Canada beyond Vancouver, Toronto and Montreal.
- US Visa Waiver Program(VWP) for Korea began in Nov. 17, 2008. Many travel operators and agents are now focusing on USA as a preferred destination and developing more tour products.
- Hawaii became very active in market as VWP began and do aggressive promotions and market training on all aspects of their destinations, but with special focus on honeymoon.

Market Development Activities

CTC Activities

Trade Development

1. Canada Ski Co-promotion with Olympus Cameras and Mode Tour
 - : Subject - Promote Canada ski through Olympus users and Mode Tour
 - : Date - Nov~Dec. 20 , 2008
 - : Description - The 5 winners of Photo contest through Olympus in partnership with Mode Tour have been selected. Their mission is to travel to Whistler and Banff for both photo shooting and ski experiences. The photos and travel stories will be distributed by Mode Tour(Website, magazine) and Olympus(Website - Travel Story with photos). Tourism BC and Travel Alberta

also participated as partners.

2. Aurora Specialist Workshop and Training Program

:Subject - Auroral Specialist training

: Date - Oct. 31 ~ Dec.4, 2008 (1 workshop & 2 training events)

: Description - Approximately 30 agents participated in the travel workshop and 20 agents attended 2 hours of training, then received a CSP (Canada Specialist) certificate

3. Aurora FAM to Yellowknife, NWT

: Subject - Aurora FAM

: Date: Nov. 28~ Dec.2, 2008

: Description - 3 agents with Red Cap Tour, T & C Travel, Hanjin Tour, participated and experienced Aurora. CTC planned this FAM with Aurora Village and its Korea office.

4. Canada's West Marketplace

: Subject - CWM 2008

: Date - Nov. 21~Nov. 28, 2008

: Description - Air Canada and 6 Korean tour operators (Hanatour, Mode Tour, KSPark, Pharos Travelafix and Tourmart) participated in this western Canada-based marketplace.

5. BC Honeymoon Workshop

: Subject - BC Honeymoon product workshop for 2009

: Date - Dec. 5, 2008

: Description - 10 agents are recruited as a special salesforce for unique BC honey experiences. These honeymoon products are located in Vancouver, Whistler and Victoria. After being trained on this subject each agent had to include in their individual sales plans.

6. Heli-ski Night with Travel Alberta, KSPark Travel and CMH

: Subject - Heliski product introduction to VIP consumers

: Date - Dec. 8, 2008

: Description - 80 guests were invited by K.S.Park Travel and introduced heli-ski and ski products .

Consumer Development

1. Co-promotion of Peak2Peak, Whistler

: Subject- Online co-promotion of 'Peak2Peak with Tourism BC and Arcterix

: Date: Dec. 22, 2008 ~Jan. 21, 2009

: Description - Online quiz event on peak2peak online at targeted shopping malls & through snowboard online communities. Also distributing posters and offline event participation through Arcterix. Media Exposure - Ads for the events are in Mountain magazine and Daily Mail Economy Newspaper. We will gather consumer database and winner will visit Whistler.

2. Co-promotion with Head Sports

: Subject- snowboard contest

: Target- snowboarders in 20s – 40s

: Date- Dec 01 – Jan 31

: Description- approx. 2,000 snowboarders participated thru Head Sports website. The contest offered 2 winners a trip to Canada and their photos and video clips from their trip to Canada uploaded in Korea's newly launched ski website in its personal experience zone

: Benefit- strengthen awareness of Canada ski:

: Media exposure includes ads of the event, with the sole expense from Head Sports,

online & offline exposure of CTC logo, website, photos & introduction of Whistler ski while collecting the contestants contact and intent information, expanding our database.

3. Co-promotion with Westin Chosun Hotel

: Subject- Combine end-of-year ski promotion with helping others

: Target- Korean guests staying at Westin Chosun Hotel, Seoul & Busan

: Date- Dec 01 – Jan 31

: Description- A special drawing & message contest for sick children in need. One winner gets to print their own message on 1,000 t-shirts which will be delivered to the children. The winner of the design wins a trip to Canada for skiing experience.

: Benefit- strengthen positive image of CTC and promote Canada ski:

Media exposure, Online & offline exposure of CTC logo, website, photos & introduction of Whistler ski while collecting the contestants' database.

4. Co-op publishing Quebec Travel Guide Brochure

: Subject - Introduction to the experiences found when travelling Quebec

: Target - Consumer, trade and Media

: Date: Oct. 2008

: Description : Travel Quebec brochure was translated to Korean. A total of 10,000 copies were printed

Media

Major media coverage on TV and press

□ Showcase Canada

□ West Canada

□ Winter Canada

□ Festivals

Total advertising dollar value: CAD\$4,236,795

Media coverage breakdown:

1. TV: \$3,000,000.00

- EBS TV World Theme Tour: Meet West Canada (4 series)

- MBC TV Good Day: Celeb Choi Yeojin introduces Canada

2. Newspaper: \$724,995.00

3. Magazine: \$511,800.00

In the fourth quarter of 2008, only feature coverage on Canada will be reported, which the CTC Korea has been involved in its development. Also, since radio coverage can not be monitored and thus will not be included, except for our results.

1. Banff Mountain festival

: Nov 6 – Nov 10, 2008

: 2 dailies (Seoul Business Daily, Korea Times) and 1 consumer magazine (The Mountain) participated

: In partnership with Travel Alberta

2. 2010 Olympic venues (Vancouver and Whistler)

: 4 media were sent separately, representing a consumer magazine, Travel & Leisure(Nov 24 – Dec 2), Noblesse(Dec 2 – Dec 6), KBS documentary TV(Dec 10 – Dec 18) and MBC morning TV(Dec 22 – Dec 27)

: In partnership with Tourism BC

3. Rockies- Ski in Canada

: Dec 4 – Dec 11, 2008

: 1 daily (Chosun), 2 consumer magazines (The Mountain and The San), 1 trade newspaper (Transportation News) participated in this opportunity

: In partnership with Travel Alberta

4. Aurora

: Nov 28 – Dec 2, 2008

: 2 dailies (Joongang and Chosun) to Yellowknife

: In partnership with NWT Tourism and the Aurora Village

Public Relations

Title of Press Release: 9 times

1. Showcase Canada

2. Cirque de Solei, Alegria event
3. Aurora event
4. Strengthening of Canada training program
5. Ski event
6. Canada's country brand image jumps up to # 2
7. Winter Canada
8. 'Anne Of Green Gables' 100th anniversary event with Canadian Embassy
9. The 1st 2010 Olympic Mascot appearance in Seoul

Competitive Environment

- Most trades are focusing on US market, and Hawaii is aggressively marketing as US Visa Waiver Program began. Korean Air is advertising 'Travel to USA' promotion widely through TV, outdoor screen ads, bus ads, internet ads and non-traditional partners such as Bennigans.
- Air Canada tentatively decided not to run Incheon-Toronto next summer and is looking for ways to promote Incheon-Vancouver and USA Destinations.

Future Outlook