

Future Tourism of Northeast Asia -Focusing on the Case of Korea-

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Tourism in Northeast Asia
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Company Introduction



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Company Introduction
OVERVIEW



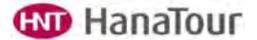
COMPANY PROFILE

Date of establishment	November, 1993
CEO, Chairman	Sang Hwan, Park
CEO, President	Jin Kook, Kim
Total number of employees	2,627 (Dec. 2017)
Paid-in capital	KRW 5.8 bn (Dec. 2017)
Outstanding Shares	11,616,185 (Dec. 2017)
Networks	Domestic : 24 Overseas : 18

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Company Introduction

MAIN BUSINESS



HNT HanaTour
Global No.1 Culture & Tourism Distribution Group

OUTBOUND

HanaPack

HanaFree

GRAND TOUR

INBOUND

LAND OPERATOR

HNT HanaTour ITC



HOTEL



DFS



GLOBAL BIZ

Global Network

HANA Global

VISA CENTER

ENTERTAINMENT

HNT HanaTicket

Company Introduction

OVERSEAS NETWORKS

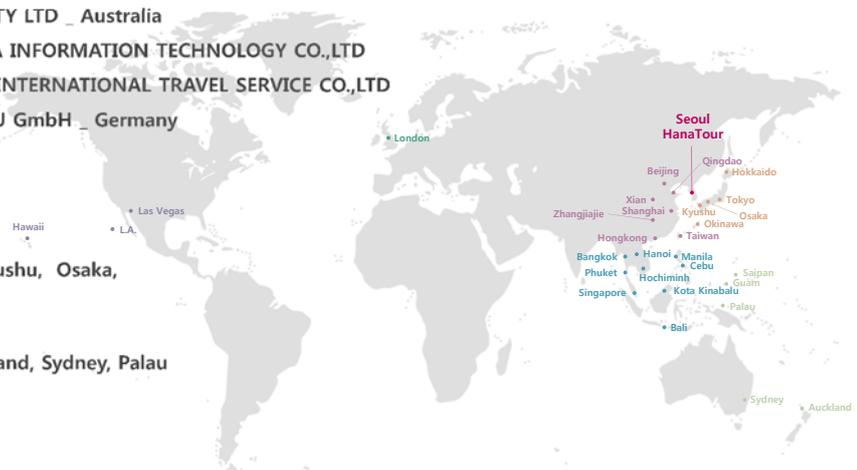


○ 12 Overseas Subsidiaries in 9 Countries

- | | |
|--|---|
| 01. HANATOUR USA INC | 07. HANATOUR PTE. LTD _ Singapore |
| 02. HANATOUR CHINA | 08. HANATOUR EUROPE LTD _ London |
| 03. HANATOUR HONGKONG CO., LTD. | 09. HANATOUR PTY LTD _ Australia |
| 04. HANATOUR TAIWAN SERVICE INC. | 10. BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD |
| 05. HANATOUR JAPAN Co., LTD | 11. BEIJING YITU INTERNATIONAL TRAVEL SERVICE CO.,LTD |
| 06. HANATOUR SERVICE (M)SDN.BHD _ Malaysia | 12. HANATOUR EU GmbH _ Germany |

○ 49 Global Networks in Total

- | | |
|--|--|
| 01. U.S.A
- Los Angeles, Las Vegas, Hawaii, New York | 04. Japan
- Tokyo, Hokkaido, Kyushu, Osaka, Okinawa |
| 02. China
- Beijing, Shanghai, Qingdao, Xian, Zhangjiajie | 05. South Pacific
- Guam, Saipan, Auckland, Sydney, Palau |
| 03. Asia
- Taiwan, Hong Kong, Bangkok, Phuket, Manila, Cebu, Bail, Hochiminh, Hanoi, Kota Kinabalu, Singapore | 06. Europe
- London |



Tourism in Korea

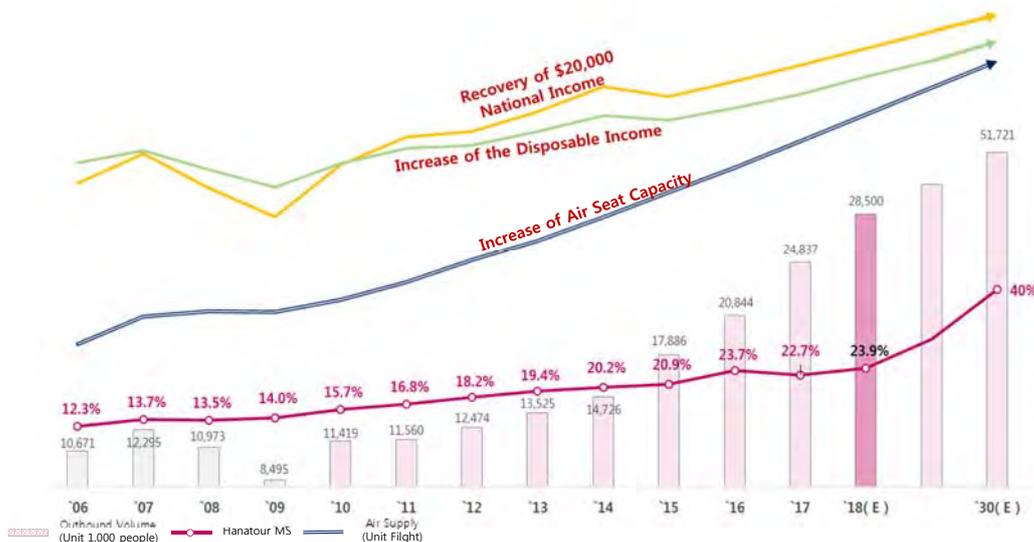


Tourism in Korea

Outbound Business



MARKET ENVIRONMENT & GROWTH



[Source: HanaTour Internal Data based on data of Statistical Offices, Tourism Bureau of Korea, KAC, Traveliems, Ministry of Justice]



"Korea Outbound Market "

- Population : 52 Million
- Expecting over 57% departure rate in 2018



"Increasing Air Supply "

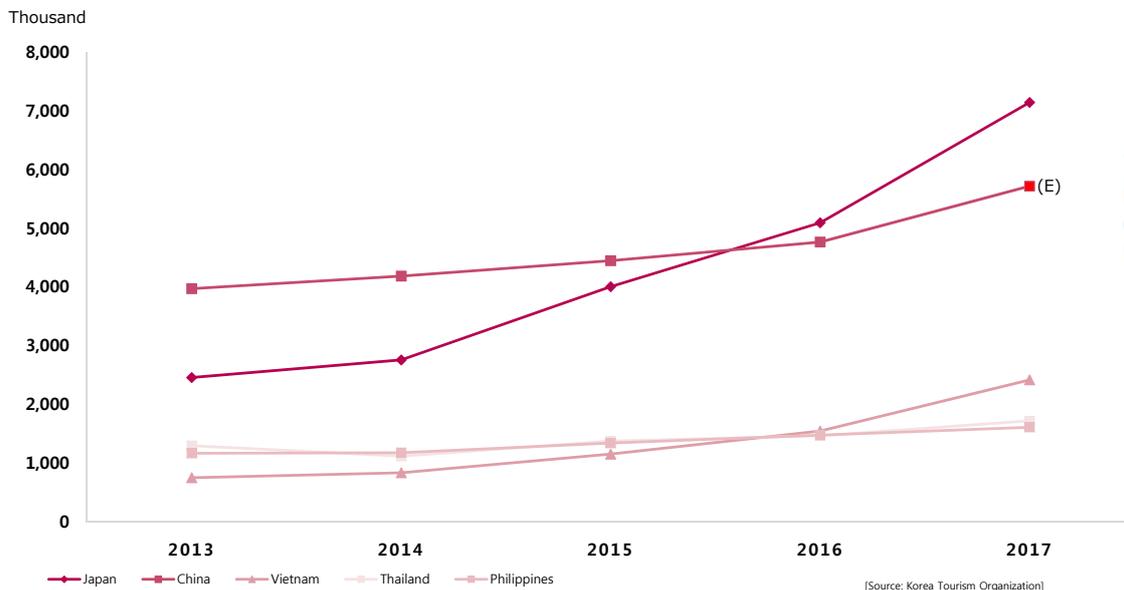
- Air Supply : Over 1 Million flight
- 2015-2020 Estimated CAGR : 6.6%

Tourism in Korea

Outbound Business



TOP 5 DESTINATIONS (2013-2017)



"Neighboring 5 Countries"

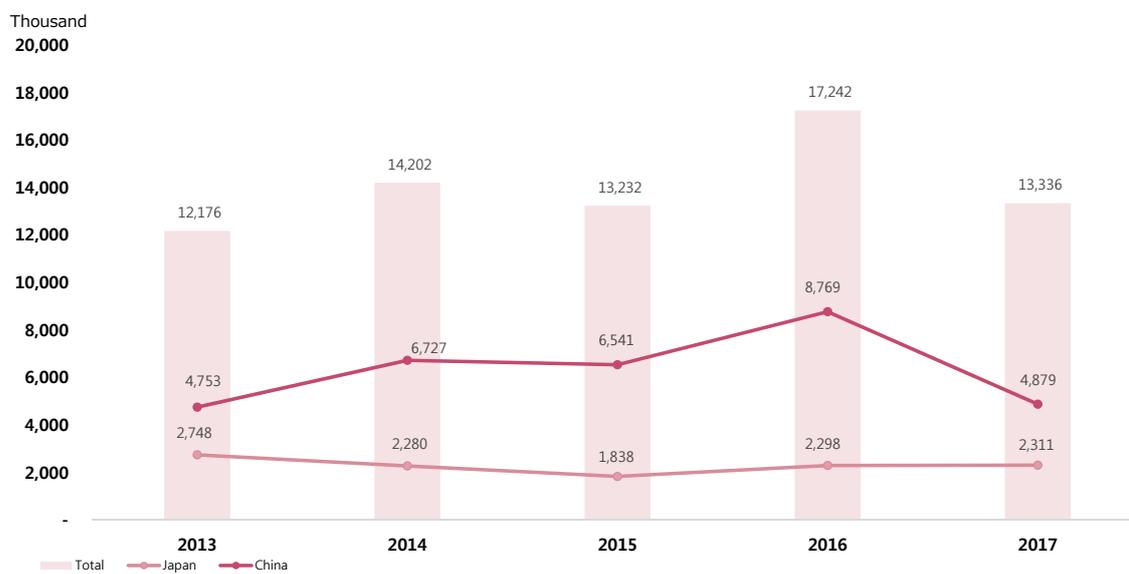
- Japan : 7.14million
- China : 5.71million (E)
- Vietnam : 2.41million
- Thailand : 1.72million
- Philippines : 1.61million

Tourism in Korea

Inbound Business



INBOUND TRAVELERS



"MERS"

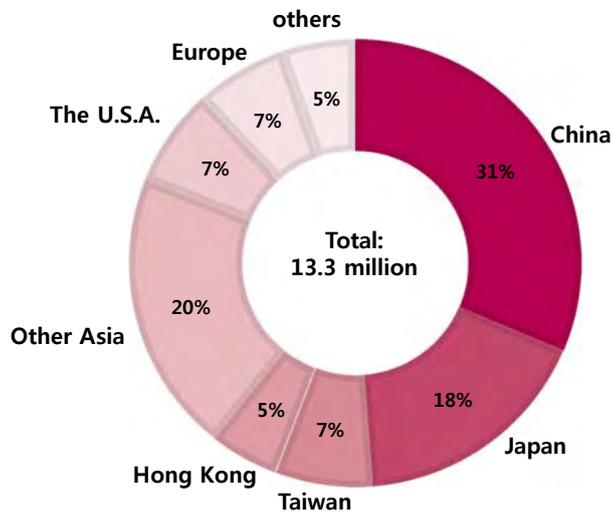
- In 2015, Middle East Respiratory Syndrome caused decreasing world travel demands.



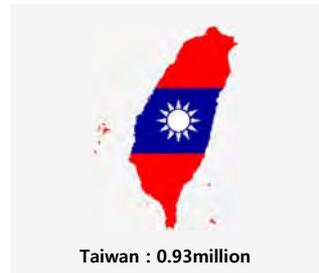
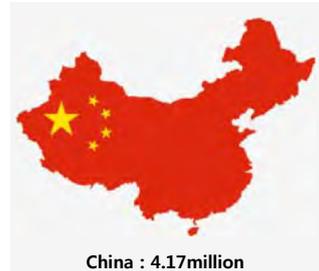
"THAAD"

- In 2017, Terminal High Altitude Area Defense caused decreasing Chinese travel demands.

COUNTRY/ AREA OF INBOUND TRAVELERS (2017)



[Source: Korea Tourism Organization]

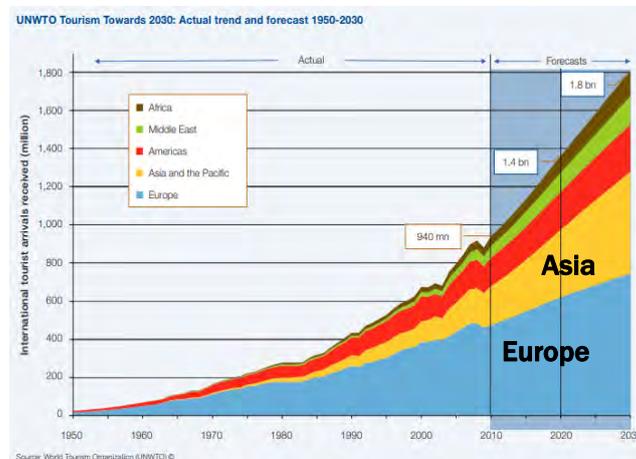


**The Activation Plan of
Tourism in Northeast Asia**

The Activation Plan of Tourism in Northeast Asia
Case of Europe



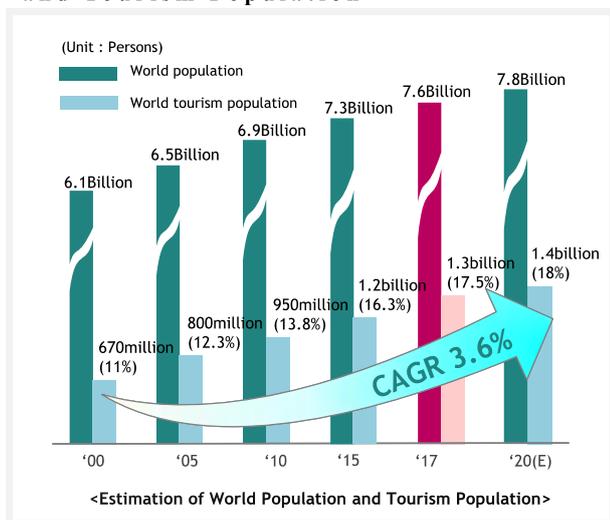
Comparison Of Tourism Activation In The Region



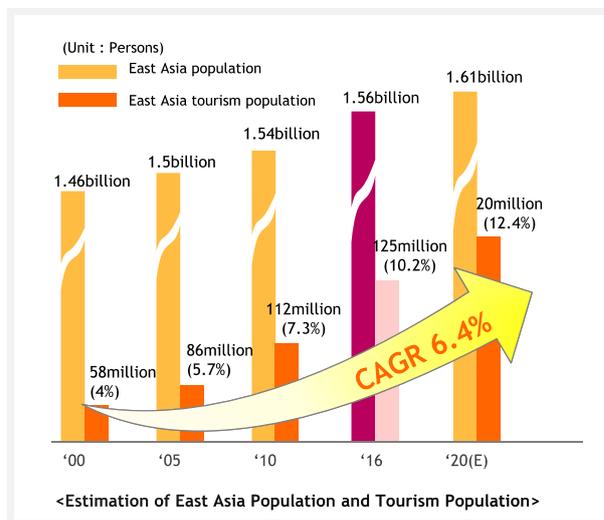
The Activation Plan of Tourism in Northeast Asia
Population



Growth of World Population and Tourism Population



Growth of East Asia Tourism Population



< Source : 2016 World Population Data Sheet, www.worldpopdata.org >
 < Source : WTTTC, Travel & Tourism Economic Impact 2016 world >
 < Source : www.tourism.jp/en/tourism-database/stats/outbound/ >
 < Source : IMF 2012, UNWTO, Annual Report 2012 >

* CAGR : 2001-2020

The Activation Plan of Tourism in Northeast Asia **Crisis of Tourism**



○ Natural Disasters



○ Political Issues



○ Social Issues



○ Economic Issues



**Decrease
in tourism demand**

The Activation Plan of Tourism in Northeast Asia **Strategy**



Japan departure tax: International visitors to pay 1000 yen fee

Nancy Trejos



The Japanese government says it wants to attract 40 million visitors by 2020. Photo: Shutterstock

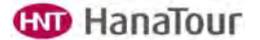


SHARE Leaving Japan will get a little more expensive for travellers starting this week.

Japan's National Tax Agency Ministry in Finance on Monday instituted the "International Tourist Tax" on most international travellers leaving Japan. It is widely known as the "sayonara tax."

Cut down VAT or Consumption Tax on Tourism Facilities

The Activation Plan of Tourism in Northeast Asia Strategy



Strengthen Joint Marketing at the Private level

The Activation Plan of Tourism in Northeast Asia Strategy



Promote Regional Integrated Marketing

THANK YOU

Q & A

