

# Lodging (Destination) in South Korea

September 2023

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# Lodging (Destination) in South Korea - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Increasing number of new hotels in South Korea Retail value sales for lodging continue to rise in 2023

#### PROSPECTS AND OPPORTUNITIES

Hotels adopt Apple Pay for guests' greater convenience Government-sponsored "workcations" and long-term stays increasingly popular

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