

SOCURI PASS



Korea Travel Market Overview



Korea Outbound Travel Market

- 3 Different Kinds of Channels for Travel Purchasing
- Mainly for Package Tours and Flights + Accommodation

Wholesale
Agencies

FIT Travel
Agencies

Online Travel
Distributors

Offline Sub Agencies
(30~1200 locations)

Online/Offline
Travel Agency

Online Marketplace

Social Commerce

 하나투어

 내일투어

 INTERPARK Tour

 모두투어

 Chalet
TRAVEL & LIFE

 WEmakePRICE

 거품없는 여행
노랑풍선
www.ybtour.co.kr

 점/은/여/행/사
비로
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 TICKETMONSTER
MON

Korea Outbound Travel Market

- 3 Different Kinds of Channels for Travel Purchasing
- Mainly for Package Tours and Flights + Accommodation

Wholesale Agencies

- Package Tours for Groups with Fixed Itineraries

- Land Operator
- Wholesaler charge of Marketing
- Sub Agencies (Sales in person)

Ready-made Program

Home Shopping

FIT Travel Agencies

- Private Consulting
- Custom made

- Online Sales
- Telecommunication
- Face to Face sales

Tailor-made Program

Online Travel Distributors

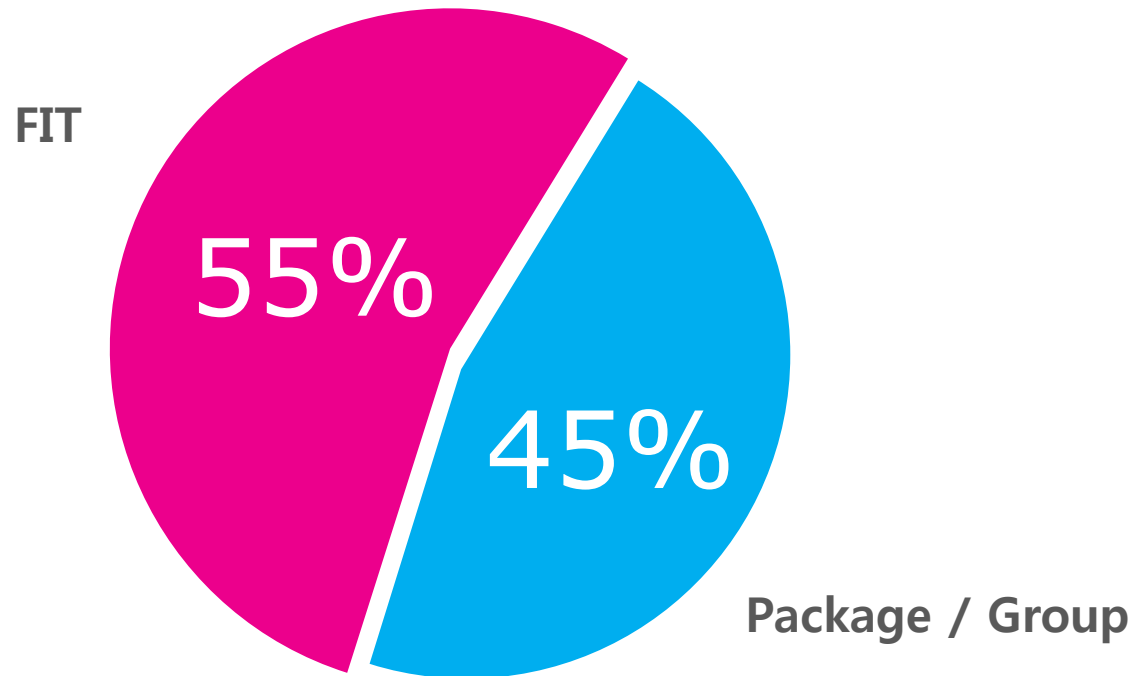
- Flights
- Accommodations
- Tour Programs

- Online Sales
- Online Communication

Easy Access & Buy

FIT Overtaking the Market

- Individual Travelers outnumbered Package Travelers.
- This trend is being accelerated by
 - young generations' needs
 - changing preferences of senior travelers.



For FIT – what's next?

- Individual Booking Percentages are rapidly Increasing for flights and accommodations
- But, still HARD to find where to BOOK LOCAL PASSES AND EXCURSIONS.

Individual Booking Increasing by **28%**
Flight Accommodation

Local Experience



KAYAK

Expedia

skyscanner

WHYPAYMORE



Booking.com

Hotels.com

airbnb

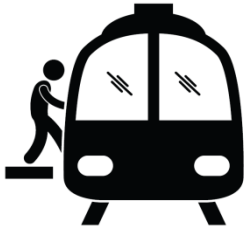
1등 글로벌 호텔예약
HOTELPASS.com



?

Socuri Pass , the LOCAL Expert

- Established in 2004 – Create the Local Pass Market in Korea
- Offer ALL kinds of local passes and excursions.
- Help FIT travellers to purchase their travel.



Transportation

Airport Transfer
Public Transport
Rail passes
City Tour Bus
Cable Cars



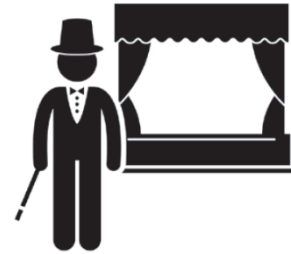
Attraction

Museums
Cruises
Historic Sites
Observatories
Castles and Palaces



Excursion

City Tour
Winery Tour
TV & Film Sites
Tour
Food Tour
Vatican Tour



Show & Restaurant

Cabaret Shows
West End & Broadway Shows
Las Vegas Shows
River Cruises
Flamenco Dinner



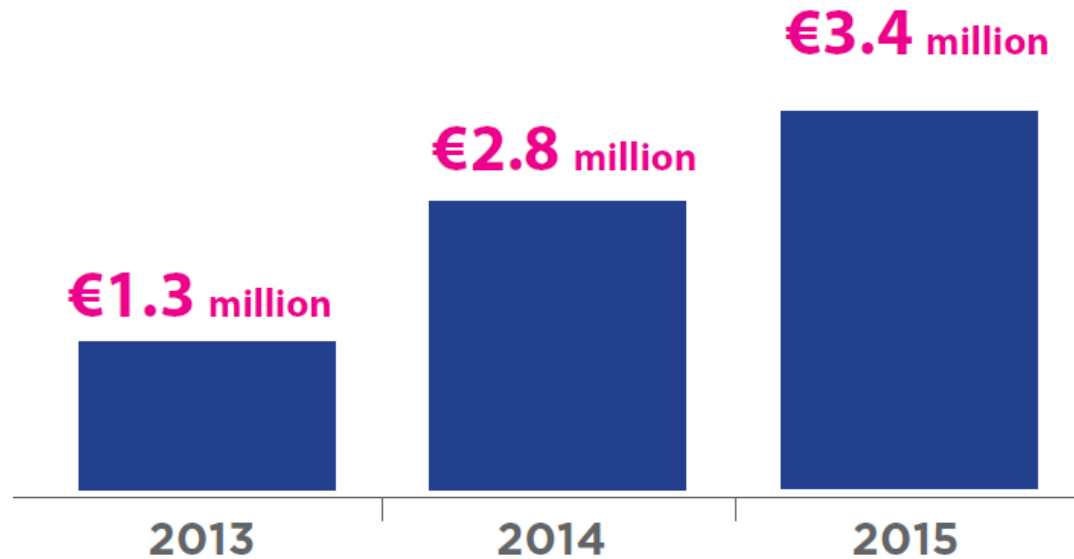
Activity

Helicopter Tours
Balloon Tours
Spa & Massage
Outlet Shopping
Water Sports

Sales Growth

260% Growth

in the past 3 years



Global Travelpass Experts

SOCURI PASS

