

Fourth Quarter of 2024

**QUARTERLY
TRENDS**
IN THE KOREA
LODGING INDUSTRY

yanolja research

CONTENTS

Trend

Q4 2024 Trends in the Lodging Industry	01
--	----

Issue

The Role of Regional Airports in Promoting Inbound Tourism	17
--	----

Appendix 01

Data Acquisition & Analysis	21
-----------------------------	----

Appendix 02

Lodging Industry Trends Data	22
------------------------------	----

Trend. Q4 2024 Trends in the Lodging Industry

As the summer vacation season ended and the weather turned colder, domestic accommodation guests tightened their collars and wallets in Q4 2024. Revenue per Available Room (RevPAR) decreased compared to the previous quarter across all accommodation types, including pensions, resorts—popular among vacation travelers—hotels, motels, and shared accommodations.

Key performance indicators reveal that the Average Daily Rate (ADR) declined for all types of accommodations except motels, while Occupancy Rate (OCC) also showed a downward trend across all accommodation types.

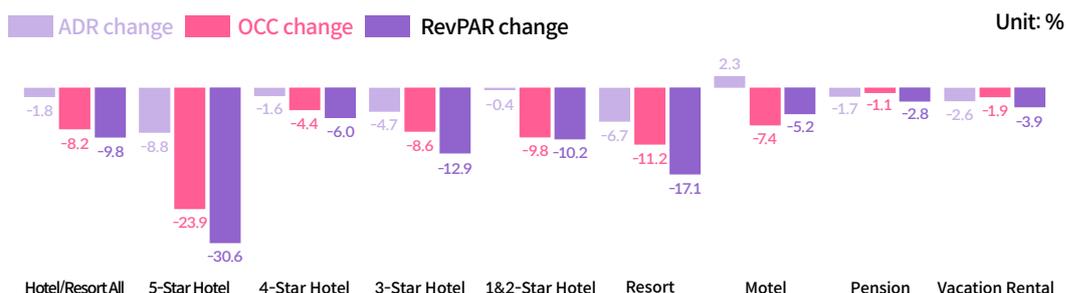
Year-over-year comparisons further highlight a deterioration in performance. Comparing Q4 2023 to Q4 2024, all accommodation sectors experienced declines in OCC and RevPAR, with the performance deterioration particularly pronounced in five-star hotels and resorts, which have higher room rates. This suggests that the economic sentiment decline starting in the latter half of 2024 may have adversely affected Q4 results. The outlook for Q1 2025 remains bleak. The hotel and motel industries anticipate continued challenging market conditions in early 2025, with both ADR and OCC expected to decline further compared to this quarter.

Performance by Property Type in Q4 2024 Compared to Q4 2023

Weakening economic sentiment led to a downturn in Q4 2024 YOY lodging performance

- RevPAR declined across all accommodation types, decreasing by at least 2.8% (shared accommodations) to as much as 30.6% (5-star hotels) compared to the same quarter in 2023.
- The Economic Sentiment Index has been continuously declining since the second half of 2024, suggesting that weakened consumer sentiment may have contributed to a decline in lodging demand.
 - Economic Sentiment Index (Cyclical Component): Oct 2023 (93.4), Nov 2023 (93.4), Dec 2023 (93.4), Oct 2024 (91.8), Nov 2024 (90.7), Dec 2024 (89.4)

Changes in ADR/OCC/RevPAR of Q4 2023 to Q4 2024 by property type

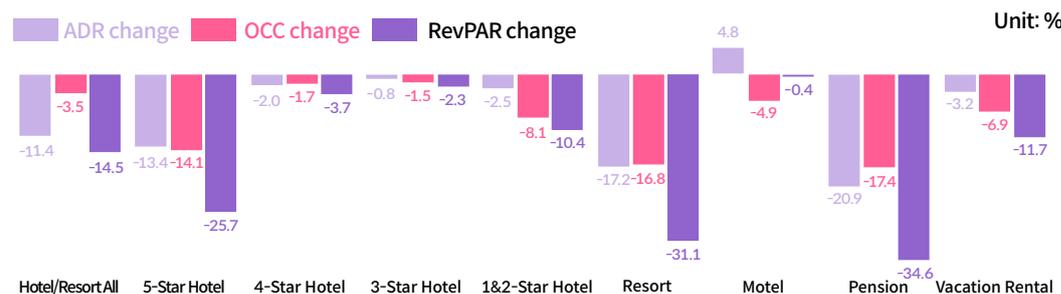


Performance by Property Type in Q4 2024 Compared to Q3 2023

As the peak season ended, Q4 2024 domestic lodging performance declined from Q3

- The fourth quarter typically sees a decline in travel demand as temperatures drop following the peak summer season, leading to reduced preference for travel activities.
- Additionally, the strong performance in Q3, driven by an extended summer heatwave and the Chuseok holiday, has made the decline in Q4 even more pronounced.
 - RevPAR decreased across all accommodation types, with vacation accommodations such as resorts and pensions experiencing the biggest impact, dropping by more than 30%.

Changes in ADR/OCC/RevPAR of Q3 2024 to Q4 2024 by property type



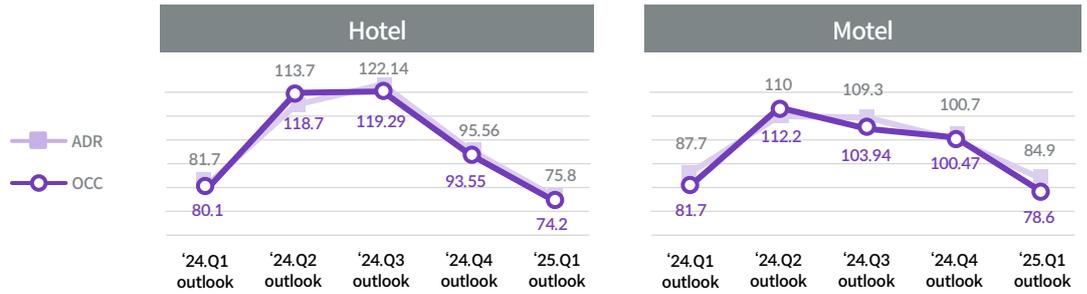
* Source: Yanolja Platform, AirDNA, own survey results (see Appendix)
 ** Note: ADR (Average Daily Rate) represents average room price, OCC (Occupancy rate) represents percentage of occupied rooms, and RevPAR (Revenue Per Available Room) represents the average revenue per available room

Lodging Business Outlook Index of Q1 2025

With weakening consumer sentiment, the hotel and motel industry expects ADR and OCC to decline in Q1 2025

- Both the motel and hotel industries are expected to see a slowdown in performance in Q1 2025, with the decline expected to be more pronounced in the hotel sector.
 - The ADR/OCC outlook index for motels stands at 84.9 and 78.6, respectively, marking a decrease of 2.8 and 3.1 points compared to the same quarter last year.
 - The ADR and OCC outlook indices for hotels declined by 5.9 points each, recording a steeper drop than motels.
- This projected decline in performance is interpreted as being partially influenced by weakened consumer sentiment at the end of the year.
 - Consumer Spending Outlook CSI trend: 2024 Oct (109), Nov (109), Dec (102)
 - Travel Expenditure Outlook CSI: 2024 July (100), Aug (97), Sept (95), Oct (96), Nov (96), Dec (88)

Outlook of ADR/OCC in Q1 2025 compared to Q4 2024



※ 50 ≤ Business Outlook Index ≤ 150; index above 100 indicates more business have a positive outlook for the next quarter compared to current quarter, while an index below 100 suggests more businesses expect a decline.
*Source: own survey results (see Appendix)

Changes in Operational Status by Property Type

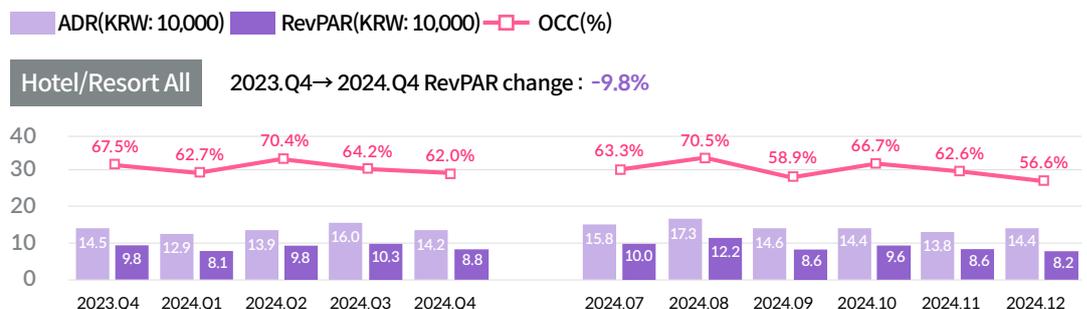
OCC and RevPAR fell across all accommodations vs. Q4 2023, with five-star hotels and resorts with higher ADR hit hardest

- RevPAR decreased by at least 2.8% (pensions) to as much as 30.6% (5-star hotels) compared to the same period last year, with ADR and OCC also showing an overall decline.
- The OCC in the hotel, resort, and motel sectors showed a downward trend over time, reaching the lowest level of the quarter in December.

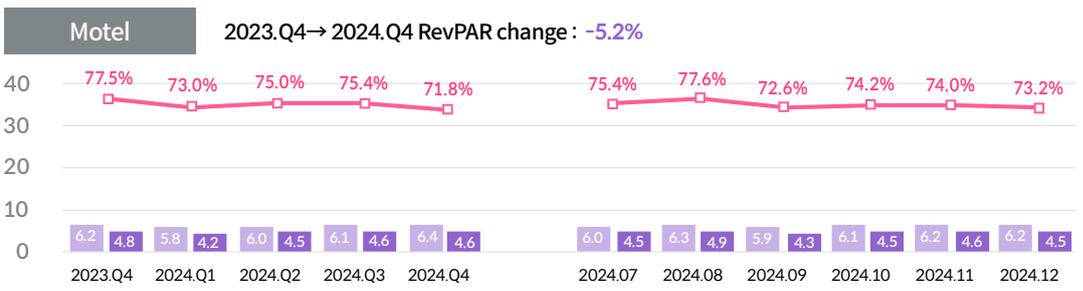
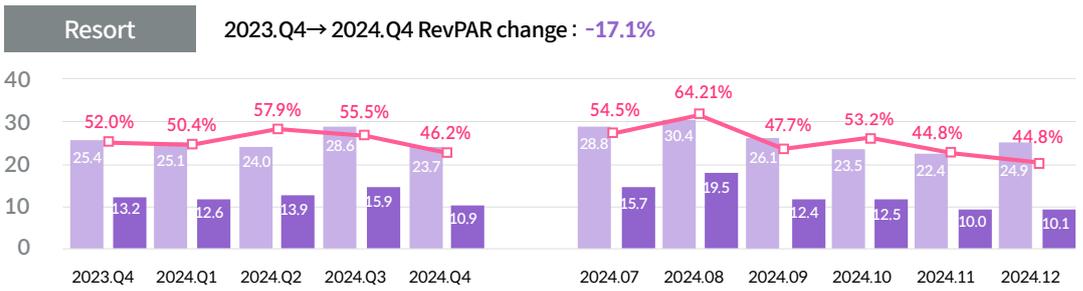
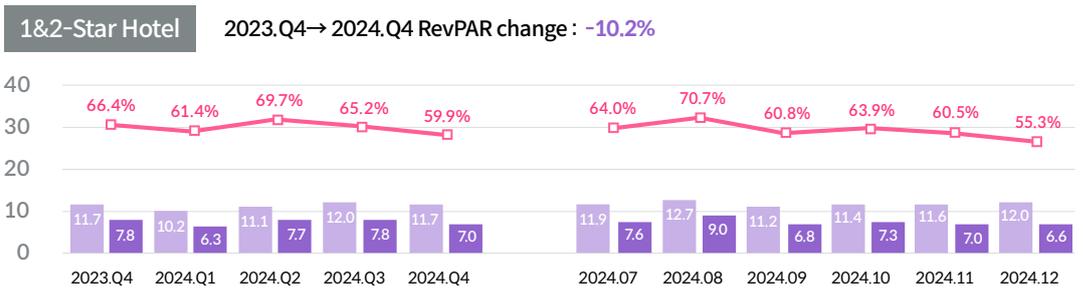
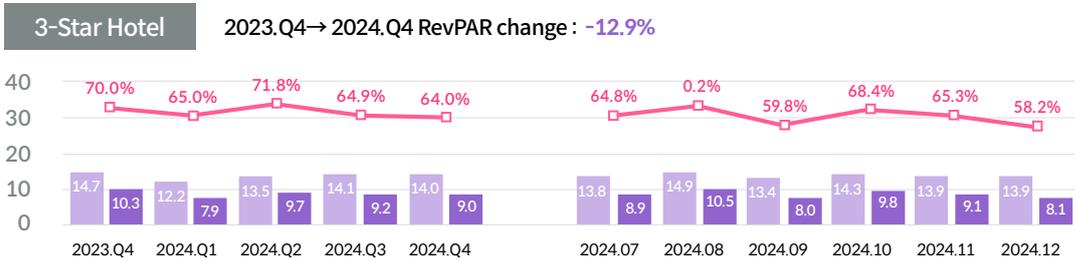
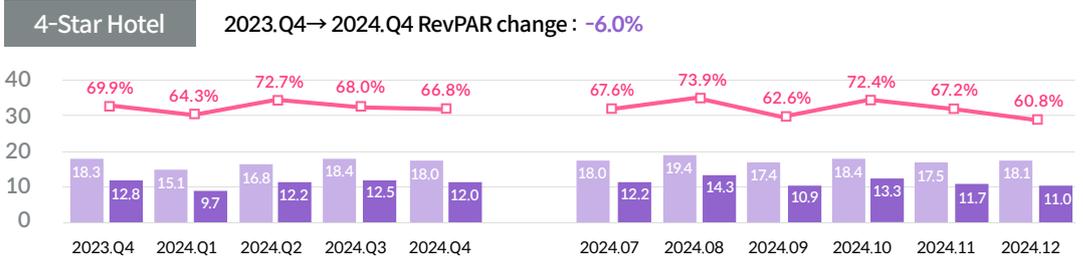
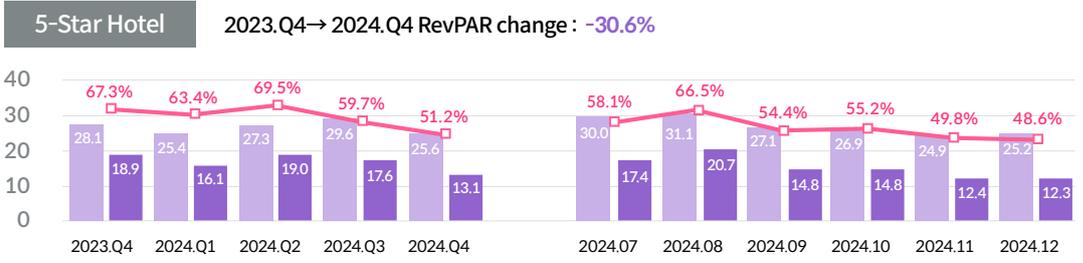
OCC and RevPAR fell across all accommodations vs. Q3 2024, with sharp RevPAR drops in five-star hotels, resorts, and pensions

- Motels and 3-4 star hotels saw a RevPAR decline of less than 4% compared to the previous quarter, while 1&2 star hotels, 5-star hotels, resorts, pensions, and shared accommodations experienced a drop of over 10%.
- Pensions and resorts, which benefited from strong summer demand due to the extended heatwave through September, were significantly affected by seasonal factors, leading to a RevPAR decline of 31.1% and 34.6%, respectively.

Changes in ADR/OCC/RevPAR by property type(2023.Q4 ~ 2024.Q4 & 2024.07~2024.12)



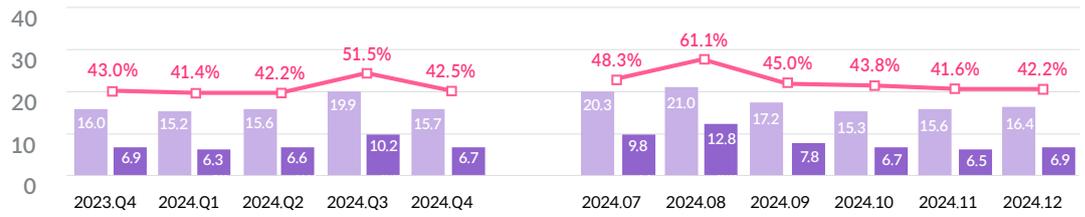
Changes in Operational Status by Property Type



Changes in Operational Status by Property Type

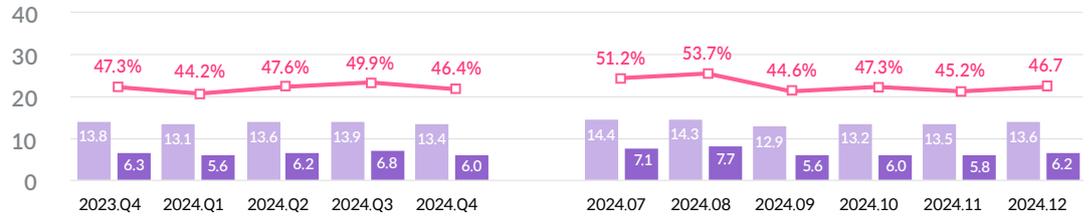
Pension

2023.Q4→2024.Q4 RevPAR change: **-2.8%**



Vacation Rental

2023.Q4→2024.Q4 RevPAR change: **-3.9%**



*Source: Yanolja Platform, AirDNA, own survey results (refer to Appendix)

*Note: RevPAR change is calculated based on the raw data and may differ from the first decimal place reference value stated in the chart

1. Hotel

Hotel Operating Status by Region and Star Rating

The hotel industry experienced an overall decline in performance due to reduced demand compared to Q4 2023

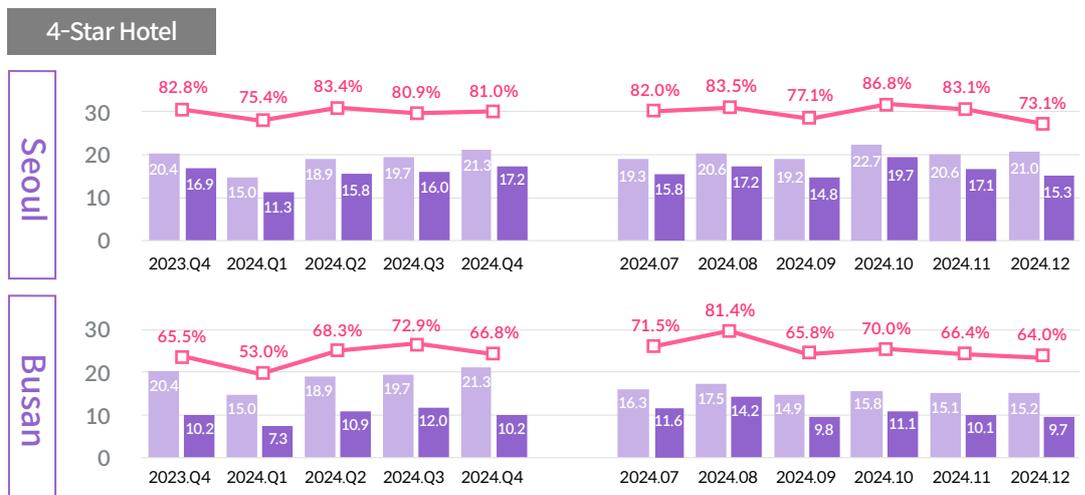
- Nationwide, ADR, OCC, and RevPAR decreased across all hotel categories. In particular, all hotel categories in the Gangwon and Gyeonggi regions saw a year-over-year decline in RevPAR.
- The nationwide average ADR for 4-star hotels fell by 1.6% year-over-year, while OCC declined by 3 percentage points, leading to a 6% drop in RevPAR, negatively impacting profitability.
 - Gangwon recorded the steepest decline in profitability, with RevPAR dropping 32.6% year-over-year.
 - In contrast, RevPAR increased in Seoul, Busan, and Jeju, as ADR growth helped offset the decline in OCC.
- The nationwide average OCC for 3-star hotels and 1&2-star hotels fell by 6 percentage points and 6.5 percentage points, respectively, resulting in RevPAR declines of 12.9% and 10.2%.
 - Among 3-star hotels, only the Chungcheong region recorded an increase in RevPAR (+1.3%), while all other regions saw declines.
 - For 1&2-star hotels, RevPAR showed a slight increase (+1.3%) only in the Gyeongsang region, while all other regions experienced declines.

Due to seasonal factors leading to lower demand, hotel sector performance declined in most regions except for Seoul compared to the previous quarter

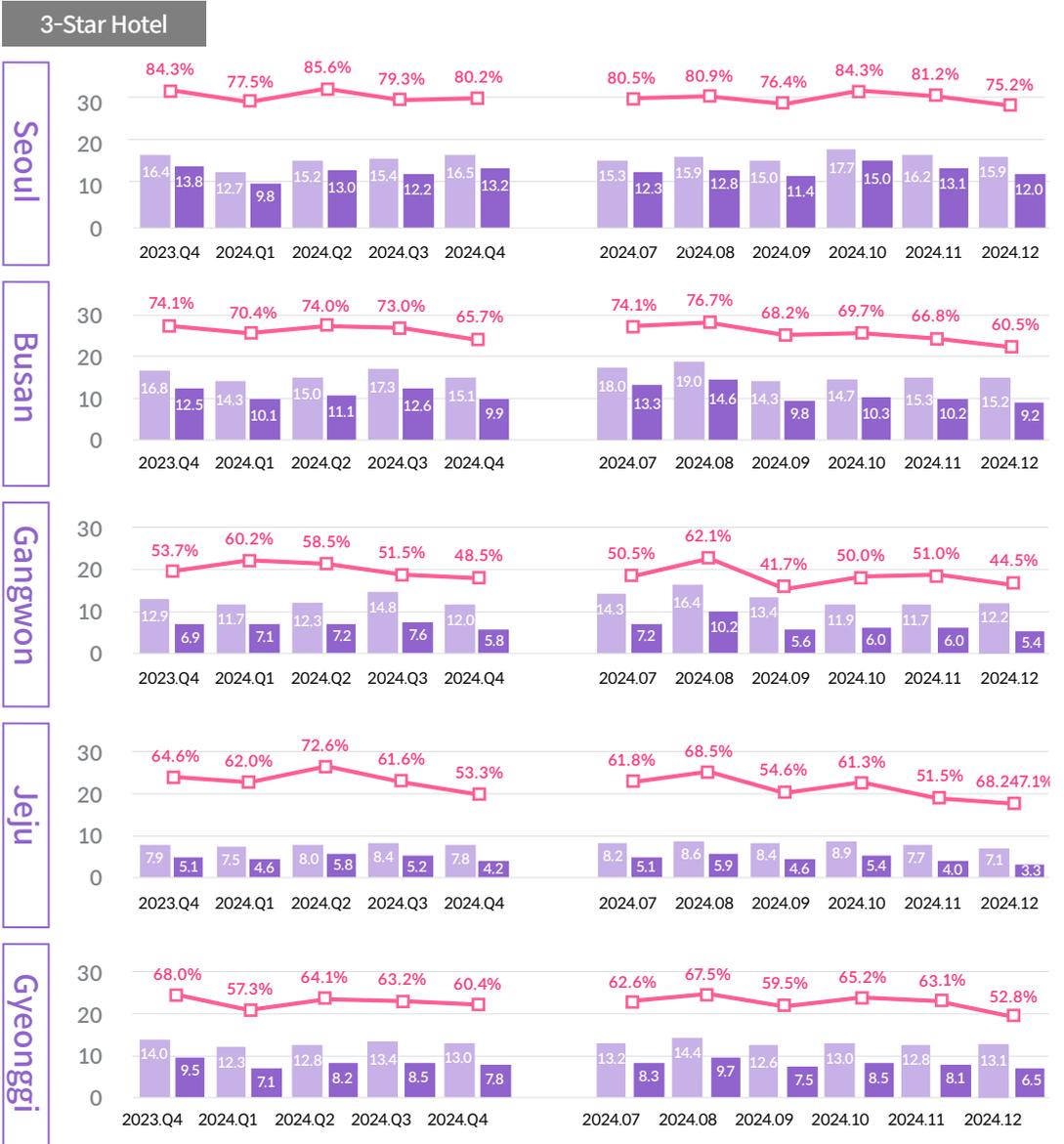
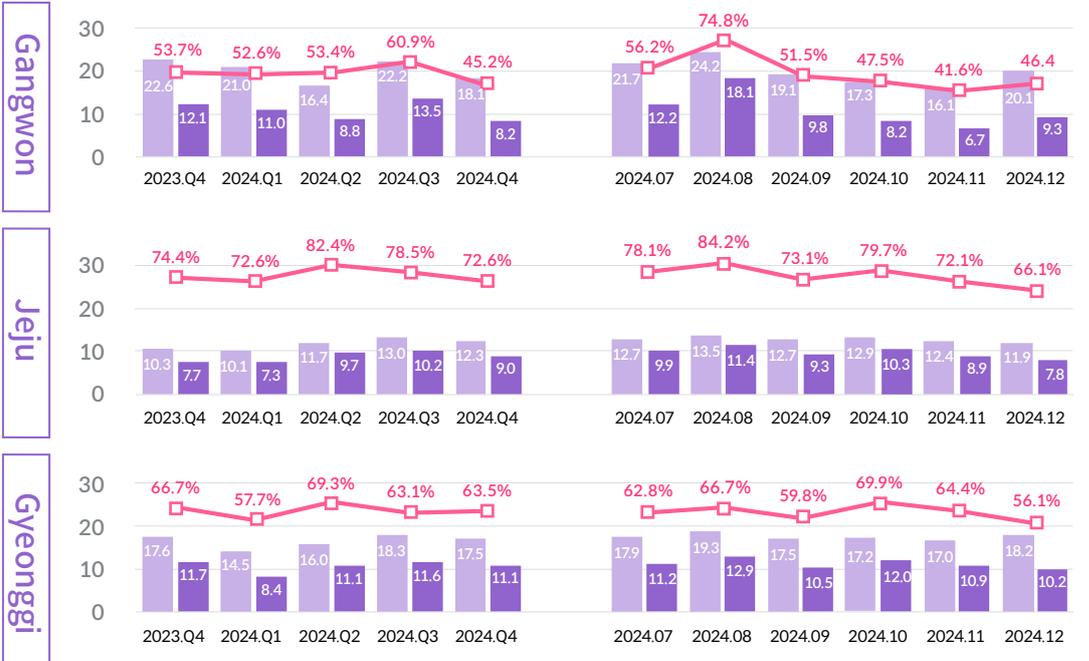
- 4-star hotels saw a decline in RevPAR across all regions except Seoul, with the nationwide average RevPAR dropping by 3.7%. The downturn was particularly pronounced in non-capital regions.
 - Gangwon recorded the steepest decline, with OCC falling 15.7 percentage points quarter-over-quarter and RevPAR plummeting 39.3%—the largest drop among all regions.
- 3-star hotels experienced a RevPAR decline in all regions except for Seoul and Chungcheong, with particularly sharp declines in Jeolla (-28.4%), Busan (-21.7%), and Gangwon (-23.8%).
- 1&2-star hotels saw RevPAR declines in all regions except Seoul, where it increased by 2%.

1~4 star hotel ADR/OCC/RevPAR trends

ADR(KRW: 10,000) RevPAR(KRW: 10,000) OCC(%)

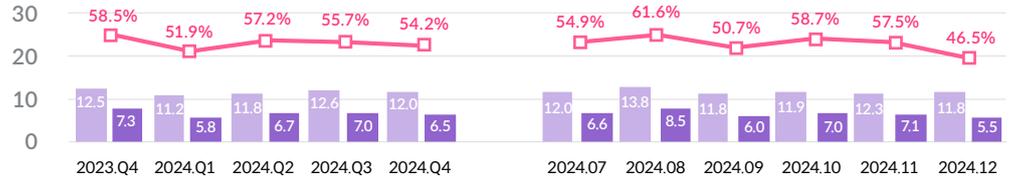


Hotel Operating Status by Region and Star Rating

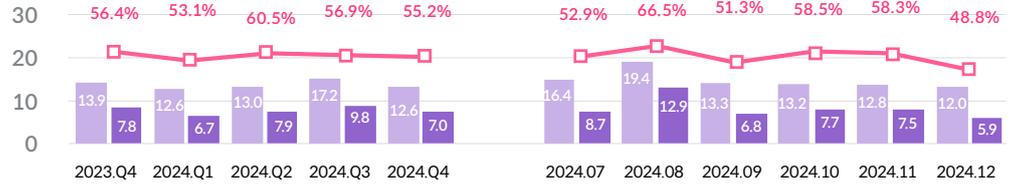


Hotel Operating Status by Region and Star Rating

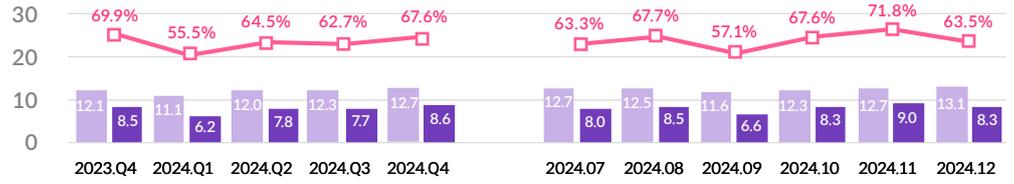
Gyeongsang



Jeolla

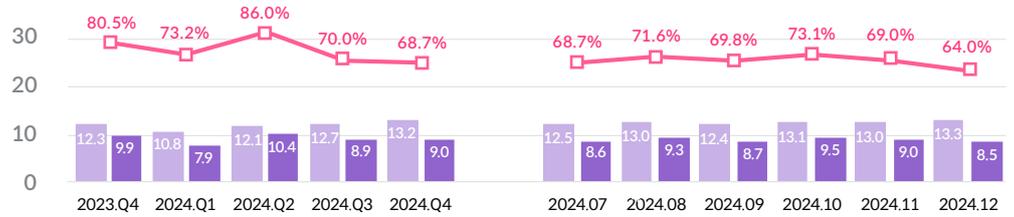


Chungcheong

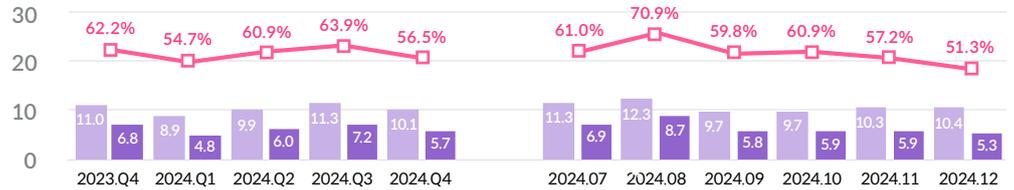


1&2-Star Hotel

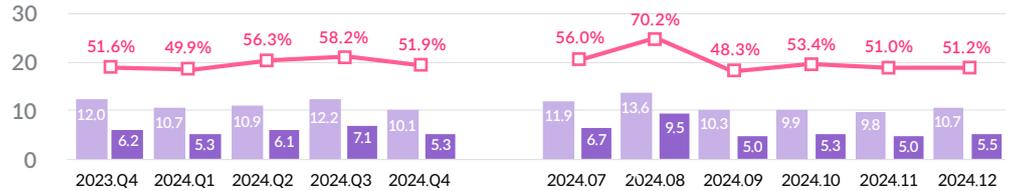
Seoul



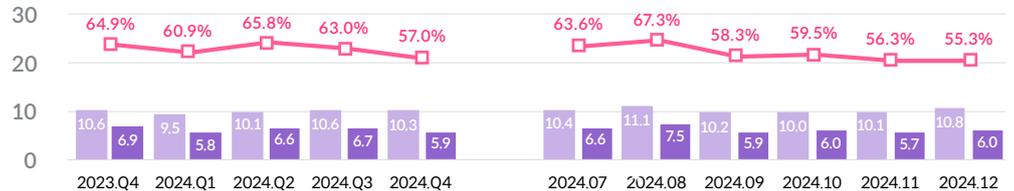
Busan



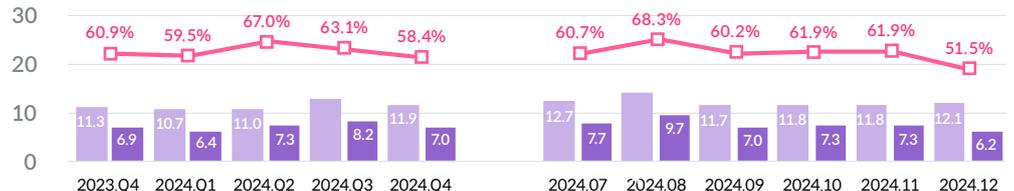
Gangwon



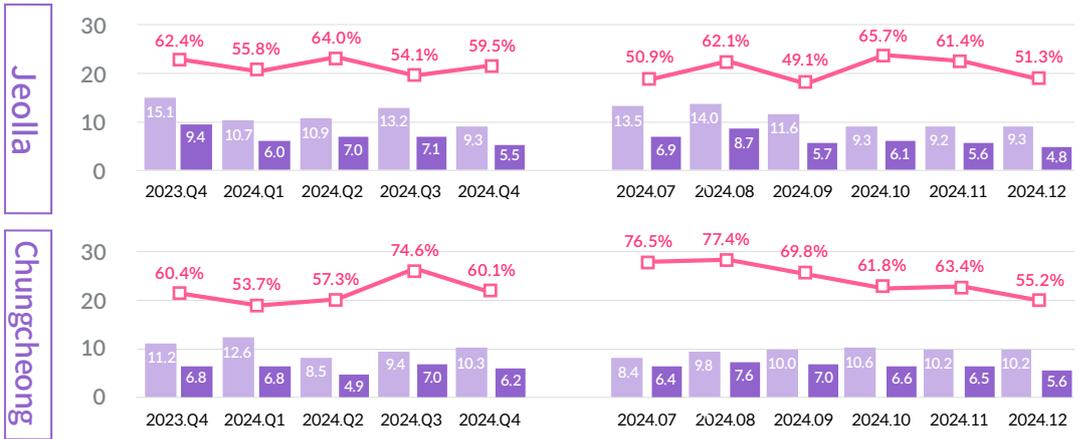
Gyeonggi



Gyeongsang



Hotel Operating Status by Region and Star Rating



*Source: Yanolja Platform, AirDNA, own survey results (refer to Appendix)

*Note 1: RevPAR change is calculated based on the raw data and may differ from the first decimal place reference value stated in the chart

** Note 2: Data calculated with less than 5 samples are not provided because statistical significance is deemed insufficient

*** Note 3: Gyeonggi: Gyeonggi-do/Incheon, Gyeongnam: Gyeongsangnam-do/Ulsan, Gyeongbuk: Gyeongsangbukdo/Daegu, Jeolla: Jeollanam-do/Jeollabuk-do/Gwangju, Chungcheong: Chungcheongnam-do/Chungcheongbuk-do/Daejeon/Sejong

2. Motel

Motel Operating Status by Region

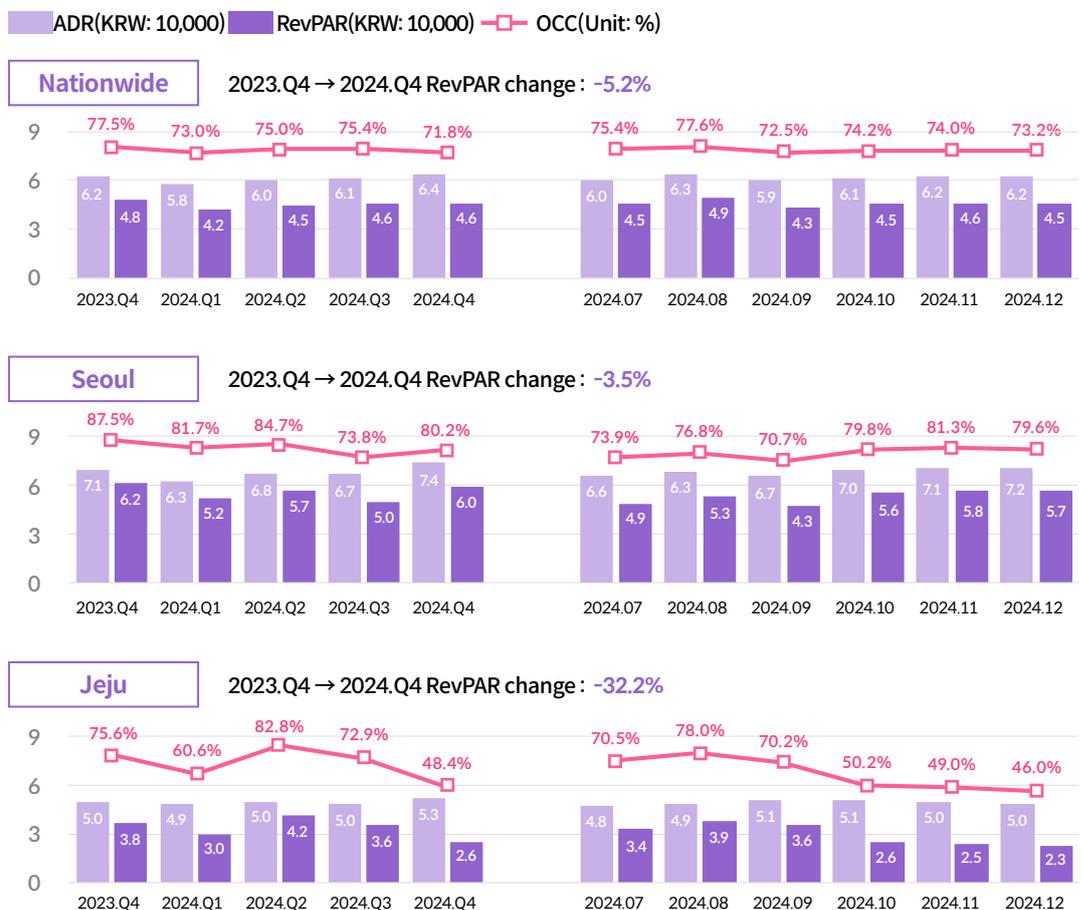
Compared to Q4 2023, motel RevPAR in Jeju, Gangwon, and Gyeongbuk dropped 10–30%, with Jeju seeing the steepest decline (-32.2%) due to a sharp OCC drop despite higher ADR

- The significant RevPAR decline in Jeju is partially attributed to a decrease in passenger arrivals at Jeju Airport in Q4 2024, which saw 128,000 fewer arrivals compared to the same period in 2023.
 - Number of domestic flights arriving at Jeju Airport: 19,897 (Q4 '23), 19,067(Q4 '24) (source: Korea Airports Corporation)
 - Number of domestic passengers arriving at Jeju Airport: 3.45m (Q4 '23), 3.32m (Q4 '24) (source: Korea Airports Corporation)
- Gyeongnam and Chungcheong saw RevPAR grow by 9.7% and 11.3% YoY, driven by ADR and OCC increases.
- Seoul and Gyeonggi saw RevPAR decline in Q4 due to lower ADR and OCC in December, while Busan and Jeolla had marginal gains.

Compared to Q3 2024, RevPAR for motels in Seoul, Gyeongnam, and Chungcheong rose by over 10%, while Jeju, Gangwon, and Gyeongbuk saw declines of 14% or more

- Jeju (-29.4%) recorded the largest drop, partly due to the end of the summer holiday and Chuseok travel peak, leading to 139,000 fewer domestic arrivals compared to the previous quarter.
 - Number of domestic flights arriving at Jeju Airport: 20,027(Q3 '24), 19,067(Q3 '24) (source: Korea Airports Corporation)
 - Number of domestic passengers arriving at Jeju Airport: 3.46m(Q3 '24), 3.32m(Q3 '24) (source: Korea Airports Corporation)
- The Seoul motel sector saw a significant RevPAR increase (+19.9%) quarter-over-quarter, driving overall growth in the capital region.

Motel ADR/OCC/RevPAR trends



Motel Operating Status by Region

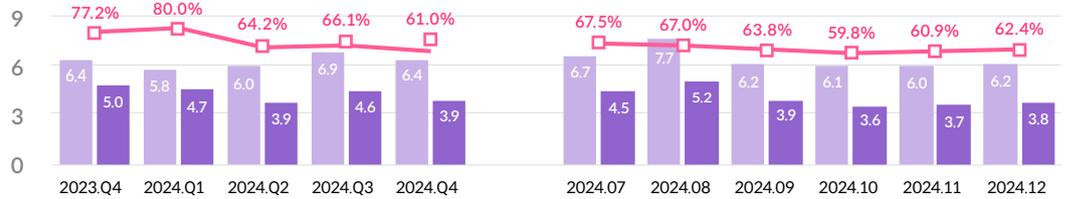
Busan

2023.Q4 → 2024.Q4 RevPAR change: **2.6%**



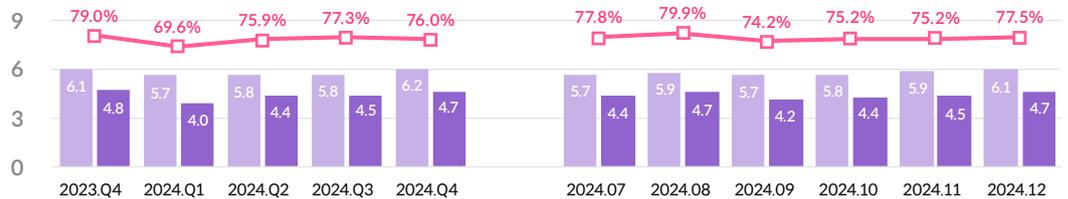
Gangwon

2023.Q4 → 2024.Q4 RevPAR change: **-21.0%**



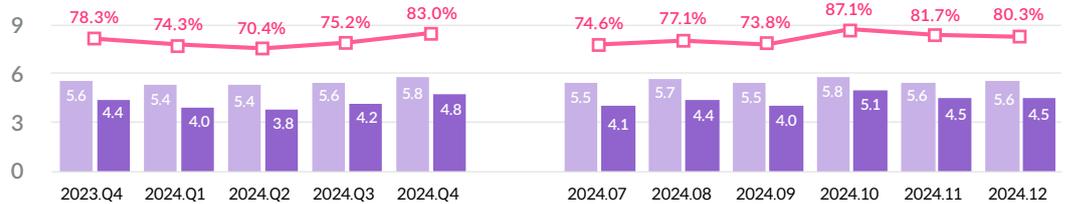
Gyeonggi

2023.Q4 → 2024.Q4 RevPAR change: **-2.4%**



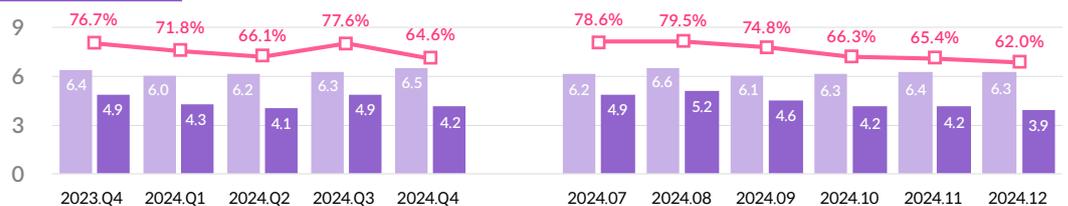
Gyeongnam

2023.Q4 → 2024.Q4 RevPAR change: **9.7%**



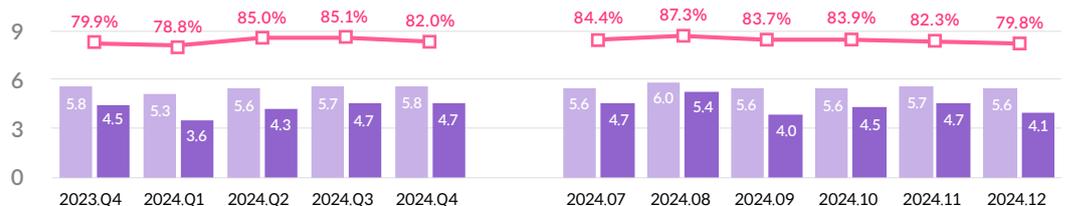
Gyeongbuk

2023.Q4 → 2024.Q4 RevPAR change: **-14.7%**

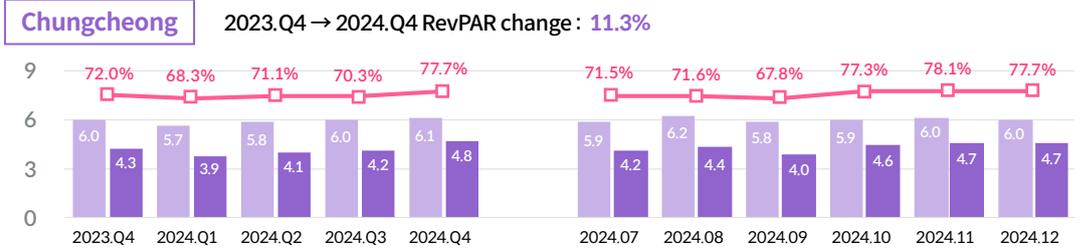


Jeolla

2023.Q4 → 2024.Q4 RevPAR change: **2.3%**



**Motel
Operating
Status by
Region**



*Source: Yanolja Platform, AirDNA, own survey results (refer to Appendix)

*Note 1: RevPAR change is calculated based on the raw data and may differ from the first decimal place reference value stated in the chart

** Note 2: Gyeonggi: Gyeonggi-do/Incheon, Gyeongnam: Gyeongsangnam-do/Ulsan, Gyeongbuk: Gyeongsangbukdo/Daegu, Jeolla: Jeollanam-do/Jeollabuk-do/Gwangju, Chungcheong: Chungcheongnam-do/Chungcheongbuk-do/Daejeon/Sejong

3. Pension

Pension Operating Status by Region

Pension sector performance generally weakened in Q4 2023

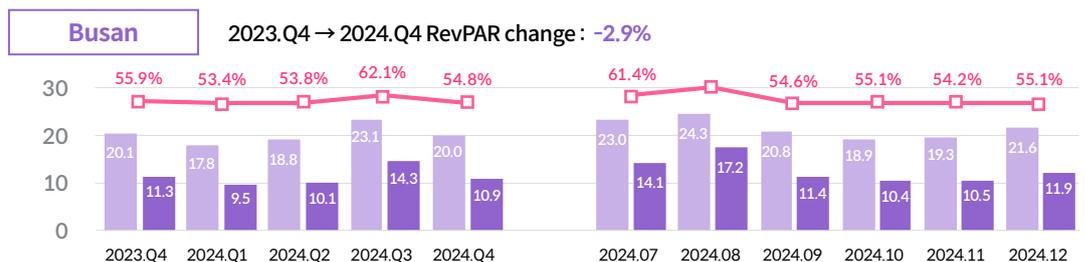
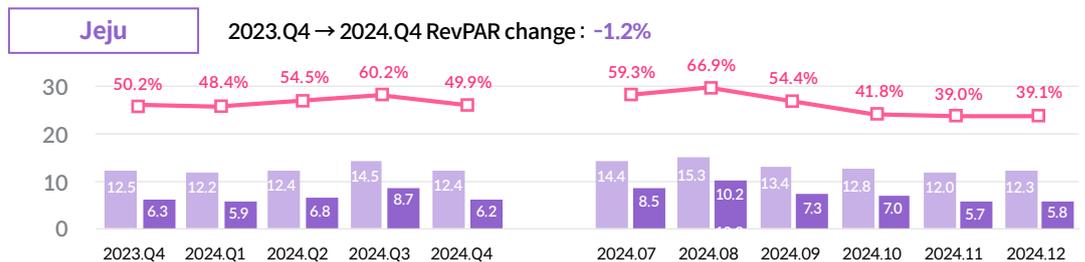
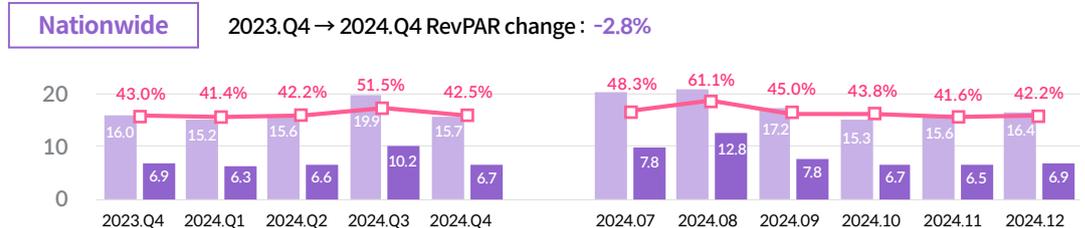
- With the decline in intra-bound tourism at the end of 2024, the nationwide ADR and RevPAR for pensions—primarily used by domestic travelers—fell 1.7% and 2.8% YoY, respectively. OCC also dropped from 43.0% to 42.5%, reflecting an overall market slowdown.
- Nationwide external visitor count: 722.6m in Q4 '23, 716m in Q4 '24 (source: Korea Tourism Organization)
- Jeolla was the hardest-hit region, with ADR down 1.8%, OCC falling 7.9%, and RevPAR dropping 9.5% YoY.
- Gyeongnam was the only region to see a slight RevPAR increase (+0.9%), as the OCC rise (+4.0%) offset the ADR decline (-2.9%).

RevPAR declined across all regions in Q4 due to cold weather

- Nationwide RevPAR for pensions fell 34.6% quarter-over-quarter, with ADR down 20.9% and OCC dropping 17.4%, reflecting slowed growth.
- All regions saw declines in ADR, OCC, and RevPAR, likely due to reduced demand for pensions in winter, as they are often linked to outdoor activities.
- Gangwon, the region with the highest concentration of pensions, saw OCC drop 20.5%, leading to a RevPAR decline of 38.3% from Q3.
- Gyeongnam recorded the sharpest RevPAR drop (-41%), falling from ₩94,000 in Q3 to ₩56,000 in Q4.

Pension ADR/OCC/RevPAR trends

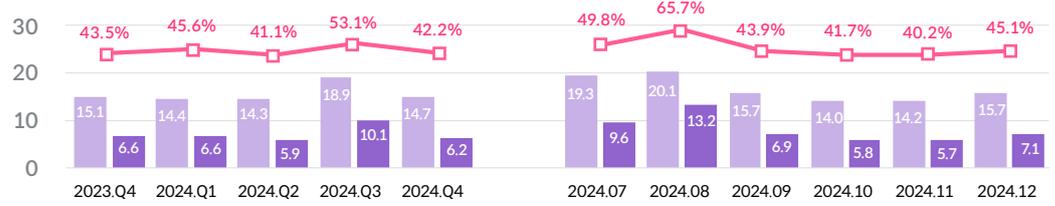
ADR(KRW: 10,000) RevPAR(KRW: 10,000) OCC(%)



Pension Operating Status by Region

Gangwon

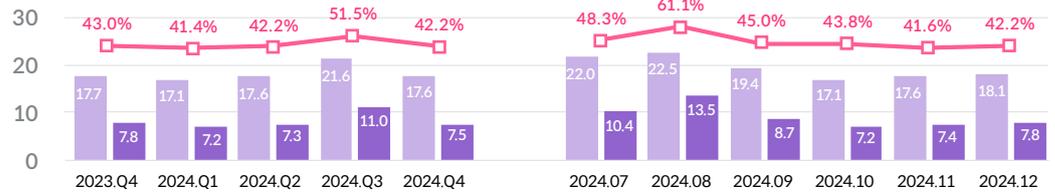
2023.Q4 → 2024.Q4 RevPAR change: **-5.5%**



ADR(KRW: 10,000) RevPAR(KRW: 10,000) OCC(%)

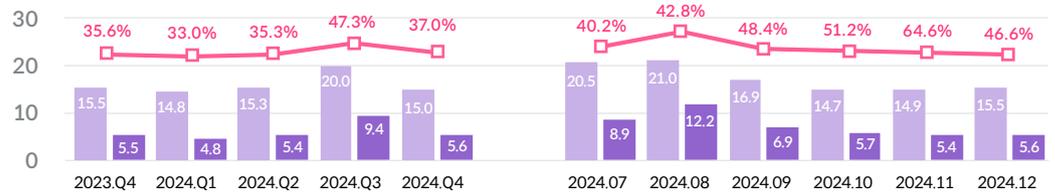
Gyeonggi

2023.Q4 → 2024.Q4 RevPAR change: **-3.9%**



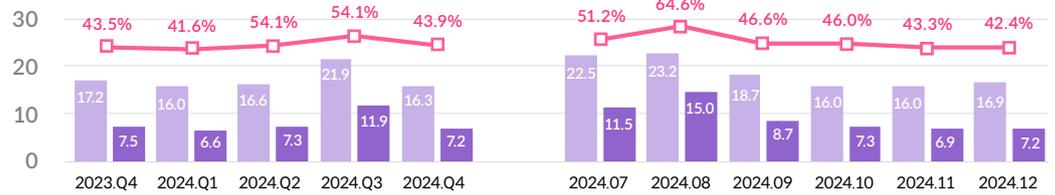
Gyeongnam

2023.Q4 → 2024.Q4 RevPAR change: **0.9%**



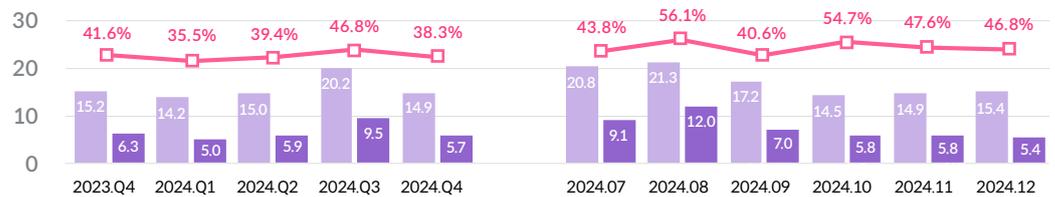
Gyeongbuk

2023.Q4 → 2024.Q4 RevPAR change: **-4.6%**



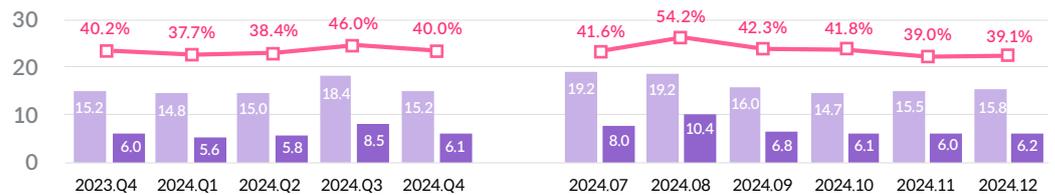
Jeolla

2023.Q4 → 2024.Q4 RevPAR change: **-9.5%**



Chungcheong

2023.Q4 → 2024.Q4 RevPAR change: **-0.1%**



*Source: Yanolja Platform (see Appendix)

*Note: Seoul is excluded from analysis due to an insufficient sample size (n < 20)

4. Vacation Rental

Vacation Rental Operating Status by Region

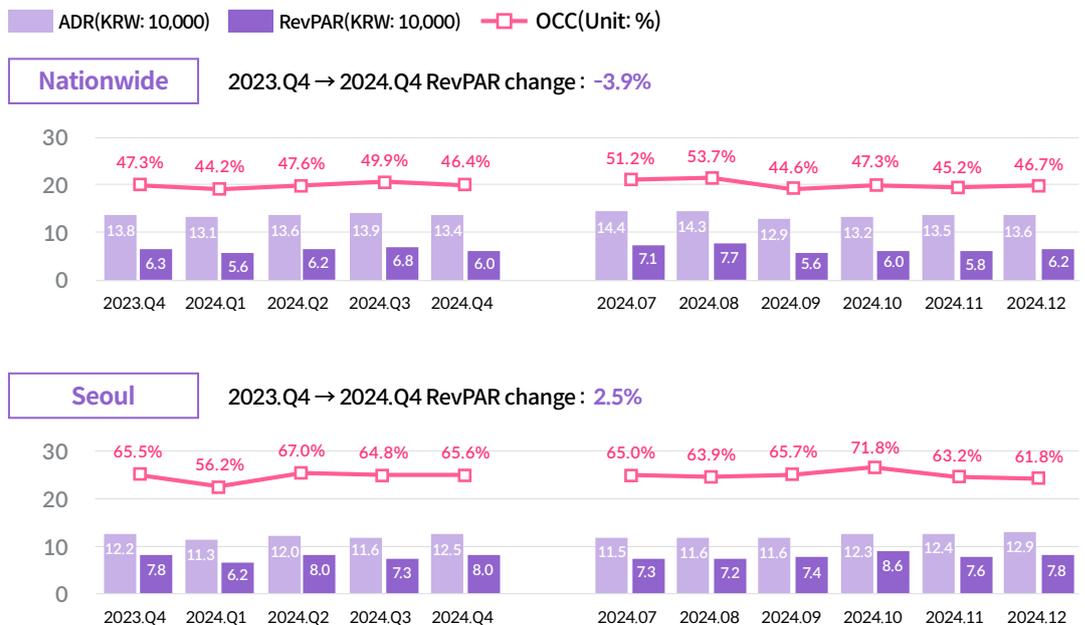
Mixed Performance in the Shared Accommodation Market Amid Nationwide Slowdown

- Despite an increase in foreign tourists, the shared accommodation sector—which has a higher share of foreign visitors than other lodging types—saw a nationwide ADR decline of 2.6% and a RevPAR drop of 3.9% YoY. OCC also fell from 47.3% to 46.4%, reflecting weaker demand.
 - Foreign tourist arrivals: 1.23m (Oct '23), 1.11m (Nov '23), 1.6m (Oct '24), 1.36m (Nov '24)
- Seoul showed resilience, with ADR (+2.6%) and RevPAR (+2.5%) rising YoY. Despite an increase in shared accommodation listings, OCC also grew, indicating strong demand.
- Gangwon and Jeolla were the hardest-hit regions, with Gangwon's ADR down 7.2%, OCC falling 2.2 percentage points, and RevPAR dropping 11.8% YoY. Jeolla recorded the steepest decline, with RevPAR falling 16.2%, the lowest performance nationwide.

RevPAR Declined Across All Shared Accommodations Except Seoul in Q4 2024

- Despite foreign tourist arrivals remaining stable compared to Q3, the shared accommodation market weakened, with nationwide RevPAR falling 11.7% QoQ.
 - Average monthly foreign tourist arrivals: 1.47m (Q3 '24), 1.48m (Q4 '24)
- Seoul was the only region to see RevPAR growth (+9.1%), driven by an 8.2% increase in ADR and a slight OCC uptick.
- Gangwon recorded the steepest drop (-31.5%), despite an increase of 16,000 foreign visitors per month (source: Gangwon Tourism Trends),
- Busan (-17.4%) and Jeju (-16.4%) also saw significant RevPAR declines, as the rise in foreign tourists failed to offset the market slowdown.

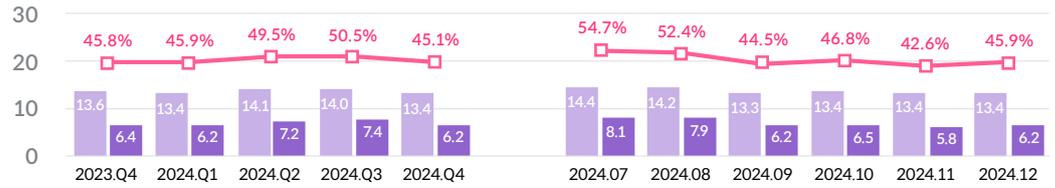
Vacation rental ADR/OCC/RevPAR trends



Vacation Rental Operating Status by Region

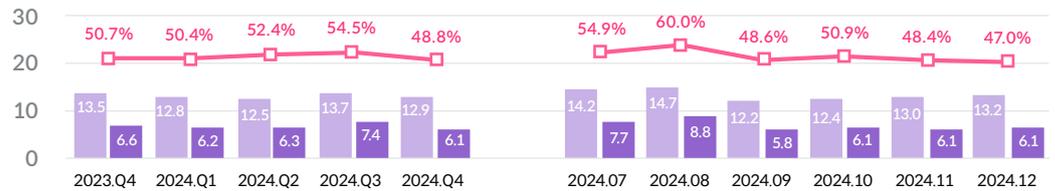
Jeju

2023.Q4 → 2024.Q4 RevPAR change : **-3.1%**



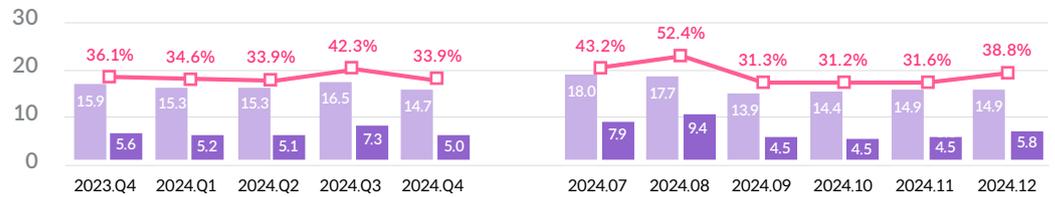
Busan

2023.Q4 → 2024.Q4 RevPAR change : **-7.6%**



Gangwon

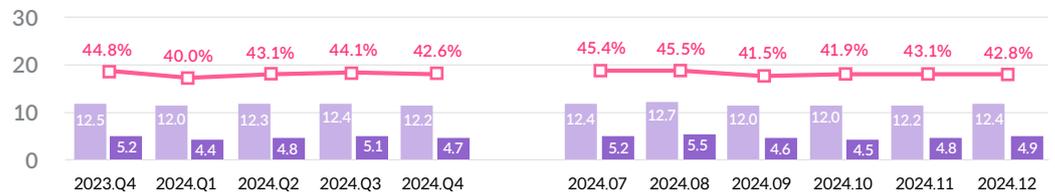
2023.Q4 → 2024.Q4 RevPAR change : **-11.8%**



ADR(KRW: 10,000) RevPAR(KRW: 10,000) OCC(Unit: %)

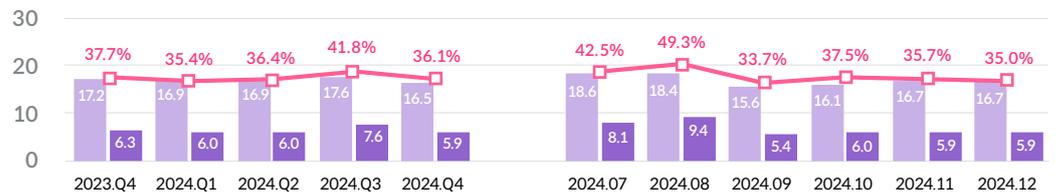
Gyeonggi

2023.Q4 → 2024.Q4 RevPAR change : **-8.1%**



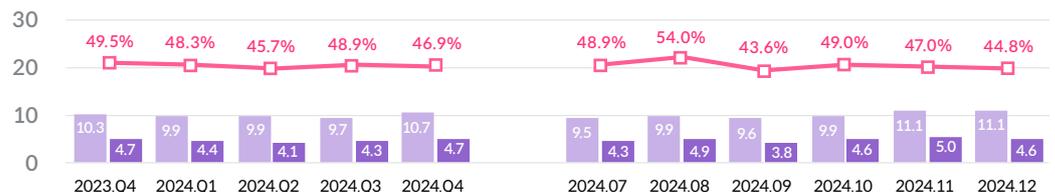
Gyeongnam

2023.Q4 → 2024.Q4 RevPAR change : **-6.4%**



Gyeongbuk

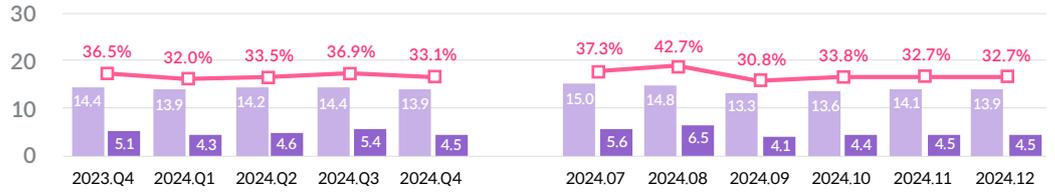
2023.Q4 → 2024.Q4 RevPAR change : **0.9%**



**Vacation Rental
Operating
Status by
Region**

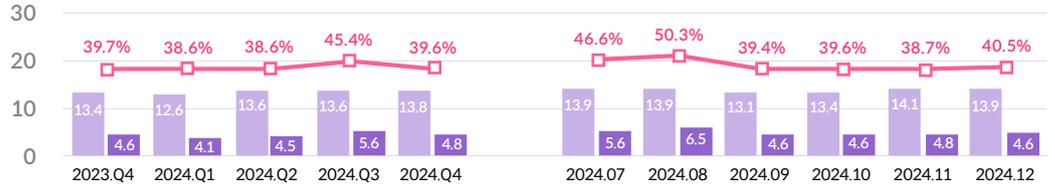
Jeolla

2023.Q4 → 2024.Q4 RevPAR change : **-12.5%**



Chungcheong

2023.Q4 → 2024.Q4 RevPAR change : **4.0%**



Issue. The Role of Regional Airports in Promoting Inbound Tourism

South Korea's inbound tourism industry has shown a rapid recovery and is growing again after the pandemic, but the recovery of tourism demand from the Asian market is still slow. In particular, most Asian tourists visiting Korea enter through the metropolitan area, which limits the revitalization of tourism in other regions. In this situation, it is emerging as an important task to expand inbound tourism demand by strengthening the role of regional airports and distribute the demand to various regions to revitalize local tourism.

Taiwan is a country that provides a good example of this regional airport revitalization strategy. The number of flights from Taiwan to Korea is evenly distributed compared to other countries, and it is characterized by a large proportion of entries to non-metropolitan areas. As a result, Taiwan has shown a rapid recovery in tourism to Korea, already exceeding the annual figure of 2019 based on January to November 2024, and has had a positive impact on the revitalization of local tourism.

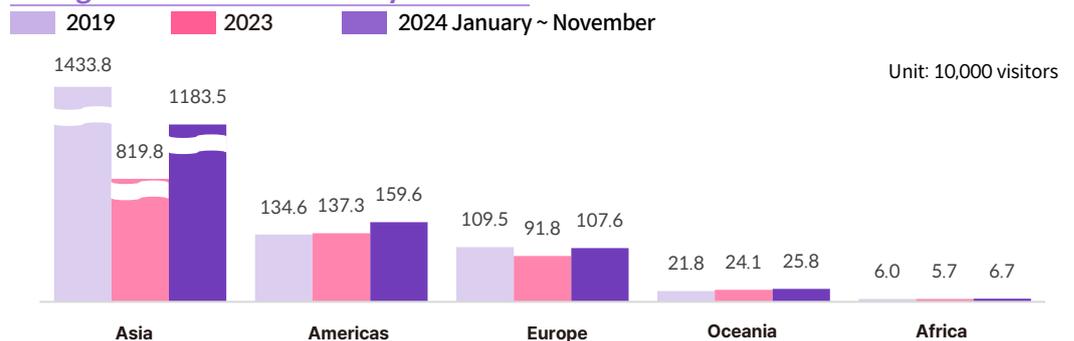
This article analyzes the cases of major neighboring countries visiting Korea (China, Japan, Taiwan, Hong Kong) through inbound tourism demand data and route-specific air supply data, and based on this, examines the importance of strengthening regional airports.

Inbound Tourist Demand Comparison by Continent

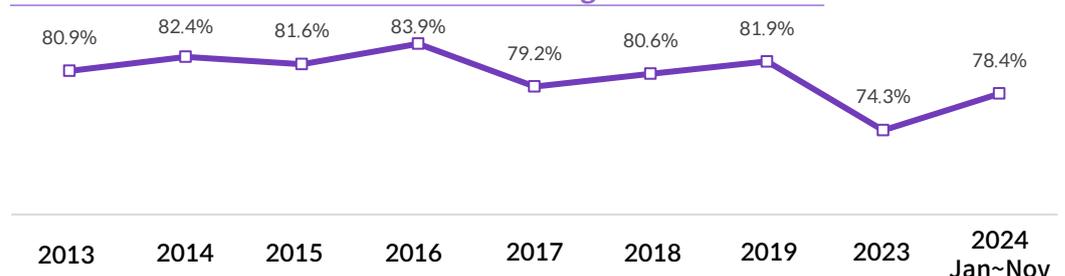
The slow recovery of the Asian market is emerging as a new challenge for the growth of inbound tourism

- In 2019, South Korea's inbound tourism demand reached an all-time high of 17.5 million visitors, but it sharply declined due to the impact of the pandemic.
- Since then, a rapid recovery has been observed, with the Americas, Europe, Oceania, and Africa markets showing growth close to or exceeding pre-pandemic levels.
 - Tourists visiting Korea from the Americas and Oceania exceeded pre-pandemic levels in 2023, with 1.373 million and 241,000 visitors respectively, and further increased to 1.596 million and 258,000 visitors in January-November 2024.
 - Europe also showed strong resilience in recovery, with the number of tourists visiting Korea from January to November 2024 reaching 98.3% of the annual level of 2019.
 - In the case of Africa, the number of tourists visiting Korea slightly decreased from 60,000 in 2019 to 57,000 in 2023, but it exceeded the annual level of 2019 with 67,000 visitors in January-November 2024.
- However, the recovery speed in the Asian market, which is the core base of South Korea's inbound tourism demand, is slow.
 - The number of tourists visiting Korea from Asia was 8.198 million in 2023 and 11.83 million in January-November 2024, remaining at 82.5% of the 2019 level.
 - As a result, the proportion of Asian tourists, which had maintained around 80% since 2013, decreased to 74.3% and 78.4% in 2023 and 2024, respectively, reducing their share in the overall inbound tourism market.

Changes in inbound tourists by continent



Inbound Tourism Demand to Korea: Percentage of Asian Tourists



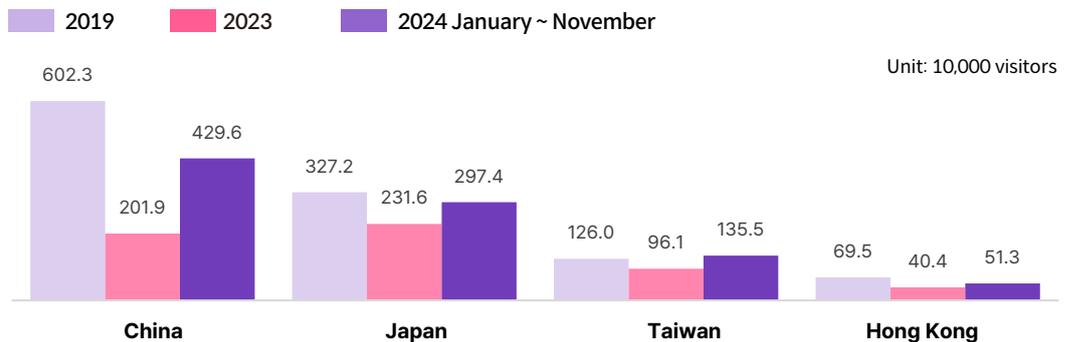
Source: Tourism Knowledge & Information System

Inbound Tourist Demand of Key Asian Countries

Inbound Tourism Demand Patterns by Major Asian Countries: Taiwan Shows Rapid Growth, While China, Japan, and Hong Kong Remain Stagnant

- China, Japan, Taiwan, and Hong Kong are major countries that account for a large portion of Asian tourists visiting Korea, and their shares generally maintain around 80%.
 - During the pandemic period, this share temporarily decreased, but it has since recovered to 70% and 77% in 2023 and 2024, respectively.
- It has been found that the tourism demand from China, Japan, and Hong Kong, which reached a peak in 2019, has not reached the 2019 level as of January to November 2024.
 - Tourists from China, Japan, and Hong Kong from January to November 2024 recorded 71.3%, 90.9%, and 73.8% of the annual level of 2019, respectively.
- On the other hand, Taiwan is showing a rapid recovery in tourism demand to Korea, and as of January to November 2024, it has already exceeded the annual level of 2019 by 7.5%, recording an all-time high.

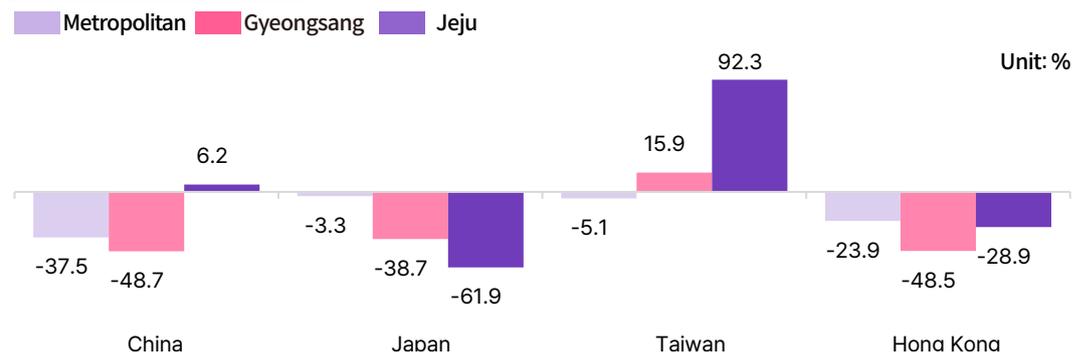
Changes in inbound tourists of China, Japan, Taiwan, Hong Kong



Taiwan tourists increasingly entering non-metropolitan areas; China recovering via Jeju, Japan and Hong Kong declining overall

- As of January–November 2024, while entries of Taiwanese tourists to the Seoul metropolitan area of Korea decreased by 5.1% compared to the annual level of 2019, entries to the Gyeongsang region increased by 15.9%, and entries to Jeju rose by 92.3%, showing an increase in entries to non-metropolitan areas.
- In the case of Chinese tourists, entries to the Seoul metropolitan area and the Gyeongsang region decreased by 37.5% and 48.7%, respectively, compared to 2019, but entries to Jeju increased by 6.2%. This is analyzed as the main factor being the cruise travel from China to Jeju, which was activated from the beginning of 2024.
- On the other hand, while entries of Japanese tourists to the Seoul metropolitan area decreased by only 3.3% compared to the annual level of 2019, entries to the Gyeongsang region and Jeju sharply decreased by 38.7% and 61.9%, respectively, showing that the entry pattern of Japanese tourists centered on the Seoul metropolitan area is strengthening.
- Entries of Hong Kong tourists decreased in all of the Seoul metropolitan area (23.9%), Gyeongsang region (48.5%), and Jeju (28.9%), showing a decrease in overall tourism demand to Korea.

Changes in regional inbound from China·Japan·Taiwan·Hong Kong (2019 vs 2024 Jan ~ Nov)



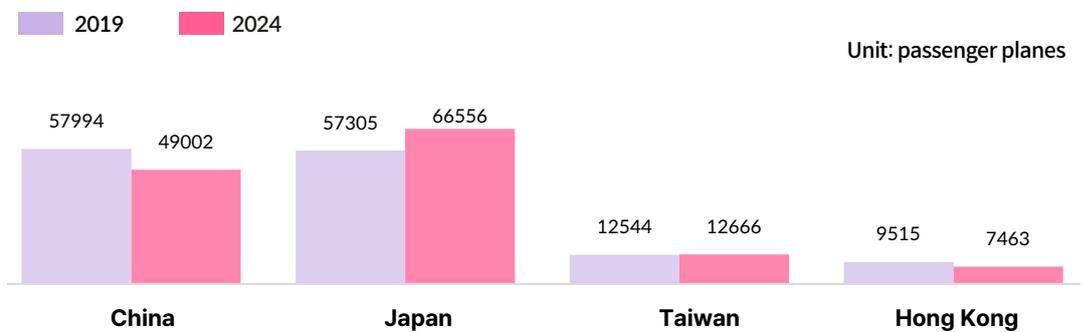
Source: Tourism Knowledge & Information System

**Inbound
Tourist
Demand of Key
Asian Countries**

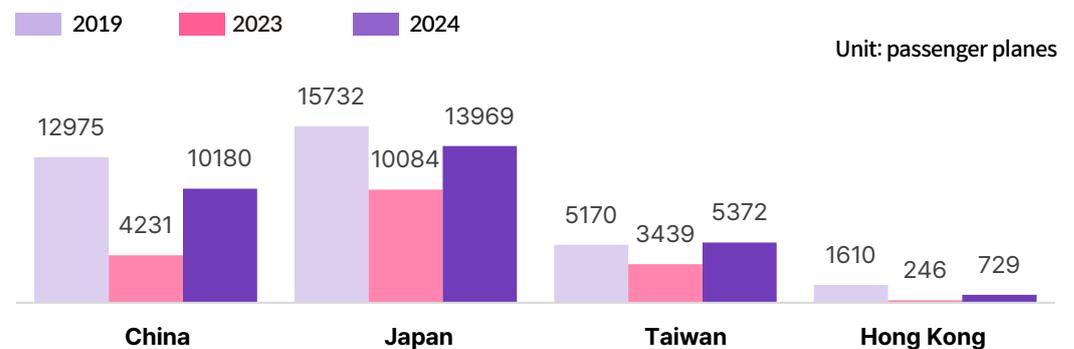
Taiwan's rapid inbound growth is attributed to the increase in non-metropolitan airport routes

- **Overall Flight Recovery:** As of 2024, flight capacity to Korea has recovered to 84.7% of 2019 levels. However, the recovery rate varies significantly by country: China (78.5%), Japan (88.8%), Taiwan (101.4%), and Hong Kong (45.3%). Taiwan is the only country exceeding pre-pandemic levels.
- **Regional Airport Focus:** Taiwan is unique in increasing flights to Korea's regional airports (Gimhae, Jeju, Cheongju, Daegu, Muan, Yangyang) compared to 2019.
 - Taiwan's flights to these airports increased from 5,170 in 2019 to 5,372 in 2024.
- **Other Countries' Declines:** Flights from China, Japan, and Hong Kong to Korea's regional airports have decreased compared to 2019.
 - China: 12,975 flights in 2019 to 10,180 in 2024.
 - Japan: 15,732 flights in 2019 to 13,969 in 2024.
 - Hong Kong: 1,610 flights in 2019 to 729 in 2024
- **Incheon Airport Dominance:** The majority of flights from China, Japan, and Hong Kong (69.2% - 90.2%) still arrive at Incheon Airport. Taiwan, however, sends only 45% of its flights to Incheon, distributing the remainder to regional airports.

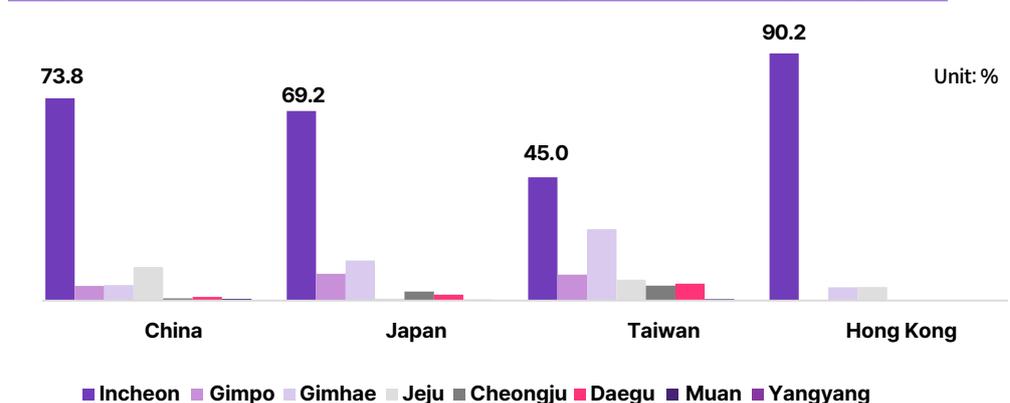
Changes in passenger planes from China · Japan · Taiwan · Hong Kong (2019 vs 2024)



Changes in passenger planes to non-metropolitan airports from China · Japan · Taiwan · Hong Kong



Proportion of arrival airports from China · Japan · Taiwan · Hong Kong (2024)



Source: Korea Airports Corporation

Taiwan flights to Korea are more regionally distributed than those from China, Japan, or Hong Kong

- In 2024, 60% to 90% of flights from China, Japan, and Hong Kong to Korea arrived at Incheon Airport, indicating a concentration of supply in the metropolitan area. In contrast, Taiwan's share was only 45%, showing a relatively high share for regional airports.
- To analyze the distribution of air supply by domestic airport for flights departing from China, Japan, Hong Kong, and Taiwan and entering Korea, the Herfindahl-Hirschman Index (HHI) was used.

Herfindahl-Hirschman Index (HHI)

The Herfindahl-Hirschman Index (HHI) measures how concentrated a resource (like market share or, in this case, flight distribution) is. Calculated by summing the squares of each share, the HHI helps analyze how evenly flights from a given country to Korea are distributed across Korean airports, revealing whether they're spread out or concentrated at one location.

$$HHI = \sum_{i=1}^N (s_i)^2,$$

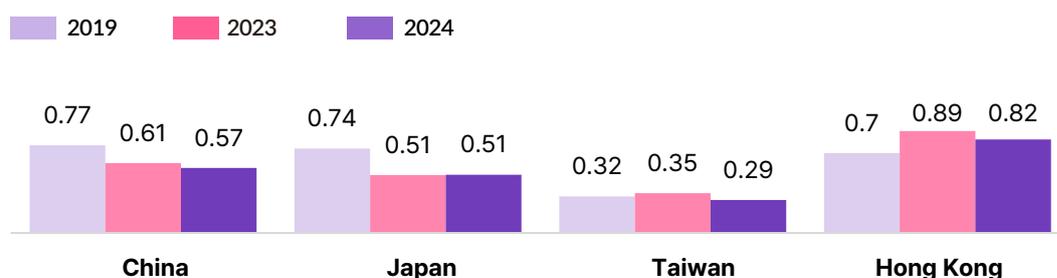
N : Korea's Major Airports: Incheon, Gimpo, Gimhae, Jeju, Cheongju, Daegu, Muan, Yangyang)

s_i : The proportion of flights arriving at airport i out of all flights departing from a given country

- Low HHI: A low HHI value indicates an even distribution, meaning that flights from that country to Korea are evenly distributed across multiple airports.
- High HHI: A high HHI value indicates a high concentration on a small number of items, meaning that flights from that country to Korea are concentrated at specific airports, with only a small number of flights arriving at the remaining airports.

- Taiwan's HHI value is lower than those of China, Japan, and Hong Kong, indicating a more even distribution of flights to Korea compared to other countries.
 - While the concentration of air supply from China, Japan, and Hong Kong has somewhat eased over time, there is still a tendency for it to be concentrated at metropolitan airports.
 - On the other hand, Taiwan's relatively low and decreasing HHI value suggests that flights from Taiwan are evenly distributed among various airports in Korea.

Changes in airport supply concentration from China · Japan · Taiwan · Hong Kong



Developing regional airports can be a key strategy for increasing tourism from China, Japan, and Hong Kong, and for stimulating growth in local areas

- Taiwan's tourism demand to Korea is growing, centered on entries to non-metropolitan areas. This demonstrates that strengthening accessibility and increasing flight supply using non-metropolitan airports can increase regional tourism demand.
 - As of January-November 2024, Taiwan has already exceeded the annual number of inbound tourists in 2019.
 - While the number of Taiwanese tourists visiting the metropolitan area decreased by 5.1% compared to 2019, the number of tourists entering Jeju and the Gyeongsang region increased by 15.9% and 92.3%, respectively, contributing to the revitalization of regional tourism.
- Based on the case of Taiwan, by increasing the supply of flights to regional airports and strengthening accessibility, it is possible to attract more Japanese, Chinese, and Hong Kong tourists and distribute them to various regions of Korea.

Appendix 01. Data Acquisition & Analysis

1. Purpose

- To comprehensively analyze the current and future economic conditions of the domestic lodging industry and provide market information to various stakeholders, the report identifies key indicators of the lodging industry, such as ADR, OCC, and RevPAR, for the hotel, motel, pension, and vacation rental categories.

2. Methods of Data Acquisition & Analysis Methods

- Data Sources : Survey, Yanolja Platform Data, AirDNA Data
- Lodging Industry Trends Survey
 - Subject : 151 hotels, 250 hotels (*Sample size was determined by considering all requirements such as budget and time constraints)
 - Period : October 2, 2024 ~ Oct 17, 2024
 - Contents

Category	Content
Basic information	Company name, location, number of rooms, business period, availability of facilities, etc.
Occupancy rate	Occupancy rate of July, August, September of 2024
Lodging Business Outlook Index	OCC : outlook for 2025 Q1 compared to 2024 Q4 ADR : outlook for 2025 Q1 compared to 2024 Q4

- Lodging Business Outlook Index
 - Based on the Bank of Korea's Customer Sentiment Index calculation method, but using a 3-point scale

$$\text{Lodging Business Outlook Index} = \left[\frac{(\# \text{ of response to improving} \times 0.5 - \# \text{ of response to worsening} \times 0.5)}{\# \text{ of total valid responses}} \times 100 \right] + 100$$

※ $50 \leq \text{Business Outlook Index} \leq 150$; index above 100 indicates more business have a positive outlook for the next quarter compared to current quarter, while an index below 100 suggests more businesses expect a decline.

- Methods for Calculating Key Indicators
 - ADR = Total amount of transactions by the company in the month(quarter) \div Total number of bookings by the company in the month(quarter)
 - OCC
 - 1) Hotel : Use of Yanolja internal data and survey results
 - 2) Motel : Use survey results
 - 3) Pension : Use of Yanolja internal data,

$$\text{OCC} = 1 - (\text{Number of rooms remaining as of check-in data} \div \text{Total numbers of rooms})$$

$$\text{RevPAR} = \text{ADR} \times \text{OCC}$$

Appendix 02. Lodging Industry Trends Data

※ Statistical data is not provided if the sample size is less than 5, as it is deemed insufficient to ensure the reliability of statistical analysis.

1. Hotel/Resort All

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	144,653	159,054	136,601	118,976	167,469	143,587	171,082	136,531	113,120	139,171
	2024.Q1	129,473	153,835	122,945	109,158	159,813	121,479	136,402	122,118	110,431	140,828
	2024.Q2	139,127	149,456	128,160	112,389	161,652	134,897	162,702	129,150	127,953	139,405
	2024.Q3	160,349	197,360	141,446	137,707	179,698	157,442	172,015	159,539	135,990	160,747
	2024.Q4	142,073	152,768	127,492	120,832	162,979	136,660	176,120	128,206	120,081	151,517
	2024.01	126,571	159,375	124,094	107,616	154,462	116,736	128,729	119,179	103,806	139,694
	2024.02	131,587	157,662	127,818	111,145	161,607	118,909	133,425	126,069	113,769	150,217
	2024.03	130,238	140,947	116,293	108,595	163,055	129,962	150,102	120,590	114,502	131,416
	2024.04	135,146	138,767	126,575	109,157	164,284	130,085	163,149	121,167	124,612	132,410
	2024.05	139,748	149,383	129,109	111,924	160,703	136,640	160,106	134,091	129,515	141,147
	2024.06	141,980	157,354	128,669	115,471	160,018	137,386	164,820	130,948	129,790	143,676
	2024.07	158,066	199,409	137,276	133,537	178,737	156,721	167,492	156,393	133,873	159,949
	2024.08	172,614	215,163	151,244	150,518	193,674	174,499	178,965	177,263	142,220	163,875
2024.09	146,092	166,455	133,693	125,400	161,881	132,836	168,686	137,076	129,841	157,935	
2024.10	143,888	149,630	128,315	124,716	164,765	138,596	182,669	129,916	130,246	153,154	
2024.11	137,529	142,353	121,598	115,951	163,244	134,575	171,083	126,906	116,598	148,069	
2024.12	144,287	163,331	131,740	121,598	160,980	136,799	175,853	127,880	114,259	153,215	
OCC	2023.Q4	67.50%	52.90%	66.10%	54.80%	62.90%	67.80%	82.70%	61.00%	66.10%	64.40%
	2024.Q1	62.75%	51.58%	58.77%	52.57%	55.97%	61.06%	75.67%	55.53%	65.52%	55.80%
	2024.Q2	70.40%	54.11%	66.14%	57.09%	63.53%	68.08%	85.14%	62.99%	75.11%	62.49%
	2024.Q3	64.23%	56.17%	58.49%	57.37%	62.38%	69.19%	74.98%	54.21%	67.71%	66.33%
	2024.Q4	61.97%	48.39%	59.70%	55.41%	59.17%	62.24%	76.29%	56.24%	59.92%	63.27%
	2024.01	61.02%	55.90%	55.64%	50.46%	53.54%	57.21%	70.30%	53.69%	67.41%	53.06%
	2024.02	64.37%	45.55%	62.07%	54.11%	56.65%	62.41%	81.78%	55.99%	65.60%	57.35%
	2024.03	62.83%	53.70%	58.57%	53.15%	57.84%	63.63%	74.90%	56.86%	63.48%	56.99%
	2024.04	70.15%	50.52%	66.21%	57.42%	61.62%	66.37%	87.02%	61.97%	74.97%	60.79%
	2024.05	70.51%	53.23%	66.86%	55.96%	65.42%	68.83%	83.93%	65.00%	76.40%	61.39%
	2024.06	70.53%	58.39%	65.36%	57.91%	63.47%	69.00%	84.47%	62.00%	73.95%	65.28%
	2024.07	63.35%	54.12%	58.39%	56.68%	60.44%	68.25%	76.40%	50.38%	68.05%	67.95%
	2024.08	70.45%	67.72%	62.12%	61.61%	69.47%	75.89%	76.78%	61.66%	74.47%	70.78%
2024.09	58.89%	46.68%	54.95%	53.81%	57.23%	63.43%	71.77%	50.57%	60.60%	60.26%	
2024.10	66.71%	50.81%	64.13%	59.25%	65.26%	66.23%	80.71%	61.02%	67.49%	64.76%	
2024.11	62.63%	48.13%	60.64%	57.55%	62.46%	62.85%	77.18%	58.56%	58.49%	66.65%	
2024.12	56.58%	46.22%	54.34%	49.44%	49.79%	57.63%	70.97%	49.13%	53.77%	58.40%	
RevPAR	2023.Q4	97,641	84,140	90,293	65,199	105,338	97,352	141,485	83,284	74,772	89,626
	2024.Q1	81,240	79,349	72,257	57,390	89,454	74,179	103,219	67,806	72,350	78,582
	2024.Q2	97,941	80,873	84,771	64,164	102,697	91,832	138,521	81,350	96,102	87,108
	2024.Q3	102,991	110,862	82,728	78,999	112,099	108,936	128,982	86,481	92,075	106,620
	2024.Q4	88,048	73,919	76,117	66,958	96,435	85,054	134,360	72,098	71,952	95,865
	2024.01	77,237	89,095	69,049	54,305	82,699	66,783	90,493	63,989	69,981	74,124
	2024.02	84,707	71,821	79,336	60,140	91,548	74,206	109,117	70,582	74,633	86,144
	2024.03	81,823	75,685	68,107	57,722	94,305	82,698	112,427	68,565	72,690	74,896
	2024.04	94,805	70,105	83,808	62,681	101,228	86,337	141,970	75,083	93,422	80,486
	2024.05	98,541	79,509	86,320	62,628	105,133	94,055	134,381	87,156	98,951	86,654
	2024.06	100,131	91,880	84,102	66,864	101,564	94,796	139,231	81,192	95,980	93,788
	2024.07	100,130	107,921	80,161	75,685	108,026	106,968	127,961	78,798	91,099	108,679
	2024.08	121,611	145,702	93,955	92,735	134,554	132,435	137,415	109,304	105,911	115,992
2024.09	86,033	77,700	73,460	67,484	92,647	84,252	121,061	69,324	78,687	95,167	
2024.10	95,993	76,020	82,291	73,890	107,521	91,792	147,438	79,274	87,906	99,178	
2024.11	86,131	68,518	73,736	66,731	101,965	84,584	132,041	74,316	68,199	98,688	
2024.12	81,637	75,492	71,586	60,123	80,155	78,835	124,811	62,826	61,442	89,481	

1-1. Hotel: Nationwide by star rating

(Unit: KRW, %)

Index	Date	5 Star	4 Star	3 Star	1&2 Star	Resort
ADR	2023.Q4	280,938	182,931	146,938	117,342	254,056
	2024.Q1	253,517	151,020	121,966	102,384	250,705
	2024.Q2	273,244	167,622	135,100	111,092	239,697
	2024.Q3	295,802	183,554	141,104	119,886	286,396
	2024.Q4	256,085	179,927	140,003	116,837	237,128
	2024.01	256,549	147,426	117,831	99,239	251,595
	2024.02	262,715	150,797	119,821	100,736	265,329
	2024.03	240,404	155,790	129,914	107,649	225,507
	2024.04	267,564	163,886	133,739	108,084	232,918
	2024.05	278,621	168,816	135,553	112,475	239,883
	2024.06	274,597	169,611	135,791	112,401	243,824
	2024.07	299,587	180,066	138,132	118,551	288,417
	2024.08	311,383	193,533	149,365	126,805	303,708
2024.09	271,345	174,057	133,991	112,276	260,627	
2024.10	268,585	184,162	142,900	113,780	234,911	
2024.11	248,826	174,555	139,035	116,443	223,872	
2024.12	252,198	180,921	138,645	119,617	249,339	
OCC	2023.Q4	67.30%	69.90%	70.00%	66.40%	52.00%
	2024.Q1	63.43%	64.30%	64.99%	61.40%	50.43%
	2024.Q2	69.50%	72.73%	71.77%	69.72%	57.94%
	2024.Q3	59.67%	68.00%	64.93%	65.17%	55.49%
	2024.Q4	51.23%	66.81%	63.96%	59.90%	46.17%
	2024.01	62.45%	62.63%	62.92%	58.60%	53.9%
	2024.02	65.30%	65.55%	67.42%	63.75%	46.5%
	2024.03	62.55%	64.71%	64.62%	61.81%	51.1%
	2024.04	68.14%	72.08%	71.85%	69.95%	55.53%
	2024.05	70.54%	73.06%	71.78%	69.72%	58.23%
	2024.06	69.83%	73.05%	71.69%	69.51%	60.01%
	2024.07	58.08%	67.55%	64.77%	64.03%	54.52%
	2024.08	66.51%	73.91%	70.25%	70.72%	64.19%
2024.09	54.41%	62.55%	59.79%	60.75%	47.74%	
2024.10	55.23%	72.41%	68.36%	63.93%	53.23%	
2024.11	49.84%	67.21%	65.28%	60.51%	44.76%	
2024.12	48.63%	60.83%	58.24%	55.27%	40.52%	
RevPAR	2023.Q4	189,071	127,869	102,857	77,915	132,109
	2024.Q1	160,812	97,101	79,265	62,859	126,437
	2024.Q2	189,911	121,913	96,965	77,455	138,880
	2024.Q3	176,492	124,824	91,624	78,128	158,909
	2024.Q4	131,204	120,218	89,546	69,989	109,480
	2024.01	160,212	92,333	74,136	58,155	135,592
	2024.02	171,551	98,853	80,779	64,221	123,475
	2024.03	150,369	100,810	83,947	66,533	115,231
	2024.04	182,323	118,133	96,093	75,600	129,335
	2024.05	196,527	123,341	97,301	78,414	139,689
	2024.06	191,750	123,893	97,345	78,127	146,311
	2024.07	174,003	121,641	89,465	75,911	157,257
	2024.08	207,088	143,038	104,922	89,679	194,947
2024.09	147,638	108,873	80,111	68,210	124,435	
2024.10	148,350	133,347	97,682	72,743	125,041	
2024.11	124,026	117,320	90,767	70,461	100,208	
2024.12	122,631	110,048	80,745	66,108	101,024	

1-2. 4-Star Hotel

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	182,931	225,783	176,123	-	213,215	156,154	203,842	187,006	102,983	-
	2024.Q1	151,020	209,945	144,735	-	192,971	138,058	150,098	154,811	101,034	-
	2024.Q2	167,622	164,350	160,109	-	195,797	159,295	189,207	164,400	117,459	-
	2024.Q3	183,554	221,557	183,416	-	218,953	164,044	197,449	187,785	130,107	-
	2024.Q4	179,927	181,010	175,343	-	195,418	153,257	212,768	164,631	123,435	-
	2024.01	147,426	216,246	138,646	-	184,010	135,126	144,639	150,010	97,542	-
	2024.02	150,797	207,240	148,494	-	178,219	136,702	144,496	150,972	102,684	-
	2024.03	155,790	201,647	147,130	-	215,110	142,882	164,820	164,991	103,645	-
	2024.04	163,886	159,890	152,868	-	196,867	145,752	190,194	156,708	117,077	-
	2024.05	168,816	162,010	160,744	-	206,301	167,402	188,912	169,379	117,307	-
	2024.06	169,611	170,562	165,836	-	185,873	163,315	188,683	165,811	117,944	-
	2024.07	180,066	217,200	178,720	-	217,564	162,764	192,696	186,125	127,055	-
	2024.08	193,533	242,357	193,158	-	226,975	174,901	205,982	205,492	135,174	-
2024.09	174,057	190,630	174,984	-	208,334	148,752	192,261	166,790	126,921	-	
2024.10	184,162	173,451	172,060	-	203,625	158,040	226,504	171,553	129,309	-	
2024.11	174,555	160,641	169,672	-	196,117	151,324	205,964	161,473	123,754	-	
2024.12	180,921	200,780	181,754	-	187,628	151,656	209,704	162,051	118,671	-	
OCC	2023.Q4	69.90%	53.70%	66.70%	-	62.60%	65.50%	82.80%	65.50%	74.40%	-
	2024.Q1	64.30%	52.63%	57.72%	-	51.89%	52.97%	75.35%	58.73%	72.61%	-
	2024.Q2	72.73%	53.35%	69.25%	-	59.14%	68.26%	83.39%	64.86%	82.38%	-
	2024.Q3	68.00%	60.85%	63.08%	-	64.47%	72.88%	80.88%	54.17%	78.46%	-
	2024.Q4	66.81%	45.18%	63.46%	-	62.71%	66.79%	81.00%	54.14%	72.64%	-
	2024.01	62.63%	58.17%	55.50%	-	50.25%	46.02%	70.71%	53.35%	74.51%	-
	2024.02	65.55%	42.65%	59.96%	-	52.99%	55.60%	80.16%	59.80%	72.73%	-
	2024.03	64.71%	57.06%	57.61%	-	52.42%	57.30%	75.18%	63.05%	70.54%	-
	2024.04	72.08%	48.10%	68.69%	-	56.23%	66.31%	84.80%	64.38%	83.05%	-
	2024.05	73.06%	53.29%	69.55%	-	60.51%	70.71%	81.99%	66.74%	82.72%	-
	2024.06	73.05%	58.66%	69.52%	-	60.67%	67.77%	83.36%	63.46%	81.38%	-
	2024.07	67.55%	56.25%	62.77%	-	65.89%	71.48%	82.01%	52.27%	78.07%	-
	2024.08	73.91%	74.77%	66.70%	-	70.31%	81.35%	83.49%	59.57%	84.25%	-
2024.09	62.55%	51.53%	59.78%	-	57.21%	65.81%	77.14%	50.65%	73.06%	-	
2024.10	72.41%	47.45%	69.89%	-	70.92%	69.98%	86.76%	59.46%	79.65%	-	
2024.11	67.21%	41.65%	64.41%	-	63.55%	66.43%	83.12%	55.81%	72.11%	-	
2024.12	60.83%	46.44%	56.07%	-	53.66%	63.97%	73.11%	47.15%	66.15%	-	
RevPAR	2023.Q4	127,869	121,245	117,474	-	133,473	102,281	168,781	122,489	76,619	-
	2024.Q1	97,101	110,486	83,546	-	100,125	73,134	113,099	90,925	73,357	-
	2024.Q2	121,913	87,685	110,883	-	115,790	108,735	157,773	106,628	96,767	-
	2024.Q3	124,824	134,819	115,704	-	141,165	119,561	159,699	101,717	102,080	-
	2024.Q4	120,218	81,779	111,265	-	122,546	102,365	172,335	89,128	89,659	-
	2024.01	92,333	125,790	76,946	-	92,465	62,178	102,277	80,029	72,680	-
	2024.02	98,853	88,395	89,039	-	94,438	76,010	115,823	90,281	74,678	-
	2024.03	100,810	115,050	84,762	-	112,756	81,873	123,914	104,025	73,114	-
	2024.04	118,133	76,910	105,011	-	110,693	96,645	161,290	100,892	97,229	-
	2024.05	123,341	86,341	111,805	-	124,840	118,363	154,896	113,045	97,042	-
	2024.06	123,893	100,053	115,282	-	112,772	110,673	157,296	105,215	95,982	-
	2024.07	121,641	122,173	112,181	-	143,360	116,350	158,027	97,291	99,195	-
	2024.08	143,038	181,220	128,828	-	159,594	142,290	171,976	122,420	113,881	-
2024.09	108,873	98,230	104,613	-	119,190	97,896	148,317	84,486	92,723	-	
2024.10	133,347	82,304	120,248	-	144,411	110,599	196,522	101,997	102,999	-	
2024.11	117,320	66,900	109,287	-	124,636	100,525	171,189	90,121	89,238	-	
2024.12	110,048	93,246	101,909	-	100,675	97,011	153,314	76,403	78,499	-	

1-3. 3-Star Hotel

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	146,938	129,068	139,890	101,328	160,127	168,368	164,154	138,645	78,649	120,934
	2024.Q1	121,966	117,415	123,017	87,424	146,818	142,905	126,528	125,810	74,505	111,228
	2024.Q2	135,100	122,718	128,472	94,436	158,778	150,311	152,057	129,963	79,514	120,276
	2024.Q3	141,104	148,009	134,109	106,299	168,401	172,999	154,004	171,559	84,073	122,736
	2024.Q4	140,003	119,573	129,546	100,444	162,536	150,593	164,559	126,478	78,382	126,640
	2024.01	117,831	114,679	121,897	83,613	144,604	135,688	121,337	118,633	74,426	111,510
	2024.02	119,821	117,877	121,209	90,043	147,999	144,347	121,114	120,825	76,721	109,015
	2024.03	129,914	119,719	126,075	88,511	147,983	150,771	142,151	135,908	72,363	113,542
	2024.04	133,739	111,799	125,483	92,061	157,984	141,675	155,253	126,392	76,847	120,415
	2024.05	135,553	126,469	130,629	95,216	160,331	157,440	148,629	126,365	81,862	117,579
	2024.06	135,791	127,214	129,055	95,607	157,885	150,505	152,960	136,030	79,745	122,879
	2024.07	138,132	143,006	132,366	102,109	160,470	179,842	152,787	163,824	82,357	126,827
	2024.08	149,365	164,291	143,701	115,918	182,721	190,370	158,613	194,237	85,806	125,201
	2024.09	133,991	133,541	125,680	99,735	158,601	143,477	149,743	132,704	84,145	116,119
	2024.10	142,900	119,199	129,780	97,944	163,997	147,464	177,377	132,267	88,668	123,435
2024.11	139,035	117,070	127,632	103,253	158,980	152,951	161,972	128,337	77,117	125,560	
2024.12	138,645	122,418	130,934	100,414	164,603	151,838	159,104	120,159	70,769	131,191	
OCC	2023.Q4	70.00%	53.70%	68.00%	55.70%	66.90%	74.10%	84.30%	56.40%	64.60%	69.90%
	2024.Q1	64.99%	60.24%	57.35%	48.74%	59.44%	70.39%	77.49%	53.09%	61.95%	55.52%
	2024.Q2	71.77%	58.52%	64.07%	54.43%	64.93%	74.03%	85.61%	60.46%	72.61%	64.52%
	2024.Q3	64.93%	51.46%	63.23%	50.40%	61.06%	72.97%	79.27%	56.88%	61.63%	62.74%
	2024.Q4	63.96%	48.52%	60.37%	51.40%	57.09%	65.65%	80.24%	55.21%	53.31%	67.65%
	2024.01	62.92%	64.9%	54.9%	46.49%	57.91%	66.7%	72.8%	52.70%	63.5%	52.87%
	2024.02	67.42%	53.4%	59.6%	50.65%	59.85%	71.9%	83.5%	54.25%	62.5%	57.52%
	2024.03	64.62%	62.4%	57.5%	49.06%	60.57%	72.5%	76.1%	52.30%	59.8%	56.17%
	2024.04	71.85%	56.01%	64.32%	55.22%	62.68%	72.07%	87.77%	59.81%	71.75%	64.10%
	2024.05	71.78%	57.66%	66.15%	52.55%	67.52%	74.22%	84.19%	62.24%	74.68%	62.42%
	2024.06	71.69%	61.71%	61.76%	55.56%	64.60%	75.81%	84.90%	59.32%	71.41%	67.03%
	2024.07	64.77%	50.53%	62.63%	48.04%	61.73%	74.06%	80.52%	52.88%	61.77%	63.35%
	2024.08	70.25%	62.14%	67.54%	56.74%	66.53%	76.68%	80.92%	66.50%	68.49%	67.74%
	2024.09	59.79%	41.70%	59.51%	46.43%	54.91%	68.18%	76.38%	51.27%	54.64%	57.13%
	2024.10	68.36%	50.04%	65.21%	56.45%	61.04%	69.68%	84.34%	58.52%	61.35%	67.61%
2024.11	65.28%	51.05%	63.13%	53.34%	61.73%	66.80%	81.18%	58.29%	51.49%	71.80%	
2024.12	58.24%	44.48%	52.77%	44.40%	48.51%	60.48%	75.19%	48.83%	47.10%	63.53%	
RevPAR	2023.Q4	102,857	69,310	95,125	56,440	107,125	124,761	138,382	78,196	50,807	84,533
	2024.Q1	79,265	70,733	70,550	42,607	87,272	100,588	98,048	66,796	46,157	61,754
	2024.Q2	96,965	71,812	82,317	51,402	103,101	111,281	130,180	78,573	57,738	77,599
	2024.Q3	91,624	76,161	84,791	53,580	102,821	126,237	122,086	97,589	51,818	77,002
	2024.Q4	89,546	58,020	78,210	51,623	92,791	98,866	132,035	69,832	41,785	85,670
	2024.01	74,136	74,437	66,936	38,872	83,738	90,534	88,353	62,515	47,250	58,955
	2024.02	80,779	62,980	72,268	45,611	88,582	103,836	101,087	65,547	47,926	62,703
	2024.03	83,947	74,690	72,511	43,428	89,627	109,321	108,225	71,077	43,278	63,781
	2024.04	96,093	62,617	80,709	50,837	99,029	102,111	136,259	75,598	55,138	77,188
	2024.05	97,301	72,924	86,404	50,035	108,258	116,849	125,131	78,650	61,134	73,394
	2024.06	97,345	78,510	79,704	53,120	101,992	114,098	129,864	80,695	56,946	82,366
	2024.07	89,465	72,259	82,898	49,054	99,058	133,185	123,025	86,633	50,871	80,339
	2024.08	104,922	102,098	97,058	65,774	121,562	145,967	128,349	129,162	58,766	84,807
	2024.09	80,111	55,683	74,790	46,308	87,094	97,818	114,380	68,039	45,980	66,340
	2024.10	97,682	59,648	84,630	55,286	100,096	102,745	149,595	77,403	54,395	83,457
2024.11	90,767	59,761	80,579	55,072	98,136	102,166	131,486	74,807	39,705	90,153	
2024.12	80,745	54,453	69,097	44,586	79,841	91,834	119,631	58,672	33,329	83,348	

1-4. 1&2-Star Hotel

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	117,342	120,384	105,771	95,147	119,607	109,929	123,336	150,994	-	112,472
	2024.Q1	102,384	106,517	95,097	90,135	113,257	88,540	108,045	106,908	-	126,220
	2024.Q2	111,092	109,077	101,025	90,470	114,842	98,567	121,207	109,382	-	84,815
	2024.Q3	119,886	121,903	106,132	97,565	137,478	112,990	126,627	131,755	-	94,465
	2024.Q4	116,837	101,432	103,174	89,938	126,797	101,171	131,669	92,616	-	103,414
	2024.01	99,239	106,990	91,584	91,208	107,066	84,043	104,264	99,786	-	147,154
	2024.02	100,736	108,437	95,885	85,909	114,428	87,373	105,757	105,631	-	107,546
	2024.03	107,649	103,655	97,984	93,046	118,330	95,693	114,467	112,638	-	123,929
	2024.04	108,084	105,196	99,544	85,945	108,403	94,146	118,984	100,454	-	86,395
	2024.05	112,475	108,166	105,411	92,594	116,586	101,001	121,047	122,136	-	83,419
	2024.06	112,401	113,356	98,432	92,457	118,358	100,280	123,317	103,741	-	84,940
	2024.07	118,551	118,825	104,358	92,803	137,788	112,983	125,313	135,249	-	84,040
	2024.08	126,805	135,607	111,423	104,446	151,393	122,849	129,830	139,553	-	98,116
2024.09	112,276	102,539	101,953	93,506	120,064	97,289	124,204	115,863	-	99,961	
2024.10	113,780	99,046	100,163	92,020	122,418	96,929	130,540	93,309	-	106,339	
2024.11	116,443	98,027	101,101	86,873	129,733	102,741	130,473	91,924	-	101,984	
2024.12	119,617	106,610	107,842	91,175	128,284	103,651	133,357	92,692	-	101,685	
OCC	2023.Q4	66.40%	51.60%	64.90%	61.90%	60.20%	62.20%	80.50%	62.40%	-	60.40%
	2024.Q1	61.40%	49.92%	60.90%	61.10%	57.48%	54.71%	73.21%	55.78%	-	53.71%
	2024.Q2	69.72%	56.26%	65.77%	67.62%	66.45%	60.85%	86.01%	64.03%	-	57.29%
	2024.Q3	65.17%	58.19%	63.05%	67.80%	58.31%	63.91%	70.02%	54.06%	-	74.58%
	2024.Q4	59.90%	51.87%	57.03%	59.64%	57.23%	56.48%	68.71%	59.46%	-	60.14%
	2024.01	58.60%	55.30%	56.45%	58.13%	53.43%	52.16%	66.04%	54.68%	-	51.79%
	2024.02	63.75%	46.83%	66.00%	63.16%	57.96%	54.85%	80.52%	54.67%	-	53.59%
	2024.03	61.81%	48.62%	60.26%	62.03%	61.54%	57.24%	73.07%	58.12%	-	55.75%
	2024.04	69.95%	53.89%	66.20%	68.74%	66.08%	59.95%	87.94%	62.31%	-	54.90%
	2024.05	69.72%	54.26%	65.23%	67.26%	68.15%	61.57%	85.29%	66.33%	-	56.86%
	2024.06	69.51%	60.34%	65.87%	66.87%	65.08%	61.00%	84.81%	63.46%	-	60.10%
	2024.07	64.03%	56.05%	63.60%	69.83%	51.51%	61.00%	68.66%	50.90%	-	76.53%
	2024.08	70.72%	70.22%	67.29%	68.51%	68.14%	70.87%	71.63%	62.13%	-	77.43%
2024.09	60.75%	48.30%	58.26%	65.07%	55.29%	59.85%	69.78%	49.14%	-	69.78%	
2024.10	63.93%	53.35%	59.51%	61.09%	62.70%	60.93%	73.06%	65.74%	-	61.84%	
2024.11	60.51%	51.01%	56.28%	61.84%	61.92%	57.22%	69.03%	61.36%	-	63.39%	
2024.12	55.27%	51.25%	55.28%	56.01%	47.09%	51.28%	64.05%	51.29%	-	55.18%	
RevPAR	2023.Q4	77,915	62,118	68,645	58,896	72,003	68,376	99,285	94,220	-	67,933
	2024.Q1	62,859	53,170	57,918	55,076	65,096	48,442	79,097	59,637	-	67,793
	2024.Q2	77,455	61,362	66,441	61,180	76,311	59,981	104,256	70,039	-	48,589
	2024.Q3	78,128	70,935	66,915	66,152	80,166	72,208	88,669	71,223	-	70,451
	2024.Q4	69,989	52,612	58,838	53,642	72,571	57,137	90,473	55,074	-	62,190
	2024.01	58,155	59,170	51,702	53,016	57,208	43,833	68,852	54,561	-	76,207
	2024.02	64,221	50,783	63,285	54,259	66,322	47,924	85,156	57,753	-	57,634
	2024.03	66,533	50,402	59,044	57,715	72,825	54,776	83,637	65,460	-	69,096
	2024.04	75,600	56,695	65,898	59,080	71,628	56,442	104,637	62,588	-	47,432
	2024.05	78,414	58,686	68,763	62,280	79,452	62,189	103,246	81,012	-	47,430
	2024.06	78,127	68,398	64,835	61,827	77,029	61,171	104,582	65,836	-	51,053
	2024.07	75,911	66,600	66,370	64,800	70,979	68,918	86,043	68,846	-	64,315
	2024.08	89,679	95,218	74,978	71,560	103,153	87,068	92,999	86,700	-	75,971
2024.09	68,210	49,531	59,393	60,845	66,378	58,225	86,666	56,937	-	69,750	
2024.10	72,743	52,844	59,611	56,214	76,750	59,058	95,370	61,344	-	65,759	
2024.11	70,461	49,999	56,904	53,719	80,331	58,787	90,068	56,407	-	64,647	
2024.12	66,108	54,636	59,620	51,062	60,404	53,151	85,411	47,542	-	56,111	

2. Motel

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	62,183	64,167	60,629	56,374	64,378	63,020	70,679	57,995	49,755	59,508
	2024.Q1	57,641	58,403	57,139	53,714	60,394	54,773	63,411	53,249	49,383	56,693
	2024.Q2	59,528	60,417	57,688	53,866	62,182	58,281	67,800	55,828	50,248	58,080
	2024.Q3	60,736	69,471	57,773	55,606	63,248	62,569	67,384	57,269	49,570	59,800
	2024.Q4	63,641	64,132	61,547	58,345	65,220	65,763	74,387	57,847	52,720	61,374
	2024.01	56,081	57,127	56,160	52,349	58,263	52,347	61,002	51,565	49,247	55,756
	2024.02	56,848	57,986	56,639	53,040	59,528	53,865	61,870	52,314	49,387	56,201
	2024.03	59,810	60,166	58,526	55,567	63,081	57,818	67,063	55,588	49,517	57,995
	2024.04	58,438	56,975	56,972	53,648	61,429	55,291	66,695	53,926	49,933	57,506
	2024.05	60,126	61,315	57,994	53,863	62,421	60,430	68,418	57,678	49,882	58,119
	2024.06	59,952	62,255	58,064	54,080	62,660	58,855	68,228	55,673	50,999	58,583
	2024.07	59,610	66,977	56,837	54,534	62,399	60,741	66,123	56,028	48,382	58,964
	2024.08	63,084	77,026	59,172	57,335	65,522	68,244	69,013	59,691	49,374	61,742
	2024.09	59,177	61,955	57,145	54,671	61,492	57,327	66,888	55,710	51,034	58,495
	2024.10	60,824	61,057	57,920	58,405	62,663	62,518	70,089	55,677	51,396	59,402
2024.11	61,545	60,495	59,386	55,623	63,595	63,589	70,998	56,971	50,132	60,432	
2024.12	61,813	61,614	60,783	56,189	63,264	60,760	71,954	55,657	49,559	60,085	
OCC	2023.Q4	77.50%	77.20%	79.00%	78.30%	76.70%	72.10%	87.50%	79.90%	75.60%	72.00%
	2024.Q1	73.02%	79.96%	69.62%	74.26%	71.80%	65.25%	81.69%	78.84%	60.60%	68.30%
	2024.Q2	74.97%	64.24%	75.94%	70.39%	66.11%	73.65%	84.66%	85.02%	83.80%	71.09%
	2024.Q3	75.45%	66.08%	77.27%	75.16%	77.64%	75.15%	73.81%	85.14%	72.89%	70.32%
	2024.Q4	71.75%	61.00%	75.96%	83.03%	64.55%	70.87%	80.19%	81.97%	48.40%	77.72%
	2024.01	72.35%	80.13%	70.48%	73.09%	71.86%	63.70%	81.13%	75.89%	61.88%	68.13%
	2024.02	72.30%	80.13%	67.42%	74.09%	70.54%	66.41%	81.18%	79.11%	57.19%	67.95%
	2024.03	74.41%	79.61%	70.97%	75.59%	73.01%	65.65%	82.75%	81.53%	62.50%	68.84%
	2024.04	74.75%	62.29%	75.61%	72.00%	64.84%	72.40%	85.83%	84.07%	83.61%	70.53%
	2024.05	75.25%	64.38%	76.50%	69.88%	66.87%	75.31%	83.63%	86.64%	83.06%	71.59%
	2024.06	74.90%	66.04%	75.72%	69.29%	66.63%	73.23%	84.50%	84.36%	84.72%	71.14%
	2024.07	75.43%	67.50%	77.78%	74.62%	78.62%	76.62%	73.93%	84.40%	70.50%	71.47%
	2024.08	77.62%	67.00%	79.86%	77.12%	79.48%	79.26%	76.79%	87.33%	78.00%	71.64%
	2024.09	72.47%	63.75%	74.17%	73.75%	74.83%	69.56%	70.71%	83.71%	70.17%	67.84%
	2024.10	74.22%	59.75%	75.24%	87.10%	66.34%	71.93%	79.75%	83.86%	50.21%	77.34%
2024.11	74.03%	60.88%	75.19%	81.70%	65.36%	73.75%	81.25%	82.27%	48.96%	78.15%	
2024.12	73.17%	62.38%	77.45%	80.30%	61.96%	66.93%	79.58%	79.77%	46.04%	77.66%	
RevPAR	2023.Q4	48,192	49,537	47,897	44,141	49,378	45,437	61,844	46,338	37,615	42,846
	2024.Q1	42,089	46,697	39,782	39,887	43,362	35,742	51,800	41,984	29,926	38,724
	2024.Q2	44,627	38,810	43,811	37,918	41,111	42,922	57,396	47,467	42,106	41,287
	2024.Q3	45,825	45,908	44,640	41,794	49,108	47,019	49,736	48,761	36,131	42,049
	2024.Q4	45,662	39,121	46,751	48,444	42,100	46,606	59,651	47,417	25,517	47,700
	2024.01	40,572	45,777	39,584	38,262	41,865	33,342	49,492	39,131	30,472	37,983
	2024.02	41,100	46,465	38,186	39,298	41,988	35,773	50,229	41,387	28,243	38,186
	2024.03	44,504	47,895	41,535	42,004	46,054	37,959	55,495	45,322	30,948	39,924
	2024.04	43,684	35,491	43,077	38,627	39,832	40,028	57,247	45,336	41,749	40,559
	2024.05	45,244	39,472	44,365	37,642	41,738	45,512	57,221	49,974	41,430	41,608
	2024.06	44,906	41,114	43,967	37,475	41,752	43,099	57,652	46,964	43,207	41,674
	2024.07	44,964	45,209	44,207	40,691	49,059	46,538	48,884	47,285	34,109	42,139
	2024.08	48,963	51,608	47,256	44,214	52,079	54,094	52,992	52,127	38,512	44,230
	2024.09	42,883	39,496	42,383	40,320	46,013	39,876	47,299	46,633	35,809	39,686
	2024.10	45,145	36,482	43,577	50,871	41,570	44,970	55,896	46,692	25,805	45,941
2024.11	45,563	36,826	44,652	45,444	41,564	46,897	57,686	46,872	24,544	47,224	
2024.12	45,228	38,432	47,078	45,120	39,201	40,668	57,264	44,399	22,818	46,662	

3. Pension

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	160,216	150,821	177,350	154,779	172,350	201,349	-	151,888	124,690	151,609
	2024.Q1	151,837	143,538	170,874	144,686	159,569	178,381	-	142,182	121,822	148,459
	2024.Q2	156,275	143,184	175,994	152,546	166,323	188,011	-	149,677	124,190	150,317
	2024.Q3	199,039	189,257	216,284	199,503	219,472	230,606	-	202,269	145,007	183,906
	2024.Q4	157,445	146,800	176,143	150,223	162,826	199,623	-	149,170	124,058	152,287
	2024.01	148,571	140,122	168,070	139,834	155,754	179,109	-	139,211	119,919	149,341
	2024.02	154,252	145,098	173,233	145,627	161,080	176,272	-	143,974	128,019	149,440
	2024.03	152,271	145,763	170,727	147,326	161,463	180,546	-	142,786	117,732	146,882
	2024.04	147,548	137,815	165,502	145,220	155,578	176,081	-	136,026	121,378	144,409
	2024.05	158,847	145,581	178,986	153,140	169,727	193,299	-	154,538	124,818	151,989
	2024.06	159,892	144,551	180,163	156,440	170,875	192,293	-	156,237	126,096	152,579
	2024.07	203,441	193,044	219,727	205,264	225,322	229,567	-	208,053	143,858	192,395
	2024.08	209,510	201,366	225,325	209,632	232,104	242,997	-	213,419	152,735	191,929
2024.09	172,361	156,531	194,477	169,241	186,814	208,125	-	172,076	133,664	159,680	
2024.10	152,574	139,723	171,330	147,233	159,821	189,455	-	144,569	128,496	147,064	
2024.11	156,364	142,279	176,379	148,919	159,693	192,900	-	149,360	119,666	154,530	
2024.12	163,863	157,318	180,804	154,892	169,224	216,313	-	154,118	122,970	158,189	
OCC	2023.Q4	43.00%	43.50%	43.9%	35.6%	43.5%	55.9%	-	41.6%	50.2%	40.2%
	2024.Q1	41.45%	45.63%	42.1%	33.0%	41.6%	53.4%	-	35.5%	48.4%	37.7%
	2024.Q2	42.22%	41.06%	41.74%	35.29%	43.82%	53.77%	-	39.44%	54.55%	38.42%
	2024.Q3	51.48%	53.11%	50.76%	47.29%	54.12%	62.09%	-	46.84%	60.21%	46.04%
	2024.Q4	42.55%	42.24%	42.48%	37.02%	43.93%	54.78%	-	38.33%	49.86%	39.98%
	2024.01	42.18%	48.20%	42.41%	32.01%	41.46%	54.02%	-	34.21%	49.92%	38.85%
	2024.02	43.14%	48.16%	44.86%	34.07%	43.80%	56.57%	-	36.24%	47.81%	39.08%
	2024.03	39.06%	40.60%	38.94%	32.81%	39.58%	49.72%	-	35.96%	47.52%	35.05%
	2024.04	38.84%	37.18%	37.63%	31.87%	40.17%	49.89%	-	35.93%	53.39%	35.48%
	2024.05	41.80%	39.73%	40.94%	35.13%	42.79%	53.54%	-	40.57%	55.23%	37.85%
	2024.06	45.95%	46.14%	46.61%	38.85%	48.39%	57.88%	-	41.72%	54.99%	41.88%
	2024.07	48.31%	49.76%	47.46%	43.22%	51.21%	61.36%	-	43.77%	59.32%	41.61%
	2024.08	61.10%	65.66%	60.00%	57.98%	64.58%	70.60%	-	56.14%	66.94%	54.16%
2024.09	45.03%	43.93%	44.82%	40.68%	46.58%	54.55%	-	40.55%	54.41%	42.30%	
2024-10	43.83%	41.69%	42.31%	38.64%	45.95%	55.06%	-	40.41%	54.73%	41.75%	
2024-11	41.62%	40.25%	42.02%	36.33%	43.33%	54.20%	-	38.85%	47.63%	38.97%	
2024-12	42.15%	45.09%	43.18%	35.96%	42.36%	55.09%	-	35.35%	46.83%	39.12%	
RevPAR	2023.Q4	68,893	65,607	77,857	55,101	74,972	112,554	-	63,185	62,594	60,947
	2024.Q1	62,933	65,502	71,856	47,697	66,378	95,179	-	50,440	58,974	55,896
	2024.Q2	65,973	58,788	73,467	53,829	72,890	101,095	-	59,026	67,740	57,745
	2024.Q3	102,465	100,514	109,786	94,345	118,778	143,183	-	94,743	87,309	84,671
	2024.Q4	66,990	62,001	74,826	55,608	71,524	109,346	-	57,179	61,855	60,880
	2024.01	62,669	67,546	71,275	44,761	64,582	96,761	-	47,622	59,862	58,015
	2024.02	66,551	69,882	77,717	49,612	70,545	99,722	-	52,170	61,204	58,405
	2024.03	59,475	59,182	66,486	48,336	63,911	89,776	-	51,347	55,949	51,485
	2024.04	57,301	51,245	62,273	46,282	62,498	87,854	-	48,868	64,807	51,233
	2024.05	66,393	57,837	73,278	53,797	72,634	103,491	-	62,700	68,942	57,534
	2024.06	73,475	66,701	83,970	60,771	82,694	111,299	-	65,185	69,338	63,902
	2024.07	98,282	96,059	104,282	88,715	115,387	140,863	-	91,065	85,336	80,056
	2024.08	128,011	132,217	135,195	121,545	149,893	171,556	-	119,814	102,241	103,949
2024.09	77,614	68,764	87,164	68,847	87,018	113,532	-	69,777	72,727	67,544	
2024-10	66,874	58,248	72,493	56,893	73,441	104,308	-	58,414	70,331	61,400	
2024-11	65,073	57,262	74,118	54,104	69,202	104,551	-	58,030	57,001	60,215	
2024-12	69,075	70,929	78,066	55,695	71,682	119,175	-	54,484	57,585	61,879	

4. Vacation Rental

(Unit: KRW, %)

Index	Date	Nationwide	Gangwon	Gyeonggi	Gyeongnam	Gyeongbuk	Busan	Seoul	Jeolla	Jeju	Chungcheong
ADR	2023.Q4	137,711	158,633	124,570	171,788	103,425	134,802	122,023	143,925	135,802	133,848
	2024.Q1	131,404	152,652	119,605	169,371	99,477	127,694	113,380	138,522	133,908	126,161
	2024.Q2	135,532	153,000	122,769	169,405	99,290	125,096	120,432	142,275	140,508	136,046
	2024.Q3	138,563	165,307	123,686	175,512	96,584	136,830	115,737	143,756	139,763	136,255
	2024.Q4	134,098	147,250	121,861	165,218	107,040	128,576	125,210	138,787	133,962	137,952
	2024.01	126,173	147,127	114,936	159,951	97,199	122,423	109,835	131,725	129,653	119,320
	2024.02	131,633	154,468	120,755	170,705	95,514	126,239	111,615	139,795	135,701	126,741
	2024.03	136,406	156,361	123,125	177,456	105,717	134,418	118,689	144,045	136,372	132,423
	2024.04	141,484	159,052	128,293	176,410	107,707	134,554	126,942	148,534	143,393	140,390
	2024.05	130,869	148,122	119,092	162,675	93,417	119,944	115,540	138,098	136,526	132,228
	2024.06	134,245	151,825	120,920	169,129	96,747	120,791	118,815	140,193	141,605	135,520
	2024.07	143,612	180,138	123,966	186,238	94,709	142,140	114,999	150,278	143,624	138,910
	2024.08	143,485	176,589	127,183	184,228	99,061	146,731	115,712	148,428	142,260	139,158
2024.09	128,593	139,193	119,910	156,070	95,983	121,617	116,499	132,563	133,404	130,697	
2024.10	131,888	143,839	119,875	161,171	98,896	124,015	122,581	136,014	134,259	133,697	
2024.11	134,656	149,104	121,778	167,384	111,077	129,822	123,978	141,134	133,851	141,332	
2024.12	135,750	148,806	123,930	167,098	111,146	131,891	129,072	139,214	133,776	138,825	
OCC	2023.Q4	47.30%	36.07%	44.78%	37.65%	49.49%	50.66%	65.51%	36.50%	45.84%	39.72%
	2024.Q1	44.19%	34.56%	39.96%	35.36%	48.31%	50.44%	56.23%	32.02%	45.89%	38.63%
	2024.Q2	47.58%	33.94%	43.08%	36.40%	45.66%	52.39%	67.04%	33.50%	49.48%	38.62%
	2024.Q3	49.86%	42.33%	44.12%	41.81%	48.85%	54.52%	64.83%	36.90%	50.50%	45.44%
	2024.Q4	46.41%	33.86%	42.59%	36.07%	46.90%	48.76%	65.58%	33.05%	45.08%	39.56%
	2024.01	41.56%	36.60%	36.92%	32.46%	45.82%	48.25%	46.85%	30.16%	46.49%	38.70%
	2024.02	46.40%	38.29%	42.39%	39.46%	52.58%	56.76%	56.00%	35.82%	45.56%	40.36%
	2024.03	44.61%	28.80%	40.58%	34.16%	46.53%	46.31%	65.85%	30.07%	45.61%	36.83%
	2024.04	47.53%	31.54%	42.30%	37.09%	43.43%	51.59%	70.00%	33.06%	49.38%	35.63%
	2024.05	46.13%	30.85%	42.16%	34.08%	49.97%	51.34%	64.04%	33.49%	49.48%	37.44%
	2024.06	49.08%	39.43%	44.78%	38.02%	43.59%	54.26%	67.07%	33.94%	49.57%	42.78%
	2024.07	51.20%	43.20%	45.43%	42.46%	48.93%	54.92%	64.96%	37.27%	54.65%	46.61%
	2024.08	53.74%	52.43%	45.46%	49.26%	54.01%	60.01%	63.89%	42.69%	52.39%	50.32%
2024.09	44.63%	31.34%	41.47%	33.69%	43.60%	48.63%	65.65%	30.75%	44.45%	39.39%	
2024.10	47.33%	31.21%	41.93%	37.47%	48.96%	50.93%	71.81%	33.79%	46.81%	39.57%	
2024.11	45.20%	31.58%	43.06%	35.73%	46.96%	48.39%	63.17%	32.67%	42.55%	38.66%	
2024.12	46.71%	38.80%	42.78%	35.00%	44.77%	46.96%	61.76%	32.67%	45.88%	40.46%	
RevPAR	2023.Q4	62,528	56,492	51,532	63,428	46,893	66,164	78,066	51,285	63,641	45,814
	2024.Q1	55,727	52,436	43,761	59,596	44,431	62,299	62,315	43,338	62,454	40,989
	2024.Q2	61,930	51,339	47,959	59,561	41,132	62,709	79,661	46,069	72,045	44,736
	2024.Q3	68,096	72,735	50,751	76,117	43,338	74,374	73,310	53,577	73,733	55,735
	2024.Q4	60,105	49,808	47,373	59,360	47,299	61,166	80,005	44,882	61,657	47,655
	2024.01	50,716	52,614	39,477	51,681	41,009	58,703	50,030	38,909	60,822	37,701
	2024.02	59,414	59,847	47,678	68,691	47,240	70,373	60,925	49,372	64,035	43,748
	2024.03	57,050	44,847	44,127	58,417	45,043	57,820	75,991	41,732	62,506	41,518
	2024.04	64,236	49,368	48,071	61,252	41,318	65,736	87,592	47,383	73,577	42,169
	2024.05	57,311	44,732	44,947	52,416	42,880	58,015	72,573	43,864	69,762	41,673
	2024.06	64,244	59,917	50,859	65,017	39,199	64,377	78,816	46,961	72,797	50,365
	2024.07	71,476	78,894	51,665	80,775	42,697	77,172	73,275	55,608	80,579	56,282
	2024.08	76,880	93,902	55,086	93,691	49,027	88,083	72,365	64,517	78,834	65,182
2024.09	55,932	45,409	45,501	53,887	38,289	57,868	74,290	40,605	61,786	45,741	
2024.10	60,303	45,113	44,814	60,091	46,323	61,456	86,304	44,427	64,779	45,990	
2024.11	58,201	46,794	47,877	58,909	49,586	60,545	75,764	44,899	58,011	47,552	
2024.12	61,813	57,515	49,429	59,081	45,989	61,496	77,946	45,321	62,182	49,424	

yanolja research

Date of Publication : Jan 24, 2025 | Publicaiton : Yanolja Research

Address : 4th Floor, MDM Tower, 42, Teheran-ro 108-gil, Gangnam-gu, Seoul, South Korea

Email : yanoljaresearch@yanolja.com | Website : yanolja-research.com

Disclaimer : This report is intended to provide general information and does not constitute advice on individual cases or reflect Yanolja's official position or business strategy. This report is protected by copyright laws, and any reproduction, distribution, or modification requires express written permission. Proper citation and attribution must be given when referencing the report, and any unauthorized usage may result in legal action. The report is provided "as-is" without any warranty of accuracy, completeness, or reliability. Yanolja Research bears no responsibility for any damages or loss suffered from the unauthorized use of the report.