

The Complete Guide to Hotel and Resort Digital Marketing in South Korea



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Introduction to Hotel and Resort Digital Marketing in South Korea

In recent years, digital marketing has become increasingly important for hotels and resorts looking to attract new guests and maintain customer loyalty. Given the highly competitive nature of the hospitality industry, it is essential to stay ahead of the curve when it comes to online branding, social media engagement, and search engine optimization.

By strategically using the latest digital tools and techniques, hotels and resorts can quickly and easily reach potential guests in their target markets and create an immersive, personalized experience that sets them apart from the competition. Whether it is through targeted email campaigns, social media influencers, virtual reality tours, or chatbots, successful hotel and resort digital marketers know how to create a dynamic online presence that drives traffic and increases sales.

For hotel and resort owners, South Korea presents exciting opportunities for business growth, particularly through digital marketing. South Korean travelers rely on digital channels for their travel planning and booking needs. They tend to research extensively online before making a decision and are highly active on social media to stay up to date on the latest travel deals. As more travelers use technology to plan their trips, it has become essential for businesses to have a strong online presence.

Digital marketing is therefore a powerful tool for companies in the hospitality industry to reach this audience. This guide covers the basics of the hotel and resorts digital marketing in South Korea. You will learn about the travel preferences of South Korean tourists, the most effective digital platforms you can use to reach this target audience, and how best to market your hotel or resort.

A Brief History of South Korea

The modern history of South Korea began in 1948 when the country declared its independence from Japan as the Republic of Korea, and Syngman Rhee was elected its first president. Since then, South Korea has seen tremendous economic growth and development, becoming one of the world's most technologically advanced countries. It is now a major global player in international politics and economics, with strong diplomatic ties to many countries around the world.



South Korea is an economic powerhouse, becoming home to some of the world's leading companies in technology, manufacturing, and finance. It has become a leading player in cutting-edge areas such as electronics, robotics, semiconductors, and telecommunications while also being a major exporter of automobiles and home appliances. In addition to its strong industrial base, South Korea has experienced steady economic growth over the past few decades due to increased exports and investments from both domestic and foreign sources. The South Korean government is also actively promoting various initiatives to foster innovation and growth, ensuring that the country remains at the forefront of technological progress.

South Korea has a vibrant and modern culture while still maintaining its deep roots in the country's long and rich history. Koreans have adopted many of the cultural influences from their neighboring countries in East Asia, including Confucianism, Buddhism, and Taoism. In addition to these ancient traditions, South Korea has embraced contemporary trends, with many elements of its pop culture taking the world by storm in recent years. From outlandish K-Pop groups to the bustling nightlife of Seoul, the country is alive with activity no matter what time of day or night.

South Korea Market Demographics

With such a vibrant culture and thriving economy, it's no wonder that many international brands have entered the South Korean market to promote their products and services. Those in the hotel industry hoping to reach the target audience need to first understand the market demographics of South Korea before investing in marketing efforts.

Things to Know about South Koreans



Over 95% are ethnic Korean



Large urban population



Native language:
Korean



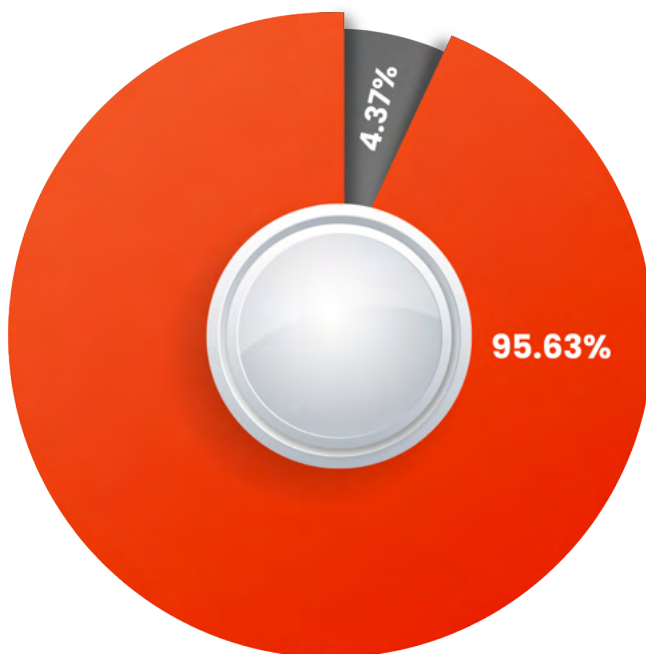
Highly educated



High disposable income

Ethnic Groups and Religion

South Korea is a country with a population of over 51 million people. The majority of the population (over 95%) is ethnically Korean, making it a largely homogenous population. There are small minorities of other ethnicities such as Chinese, North American, and Vietnamese. The most common religion is Christianity (23%), followed by Buddhism (16%). About 60% of the population has no religious affiliation, although many still follow traditional customs that are rooted in Buddhism and Confucianism.



Ethnicity Distribution in South Korea

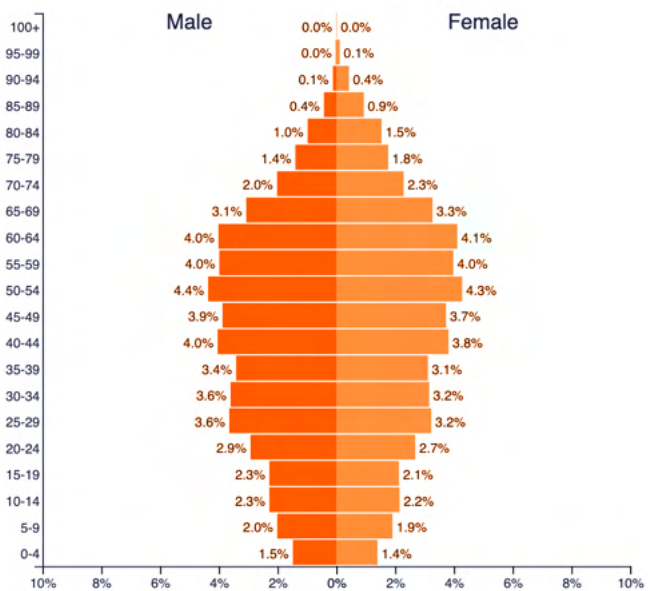
- Koreans
- Foreign Residents

Gender and Age Demographics

While South Korea is struggling with the issue of an aging population, most of the population is distributed among the 20 to 64-year-old age groups. These are the ones who are employed and have sufficient disposable income to travel. Although the gender ratio is 77 males per 100 females in the above 65-year age group, the gender ratio remains relatively balanced in the younger generations. This means that the hotel digital marketing strategies we will be discussing in the rest of this guide should be aimed at both male and female audiences when targeting the younger generations.

Population Pyramid of South Korea (2023)

Population 51,784,058



Language and Education

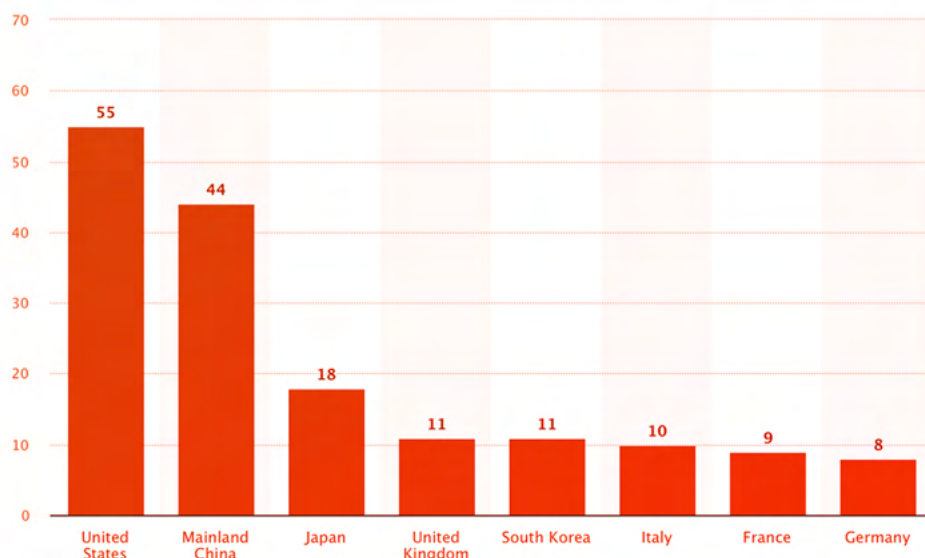
The native language spoken, by the vast majority of the population, is Korean. The fluency of English among Koreans remains low compared to other developed countries like Singapore, although it is taught in most schools as a foreign language. Almost the entire population has access to primary and secondary education. South Korea consistently ranks among the best in global education and is known to have one of the most educated labor forces in the world.

High Purchasing Power

Over 81% of the population lives in urban areas with nearly half the country residing in the Seoul National Capital Area which has become the world's second-largest metropolitan area. South Korea is also one of the most industrialized and developed countries in the region. With the 12th largest nominal GDP and 14th largest GDP (PPP), South Korea is classified by the World Bank as a high-income country.

According to the investment bank Morgan Stanley, South Koreans are the world's biggest spenders when it comes to personal luxury goods, spending about US \$325 per capita in 2022. For context, Americans spent about US \$280 per capita and Chinese US \$55 per capita on similar goods. Displays of personal wealth are also more socially accepted in South Korea compared to places like Japan and China. This means South Koreans are some of the most affluent in Asia, having plenty of disposable income to spend on leisure activities such as shopping, dining out, and traveling.

Value of the leading personal luxury goods markets worldwide in 2020, by country



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The Digital Marketing Landscape in South Korea

With the average South Korean being well-educated and having a fair amount of disposable income, it is no surprise that many are tech-savvy. They are increasingly leading lifestyles that are more and more connected to the digital space. South Korea has some of the highest social media penetrations (92%) in the world. The Internet is used by 97.6% of the population, and the country has some of the world's fastest internet connectivity.

Mobile-First

There are over 64 million mobile phones in use, meaning that most people use multiple devices throughout their day. 97.4% of the population own a smartphone of some kind, making for one of the highest smartphone penetrations in the world. This means that a hotel digital marketing strategy meant to reach this audience will need to be friendly for mobile viewing. This means that websites, landing pages, ads, and content marketing will need to be designed with mobile devices in mind.

Smartphone Penetration Rate in South Korea - From 2015 to 2025 (As a share of the Population)

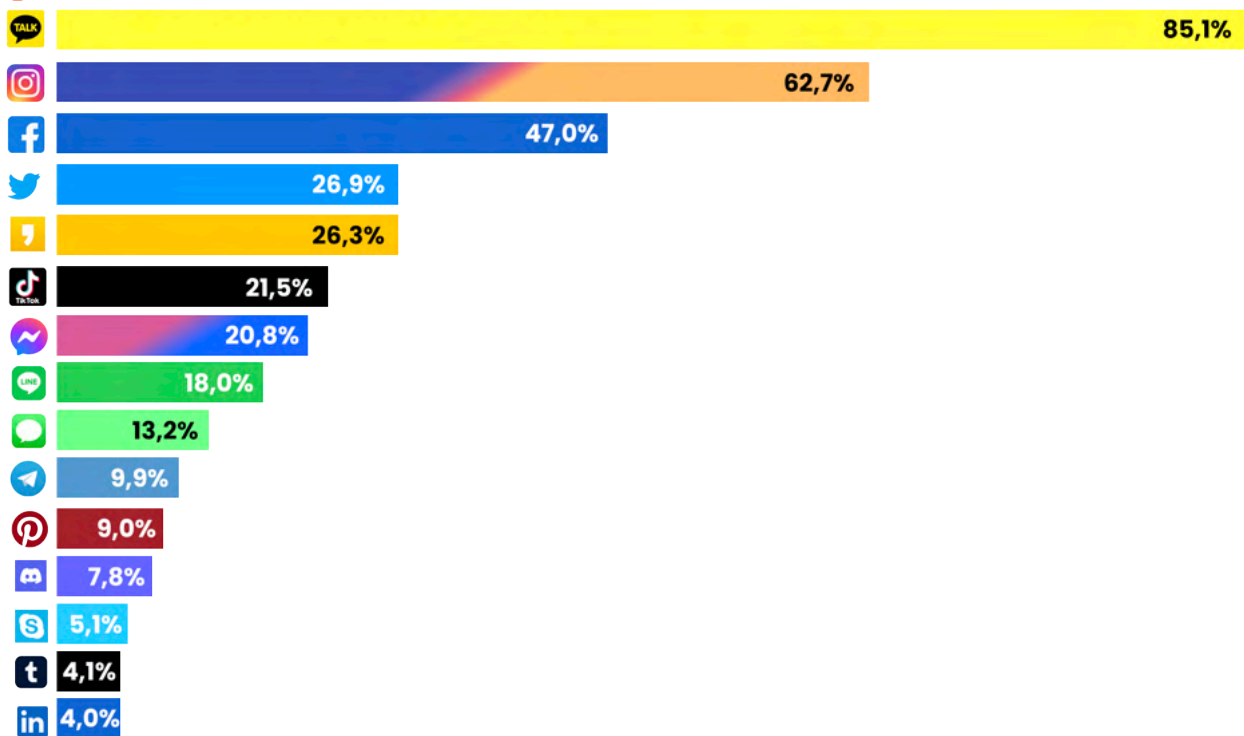


Social Networking Services (SNS) in South Korea

Social media platforms in South Korea are referred to as 'SNS' which stands for 'Social Networking Sites'. With nearly 47 million monthly active users in South Korea, KakaoTalk is the country's most popular mobile social media platform. While originally a messaging application to chat with friends, KakaoTalk has evolved to include photo sharing, email, digital wallet, shopping, taxi hailing, food delivery, and business features.

The photo-sharing SNS KakaoStory is the place where South Koreans go to post pictures on everything from what food they're having to exotic places they're visiting. It's also where they follow their favorite K-pop stars and brands. A social media marketing strategy that relies on a brand channel and banner ads on KakaoTalk as well as its related services will allow hotel marketers to reach a significant part of their target market. Instagram and Facebook are also popular with TikTok and Twitter following behind.

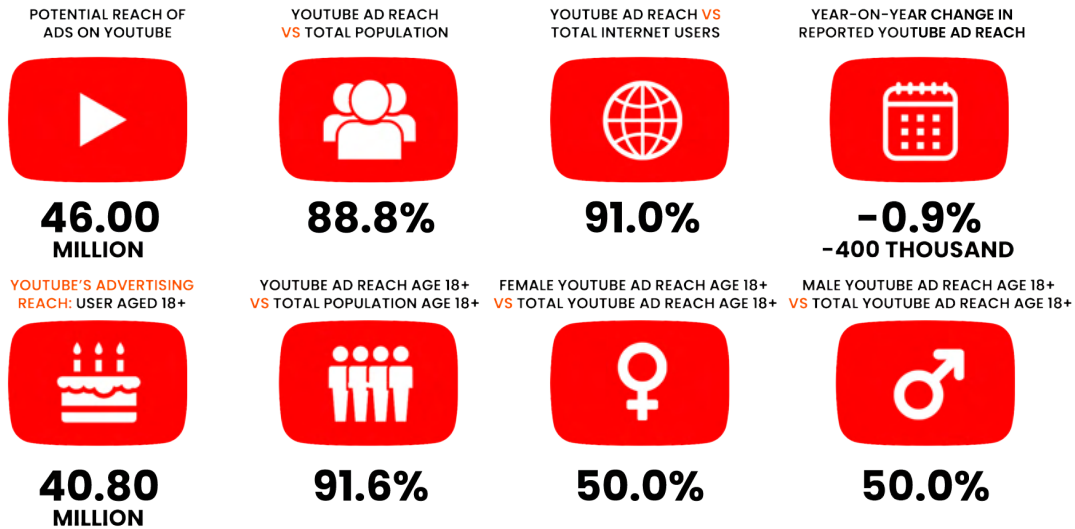
Most Used Social Media Platforms in South Korea - Jan 2023



South Koreans Love Video Content

South Koreans are heavy online video consumers with the average person spending nearly 39 hours on platforms like YouTube which is the most popular video streaming app there followed by TikTok (13.8 hours). Apart from K-dramas, short-form video content is also popular with audiences being drawn by the K-pop and influencer culture of social media. YouTube ads are estimated to reach almost 92% of the internet-user population regardless of age, a key statistic that digital marketing agencies will need to keep in mind.

YouTube Ad Audience Overview in South Korea – Jan 2023

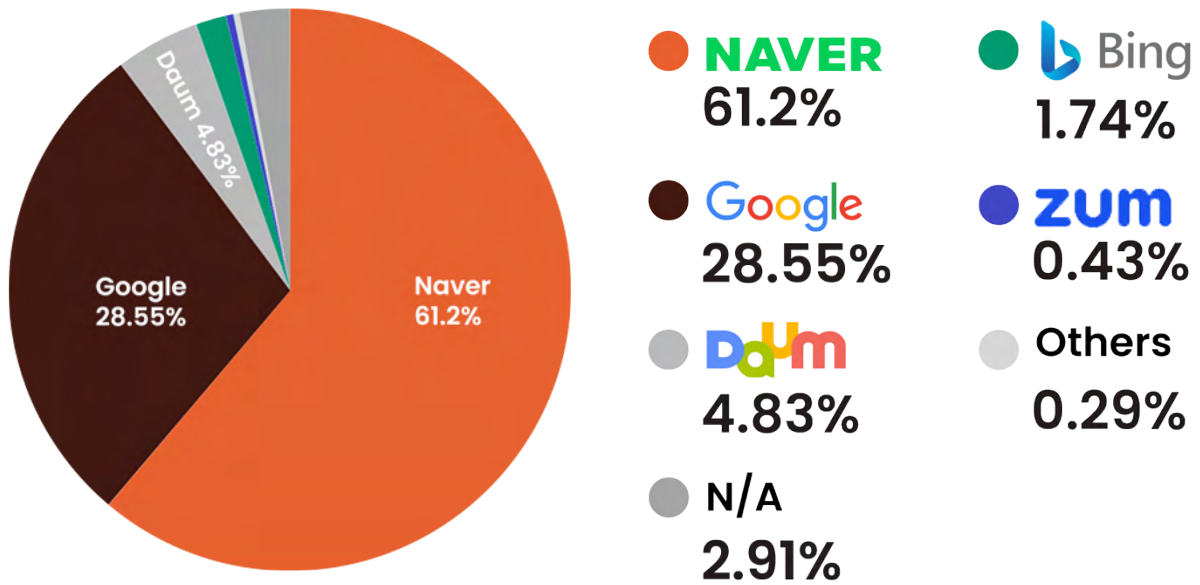


Search Engines Used by South Koreans

While South Koreans do use Google for their search needs, Naver is the most popular search engine in the country. Its search results are localized to suit its users with its algorithms designed to work specifically with the Korean language. There are multiple ad placements available on a Naver search engine results page (SERP) with the search engine providing digital marketing companies to run various ad types such as display ads, Naver Blog ads, brand search ads, and keyword ads.

Google and Daum are the second and third-most popular search engines in South Korea with the latter working similarly to Naver although its results are not confined to the Korean language. Similarly to Google, keyword research is important to success on Naver. However, creating content on Naver Blog, and Naver Cafe are much more effective ways to build an audience on the platform. This is because Naver prefers to prioritize user-generated content before third-party content including official web pages.

Search Engine Market Share in South Korea in 2022

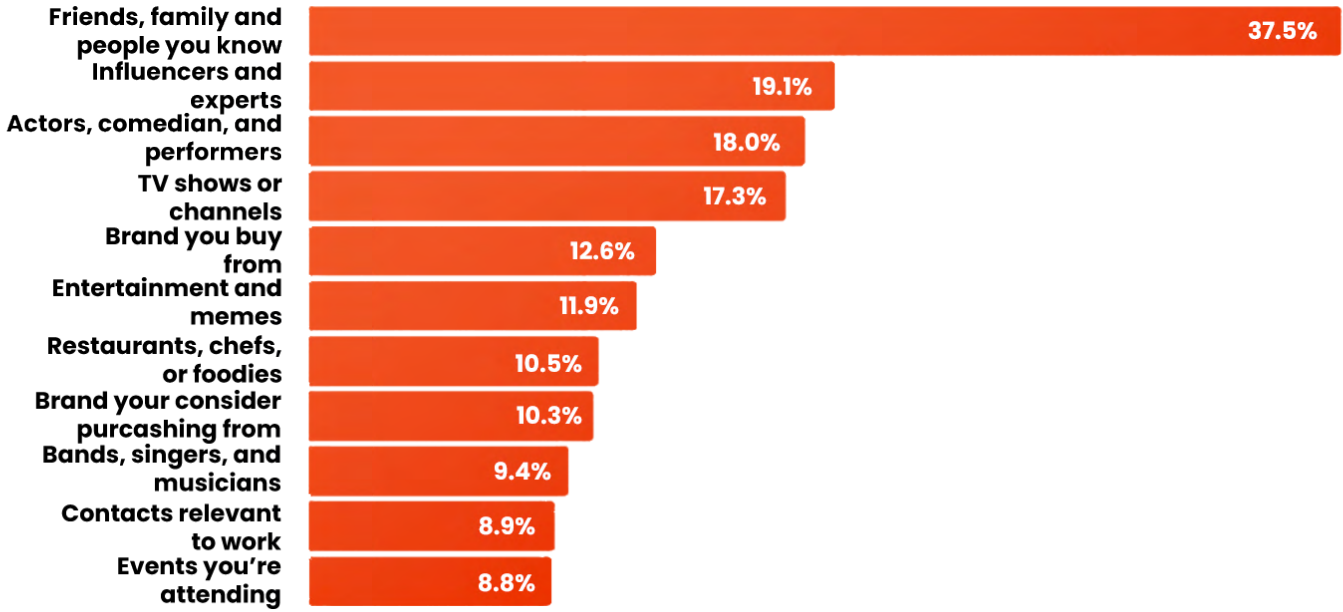


Influencer Marketing

Social media influencers play a vital role in the digital marketing strategy of many brands in South Korea. The reason is that influencers and celebrities are often followed by South Koreans much more than their favorite brands as shown in the graph below. K-pop and K-drama stars are naturally the most popular, delivering effective influencer marketing campaigns for the brands that can afford them.

Social media influencers are great at boosting the online visibility of a brand and are commonly seen promoting products in the lifestyle, cosmetic, and fashion industries to their legions of dedicated followers. There is potential for a hotel digital marketing strategy to benefit from influencers that can reach the target demographics.

Types of Social Media Accounts Followed in South Korea



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Outbound Tourism in South Korea

Having a great hotel website and running Google Hotel Ads will work fine to bring in potential guests from most parts of the world, but will not guarantee more direct bookings from the South Korean market. For this, those in the hotel business will need to understand how South Koreans are researching hotels and making travel plans online using the various digital platforms that are popular in their country.

Why Hotel and Resort Owners Should Target South Korean Travelers

Outbound tourist departures from South Korea were 28.7 million in 2019. This number is more than half the population of the country and has been growing by more than 6% annually since 2012. While the numbers dropped dramatically during the pandemic, South Korea was widely recognized internationally as having successfully handled Covid-19. They were one of the first countries to bounce back with many South Koreans being ready to resume travel once restrictive measures were lifted.

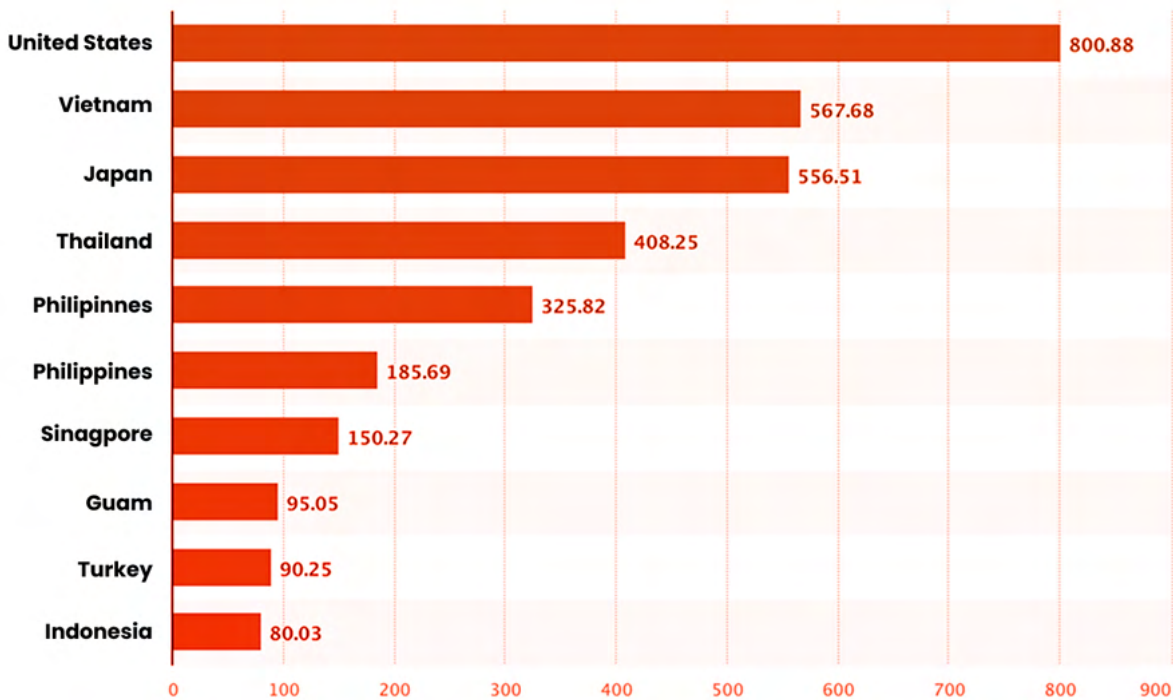
According to the US International Trade Administration surveys conducted in April 2022, over 85% of Koreans were ready to plan a vacation in the next 6 months with overseas travel being a major anticipation. This was reported shortly after the Korean government lifted the mandatory 7-day on-arrival quarantine that was in place. All signs seem to indicate that the outbound tourism market from South Korea is growing again, a fact that the hospitality and tourism industries should take note of.

According to the World Travel & Tourism Council (WTTC), South Korean travelers were estimated to spend about US\$ 30 billion in 2018. This is expected to rise to US\$ 53 billion in 2028. With so many educated, and tech-savvy travelers with growing spending power planning trips outside the country, this presents a perfect target market for those operating luxury hotels and resorts.

Where Koreans Love to Travel

Japan, Vietnam, Thailand, Taiwan, Hong Kong, the Philippines, and Macau have traditionally been some of the favorite destinations for South Korean tourists. However, there has been growing interest among tourists in North American and European destinations in recent years. In fact, according to the latest statistics from 2022, the United States may be replacing Vietnam and Japan as the most popular travel destinations for South Koreans.

Number of Outbound Tourists from South Korea by Destination (From January to November 2022)



Travel Habits of South Koreans

Why South Koreans Choose a Destination

According to a 2016 study done by Tourism Australia, South Koreans prefer to pick travel destinations based on factors such as local cuisine, how friendly the locals are reputed to be, how relaxing the atmosphere is, and attractions like natural parks. Since many work long hours as a result of the competitive corporate culture in their home country, they look at traveling as a way to rest, relax, escape the stresses of daily city life, maintain general well-being, and have new experiences. This is why destinations with beaches are so popular with South Korean tourists. Other determining criteria are value for money, safety, and security. Many Southeast Asian countries like Thailand, Vietnam, and the Philippines are emerging as favored destinations since they satisfy many of these requirements.

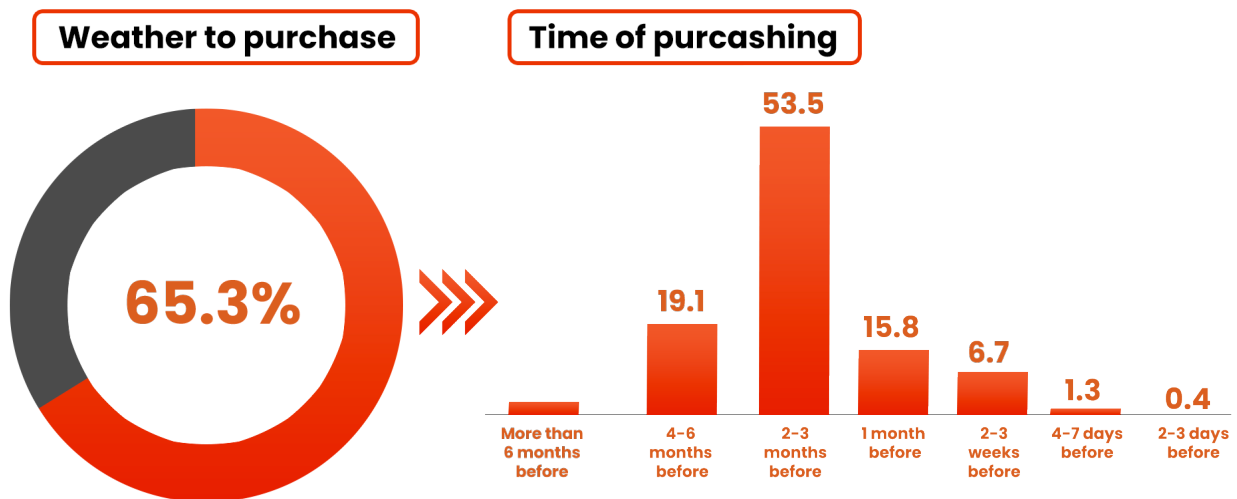
Popular Activities at Travel Destination



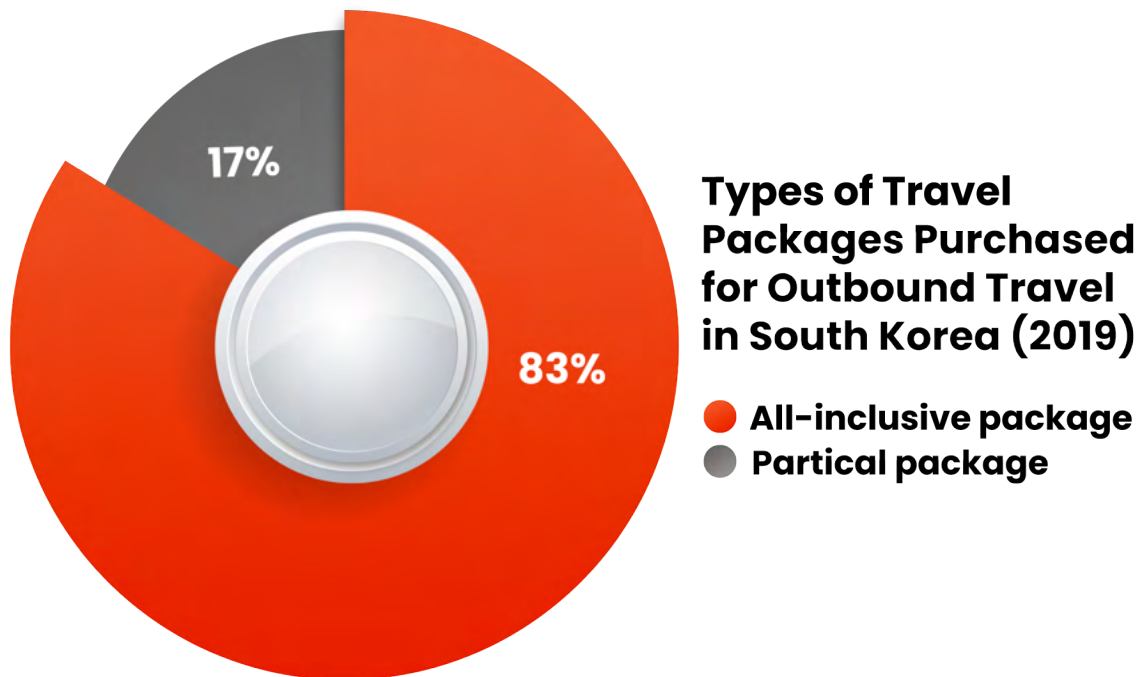
Travel Packages

While many still travel on packaged tours with groups, the younger tourists are ditching this in favor of a more independent form of travel. They prefer to rely on their smartphones and self-prepared itineraries instead of guided tours on buses. Among the ones that still book packages, the full packages that include accommodation, transportation, rental vehicle, and leisure activities are more popular than partial packages which only include the first two. These travel packages are usually booked 2 to 3 months in advance of the trip. Many Koreans will book these travel packages from domestic travel websites they are familiar with.

Travel Packages Purchased from Travel Agency and Timing of Purchase



There are many types of travel packages offered by travel agencies. According to statistics, most Koreans prefer to purchase all-inclusive packages. It may be due to the convenience of getting everything organized for your trip. But a significant number of travelers who purchased travel packages had chosen partial packages. These travelers would decide the rest of their travel plans on the go and would prefer to have the freedom to change their plans.



How Long Trips Last

South Korean tourists will travel to about three destinations in a single trip while the average length of a trip is estimated to be about six nights. This is much shorter compared to travelers from other countries. According to studies conducted by the Singapore Tourism Board, the reason is that many Koreans don't like to impose too much on their colleagues who will be covering their work during their vacation.

Furthermore, many Koreans only receive about a week's worth of consecutive leave annually to go on a vacation. Therefore they tend to keep their trips brief. On the other hand, Koreans do like to travel during the holidays like Christmas, the Lunar New Year, and Chuseok, the Korean Thanksgiving.

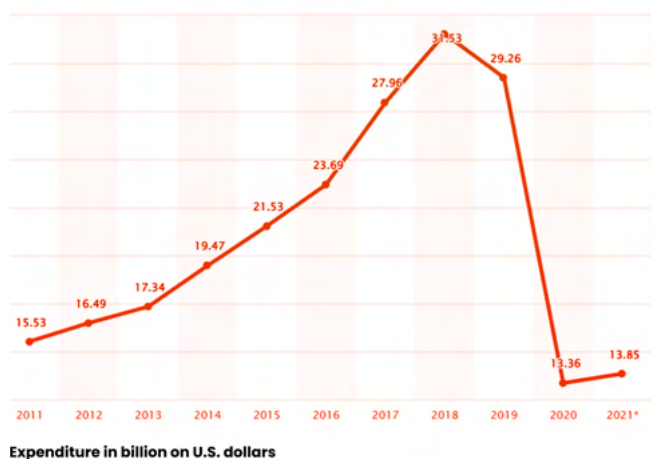
Tourist Demographics

The majority of the target market for outbound tourism from South Korea is in the 30 to 50-year-old age group. Over a third of South Korean tourists tend to travel as a couple.

Tourist Spending

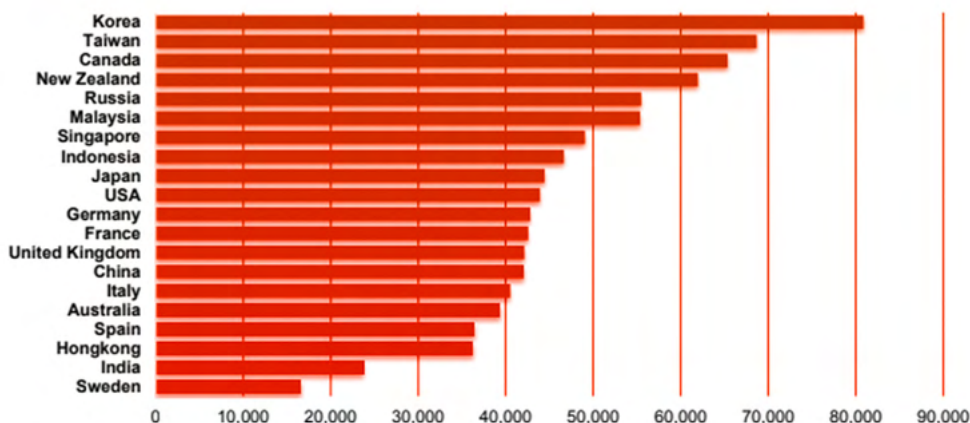
With a high disposable income the majority of South Koreans are bound to spend a considerable amount of money on leisure activities. According to the total expenditure by tourists from South Korea has increased over the years. Though during the Covid-19 pandemic travel restrictions affected international and domestic travel, it has been slowly growing again.

Total Expenditure of Tourists from South Korea (2011 - 2021)



According to the Department of Tourism in the Philippines, South Koreans were the top spenders in the country in 2017, spending an average of 80,869.44 Philippine pesos which is roughly equivalent to 1605.19 US dollars. Therefore the average budget for a South Korean tourist can be estimated to be between 1,500 and 2,000 US dollars.

Per Capita Expenditure in the Top 20 Tourist Markets in the Philippines for 2017



With international travel picking up again, and having a considerable spending ability, South Korea is a great market for the hotel and resort industry to re-enter with promising business opportunities.

How Travel Experiences Are Shared

According to surveys, 40% of South Korean tourists will share their travel experiences with loved ones and on digital platforms. Blogging is a very popular way of sharing with an online audience, and since many are smartphone users, they love to post pictures on social media sites. Photo-sharing tends to happen both during the trip and go on after they return home.

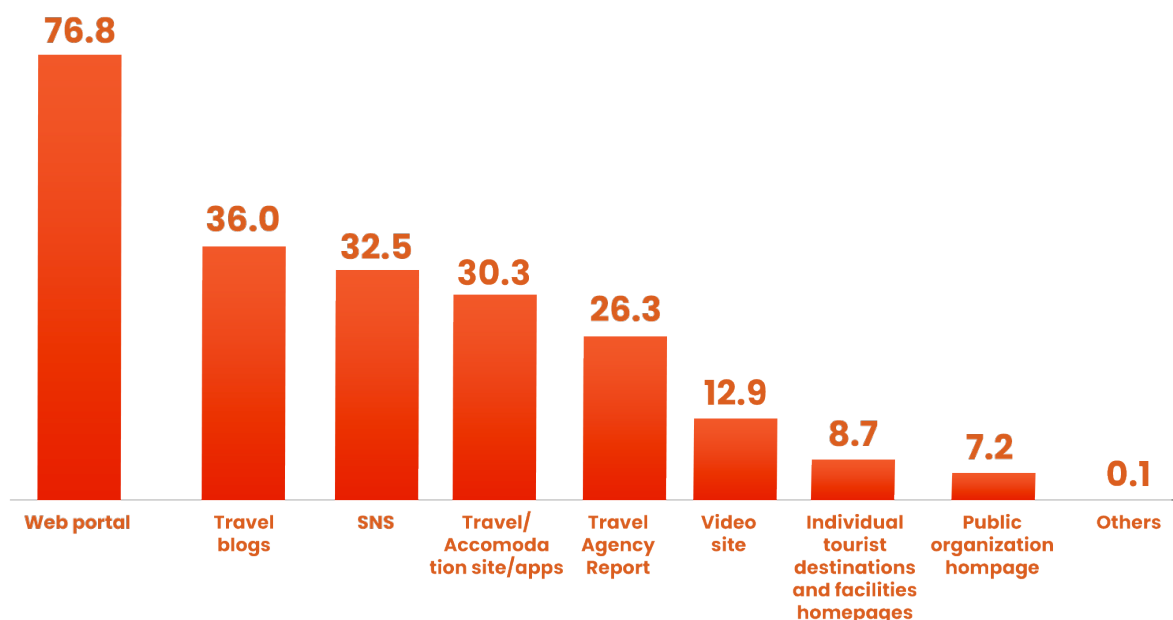
How South Koreans Make Travel Plans

Now we come to the part that hotel digital marketing teams need to pay special attention to. Since many South Koreans prefer to have a hassle-free travel experience, they read many online reviews, research a destination thoroughly, and plan everything in great detail before making their hotel bookings. Over 76% use web portals like Naver and Daum while 36% check travel blogs and 32.5% utilize SNS.

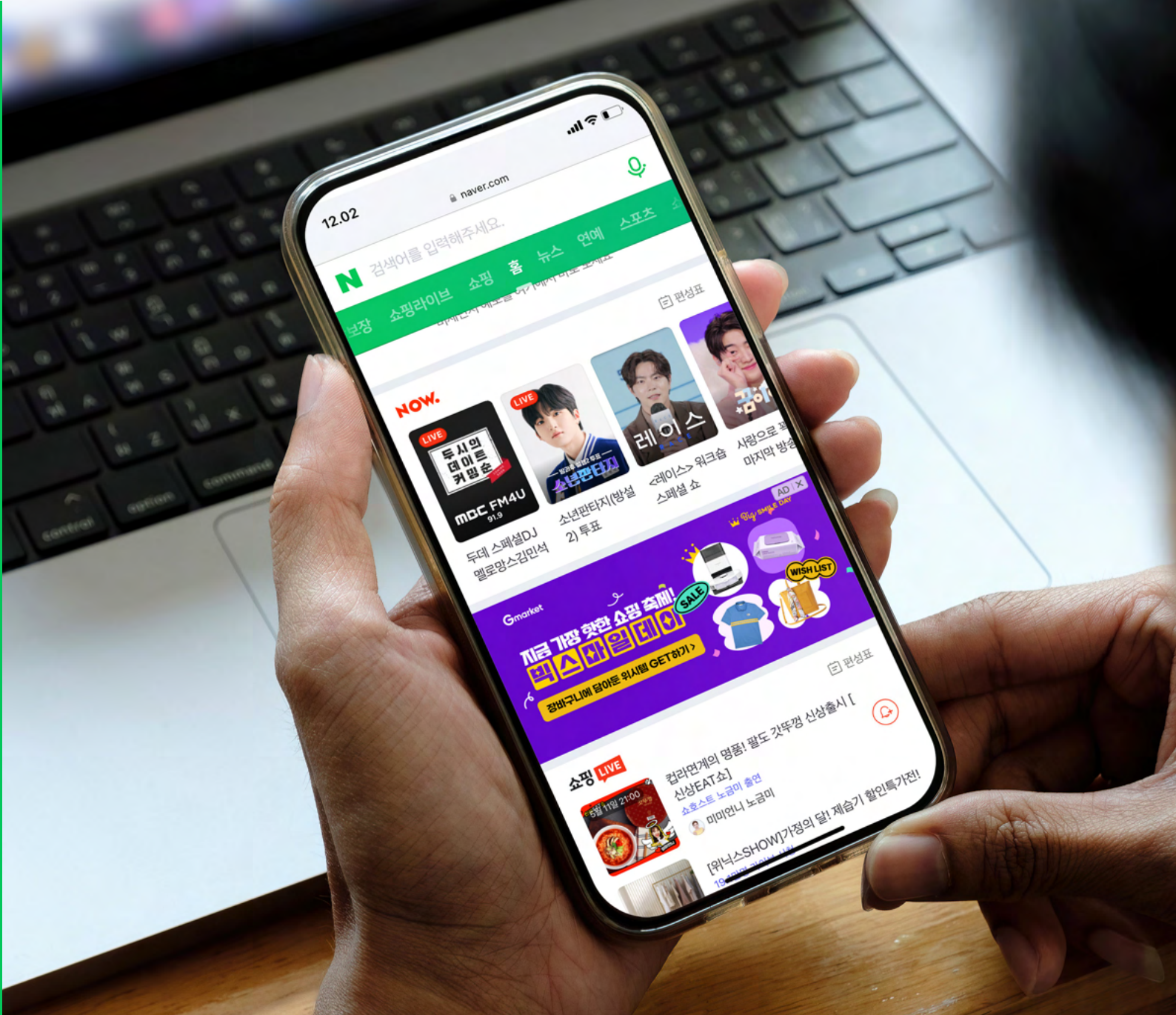
The Naver platform with its search engine, Naver Blog, and its online forum Naver Cafe dominates here. There are thousands of Korean bloggers on Naver Blog which offer travel advice and suggestions on where to travel. Their readers use this resource as a way to learn about sightseeing locations, off-the-beaten-path attractions, shopping areas, and more they can do while on vacation. South Koreans also tend to follow recommendations given by influencers on the Naver platform.

KakaoStory is the Korean version of Instagram, although both are popular apps for sharing travel photos. Travel influencers play a huge role on these platforms as well since many Koreans will follow their pages to get ideas on where to go next. KakaoTalk is used by many businesses in South Korea to communicate with their customers much like how Facebook Messenger and WhatsApp are used in other countries. It's a great app to not only update potential guests of upcoming deals during their planning stage but also a way to connect with Korean travelers that visit the area near your hotel or resort.

Website Used for Tour Information



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Using Naver for Your Digital Marketing Strategy

Hotel digital marketing strategies aimed at a South Korean audience will need to understand how to utilize search engines and web portals like Naver, Google, and Daum to get more bookings.

NAVER

Naver is South Korea's first web portal and was the first in the country to introduce a search engine that has managed to maintain the lead over global engines like Google as the most popular of its kind within the country. Naver's search engine results pages (SERPs) show a preference for displaying plenty of user-generated content such as blogs, and even social media content which are categorically arranged to make it easier to find the relevant information the web portal visitors search for.

This is different from Google SERPS which focuses on website results and allows search results to deliver useful content that the user would otherwise never have found. This is why Naver Blog articles which we'll discuss later are such an effective way to get into the Naver SERPs, especially when users are doing their travel research. Furthermore, related ad campaigns, and influencers that are crucial for online marketing in South Korea will also appear in the Naver SERP.

츠 기획과 제작, 소셜미디어 채널 구축과 운영, 퍼포먼스 마케팅에 기반한 온라인 광고 대행 등.
2021.03.29.



검색결과 더보기 →

VIEW

• 전체 • 블로그 • 카페

서울특별시 공식블로그 2021.11.23.
서비스기획, UI/UX 디자인, 디지털 마케팅 등 무료로 배우고 취업...
(Digital Transformation/디지털전환과정) 서비스기획, UI/UX 디자인, 퍼블리싱, 디지털 마케팅 등... 24 400시간 4.디지털 마케팅 템플 (베어유) 경력있는 신입 마케터 ...



임스타의 쓸쓸한 마케팅 이야기 | 2021.11.29.
디지털마케팅전문가 의미 및 서비스
디지털마케팅은 마케터의 한 구성 요소이며, 이를 기반으로 한 디지털 기술, 미디어, 플랫폼을 이용하여 제품이나 서비스를 홍보하는 것을 의미합니다. 온라인 광고, ...
[디지털마케팅자격증 관련 6가지](#)
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KOTRA 외투기업채용지원팀 공식 블로그 | 2022.07.27.
[콘센트릭스서비스코리아(유)] 네덜란드 | 글로벌디지털마케팅 번...
2020년 12월 미국 나스닥에 상장한 CX 솔루션, 디지털 마케팅 서비스 전문 글로벌 기업입니다. 본사는 서울... 콘센트릭스서비스코리아는 디지털 마케팅/이커머스 전...



Search Engine Optimization on Naver

While Google handles its search rankings mostly through SEO using keywords, backlinks, and domain authority, Naver does it slightly differently. With its emphasis on user-generated content, Naver will look at your content marketing efforts on its platform to determine whether your results should appear on a SERP for the relevant search query. Advertising on Naver will also help you more than optimizing your hotel website.

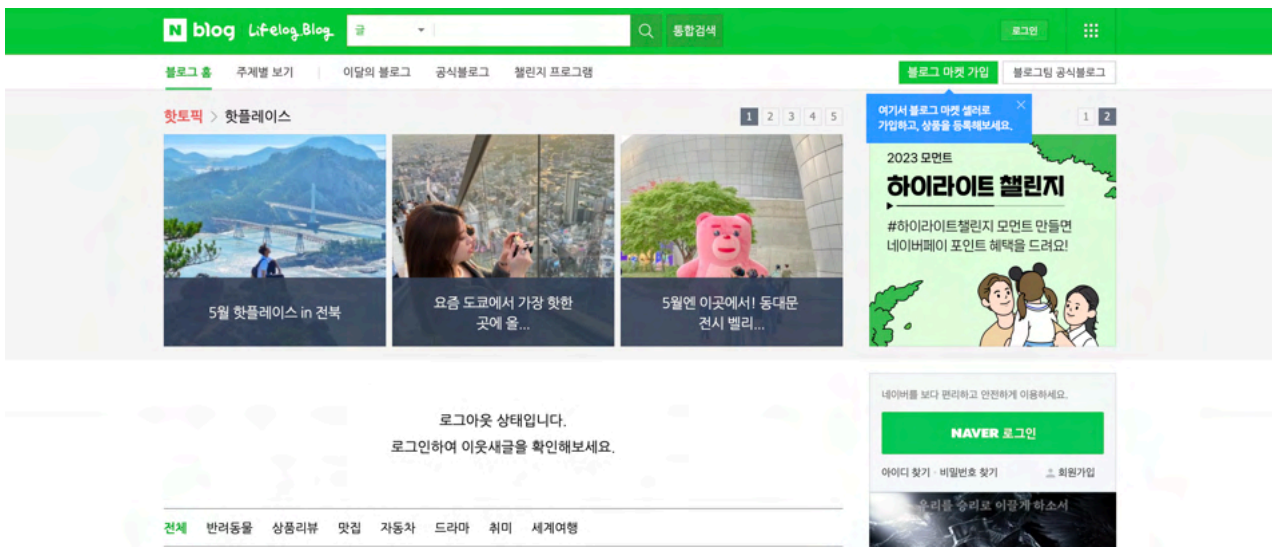
Naver Blog



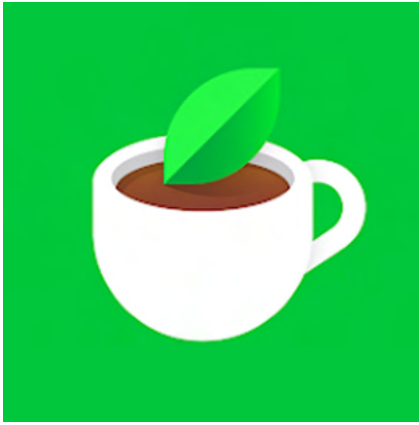
Potential guests of your hotel or resort will be doing their travel research by looking at online reviews, travel advice, and suggestions posted on Naver Blog. The first thing you should do is create a profile and start writing articles to build your online reputation as a source of useful information for tourists. Since the Naver SERP will feature these articles prominently, your brand will quickly gain more awareness among your target audience.

Your blog content will need to be unique, and you can start with topics where you have the most expertise. Travel advice relevant to your destination, and lists of local attractions to visit are some ways you can start. Naver can identify blogs that deliver top-quality content regularly, so you must keep a schedule to publish new articles to get noticed by the system.

Potential customers will also look at positive reviews and word of mouth from popular influencers, so it's also a good idea to leverage them if you wish to market your unique hotel attributes, and what makes your luxury resort special. Finally, for your blogs, it's important to maintain consistency in your branding assets so that readers will quickly recognize your hotel or resort by how it looks.



Naver Cafe



As your audience and potential future guests will get to know your hotel or resort brand through your well-written blog content, you can also take your marketing efforts to Naver Cafe. This is an online forum where its users share content based on their common interests. You can build your community surrounding your brand or simply join existing communities to interact with their members. There are many categories to choose from, but obviously, the travel category will be the most relevant one for hotels and resorts.

Naver Cafe is a great way to build relationships with your future and even previous guests to your hotel. And since Naver Cafe content is also used for ranking in the Naver SERPs, it can be a powerful digital marketing tool to get your hotel or resort brand noticed by South Korean travelers.



Naver Blog Influencers

No one knows the Naver Blog platform like a native Naver blogger. Using popular Naver Blog influencers with a high reach and credibility is a great way to reach your target audience. With the ability to communicate with the audience in their native tongue, the influencer's credibility and popularity will benefit any business that works with them.



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Paid Advertising on Naver Search

There are many types of advertising for Naver users that are actively searching for travel-related information. Naver search ads come in many different forms and can be a great way to deliver relevant content while routing them to your hotel website for direct bookings. Both Pay-Per-Click (PPC) and Pay-Per-View (PPV) options are available at a reasonable cost. The performance of your search ads can be monitored and the ads can be improved over time to generate better results. There are three main types of advertisements that hotel digital marketing agencies typically use.

Brand Search Ads

Brand search ads will be triggered by keywords that are related to your hotel or resort brand and up to 30 keywords can be selected for an ad. These ads guarantee some of the best visibility on Naver Search since they appear very prominently at the top of the search results. There are multiple images, and text components which can all be linked to unique landing pages on your website. If your brand awareness is already well established, you will face virtually no competition since users that search for your brand will only be shown your brand search ads.

1 나의 경쟁력! 네이버

네이버는 사용자가 원하는 것을 끊임없이 확인하고, 사용자에게 가치있는 서비스를 만들며 지속적인 혁신을 말합니다.

2

서비스정보 카페, 지식iN, 쇼핑, 주니어네이버, 증권, 앱스토어 이벤트 스마트폰에서 나의 경쟁력 CF를 만나보세요!

3

4

네이버앱 밴드 라인

1 Main Image 2 Title & Description 3 Additional Information 4 Detailed Images

Power Content Ads

Power content ads (content search ads) are great for promoting your content on Naver Blog and Naver Cafe. While the keyword selection is limited to what Naver offers, it does offer decent visibility since there is a thumbnail image and a short description to draw readers in for your content. These are used by digital marketing agencies that are focusing on building the reputation of a brand as a source of valuable travel information.

정원삼

부모님 선물,
홍삼만 한 게 없죠

오늘까지만,
최대 **65%**

도착보장

Site Search Ads

Next, there are the site search ads that directly promote your hotel or resort website in the Power Link and BizSite sections of the Naver SERPs. These are text advertisements that only include a title, description, and URL for your website. The position of your ad will depend on the keywords, your bids, and the quality score you have earned for your campaigns. While they contain no images to draw viewers in, you do get better targeting using specific search terms used by tourists doing their research.

파워링크 'hotel' 관련 광고입니다. ⓘ 클릭초이스 등록 >

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Display Ads on Naver

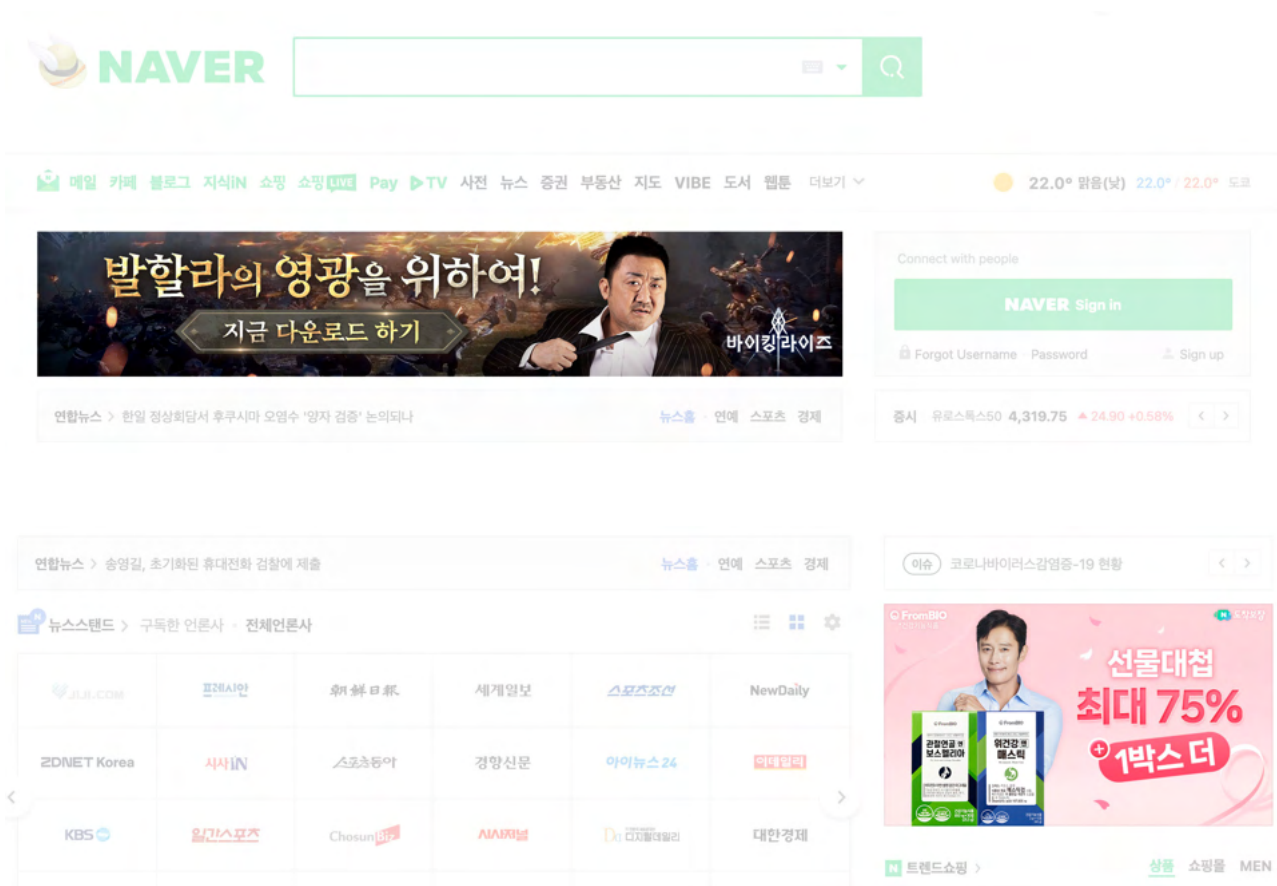
Apart from the search ads that get triggered, Naver also offers many types of display ads which can be shown on a variety of pages on the platform. These may include text, images, videos, and animation. The placement of the ad needs to be somewhere the target audience will see it, and the ad contents need to be designed to appeal to this audience. Travel blog posts are a common place to see these display ads and are great for improving your brand awareness.

Naver GFA

Naver offers ad targeting through its performance-based display advertising platform, Naver GFA. It provides detailed targeting settings that increase the reach to the right market. It allows the advertiser to display the ads on premium pages such as smart channels, Naver Main page, and Band apps according to the user's search intent and interests.

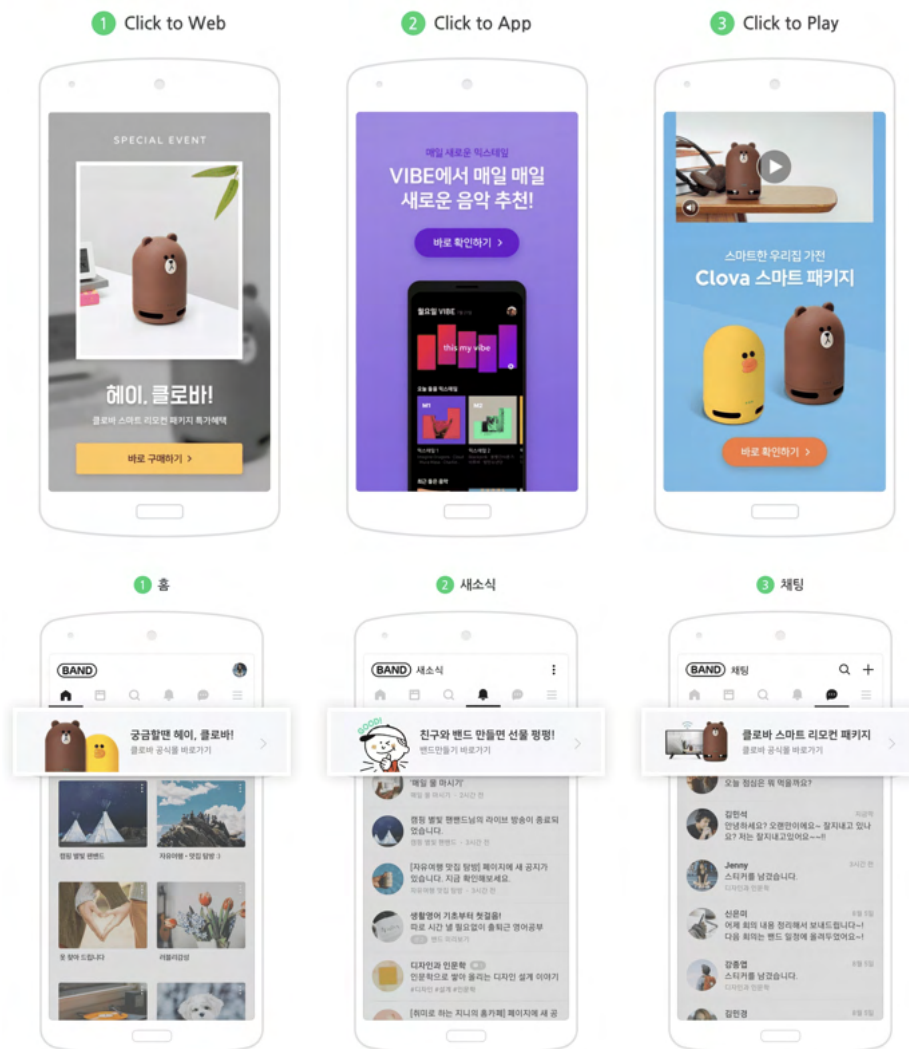
Time Board and Rolling Board Ads

The Time Board ad is a type of banner ad that can be displayed on Naver's home page for one hour. It will be the first thing users see when they visit Naver although a digital marketing agency should choose the time of day carefully to guarantee their target audience will see it. The Rolling Board ads are displayed on the right-hand side of the home page. These are also quite prominent, offering better targeting with the gender, age, and location of the user.



Special DAs and Smart Channel Ads

If you're targeting Naver's mobile site or app users, the special DAs will make sure your advertisements are the first thing these people will see when they open Naver. These ads will run for three hours but will generate millions of impressions during this short time. Next, there are smart channel ads that are displayed in the entertainment, sports, or news sections of mobile searches. By choosing the pages, you can target a specific audience and maximize the clicks that lead to your hotel or resort website. The accompanying video and images for these ads will also go a long way to market a beautiful travel destination or a luxury hotel experience.



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Other Search Engines for Digital Marketing in South Korea



Daum is the search engine operated by Kakao, and while it has only a 5% market share in South Korea, it is used heavily by desktop PC users. Its SERPs are in many ways similar to Naver's, with the results arranged into categories in a grid format. The thumbnails make it easier for users to browse through the results and find what they're looking for. The inclusion of video and image results makes it a great tool for users that are searching for more visual content.

Apart from the organic results that pop up in response to the search queries, businesses in the hospitality industry can utilize paid advertising to get the attention of users that are conducting their travel planning. Paid Links are the type of advertisement that gets the most prominent exposure on Daum, followed by Special Links and Wide Links. Your hotel or resort website could be promoted through these using the relevant keywords.

Search engine optimization on Daum works in much the same way as it does on Naver with great content being one of the main elements that will ensure a prominent placement in the SERPs. Engaging content that includes the targeted keywords and matches the relevant SERP categories will stand a great chance of attracting South Korean tourists.



코로나19 발생현황 백운식 일부승소 조수민 전속계약 박유나 인터뷰 틴탑 컴백확정

카페 메일 뉴스 지도 증권 쇼핑 카카오투V 웹툰 캘린더 스토리 사진 게임 같이가치 더보기 ▾

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'녹취 파문' 태영호 "녹음 유출한 자 끝까지 색출할 것" [뉴...



돼지가 된 최.. 구청 앞 생삼겹살 굽는 사람들[오마이포토]

속보尹대통령, 방통위 상임위원회에 이상인 변호사 인선 민주당 의원 독도 방문에...일본 "도저히 받아들일 수 없다" ... 윤관석·이성만 자진 탈당, 공지 몰리던 이재명 '기사회생' 수도권 120mm 비 쏟아진다...어린이날 연휴에 전국 '집중호우' 너도나도 '일본, 베트남' 다 나가도, 그린피 20만 원 '역주행'.. ...



1987년에 떨어진 김동욱, 과거로 돌아온 사실을 말해보...



'1200억' 요시다, 밥 갹할게! 흥런 포함 멀티히트 폭발 [...

재개발·재건축 쉽지 않네...용산도 서초도 조합원 내용에 '몸'... 최우선변제금 노린 '위장임차인'까지 등장... 뛰는 정부 위에 ... "여기서 끔찍한 성폭행이..." 검찰, 정영석 황금빛 침대-거실 ... 김건희 여사 사진에 "줄리 스펠링 아냐" 조롱한 진혜원, 징계 ... 송영길, 검찰에 휴대전화 초기화해 제출..."새로 사서 정보 없...

뉴스 생중계

- SBS 오 뉴스 LIVE
- jtbc 정치부회의 LIVE
- KBS 사사건건 LIVE
- MBC 뉴스데스크

尹, 文 '혼밥 8개' 들쭉다... "이런 외교 결례가 어딤나" 이준석 "난 사자성어 썼다고 1년 징계...김재원 태영호 더 세... 신천지 '지역 정치권 진출' 의혹에 뿔난 과천시민들...엄별 축구 암환자, 자전거 10분 탔더니...몸에 무슨 변화? "너희 대투력 나개 장쳐더라"...파이 들고 나야나 미구 이후

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Daum 아이디 통합하기 회원가입

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Google Search



Google is the second-most popular search engine in South Korea with over 30% market share. While Naver will deliver better results in this market specifically, you should be utilizing Google to promote your hotel business online to other markets.

Your existing content and on-page SEO efforts will not go to waste, helping you bring organic traffic to your website from Google Search. Google Hotel Ads that are displayed on Google's SERPs are some of the best ways to attract new guests by showing your real-time pricing and hotel room availability. Performing local SEO will help tourists in your area discover your hotel on Google Maps.

You can utilize Google for the South Korean market by performing localization in the Korean language. You could have a Korean language version of your website and also have your Google Ads localized similarly. This will ensure more tourists from this market will be drawn toward your content and your ads.

Google hotel in myeongdong

About 7,690,000 results (0.76 seconds)

Hotels | Myeong-dong, Jung-gu, Seoul, South Korea

Mon, May 15 Tue, May 16 2 Top-rated Budget options Luxury stays Free cancellation Deals

Hotel Name	Price (IDR)	Rating	Star Rating	Key Features
Hotel Skypark Central Myeongdong	1,108,186	4.0	4-star	DEAL: 19% less than usual. Modest hotel with a free local shuttle.
Staz Hotel Myeongdong 2	746,527	3.9	3-star	Popular with guests from Indonesia. Unpretentious hotel offering dining.
LOTTE City Hotel Myeongdong	1,983,118	4.2	4-star	Cosmopolitan hotel with dining & a gym. Free Wi-Fi, Fitness center.

View 383 hotels →



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Social Media Marketing with Kakao Apps

As mentioned earlier, South Koreans get travel ideas based on recommendations and positive reviews from popular travel influencers. The visual content posted on social media by their friends and family during or after a trip is another deciding factor. Digital marketing strategies that capitalize on social media in South Korea must therefore be present on the most popular platforms. These are mainly KakaoStory and KakaoTalk.

KakaoStory



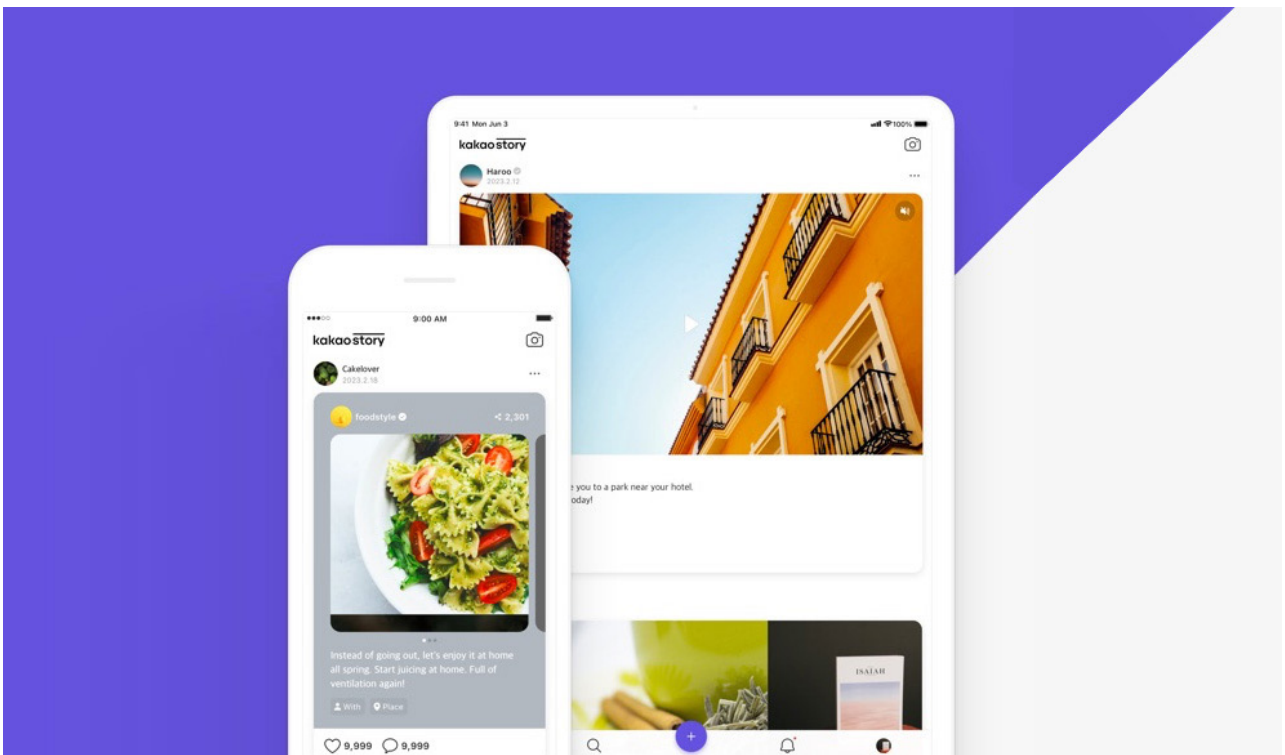
KakaoStory works similarly to social media sites like Instagram, allowing users to share pictures, videos, and stories. Since the platform is mainly focused on eye-catching visual content, it's a great place to promote a luxury resort or hotel's facilities, and the scenic natural beauty of a tourist destination. By sharing high-quality photos and videos that best showcase your location, you can add hashtags to make this content discoverable to those searching for a similar place to visit.

KakaoStory is a great place to build a loyal following for your brand, allowing you to communicate directly with potential guests, provide updates on special offers, run advertising campaigns, and collaborate with influencers to reach an even wider audience. Just like many of Meta's social media platforms, KakaoStory allows a business to track the performance of marketing campaigns. Engagement through views, comments, and various other metrics can be collected and evaluated to improve future performance.

Influencers and Viral Giveaways

Koreans also follow their favorite celebrities, influencers, and brands on this platform. By identifying the influencers that match your brand values and have a following that matches your target audience, you can leverage their popularity to boost your presence on the platform. The photos and videos they post of your hotel or resort on KakaoStory have the potential to generate plenty of buzz. This can often convince their followers to make more bookings than simply advertising on the platform.

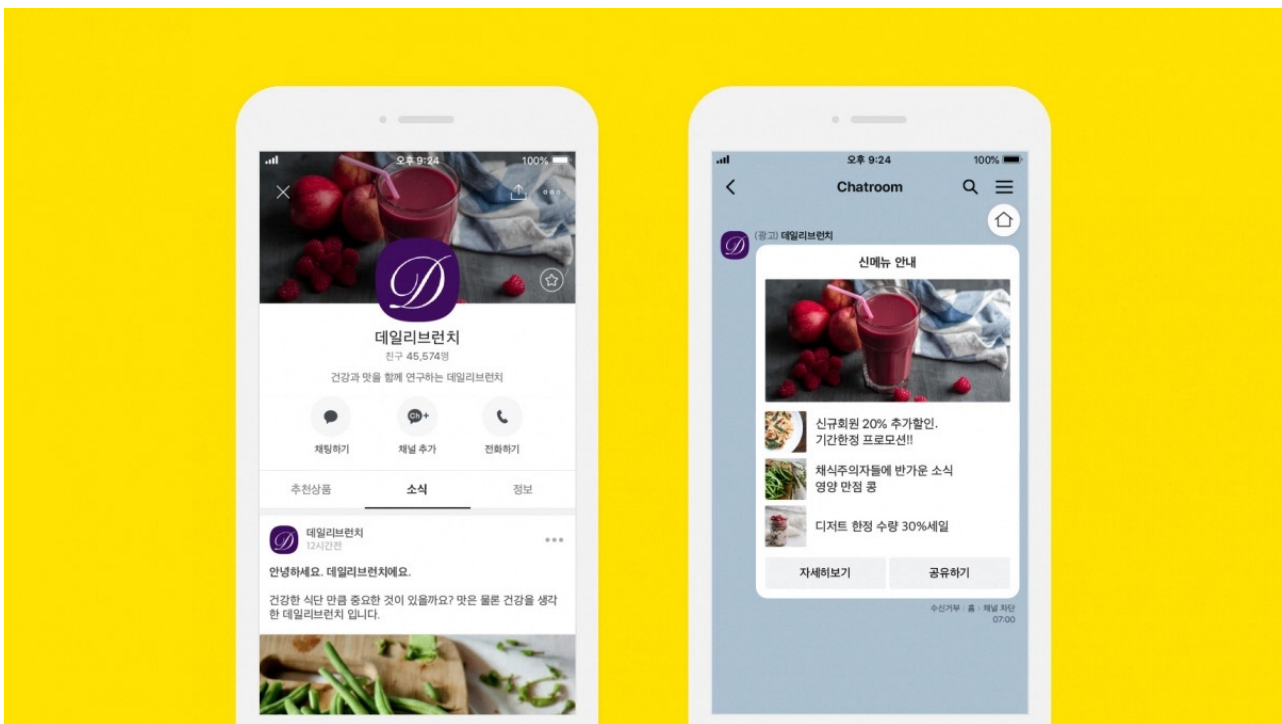
Furthermore, if you're planning to launch some viral giveaway campaigns, then social media platforms like Kakao are the ideal place to promote them. A truly engaging viral giveaway event that brings in popular influencers, and is planned properly can achieve several things. You can increase traffic to your hotel or resort website, grow your followers on social media, and add contacts to your email marketing list to be converted later.



KakaoTalk



KakaoTalk is South Korea's most widely used messaging app which is installed on nearly every mobile device in the country. Here you can create an official KakaoTalk account for your hotel or resort, allowing you to instantly communicate with anyone on the platform. On one hand, this is a way to connect to individual users who may wish to find out details about your hotel or travel destination. On the other, you can also post updates, and special offers, making sure anyone following your account will be noticed immediately. Keep in mind that you would need staff that can communicate in Korean since the majority of KakaoTalk users will expect this.



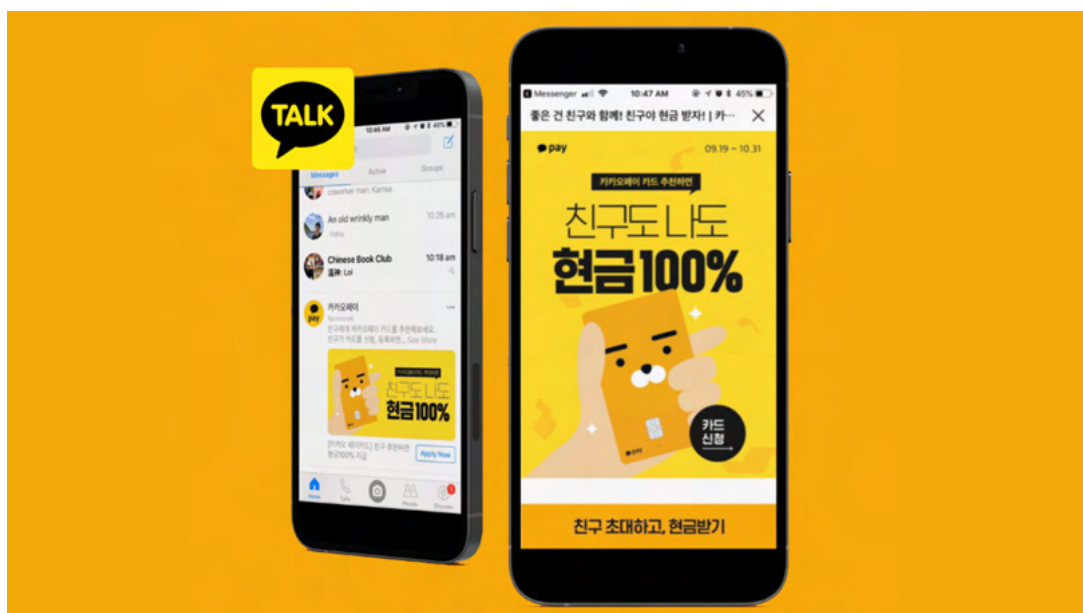
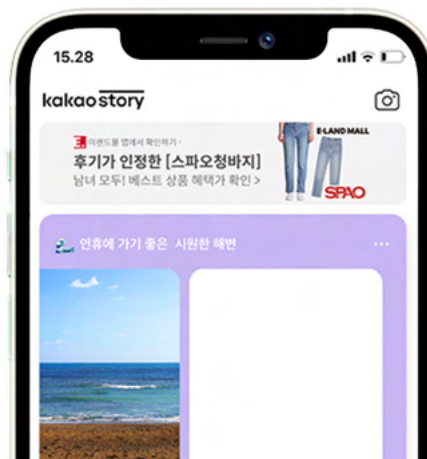
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Advertising on Kakao

There are many types of advertisements that a digital agency can make for Kakao. These can be used to target a specific audience through the gender, age, interests, and location of a user which makes it a very powerful tool. Let's look at a few of these ads.

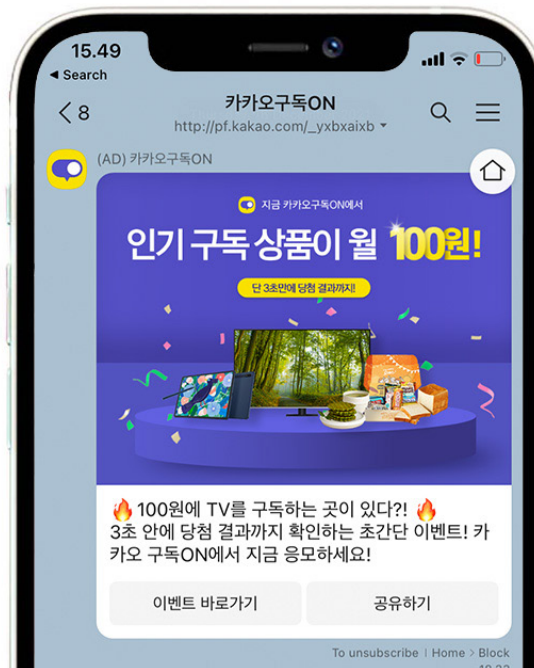
Display Ads

Display ads can appear on KakaoTalk and KakaoStory. They are a great way to build brand awareness on the Kakao platforms and drive traffic to your website. These are customizable, allowing you or your marketing agency to carefully control the placement, size, duration, and target audience that you are trying to reach. Video display ads are also available which are naturally one of the most effective ways to promote your hotel or resort.



Message Ads

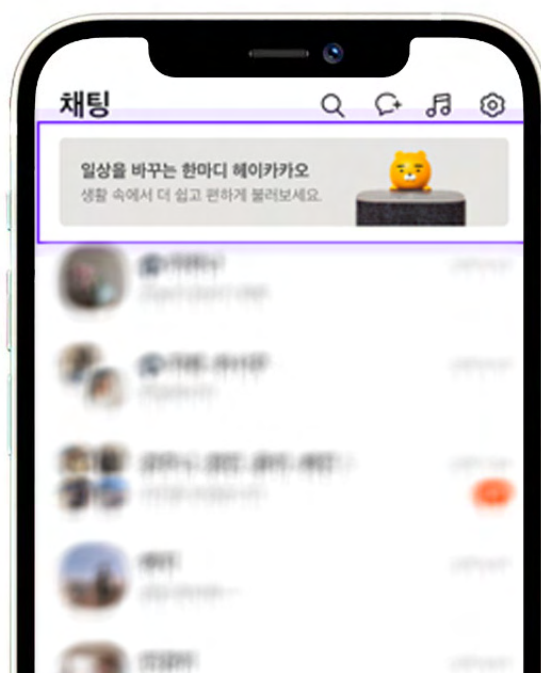
upcoming special offers or events at your hotel. These message ads can also be customized based on user demographics and interests. This can be a great way to communicate with potential guests along the customer journey, allowing you to generate leads, and turn these into conversions later.



Mobile Ads on KakaoTalk

Many types of ads can be delivered to mobile device users through KakaoTalk. The first and simplest are the KakaoTalk banner ads which appear near the top or bottom of the app interface. These are easy to launch and inexpensive if your marketing budget is not massive. KakaoTalk Smart SMS can be used as well to deliver messages to users that have opted in to receive them. These are great promotional tools ensuring your audience will see them first when they open the app.

And next, there are the KakaoTalk BizBoard ads which are displayed right on the top of the chat tab on the application. This is one of the most prominent places to place your ads, guaranteeing a large audience will notice them. There are many options to customize, enabling you to utilize images, videos, and links to promote your hotel or resort. Special events and offers are naturally the best things to promote using the BizBoard.



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Using Other Social Media Platforms for Digital Marketing in South Korea

South Korea, having the fastest internet in the world and 98% internet penetration, social media has surely become an essential part of the people. When talking about social media or SNS as commonly used by South Koreans, we cannot ignore the global platforms that have established themselves in the market.

While Kakao and its related SNS apps dominate social media in South Korea, other more globally recognized platforms have managed to get a solid foothold in the market. This means that hotels and resort businesses can first test the waters by reaching out to their target audience on social media that are familiar to them before trying out native platforms like Naver Cafe and KakaoStory.

Of course, it must be noted that the reason these platforms have managed to gain traction in the market is that they are available in the Korean language, making them accessible to people there. This means that the majority of users will be using these apps in their own language, and marketers will need to localize their content accordingly to reach their audience.

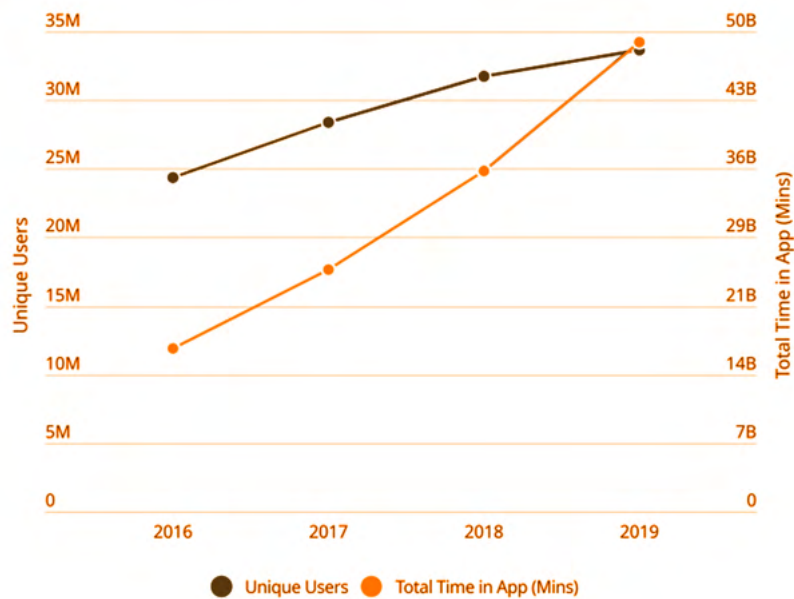


Watching online videos on mobile devices has long surpassed traditional television watching in South Korea, and YouTube is where most people consume this type of content. Studies have shown that viewers are less likely to become distracted when watching content on a mobile device than they are while watching TV. This means that a perfectly placed video ad will have a great chance to get their attention and make an impact. Research has also shown that viewers are more likely to search for a product or service after seeing an ad on mobile devices.

The popularity of online video consumption bodes well for the hospitality industry since the visual medium is one of the most effective ways to showcase the scenic beauty of a travel destination and the luxurious accommodations at a hotel or resort. Short videos work best for ads on YouTube, especially to target the on-the-go type of mobile user.

Apart from promotional video ads, hotels, and resorts can also make engaging content that is informational or educational to be published on their brand's YouTube channel. This is great for building brand awareness on the platform. There are also plenty of influencers and key opinion leaders (KOLs) on YouTube that can help design video content to resonate with local audiences. The daily vlog-style content and travel tips videos are watched by many who are planning their trips abroad.

Youtube Usage in South Korea



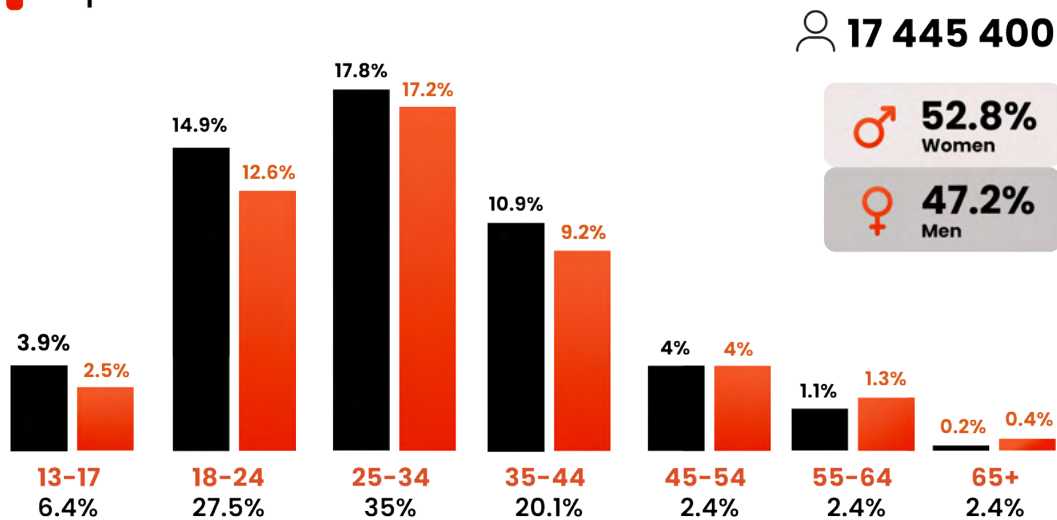
Instagram



When it comes to lifestyle content, Instagram is quite popular in South Korea with over 17 million users recorded in the country as of 2021. The 18 to 24 and 25 to 34 age groups make up most of the users with the app drawing both male and female audiences. The 25 to 34 group is the demographic that will most likely have the income to travel. Popular Instagram travel profiles in South Korea are worth looking at to understand which type of content gets the most engagement, and also for collaboration.

Similarly to KakaoStory, the users are here to share and consume visual content. Therefore, the content marketing strategy here is to utilize high-quality photos and professionally produced videos to get the attention of South Koreans that are looking for places to travel to. Ads can also be designed to blend into a user's feed to increase the chances of getting their attention.

Instagram users in South Korea September 2021



Facebook



While Facebook is the world's most widely used social media platform, it only has about 13 million users in South Korea. Many of its younger audience is currently switching to other platforms like Instagram for their short-form visual content to avoid Facebook's more text-heavy features. Facebook's user base isn't growing as fast as other social media platforms although it does provide great ad features which can be used to target the 25 to 34 male demographic which makes up a large portion of its regular users.

Twitter



Twitter is next in line with most users using it to get the latest news from the world and share their thoughts online. Many celebrities, politicians, and brands are present on the platform as it gives them a chance to connect with their followers, engage in public discourse, and share updates. K-pop groups like BTS are extremely popular on Twitter although their followers aren't limited to South Koreans since achieving global fame. The platform can still be useful for a brand to connect and share content with their potential customers in South Korea as well as the rest of the world.

TikTok



TikTok has become quite the sensation in recent years among teenagers especially due to its addictive short-form video content. While it's a great place to promote music, fashion, and beauty products, the 10 to 19-year-old demographic it primarily attracts isn't currently worth reaching out to for companies in the hospitality space since these users will not have the income to do much traveling outside South Korea. However, hotel and resort marketers should still pay attention to how this younger audience continues to use TikTok over the next few years since they will eventually grow into the target demographic they wish to reach out to.



Challenges for Hotel and Resort Digital Marketing in South Korea

While there's nearly complete internet penetration and social media used by the majority of the population in South Korea, there are many digital marketing challenges that foreign businesses will quickly experience as they attempt to reach this audience. These are primarily the language barrier, and adapting to the digital platforms that Koreans are using daily.

The Korean Language



While many Koreans can communicate in English, they are far more comfortable using their mother tongue. This means that everything from the ads you launch on Naver and Kakao, as well as the content you create such as Naver blogs will need to be localized to resonate with audiences. When entering a market like South Korea, you cannot force your audience to learn English to understand what you're offering them. If they notice you're making the effort to communicate in Korean, they will more likely choose your brand over another.

Furthermore, if you want your website visitors to stay longer and convince them to make a booking, your official hotel or resort website will need to be localized as well. Critical pages like hotel room rates, amenities, activities, and contact details can be made more accessible to the audience if you have a Korean-language version of your website.

Part of your success in digital marketing depends on social listening. This involves listening to what tourists are saying about your brand online. Whether they are negative reviews or positive feedback, you will need staff that can understand Korean to get an accurate picture of what your audience feels about your hotel or resort.

And finally, you will need to use the Korean language when speaking directly with potential guests. Your customer service personnel as well as your digital marketers interacting on platforms like Naver Cafe, or other social media will be able to better understand customer concerns and answer their queries. This means that you will need to invest in localization and have staff capable of communicating in Korean to truly build trust with this audience.

Unfamiliar Digital Marketing Platforms



Even if your digital marketing team is experienced in local SEO, email marketing campaigns, and social media advertising, they will come across many unfamiliar platforms in South Korea they haven't even heard of before. Naver and Kakao come with their own quirks that locals are used to but many outsiders will find them challenging to learn.

There are also the unique cultural norms and usage habits of Koreans on these platforms that may seem very strange to people who haven't stepped foot in the country. It might be far less complicated to work alongside an expert in South Korean digital marketing rather than to struggle to adapt to these platforms upon entering the market.



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Why You Need a Digital Marketing Agency That Understands the Korean Market



The easiest way for a hotel or resort brand to reach South Korean audiences effectively is to invest in digital marketing services provided by a company that already has expertise in this market. Hiring an agency that specializes in not just digital marketing in South Korea but also has knowledge about the hotel industry will be crucial for many reasons.

Knows the Korean Market

Firstly, a service provider that understands Korean cultural aspects and what their outbound tourists are looking for will be a major advantage when creating high-quality content that can resonate with this audience.

Provide Localized Services

Secondly, a company based out of South Korea will naturally be positioned to provide the crucial localization services that everything from online advertisements to web design needed to convert website visitors to paying customers that make bookings.

Familiar with Native Korean Social Media Platforms

Thirdly, a social media management expert that can handle platforms like KakaoTalk and connect with travel-based influencers will allow a hotel or resort brand to reach a much wider audience than they would otherwise have been able to.

Provide Insights and Expertise

Furthermore, they could also help hotel owners to understand how the South Korean audience is responding to their presence, improve brand awareness, and gain more followers. Successful social media marketing campaigns that involve relevant and popular social media celebrities, as well as tactics such as viral giveaways will require a digital marketing agency that has a proven track record in this market.

Furthermore, they could also help hotel owners to understand how the South Korean audience is responding to their presence, improve brand awareness, and gain more followers. Successful social media marketing campaigns that involve relevant and popular social media celebrities, as well as tactics such as viral giveaways will require a digital marketing agency that has a proven track record in this market.

This is where Inquivix comes in. Our team specializes in digital marketing strategies designed to help brands break into South Korea's highly-competitive and demanding digital landscape. We can get your hotel or resort in front of your target audience, and make an impactful first impression.

Inquivix has been in the digital marketing industry for over a decade providing services to brands across the globe to reach the South Korean market and grow their business. We have experts from South Korea and talent from all over the world ready to provide you with exceptional service.

Thank you for reading this ebook!

**For digital marketing efforts that deliver results
and drive hotel bookings, contact Inquivix
today!**

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