



Euromonitor
International

Experiential Luxury in South Korea

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rise in travel drives growth in experiential luxury, particularly luxury hotels
Players in luxury hotels lead and drive growth through expansion and premium amenities
Growing demand for bespoke luxury experiences contributes to growth

PROSPECTS AND OPPORTUNITIES

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Luxury hotels to drive growth through wellness services and exclusivity
An increasing number of luxury hotels likely to adopt eco-friendly practices and sustainable initiatives

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Luxury Goods in South Korea - Industry Overview

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