

Meet the South Korean Digital Traveler

REGIONAL TRENDS EVERY MARKETER SHOULD KNOW

South Koreans are traveling more than ever, and mobile apps are transforming the way they book.

Searching for Deals Has Gone Mobile



3 in 4

mobile travelers search for trips on mobile apps



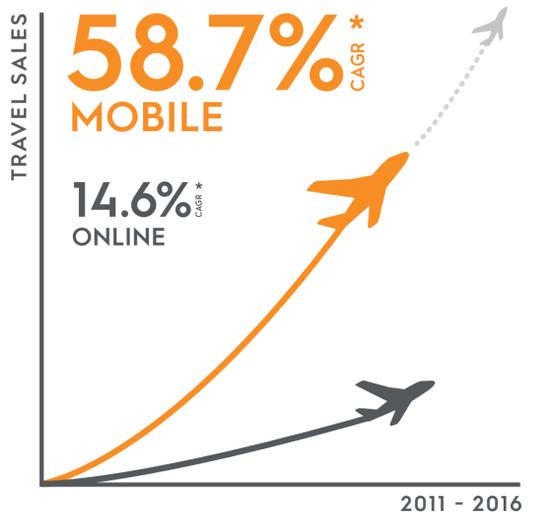
TRAVEL TAKEAWAY

Mobile experiences that provide **side-by-side comparisons** and **speedy searches** will convert more browsers to bookers.

Mobile Travel Booking is Ready for Take Off



85% of millennials' bookings were made via apps



TRAVEL TAKEAWAY

Apps with **simple checkout** and **payment options** will attract a bigger share of the South Korean mobile market.

International Travel is Trending

+10.2% CAGR * INTERNATIONAL TRIPS MADE BY LOCALS* 2011-2016

+6.7% CAGR * DOMESTIC TRIPS MADE BY LOCALS* 2011-2016

+3.1% CAGR * SPENDING ON LEISURE AND RECREATION OVERALL* 2017-2020



TRAVEL TAKEAWAY

Leisure spending and **travel-friendly government policy** will bolster international trips.

Prepare for the Mobile Travel Boom



Make your mobile app a one-stop shop for all your customers' travel needs



Promote relevant, personalized ads that respond to customer behavior in real time



Adopt a singular view of your customers across all of their favorite devices

For more information, please visit www.criteo.com.

*Compound Annual Growth Rate measured from 2011 to 2016. Methodology: Survey of 200 respondents in South Korea conducted by Euromonitor in February, 2017 to present a comprehensive and accurate picture of the macro-economic landscape and travel industry in South Korea.

About Criteo: Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 14,000 advertisers worldwide and with direct relationships with thousands of publishers.

