

Yeosu Web Contents

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Revisiting romantic Yeosu, reaching 10 million tourists in 3 years!

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10.33 million visitors by the end of October... Significant increase in visits in their 20s and 30s from big data results

Yeosu-si (Mayor Jeong Kimyung) announced on the 9th that it has reached 10 million tourists in 3 years after Covid-19.

According to the city, the number of tourists who visited major tourist spots was 10.33 million at the end of October.

Over 8.72 million in 2020 and 9.77 million in 2021, the number of tourists exceeded 10 million in 3 years, and it was analysed that Yeosu tourism, which had been sluggish due to Covid-19, is rapidly recovering.

In particular, 2.85 million people visited during the summer vacation season alone, from July to August, the peak tourist season, which is an increase of about 20,000 from 2.83 million in 2019, before Covid-19.

According to the analysis of "2022 Summer vacation travel rate and travel destinations" by Consumer Insight, a consumer research agency, Yeosu-si's share of summer vacation spots rose 1 notch from last year to 5th in the country.

In the analysis of Maeil Business and Shinhan Card's "Vacation Map Seen by Big Data", the increase in tourists among the younger generations was remarkable. Compared to 2019, the number of people in their 20s who visited Yeosu in July this year increased by 36.3% and those in their 30s by 28.1%.

Yeosu-si cited the blessed natural environment, the romantic night sea, the increase in luxury lodging facilities, the continuous development of tourism contents, and the awareness of safe tourist destinations created with citizens as factors for the increase in tourists.

In particular, in September and October, various festivals such as Yeosu's representative festivals such as "Geobukseon festival", "Namdo Food Festival", "Fireworks Festival", and "Yejaman Bay Tidal Flat Sunset experience" continued, drawing national attention.

The ecotourism program "Samok Ssamok Nangdo" and 10 themed tours "Camping Competition" were also popular. With the opening of the Yeosu Seomseom Road, the development of various tourism contents such as the creation of the "Island Villaae Neoul (<http://www.yeosu.go.kr>)

development of various tourism elements such as the creation of the "Yeosu Village Street Road" and the operation of the "The Some Healing Center" also increased the satisfaction of Yeosu tourism.

In addition, the "Comprehensive Tourism Task Force" operated by Yeosu-si and the "Public-Private Collaborative Organization" for local tourism development also contributed to solving various inconveniences and improving friendliness, contributing to the increase in tourists.

A city official said, "The recovery of tourism is clear, and this year we expect to see as many tourists as before Covid-19."

He continued, "As the tourism industry can freeze again at any time due to the decline in household consumption due to high prices, we will do our best to welcome tourists by providing friendly service, reasonable accommodation rates, and creating a clean food culture."



(<http://www.yeosu.go.kr>)



 3-1 다시 찾는 낭만 여수, 3년 만에 관광객 '1,000만' 달성!.jpg (148 hit/ 541.0 KB)


<http://www.yeosu.go.kr>

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