The Challenges and Perspectives of Korean Ski Industry

The Case Study of YongPyong Resort

2012. 4. 12
Where I came from
Where I came from
Where I came from
YongPyong Credentials at an International Level

- 1998. 02  Ski World Cup FIS Alpine 1998
- 1999. 01  4th Asian Winter Games
- 2000. 02  Ski World Cup FIS Alpine 2000
- 2003. 03  Ski World Cup FIS Alpine 2003
- 2005. 01  Ski World Cup FIS Alpine 2005
- 2007. 01  InterSki Congress 2007
- 2011. 02  LG FIS Snowboard World Cup
Location and Elevation

![Location and Elevation Diagram]
Competitive Landscape

Year 1975

# of Ski Resort: 1

Year 1990

# of Ski Resort: 6

Year 2000

# of Ski Resort: 11

Year 2011

# of Ski Resort: 19
Korean Resort : Capital Intensive
Night Skiing at Jisan Forest
Why Snowboard?
Why Snowboard?
High Standard : Slope Care and Safety

설질에 만족 못하시면 돌려드리겠습니다!

대관령 용병이 시작합니다 설질만족 프로젝트

문석진 설질에 대한 고충이 영영을 새롭게 만들고 있습니다. 안전한 설질관리를 위해 정상취재자의
설질환경을 실험하고 바람직한 제반사항을 확보하였습니다. 또한 빅미들에서 대규모 체험으로 봉양포구를
설질방식 개선하여 설질체험을 향상으로 봉양포구의 안전관리를

YONG PYONG
A LL PLAYERS SHOULD
Compact Season
Market Growth

(Unit: Thousand)

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (Unit: Thousand)</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/06</td>
<td>5.692</td>
</tr>
<tr>
<td>06/07</td>
<td>6.034</td>
</tr>
<tr>
<td>07/08</td>
<td>6.641</td>
</tr>
<tr>
<td>08/09</td>
<td>6.564</td>
</tr>
<tr>
<td>09/10</td>
<td>6.637</td>
</tr>
<tr>
<td>10/11</td>
<td>6.479</td>
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</tbody>
</table>

* Source: Korea Ski Resort Business Association
Demographic Change

Year 1991

Year 2011
Japanese Ski Industry

INTERNATIONAL BUSINESS; Japan's Ski Industry Stumbles on Age and Economy

By JAMES PROKOP

March 24, 2005

The Japanese ski industry has struggled in recent years. Despite


→ Aging Population, Low Profitability → Lack of Investment, Increasing Restructuring Needs

Over all, about 13 million lift tickets are expected to have been sold in Japan this season, down from 18.6 million in 1993. One reason is the aging of the country’s population, said Yoshio Sato, president of the Japanese Institute of Free Time and Sports. “Skiing,” he said, “is a sport that attracts young people.”

In Japan, Quieter Snow

The number of people who went skiing or snowboarding in Japan at least once in each year has fallen by more than 25 percent since 1993.
Potentials of Korean Ski Industry
Number of Foreign Visitors

(Unit: Person)

- 2003: 39,586
- 2004: 74,459
- 2005: 53,555
- 2006: 52,162
- 2007: 44,405
- 2008: 52,048
- 2009: 76,404
- 2010: 79,667
- 2011: 76,849
International Ski Festival
YongPyong Resort
YongPyong Resort

YongPyong Resort: 2,268 units
Beache Palace: 224 units
The Ocean Resort: 265 units
(Total 2,757 units)
Beache Palace in West Coast
The Ocean Resort in South Coast
### Real Estate Developments

<table>
<thead>
<tr>
<th>Division</th>
<th>Units</th>
<th>Capacity (# of Pillows)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel</td>
<td>191</td>
<td>450</td>
</tr>
<tr>
<td>Hostel</td>
<td>73</td>
<td>760</td>
</tr>
<tr>
<td>Villa Condo</td>
<td>412</td>
<td>1,946</td>
</tr>
<tr>
<td>Tower Condo</td>
<td>208</td>
<td>838</td>
</tr>
<tr>
<td>Greenpia Condo</td>
<td>338</td>
<td>1,826</td>
</tr>
<tr>
<td>Yongpyong Condo</td>
<td>205</td>
<td>872</td>
</tr>
<tr>
<td>Birch Hill Condo</td>
<td>450</td>
<td>2,448</td>
</tr>
<tr>
<td>Forest Residence Condo</td>
<td>167</td>
<td>1,164</td>
</tr>
<tr>
<td>Verde Hill Condo</td>
<td>224</td>
<td>1,344</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,268</strong></td>
<td><strong>11,648</strong></td>
</tr>
</tbody>
</table>
Annual Revenue Distribution

(Unit: Billion Won)

- Resort Operation
- Condo. Development

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td><img src="image" alt="2002 Revenue" /></td>
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<tr>
<td>2003</td>
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<tr>
<td>2010</td>
<td><img src="image" alt="2010 Revenue" /></td>
</tr>
<tr>
<td>2011</td>
<td><img src="image" alt="2011 Revenue" /></td>
</tr>
</tbody>
</table>
Diversification: Golf

- Total 45 holes
- Birch Hill G.C (18H)
- YongPyong G.C (18H)
- YongPyong 9 (9H)
Diversification: Daemyung Resort - Ocean World
### TOP 20 WATERPARKS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Waterpark Name</th>
<th>Visitors</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Typhoon Lagoon at Walt Disney World, Orlando, FL, USA</td>
<td>2,059,000</td>
<td>0%</td>
</tr>
<tr>
<td>2</td>
<td>Blizzard Beach at Walt Disney World, Orlando, FL, USA</td>
<td>1,891,000</td>
<td>0%</td>
</tr>
<tr>
<td>3</td>
<td>Chimelong Water Park, Guangzhou, China</td>
<td>1,800,000</td>
<td>12.5%</td>
</tr>
<tr>
<td>4</td>
<td>Aquatica, Orlando, FL, USA</td>
<td>1,600,000</td>
<td>6.8%</td>
</tr>
<tr>
<td>5</td>
<td>Caribbean Bay at Everland Resort, Gyeonggi-Do, South Korea</td>
<td>1,450,000</td>
<td>3.3%</td>
</tr>
<tr>
<td>6</td>
<td>Ocean World, Gangwon-Do, South Korea</td>
<td>1,310,000</td>
<td>4.0%</td>
</tr>
<tr>
<td>7</td>
<td>Wet 'N Wild, Orlando, FL, USA</td>
<td>1,235,000</td>
<td>5.0%</td>
</tr>
<tr>
<td>8</td>
<td>Wet 'N Wild Water World, Gold Coast, Australia</td>
<td>1,095,000</td>
<td>6.8%</td>
</tr>
<tr>
<td>9</td>
<td>Summerland, Tokyo, Japan</td>
<td>920,000</td>
<td>1.9%</td>
</tr>
<tr>
<td>10</td>
<td>Sunway Lagoon, Kuala Lumpur, Malaysia</td>
<td>907,000</td>
<td>17.5%</td>
</tr>
</tbody>
</table>

*Source: TEA/ERA, The Global Attractions Attendance Report 2010*
Ski Resort Turned into Summer Resort
Waterparks in Korea
YongPyong Resort Waterpark : Peak Island

- One of the largest indoor water park facilities in Korea
- Indoor : 3,586 ㎡, Outdoor : 4,403 ㎡
- Capacity: 3,500 persons at one time
YongPyong Resort Waterpark: Peak Island
Ad-Poster in 2008
Summer Season Ad-Poster in 2011

아이들은 물놀이를 하다 보면
수영장물 별격벽격 마시게 됩니다
그래서 대관령의 많은 물로
채우고 또 채웁니다
용영워터파크 피크아일랜드

워터파크에 갔면
아빠가 즐거울까요?
아이들이 더 즐거울까요?
그래서 아빠의 입장료는
받지 않기로 했습니다
용영워터파크 피크아일랜드

용영 워터파크 피크아일랜드

용영 워터파크 피크아일랜드

용영 워터파크 피크아일랜드

용영 워터파크 피크아일랜드
Other Recreational Activities
Outlook for Ski Industry in Korea

6 Gold Medals out of 36 vs. 0 Gold Medal out of 50
Thank you!

Please visit at [www.yongpyong.co.kr](http://www.yongpyong.co.kr)
for more information