

# Korea in the Search Bar:

## What Social Trends Reveal About the Next Generation of Discovery

# The Search Interface Has Fragmented

## AI SEARCH

From Link Generation to Answer Generation



Travelers now receive instant, curated answers  
(Zero-Click) to planning queries.

Planning shifts from keywords to contextual prompts.

## VIDEO-FIRST SEARCH (SOCIAL SEARCH)

From Scroll to Search-Within-Feed



Discovery is driven by vertical video feeds (TikTok,  
Reels, Shorts).

Users explore, validate, and convert directly on these  
video platforms.

# The Visual-First Paradigm: Trust in Motion

Travelers search on social to visualize what inspires and relates to them.



where to go in seongsu

AI Overview

In Seongsu, you can visit **Seoul Forest** and **Ttukseom Hangang Park** for green spaces, explore trendy cafes and cultural spots like **Cafe Orion**, **Daelim Changgo**, and **Seongsu Yeonbang**, which is a renovated factory complex. Other options include checking out brands like **Amore Seongsu** and **DIOR Seongsu**, shopping at the **Seongsu Handmade Shoes Street**, or visiting the **Monami Factory** to create your own pen.

Parks and nature

- Seoul Forest: A large urban park with walking paths and photo opportunities.

Show more

The Soul of Seoul

<https://thesoulofseoul.net> · Blog

**Seongsu-dong: A Guide To The Brooklyn Of Seoul**

Oct 15, 2025 — What To Do In Seongsu-dong · WXCK Photo Booth (백포토) · Seoul Forest (서울숲) · PowWow! Korea Street Art · Common Ground (커먼그라운드).

South Korea Hallyu

<https://southkoreahallyu.com> · things-to-do-seongsu-do...

Seongsu-dong 2(i)-ga

Hip Seongsu-dong is known for its craft coffee bars and organic restaurants in repurposed warehouses. Major draws include airy Daerim Warehouse, which has a cafe

12:34

Search: korea

For you Accounts Reels Audio Tags

TEMPERATURES AS LOW AS -7°C ARE EXPECTED IN PARTS OF SOUTH KOREA THIS WEEK

Week Itinerary in KOREA

TOP EVENTS THIS SUMMER WON'T MISS

We stayed here in South Korea

Things to Pick up at Daiso

How people see South Korea

TOP 5 MUST SEE autumn leaves tours IN KOREA

SOUTH KOREA FOR THE FIRST TIME VISITORS

Home Search Add Post Profile

12:34

Search: Korea

Top Users Videos LIVE Shop Photos

Don't waste your time and money in Korea...

korea is living in the FUTURE, this is truly t...

Home Search Add Post Profile

12:35

Search: seoul travel tips

4 MUST VISIT PLACES IN SEOUL

South Korea Travel Tips

Hussmeister 2 years ago

Max Miles Points 1 year ago

14 places to visit in Seoul

Planning a Seoul trip? DONT BOOK AN...

Ariela Travels 9 months ago

May Lee 3 months ago

Home Search Add Post Profile

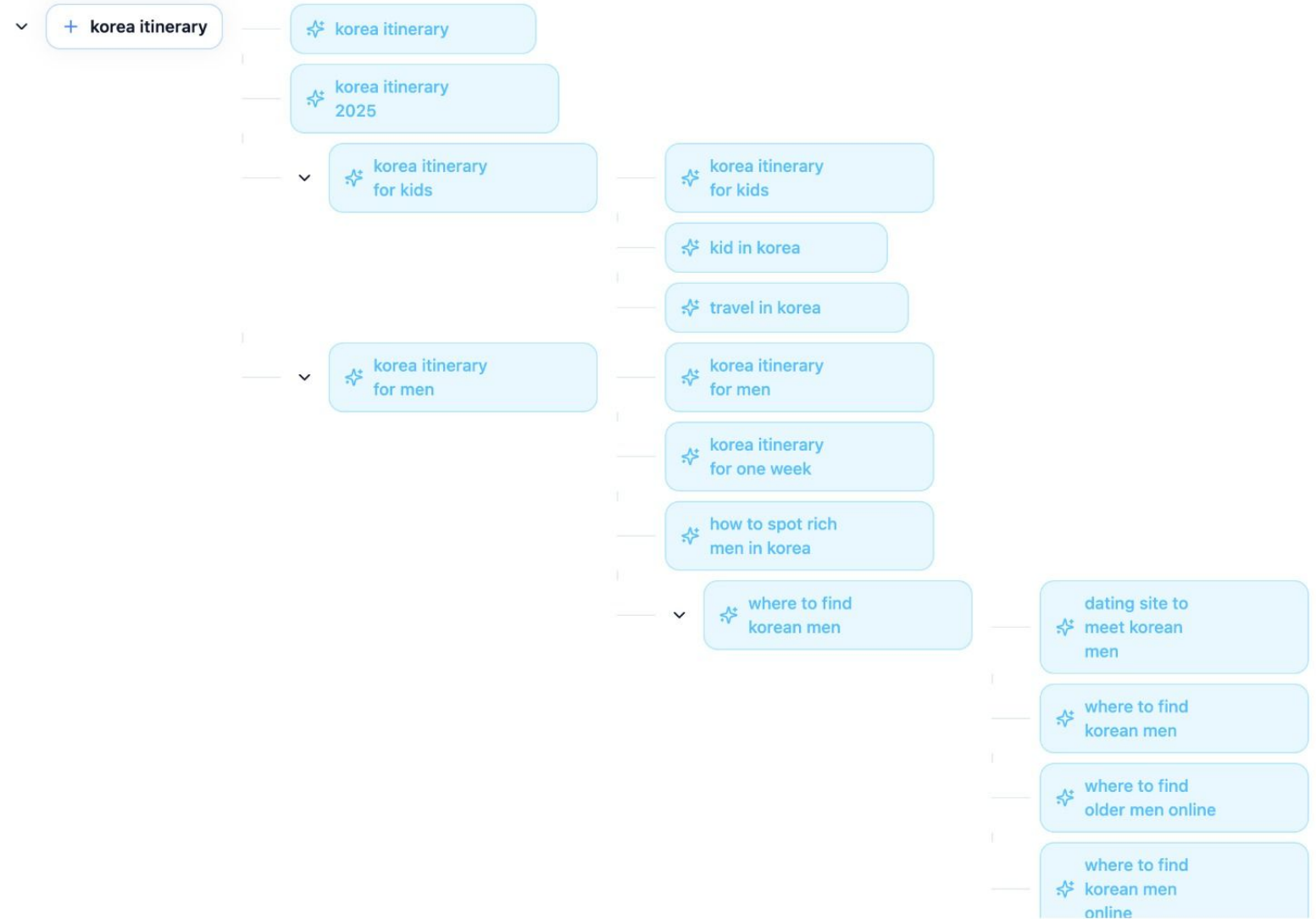
Text-based Listings

Social video  
doesn't just  
change  
discovery, it  
changes the  
trips people  
do

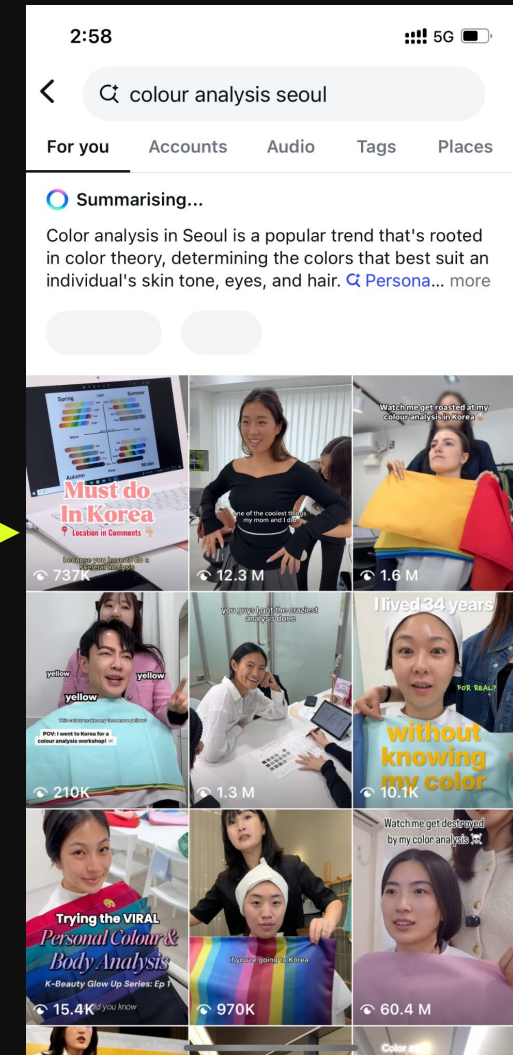
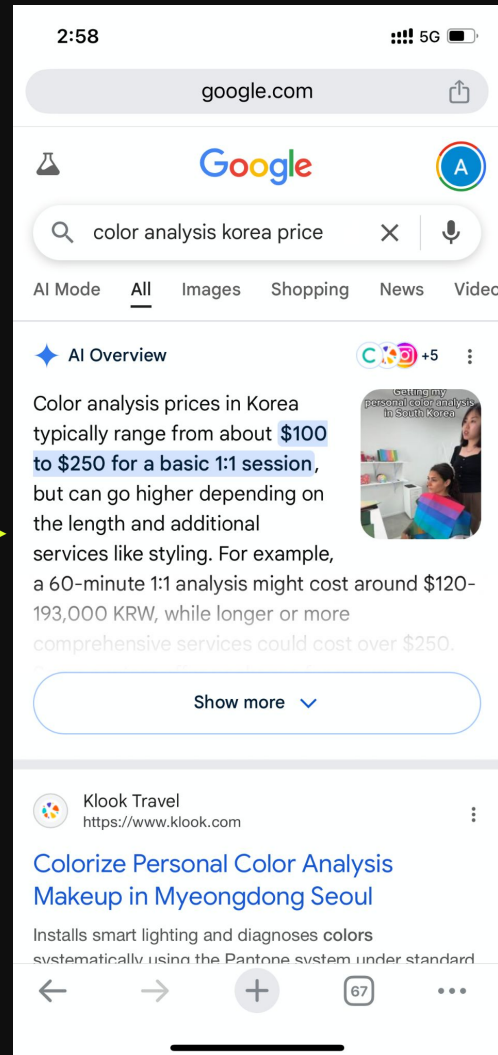
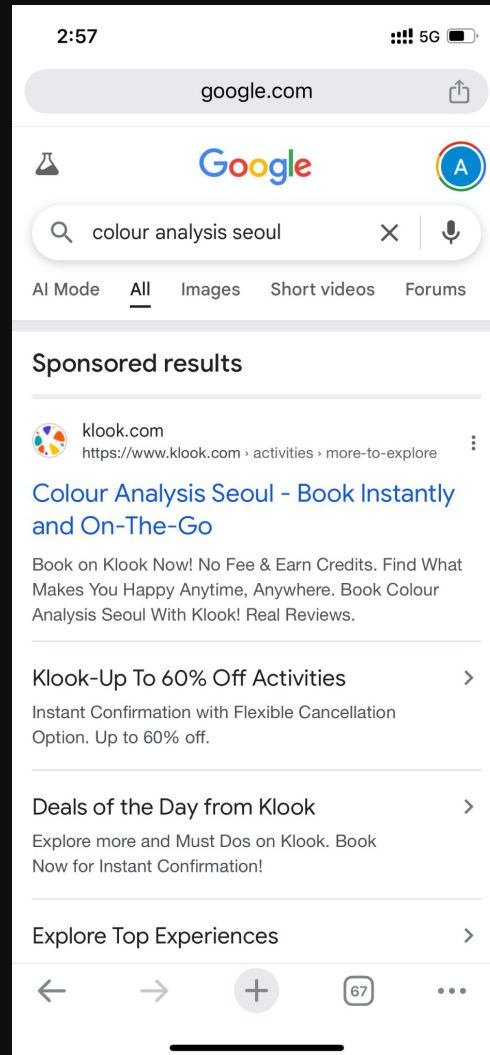
## Keyword Explorer

Exploring: korea itinerary

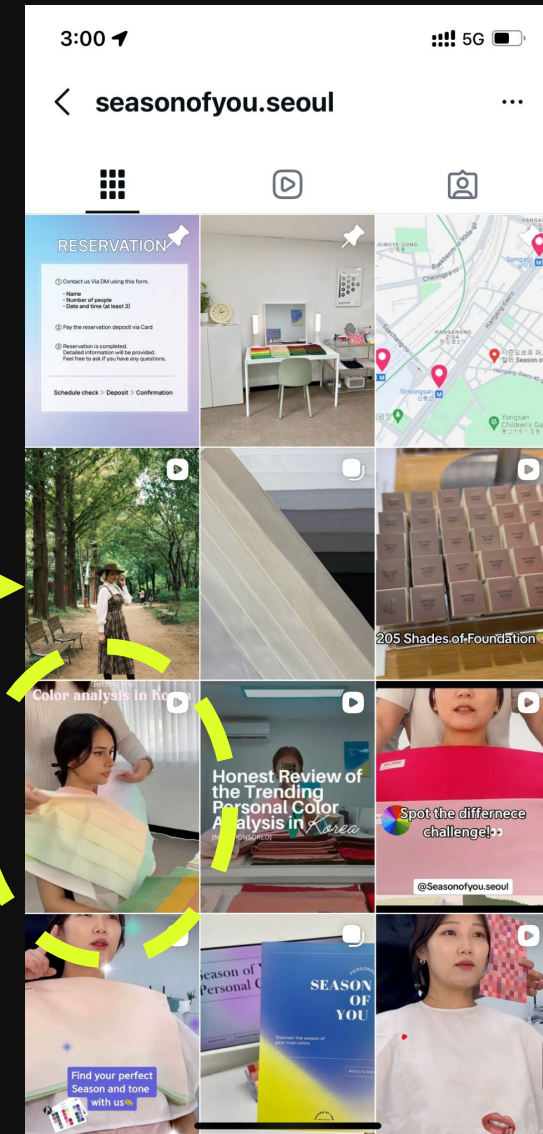
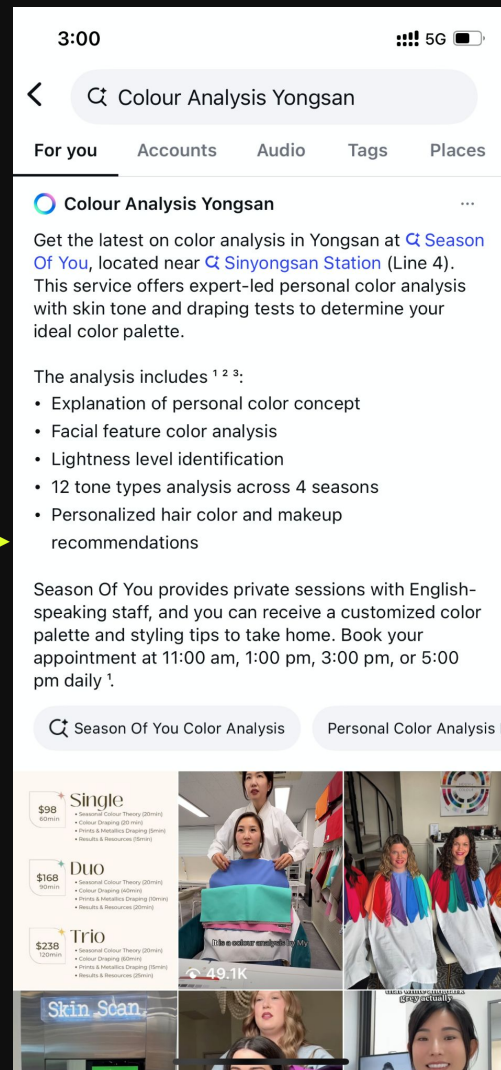
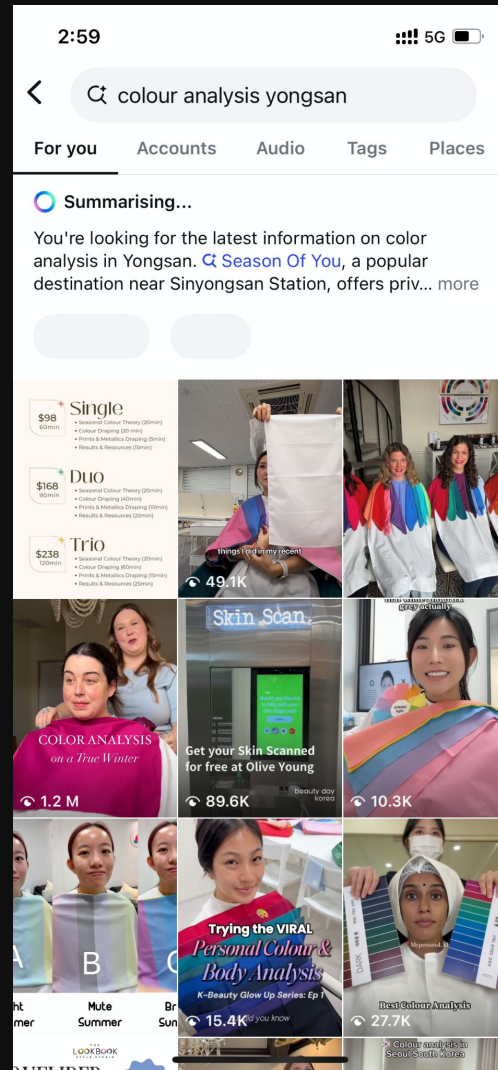
Click chevrons to expand keywords, or search icons to explore individual terms. Hover over keywords to see full text.



# First-timer to Korea: Booking a colour analysis



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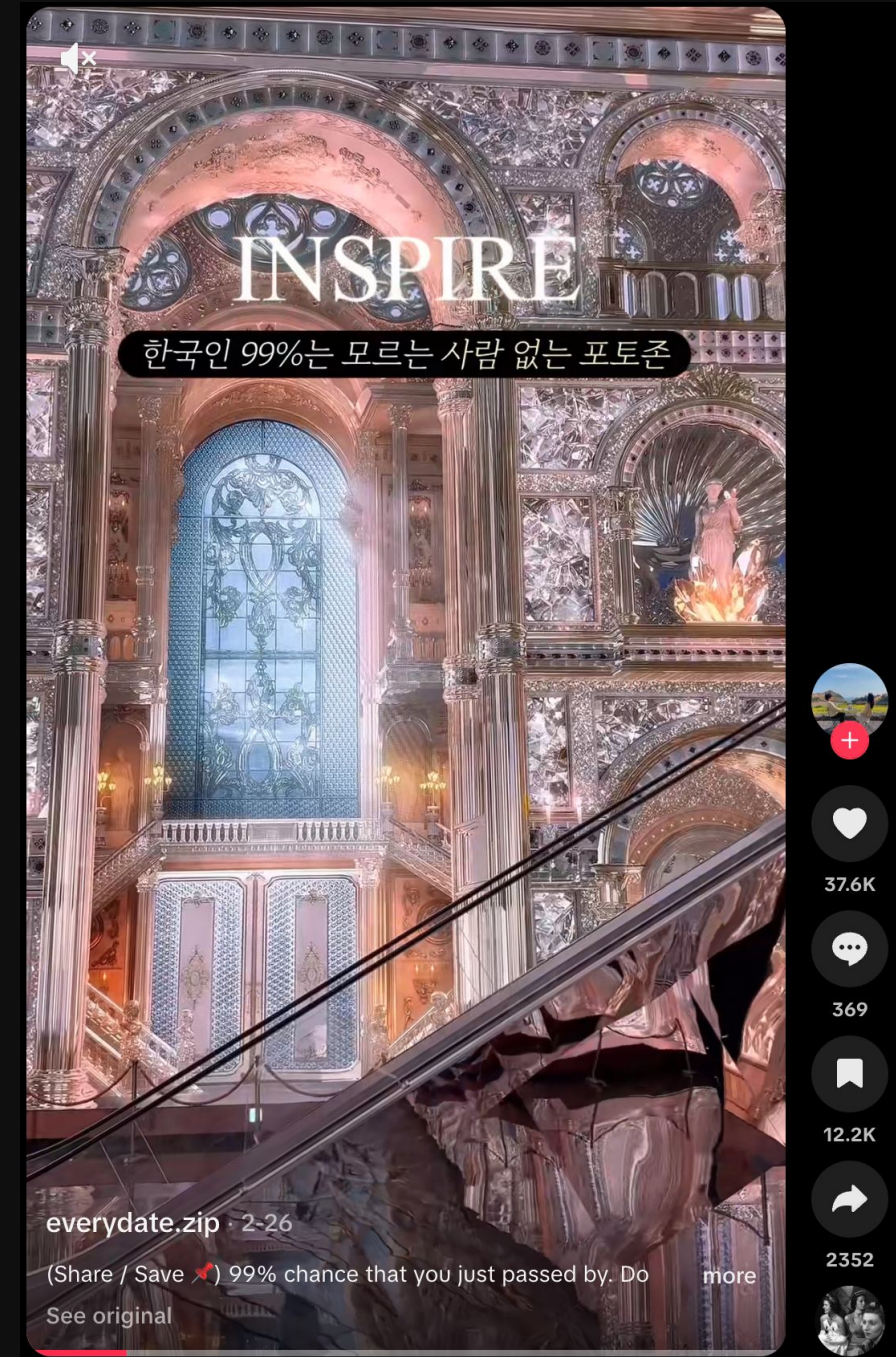
# Domestic Short-Trip Demand

Search volume confirms a massive preference for time-efficient travel.

| Keyword (KR)                        | Avg Views | Avg Saves |
|-------------------------------------|-----------|-----------|
| Same-day domestic trip<br>당일치기 국내여행 | 240,709   | 903       |
| Weekend nearby trip<br>주말 근교 여행     | 193,772   | 886       |
| Seoul-area day trip<br>서울 근교 당일치기   | 128,873   | 609       |
| Gangwon 1N/2D<br>강원도 1박2일 여행        | 133,636   | 610       |

*\*95% of residents took a domestic trip; 1N2D itineraries make up 52% of overnight travel.*

The resort is the destination



# Short Trip Intent

| Intent                   | Share of Video Results | Avg Rank | Avg Views | Avg Shares | Avg Saves | Representative Keywords                    |
|--------------------------|------------------------|----------|-----------|------------|-----------|--------------------------------------------|
| Shopping day             | 5.0%                   | 10.5     | 260,230   | 832        | 2,086     | 동대문 쇼핑 코스, 센텀시티 핫플                         |
| Relaxation / 호캉스         | 17.6%                  | 10.5     | 35,037    | 29         | 65        | 강릉 호캉스 호텔 추천, 그랜드 하얏트 서울 호캉스, 드래곤시티 호텔 호캉스 |
| Date itineraries         | 15.2%                  | 10.5     | 45,283    | 193        | 350       | 인천 데이트 코스 구월동, 종로 데이트 코스, 판교 크리스마스 데이트     |
| Festival / seasonal      | 5.0%                   | 10.5     | 39,015    | 125        | 209       | 크리스마스 데이트 코스 서울, 판교 크리스마스 포토존              |
| Nature / scenic          | 7.7%                   | 10.6     | 51,927    | 75         | 86        | 강원도 1박2일 여행, 조용히 뜨는 국내 여행지                 |
| General short-trip ideas | 49.5%                  | 11.1     | 98,614    | 868        | 704       | 가성비 국내여행지, 주말 근교 여행, 당일치기 국내여행             |

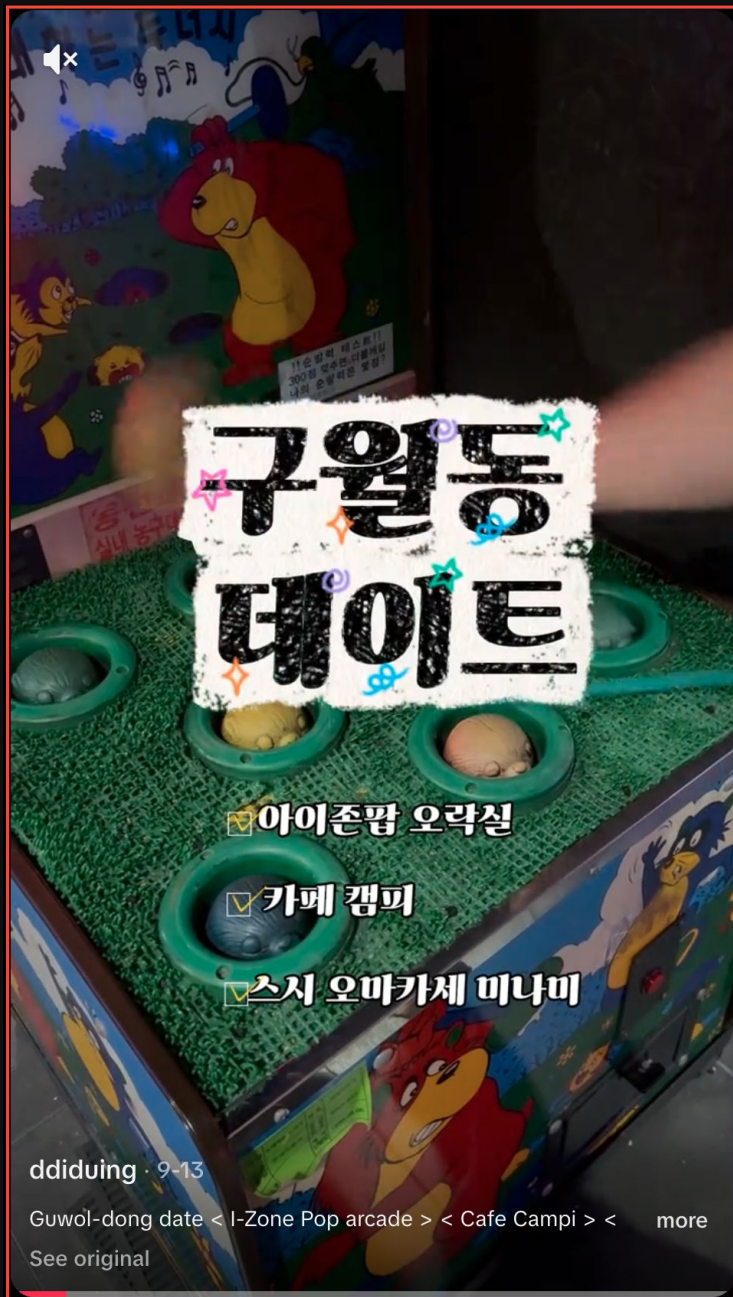
# Markets are travel destinations



Link



Link



[Link](#)



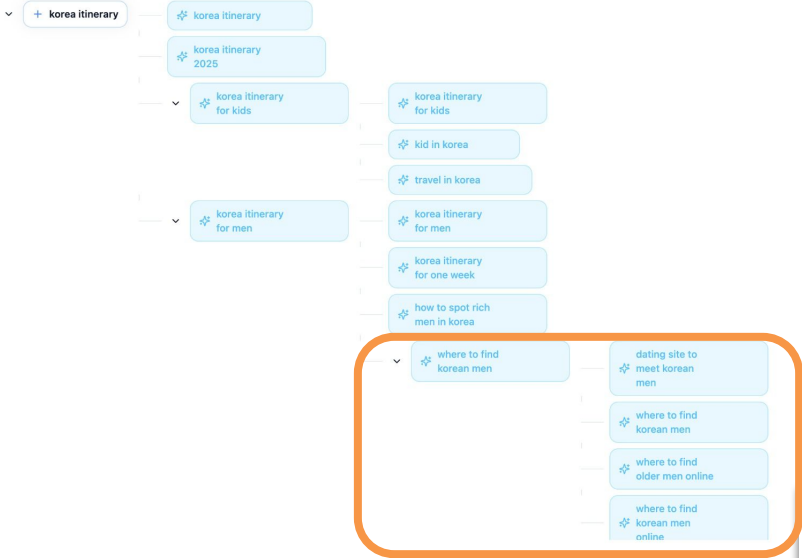
[Link](#)

A short trip  
can also be a  
long date

Keyword Explorer

Exploring: korea itinerary

Click chevrons to expand keywords, or search icons to explore individual terms. Hover over keywords to see full text.



where to find  
korean men



dating site to  
meet korean  
men



where to find  
korean men



where to find  
older men online



where to find  
korean men  
online



[Link](#)



[Link](#)

Visiting Korea  
or finding  
(Kdrama)  
love?

# | Romance-coded content is more engaging

2.35%

Save Rate on Romance Content

## High Intent & Action

Romance-flagged clips retain a significantly higher save rate compared to the 1.57% average.

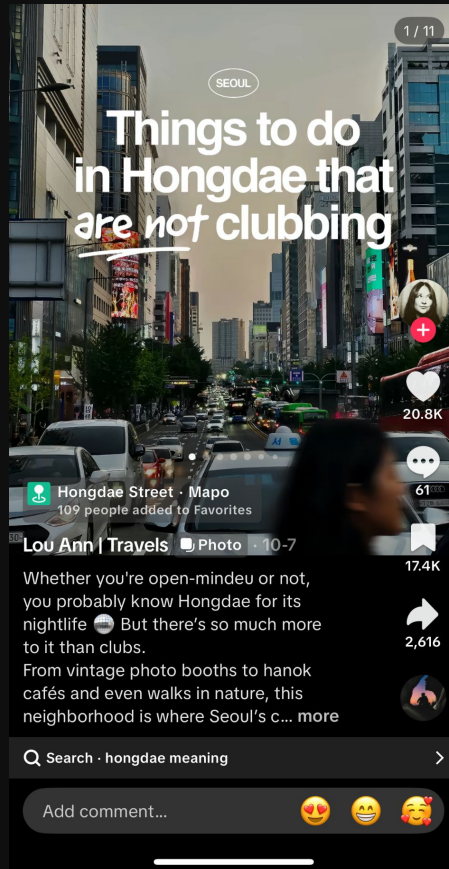
Even with lower average views, the audience "leans in" and banks this content for future action, signaling strong intent, and influencing travel decisions.

# How to increase your Social Search discoverability

## Global travellers



[Link](#)



[Link](#)

## Domestic travellers



[Link](#)



[Link](#)

(without ads)

**Make creator + owned social videos work harder**  
**Increase discoverability + bookings**  
**Measure beyond views + likes**

**Thank You**

