

CARRYING CAPACITY & VISITOR DISPERSION

PRESENTED BY
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TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY

Value over Volume

It's harder that you thought!



barcelona

habitants: 1.62 million

tourists: 26.1 million

over-tourism or festivalisation?



GREETINGS,
WALDO-FOLLOWERS!
WOW, THE BEACH WAS
GREAT TODAY! I SAW
THIS GIRL STICK AN
ICE-CREAM CONE IN HER
BROTHER'S FACE, AND
THERE WAS A SAND-
CASTLE WITH A REAL
KNIGHT IN ARMOR
INSIDE! FANTASTIC!

Waldo

WHERE'S
AT THE BEACH
WALDO?



TO:
WALDO-FOLLOWERS
HERE, THERE,
EVERYWHERE

Where's Waldo?



RETHINKING CARRYING CAPACITY

Physical
Environmental
Social
Economic



The Wisdom of Stone Walls

Jeju tourism data flowing like the wind and piled up like a stone wall

2026-04-13 (Mon)

Based on daily statistics (provis...

Daily number of domestic visitors

31,011
number of people

Compared to the previous day **+0.8%**

Compared to the same day of the previous week **-4.0%**

Compared to the same day of the previous month **+3.9%**

2026-04-13 (Mon)

Based on daily statistics (provis...

Daily number of foreign visitors

6,114
number of people

Compared to the previous day **+9.7%**

Compared to the same day of the previous week **-39.7%**

Compared to the same day of the previous month **+28.6%**

2025-12

Based on credit card big data

Domestic tourism consumption

2,160,100
million won

Compared to the previous month **+5.4%**

Compared to the same month of the previous year **-7.1%**

Real-time Jeju Status

LIVE JEJU DATA

Festival foot traffic

2 Seogwipo City
2026 Spring Picking: A Jou... Compared to the pre

hot spot

9 Jeju City
Yongduam Coastal Road C... Compared to the pre

Visiting Vehicles

10 Jeju City
6th generation
Ageing level
Compared to the previous day 0%

Location analysis

Area Analysis

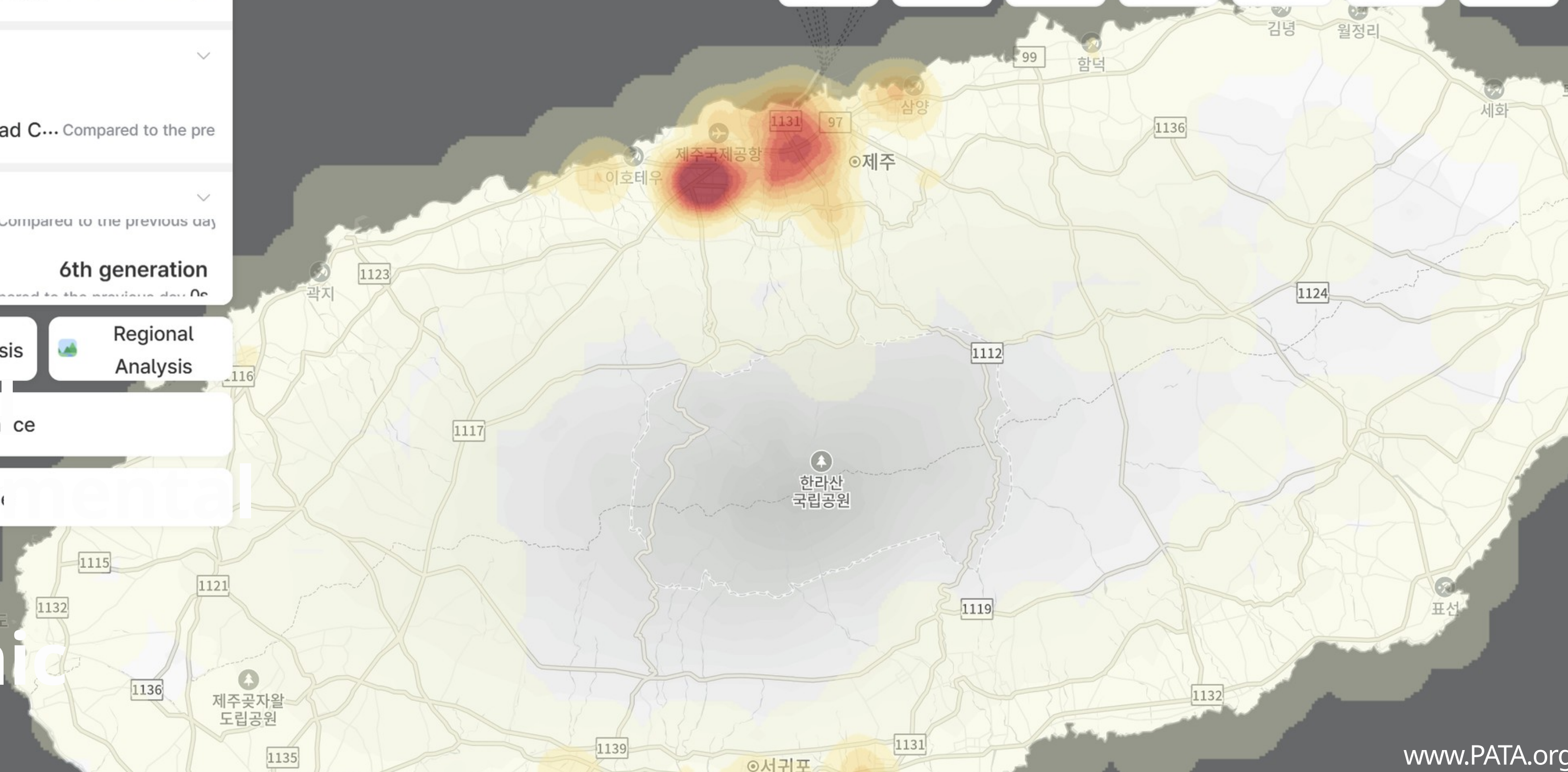
Regional Analysis

Jeju City

User Guide

Social Economic

- Jeju Festival
- tourist attractions
- parking lot
- gas station
- school
- lodgment
- eating house
- cafe
- convenience store
- mart
- hospital
- pharmacy
- Cultural facilities
- bank



VISITORS DISPERSION STRATEGIES

- **Spatial:** Develop secondary destinations
- **Temporal:** Promote off-peak travel
- **Behavioral:** Curated itineraries

Manage movement, not just numbers

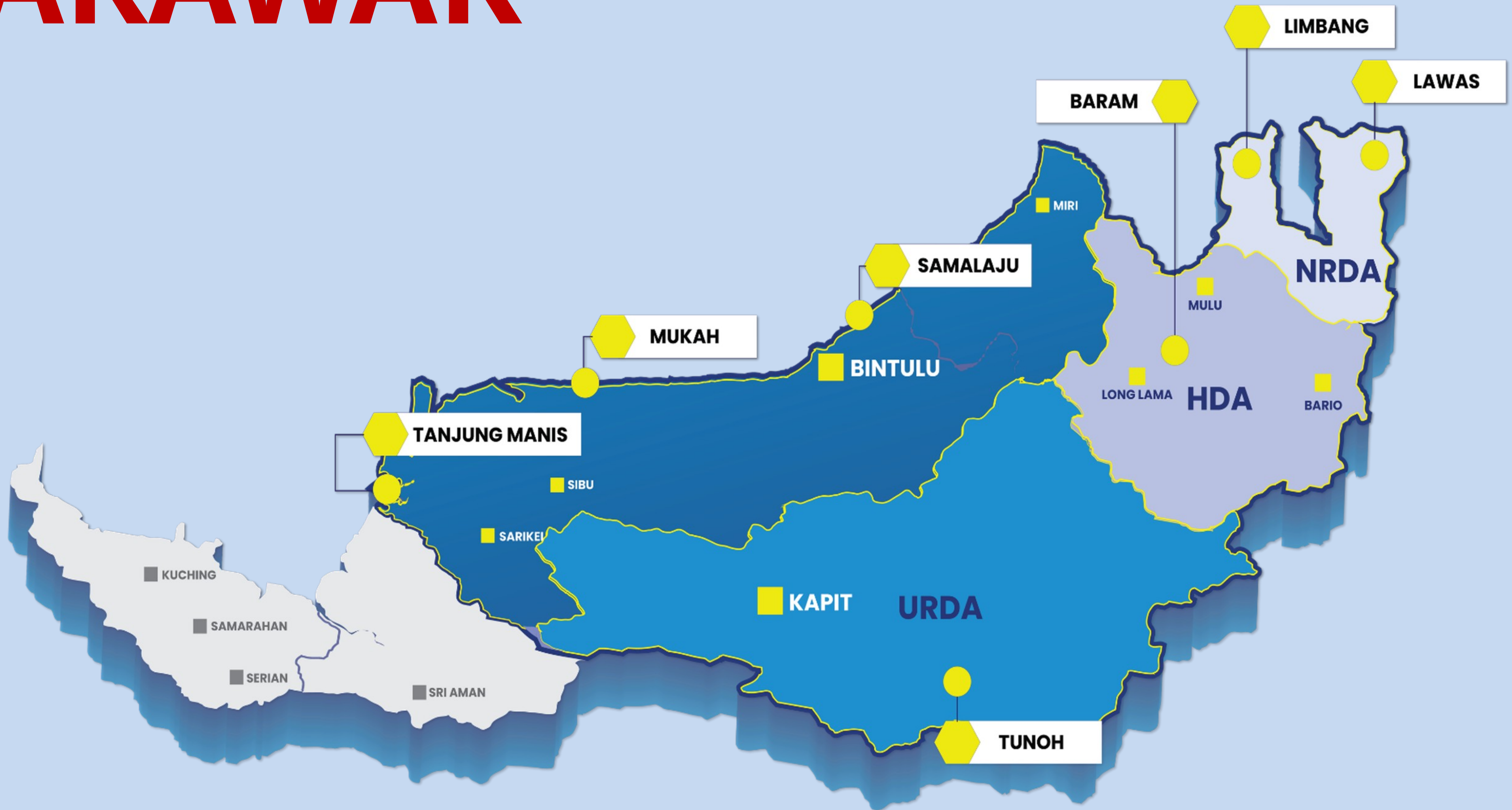
SARAWAK

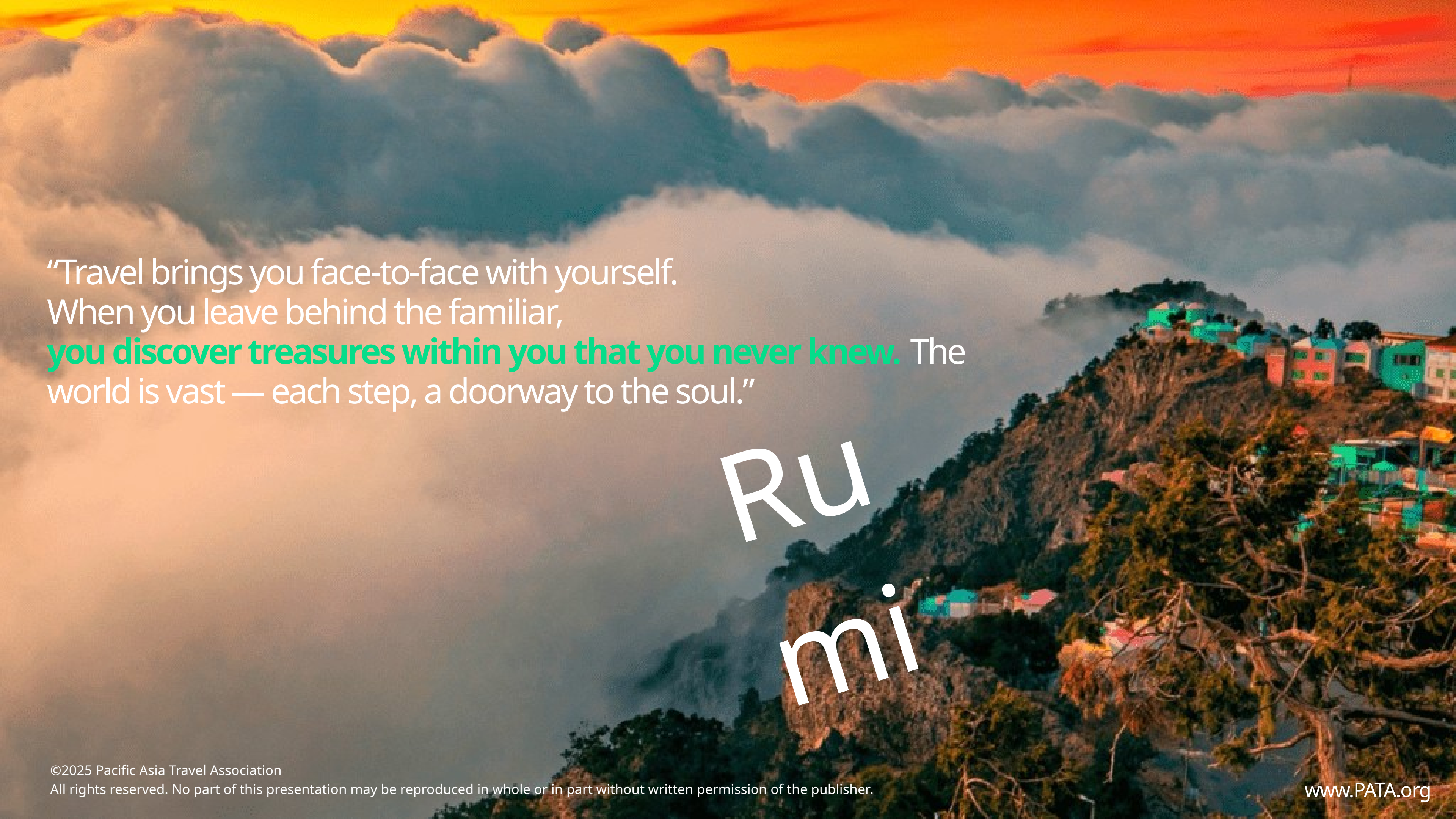
PATA 20
GOLD
AWARDS 25

CNAFF



SARAWAK





“Travel brings you face-to-face with yourself.
When you leave behind the familiar,
you discover treasures within you that you never knew. The
world is vast — each step, a doorway to the soul.”

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