

# Time-Poor Affluents and the Rise of Micro-Retreats: Market Analysis for ANTO Resort

## 1. “돈은 있지만 시간이 없다” – Time Poverty Among High-Income Koreans

- **Limited Leisure Time:** High-earning Koreans have very little free time. In 2023, the average adult had only ~3.9 hours of leisure per day <sup>1</sup>. People in their 40s – peak career age – had the least at just ~3.3 hours <sup>2</sup>, especially if raising young children (as low as 2.5 hours) <sup>3</sup>. This indicates that many affluent professionals are “time poor.”
- **Prevalence of Time Poverty:** About 20% of Koreans are classified as 시간 빈곤자 (“time poor,” having free time ≤60% of the median) <sup>4</sup>. This includes many in the upper income bracket; research shows that in higher-income groups, factors like having young kids and advanced degrees significantly **increase** the odds of being time-poor <sup>5</sup>. In other words, a considerable segment of top earners falls into the “money-rich, time-poor” category.
- **Burnout and Work-Life Imbalance:** Over two-thirds of workers (69%) report experiencing **burnout**, with the rate highest in 30-somethings (75%) <sup>6</sup>. The #1 cause is excessive workload, often spilling into nights and weekends <sup>7</sup>. Notably, nearly half of workers said the most effective cure for burnout was taking a **vacation or time off to rest** <sup>8</sup>. This underlines a strong demand for genuine rest and recovery among busy professionals.
- **Impact on Travel Habits:** Lacking time, affluent urbanites are forgoing long holidays in favor of short, restorative breaks. Even when given a full week off, **39% of Korean office workers** preferred a **2~3 day mini-vacation** <sup>9</sup>. In fact, the majority of domestic leisure trips (52%) now last just **1박 2일 (one night)** <sup>10</sup>. These “micro-holidays” let the time-starved squeeze in relaxation without lengthy downtime. Instead of an extended overseas trip, many will opt for a quick weekend at a nearby resort or hotel, aligning with the “주말 휴양” and short-leave trend.

## 2. Micro-Retreats & Short-Stay Wellness – A Rising Trend

- **Definition & Global Rise:** A “micro-retreat” refers to a short (typically 1–2 night) getaway focused on intensive relaxation or wellness. Globally, such short vacations (“micro-cations”) are **surging** as travelers seek to balance limited PTO with meaningful rest. In the US, **34% of travelers** planned their first 2025 vacation to be only **1–2 nights** (up 4 percentage points from the prior year) <sup>11</sup>. Average trip lengths are shrinking (4.2 nights, down from 4.6) as people opt for more frequent short breaks. This trend is driven by time poverty and also economic caution – people still want to travel, but in shorter, “bite-sized” formats.
- **Willingness to Spend for Quality:** Time-poor consumers splurge on short vacations to maximize impact. Notably, one-night trips are now the most expensive on a per-night basis – averaging **\$700 per night**, vs about \$396 per night for a week-long trip <sup>12</sup>. This data suggests travelers will pay a premium for **luxury, convenience, and quality** over quantity of days. In other words, affluent short-break travelers are willing to spend more **per day** to make a brief holiday truly special. High-income

travelers also tend to travel **more frequently**; for example, 15% of Americans earning \$100K+ planned to take **3 or more trips in one summer** despite economic uncertainty <sup>13</sup> . All of this bodes well for high-end resorts catering to short stays – the spend per visit is high.

- **Wellness Travel Boom: Wellness tourism** is expanding rapidly as stressed consumers seek rejuvenation. The global wellness tourism market reached **\$830.2 billion in 2023** and is projected to grow **~10.2% annually** through 2028 <sup>14</sup> – far outpacing general tourism growth. This reflects a post-pandemic “health and healing” travel wave. Industry reports predicted wellness would be “*the key travel theme of 2023*,” with rising demand for spa retreats, meditation getaways, digital detox trips, etc. <sup>15</sup> <sup>16</sup> . (For example, a UK off-grid cabin resort brand saw bookings jump 25% in 2024 and is doubling its capacity <sup>16</sup> .) In Korea, government and industry are also keen on this trend: 2025 saw the designation of 88 국내 웰니스 관광 sites and even a new “Healing Tourism Act” to foster wellness travel <sup>17</sup> . All these signals point to strong growth in short-stay wellness and “리트릿” style trips.
- **Staycations & Nearby Escapes:** Post-pandemic, short **domestic** vacations have become mainstream. In 2024, an overwhelming **83.5%** of Korean travelers chose 국내여행 over overseas for their summer holiday plans <sup>18</sup> <sup>19</sup> . The preference for nearby destinations was so strong that regions with easy access from Seoul (e.g. 강원도) saw a surge in popularity, beating out places like Jeju that require a flight <sup>18</sup> . This “근거리 프리미엄 휴식” trend means travelers are looking for high-quality relaxation **without long transit**. Indeed, “호캉스” (hotel staycation) and “스테이케이션” have shed their second-tier image – a recent survey found **67%** of respondents agreed that a luxury staycation at a nice hotel can be **as satisfying as an overseas trip** (i.e., not just a consolation prize). Furthermore, traveler surveys show a shift toward **low-activity, high-relaxation** vacations: nearly half (49.3%) of people cited “휴식·자연 풍경 감상” as their primary holiday activity in 2025, far above sightseeing or adventure <sup>20</sup> . All these data underscore that **short, relaxing, close-to-home trips** are a dominant force in the current travel market.
- **Market Size & Growth (Short-Stay Segment):** While “micro-retreats” per se don’t have a formal market size, we see evidence of significant growth in the short-stay luxury segment. In Korea, the budget ranges people allocate for short trips are telling: a travel industry report noted that **35~40%** of surveyed vacationers planned to spend **₩50~100만** on their summer holiday, and ~30% planned ₩30~50만 <sup>21</sup> . These price points correspond to a couple of nights at a premium hotel or resort, suggesting many are investing in **premium 1~2 night stays**. The same report highlighted that “짧고 반복적인 미니 휴가” and use of 소규모 프리미엄 숙박 have **sharply increased**, becoming a mainstream behavior <sup>21</sup> . In sum, both globally and domestically, the **short-stay wellness travel** niche is on a strong growth trajectory – aligning perfectly with ANTO’s “micro-retreat” proposition.

### 3. Target Customer Profile – The Time-Efficient Luxury Seeker (30s–50s)

- **Demographics & Mindset:** The target is affluent professionals/executives in their 30s to 50s who live in Seoul/metro areas. They are typically high achievers (corporate managers, entrepreneurs, doctors, lawyers, etc.) with **high income but severe time constraints**. Many are in dual-income families or hold senior roles, which means they often grapple with work stress and limited downtime. This group highly values *work-life balance* in theory, but in practice often finds themselves short on leisure – hence they actively seek ways to make the most of the little free time they have.
- **Travel & Leisure Preferences:** These customers pursue “시간 효율적 휴식” – maximizing relaxation or enjoyment per hour. They tend to favor:

- **Convenience:** Travel that doesn't require complex planning or long transit. For short breaks, they'll pick destinations reachable in a ~1-2 hour drive or a short flight. Eliminating hassle is key. (For instance, many wealthy travelers will pay for chartered cars or flights to save time <sup>22</sup>.)
- **Quality & Luxury:** They want the destination to be *worth* their scarce time. This means 5-star level accommodations, excellent service, fine dining, and wellness facilities on-site. They often seek out top-rated resorts, luxury boutique hotels, or exclusive retreats.
- **Privacy & Exclusivity:** Busy high-end clients often prefer places that feel private or secluded, to truly "get away." They may opt for club lounges, private pool villas, or membership-only resorts to avoid crowds. Privacy is seen as a luxury. *e.g.* a luxury travel advisor notes her wealthy clients often choose under-the-radar destinations to avoid tourist hordes <sup>23</sup>.
- **Wellness and Rejuvenation:** Given the prevalence of burnout, many are interested in spa treatments, massages, saunas, fitness, and even mindfulness activities during vacations. A short break that leaves them feeling recharged physically and mentally is highly attractive.
- **Frequent Short Trips vs. Rare Long Trips:** This segment tends to take multiple short holidays rather than one big annual trip. They might do several weekend getaways and only occasionally a longer international vacation. (For example, globally 31% of travelers – skewing higher-income – said they are increasingly likely to take one or two-night trips, indicating this pattern <sup>24</sup>.)
- **Willingness to Pay (Price Sensitivity):** Generally, these high-income individuals are **less price-sensitive** when it comes to convenience and quality. They see time as their scarcest resource, so they will spend money to save time or enhance comfort. In a Euromonitor survey, **46% of consumers** (across income levels) said they'd pay more to save time <sup>25</sup>, and this percentage is likely even higher for the affluent. In practice, wealthy travelers often **pay a premium for convenience** – *e.g.* booking first-class or private flights, private transfers, personal concierges <sup>26</sup>. They are willing to pay ₩100만+ per night for a suite or luxury pool villa if it guarantees a memorable, hassle-free experience. The **value equation** they consider is "how much relaxation/pleasure will I get for the few days I have off?" rather than the absolute cost. It's worth noting, however, that while they can splurge, they also expect top-notch service for the price paid and can be discerning (they'll notice if something isn't up to standard).
- **Domestic vs. International Choices:** When deciding on 해외 럭셔리 리트릿 vs. 국내 프리미엄 리조트, this group weighs a few factors: **time, novelty, and assurance of quality**. If they have only a weekend or a couple of days, they're very likely to stay domestic (or go just over the border to Japan/near Asia). The hassle of long flights or jetlag for a short break is usually not worth it. This is reflected in recent Korean travel patterns – even among wealthier travelers, "해외 대신 국내" has been a strong trend for short holidays (8 in 10 chose domestic in one 2025 survey) <sup>18</sup>. However, for a slightly longer break (say a rare 4~5 day holiday), they might consider nearby luxury destinations like Japan or Southeast Asia. Key criteria include:
  - **Travel time:** Is it a short flight or drive? (*e.g.* Japan trips are popular because a flight to Fukuoka or Tokyo is only ~2 hours; Bali, in contrast, is ~7 hours from Korea – too far for a long weekend for most.) Indeed, Japan topped Korean outbound destinations in 2024 with 8.6 million visits, far exceeding Europe or Americas, partly **because of proximity and short-trip appeal** <sup>27</sup>.
  - **Experience:** Does the destination offer something unique not found at home? For instance, affluent Koreans might fly to a renowned wellness retreat like Chiva-Som in Thailand or a ryokan in Japan for the onsen and omakase cuisine experience – those provide cultural novelty. A domestic resort must compete by offering equal (or better) level of luxury and a unique sense of place (*e.g.* mountain forest ambiance at ANTO vs. beach in Bali).
  - **Predictability:** Some in this segment trust that domestic high-end resorts will understand their needs (language, food preferences, etc.) better. Especially for quick trips, they may not want any

uncertainty or adaptation stress. This can tilt decisions in favor of local options where communication and service culture are familiar.

- In summary, **overseas luxury retreats** might be reserved for annual vacations or special occasions when they can allocate enough time, whereas **domestic premium resorts** are the go-to for spontaneous or frequent short breaks. ANTO's challenge is to position itself as an obvious choice when this customer has "a free weekend coming up and needs a break now." If successful, it can also potentially recapture some trips that might have gone to near-abroad retreats (e.g. convince them that "you don't need to fly to a Japanese onsen, you can get an equally luxurious healing experience here in Seoul").
- **Example – Profile Snapshot:** *Think of a 45-year-old executive in Gangnam: he works 60-hour weeks, has two kids in school, and a spouse who also works. They earn in the top 5%, but getting more than a few days off in a row is tough. This family might celebrate a birthday or anniversary with a 1박 또는 2박 stay at a luxury resort nearby instead of a week-long trip. They look for a place where the parents can get a spa massage and sit in a sauna with a mountain view, the kids can enjoy a pool or kids' club, and everyone can have a fine meal – all without a long drive or flight. Price is not a big issue (they'll spend several million KRW on a weekend) as long as the experience feels special and convenient.* This archetype encapsulates ANTO's target clientele.

## 4. Competitive Landscape – “짧고 깊은 휴식” Offerings

ANTO's competition spans beyond just “resorts” – it includes **any option that provides a short, deeply relaxing getaway**. Key categories and examples include:

- **Seoul City Luxury Hotels (Urban Staycations):** e.g. **Signiel Seoul, Four Seasons Seoul, Josun Palace, The Shilla Seoul**, etc. These 5-star hotels target high-end customers for **호캉스** (hotel vacations). They offer top-notch rooms and suites, gourmet dining, spas, and city views. Their advantage is **zero travel time** – a Seoul resident can check in after work on Friday. They often market packages like “Weekend Healing” or “Urban Escape” which might include spa credits, late checkout, and champagne, explicitly aiming at locals seeking “짧은 휴식”. According to industry data, Seoul was the **#1 location for hotel bookings in summer 2024** in Korea, indicating many people chose city staycations<sup>28</sup>. The flip side: these hotels, being in the city center, **lack natural surroundings**. The experience is luxurious but not a “nature retreat.” Privacy is moderate (busy lobbies with other guests), though hotels counter that with executive club floors or private villas in some cases (e.g. Shilla's pool villas). Price-wise, they are similar or slightly lower than ANTO (standard rooms often ₩40–70만/night, suites ₩1백만+). They are strong competitors for occasions like **기념일 커플 호캉스** or quick business-trip add-ons. ANTO's edge over them will be its resort setting and exclusivity; however, ANTO must match their service quality.
- **Near-Seoul Premium Resorts & Clubs:** e.g. **Banyan Tree Club & Spa Seoul, Ananti Club Seoul (Gapyeong), Oak Valley Resort, Hilton Namhae/Ananti Namhae**, etc. These are destinations within a 1-2 hour radius of Seoul that promise a tranquil environment. For instance, **Banyan Tree Seoul** (at Namsan) brands itself as an “**Urban Oasis**”, offering large pool suites and a members-only club feel. It explicitly targets Seoul elites who want **privacy and relaxation in the city** – many celebrities and VIPs frequent it. **Ananti** is a notable competitor brand: they operate luxury resorts and recently even an “Ananti at Gangnam” upscale hotel. Ananti's properties (like Ananti Penthouse

Seoul in Cheongdam, or Ananti Namhae) emphasize design, wellness (e.g. spas, infinity pools), and **membership exclusivity**. For example, Ananti sells memberships in the tens of millions of KRW, similar to ANTO's model, creating a loyal client base who regularly use their facilities. These near-city resorts compete **directly** with ANTO's value proposition: easy access + nature + luxury. Many have stunning natural settings (e.g. Gapyeong club in the mountains, Namhae on the coast). They also often limit public access to maintain a high-end atmosphere. ANTO will need to highlight what sets it apart from these: notably, **ANTO is within Seoul (Bukhansan)** whereas most others are in Gyeonggi or further – meaning ANTO might be even more convenient. Also, ANTO's scale (334 rooms on a vast 79,000m<sup>2</sup> site) is larger than some boutique competitors, allowing more facilities (it boasts **Seoul's largest sauna** and multiple pools). The **messaging** from these competitors often centers on “weekend healing” and exclusivity – for instance, Banyan Tree's promotions use phrases like “*sanctuary for your senses.*” ANTO can craft a similar but unique message around “**짧지만 깊은 휴식**” in a natural haven.

- **Private Pool Villas & High-end Pensions:** A segment of affluent travelers prefers 프라이빗 풀빌라 stays for maximum privacy. These are typically standalone luxury houses or villas in destinations like **Jeju, Gangwon, or Gyeonggi**. They offer amenities like personal swimming pools, jacuzzis, barbecue decks, and often scenic views (sea or forest). Examples include bespoke pool villa properties in Jeju that charge premium rates (₩1–2 million a night) to host one party at a time. The appeal here is being away from other guests entirely – ideal for VIPs, celebrities, or anyone extremely privacy-sensitive. Some upscale pensions in Gapyeong or Yangpyeong (near Seoul) also market to wealthy Seoulites for group getaways (friends/family gatherings) – essentially renting a luxury vacation home for the weekend. While these provide solitude and a “home-like” comfort, they **lack full services** (no on-site spa/massage unless brought in, no restaurants beyond perhaps a private chef option). They also usually require driving ~2-4 hours depending on location. So, they compete on privacy and personalization, but are less of a full-service *resort* experience. ANTO, with its spacious low-rise villas and membership floors, can attract those who might consider a private villa by offering both privacy **and** hotel-level services. (For instance, ANTO's **Sky House** suite – famously used by Coldplay's Chris Martin – offers a private 516m<sup>2</sup> space <sup>29</sup>, but with room service and resort amenities at hand.) In marketing, ANTO can emphasize the **security and discretion** it offers for VIP guests as a way to lure those who might otherwise rent a private residence.
- **Wellness & Meditation Retreats:** Another competitive alternative for “deep rest” are dedicated wellness centers or retreats. These include places like 힐리언스 선마을 (**Healiense Seonmaul**) in Gangwon-do (a remote wellness resort offering meditation, spa, digital detox), various 템플스테이 programs at Buddhist temples, and niche retreat programs (yoga retreats, mindfulness camps, etc.). For example, Healiense has gained popularity among executives seeking to recover from burnout – they have 2-3 night programs with strict routines (spa treatments, vegan diet, no smartphones). While these aren't luxury in the traditional sense (accommodation can be simple), they directly address the “**번아웃 휴식**” need. In fact, as noted, the 웰니스 관광 sector in Korea is being bolstered officially, which means more curated healing experiences are available <sup>17</sup>. The target overlap with ANTO is the health-conscious, stressed individual. However, ANTO is positioned more in the luxury leisure domain than a hardcore wellness clinic. To compete, ANTO might incorporate some wellness programming (yoga classes, forest therapy on Bukhansan trails, etc.) to capture those benefits. The advantage ANTO has is that it's not as spartan – one can have a glass of wine and gourmet meal after meditating, which many luxury customers will prefer over a monastic regimen. Still, the

existence of these wellness retreats underscores how important the “힐링” aspect is – ANTO should be sure to offer authentic wellness options, not just typical hotel amenities.

- **Overseas “Micro-Retreat” Destinations:** Even though domestic options dominate short trips, it’s worth noting what *international* choices attract this segment for short getaways, as these are indirect competitors siphoning demand. The prime example is **Japan**. A quick 2-night trip to a Japanese **료칸 (ryokan)** for hot spring bathing and kaiseki dining has become a popular treat for Koreans in recent years. Flights to nearby Japanese cities (Fukuoka, Osaka, Tokyo) are under 2 hours, and packages or independent trips to luxury ryokans (which themselves provide serene surroundings and omotenashi hospitality) are often seen as transformative short retreats. In 2023 and 2024, Korea-Japan travel boomed – **Japan saw ~8.6 million Korean visitors in 2024** (the most by far), partly driven by pent-up demand and the appeal of such close-by luxury experiences <sup>27</sup>. Similarly, destinations like **Bali** and **Da Nang/Phuket** attract Koreans who take advantage of a long weekend or “짧은 휴가” by flying ~6 hours for a resort stay (though usually they’d stay 3-4 nights to make it worthwhile). These offer beachfront wellness resorts, private pool villas and strong price competitiveness (often costing less than equivalent stays in Korea, even after airfare). For instance, an all-inclusive 3-night spa resort package in Bali can be very enticing cost-value-wise. To counter this, ANTO’s strategy can focus on the **time and convenience saved** by staying domestic, and highlighting that its luxury standard is on par with international resorts. Also, global travel trends show even international travelers leaning towards shorter trips – a concept of “**quick long weekend in Asia**” is growing. ANTO could potentially market to foreign visitors in Seoul who seek a retreat during their Asia trip (e.g. a Hong Kong or Singapore affluent traveler may do a 2-night stop in ANTO for wellness). Indeed, Hanwha is eyeing foreign VIPs for ANTO’s membership and use <sup>30</sup>. Learning from overseas successes (like integrating cultural wellness elements, top-notch spa treatments, etc.) will help ANTO stay competitive with these foreign options.

- **Key Differentiation Factors:** Across this competitive set, a few **axes of comparison** emerge:

- **Travel Time & Access:** Ranges from 0 (city hotels) to a few hours’ drive (local resorts) to flights (Jeju/ Japan/Bali). ANTO is roughly **40–50 minutes from Gangnam** by car <sup>31</sup>, which is a strong selling point – virtually unmatched for a true resort in a natural setting. In traffic, it’s akin to driving across Seoul. This is a major edge against any option requiring a flight or long drive.
- **Natural Environment:** City hotels score low here, while ANTO (in a national park) offers lush forest, mountain views, and even a private hiking trail for members. Competitors like Yangpyeong/ Gangwon resorts have forests, and Jeju/villas offer oceans, so all nature isn’t equal – **Bukhansan’s scenery** (rocky peaks, wooded valleys) is a unique asset. It provides a different atmosphere (mountain wellness) compared to beach resorts. For nature-loving clients, the **quality of environment** (fresh air, quiet, scenery) is a deciding factor. ANTO should leverage the fact that it’s essentially “**in Seoul’s backyard national park.**”
- **Privacy/Exclusivity:** This often correlates with size and membership. Smaller, members-only places (like certain Ananti clubs or private villas) score highest. Large hotels are more public. ANTO sits in between: it has **members-only wings (224 member rooms vs 110 public)** and dedicated facilities (the HUB lounge, private trails), which is a clear differentiator from regular hotels <sup>31</sup>. Marketing can emphasize “exclusive to a privileged few” while still welcoming public guests in a controlled way. The Coldplay anecdote (the band rented out the top accommodation and praised the breathing space) is great PR in this regard – it signals that even global celebrities found true seclusion and comfort there.

- **Amenities & Activities:** Luxury clients expect comprehensive facilities: pool(s), spa, sauna, fine dining, fitness, perhaps golf or kids' activities. ANTO is well-equipped here (three pools including indoor/outdoor, Seoul's largest sauna, fitness center, kids' club, ballroom, etc.). City hotels have pools/gyms/spas but no outdoor space; countryside resorts may have hiking, maybe golf. A competitive analysis might show ANTO has one of the **most complete amenity offerings** for a single property in Korea. Additionally, F&B at ANTO spans fine dining (Woody Plate), café/lounge, and a deli – comparable to top hotels. Ensuring top quality in these outlets is necessary to rival competitors like Signiel (which boasts Michelin-starred restaurants).
- **Price Range:** All these high-end options are relatively expensive. For a rough comparison: a standard room at Signiel might be ₩50만원+, Banyan Tree's pool suite ₩80만원+, Ananti's memberships run into the tens of millions, Jeju pool villas can be ₩100만원+/night in peak season. ANTO's publicly listed rates (estimated ₩40–80만원 for regular rooms, ₩100만원+ for suites) are in line <sup>31</sup>. Thus, price alone is not the primary differentiator – **value and uniqueness are**. Customers will compare what they get for the price in terms of experience. ANTO should justify its pricing by the unique combo of benefits discussed above.
- **Notable Competing Examples (Case Studies):**
  - *Domestic:* **Banyan Tree Club & Spa Seoul** – frequently cited as Seoul's prime urban retreat. It markets **"Quiet retreat in the heart of Seoul"** and often sells out its weekend packages months ahead despite high prices (demonstrating demand). It has only ~50 rooms (many with private plunge pools) and restricts facility access to members and hotel guests, creating an exclusive ambiance. Its success shows that **urban elites will pay for a short, private wellness escape**. ANTO can learn from Banyan's focus on personalized service (each guest is treated like a member) and its strong identity of serenity. Another example: **Park Roche Resort & Wellness** in Gangwon – a newer wellness resort that gained traction for its meditation and spa programs, showing that even outside the city, if you offer true wellness in a premium way, people will come (albeit likely for 2+ nights given distance).
  - *International:* **Hoshinoya Tokyo** – a luxury Japanese ryokan-style hotel in Tokyo city, blending traditional zen aesthetics with modern luxury. It attracted many foreign travelers (including Koreans) for short stays because it delivers an immersive retreat (soundproofed rooms, onsen baths, tea ceremonies) right in a metropolis. This demonstrates how weaving local culture and tranquility into a luxury product can create a compelling micro-retreat even in urban settings. ANTO, with its concept "安土 (comfortable earth)", could similarly incorporate Korean cultural wellness elements (tea ceremonies, Korean spa rituals) to set itself apart from generic hotels. Also, brands like **Aman Resorts** have introduced **"urban retreats"** (e.g. Aman Tokyo, Aman New York) which bring resort-like calm to cities – they succeed by exceptional service, spa facilities, and insulating guests from the city chaos. ANTO, while not in downtown, should emulate that level of service and tranquil atmosphere.

#### **Implications & Opportunities for ANTO:**

Given this landscape, **ANTO Resort's positioning and strategy should leverage its unique strengths while directly addressing the needs of the time-poor luxury segment:**

- **"40 Minutes to Tranquility" – Emphasize Access Advantage:** Time is the scarcest resource for the target segment. ANTO can dominate the narrative of *accessibility combined with true retreat*. Marketing should highlight that guests can reach a **national-park luxury resort in under an hour**

from Seoul, which is almost unheard of. This directly tackles 워라벨 challenges – one can leave work at 6pm and be in a mountainside sauna by 7pm. Data supports that travelers choose destinations based on ease for short trips (e.g. Gangwon beating Jeju due to travel time <sup>18</sup>); ANTO should make sure everyone knows it's *closer than you think*. For example, compare: “Why spend half your weekend at the airport? At ANTO, your vacation starts now.” This messaging will help convert those who might otherwise skip a vacation because travel itself is tiring.

- **Anchor on the Micro-Retreat Trend\*:** ANTO should explicitly position itself as the ideal venue for short, high-impact breaks. It can craft packages tailored to 1-2 night stays: e.g. “48-hour Rejuvenation Package” – including a spa treatment, guided hike, gourmet meals, and late checkout. Such offerings align with the trend of frequent mini-vacations <sup>32</sup> <sup>21</sup>. By providing a structured yet flexible short-stay itinerary, ANTO makes it easy for busy people to take a breather. The resort can also target the 주말 휴양 market by focusing marketing spend around long weekends, “이틀 휴가” periods, etc., showing how ANTO can transform even a couple of days into a fulfilling retreat. Essentially, become synonymous with the concept of micro-retreat in Korea.
- **Wellness & Burnout Relief as Key Themes:** Tie ANTO's value to the well-documented burnout of the target demographic. The resort should promote its facilities (large sauna, spa, pools, nature trails) as antidotes to stress. Perhaps partner with wellness experts to host **mindfulness or yoga sessions** on weekends, or have a “digital detox” option where guests can voluntarily check in their devices. Considering 69% of workers have felt burnout and nearly half chose 휴식 to cope <sup>33</sup> <sup>8</sup>, ANTO can market itself as “your personal recharge station.” Even corporate clients could be targeted (e.g. executive recovery programs, or companies sending top employees for wellness weekends as a perk). In terms of content, success stories or testimonials (like “I went to ANTO for a weekend and returned to work refreshed and re-energized”) can resonate. Also, leveraging the 웰니스 관광 momentum – perhaps coordinate with the Korea Tourism Organization on wellness tourism promotions – could draw both local and foreign wellness tourists.
- **Leverage Membership for Loyalty and Exclusivity:** With a goal to reach 60% membership occupancy by 2026 <sup>30</sup>, ANTO should articulate the **privileges of membership** in context of time poverty. For instance: members get guaranteed reservations even on short notice, a personal concierge, and access to members-only areas like the HUB lounge and private trails – meaning even during a brief stay, everything is smooth and ready. The pitch is that a membership turns ANTO into “your second home in nature” – a place you can escape to anytime the city feels overwhelming. Given high-income individuals often take multiple short trips <sup>13</sup>, having a go-to sanctuary adds value to their lifestyle. ANTO can differentiate its membership by including unique perks (maybe tie-ups with The Plaza Hotel in Seoul for city stays <sup>34</sup>, or exclusive events/retreat programs for members). The Coldplay anecdote can also be weaved in here: e.g. “Even world-famous artists chose ANTO for an extended stay to rejuvenate – as a member, you too have that level of private comfort at your disposal.” Overall, by cultivating a club-like aura, ANTO can lock in the loyalty of these affluent clients, who might otherwise sample various hotels.
- **Highlight Points of Differentiation vs. Competitors:** In communications and sales pitches, clearly outline why ANTO is unique among all the options:



- **Nature:** Emphasize the **Bukhansan National Park** setting (fresh mountain air, hiking in a UNESCO biosphere reserve, etc.) – something no downtown hotel can offer. Perhaps incorporate imagery of the scenery (photos of the resort against the mountain backdrop) to appeal emotionally.
- **All-in-One Resort:** Unlike renting a private villa (where you cook/clean) or a small wellness retreat (limited facilities), ANTO offers **comprehensive luxury** – from fine dining to large pools to event spaces – combined with solitude. It's the best of both worlds: full service + nature escape.
- **Truly Seoul's Only High-End Resort:** It can be stated that ANTO is the **only** premium resort of its kind *within* Seoul city limits <sup>34</sup> . This is a powerful differentiator (and indeed a Hanwha executive noted that, with ANTO, they now boast the unique position of having both a city hotel and a premium resort in Seoul <sup>34</sup> ). Owning that narrative can set ANTO apart from competitors in Gyeonggi or elsewhere.
- **New Luxury Brand Backed by Hanwha:** ANTO is a new brand (“安土”) but operated by Hanwha Hotels & Resorts, a reputable company. This gives credibility that it will deliver quality (important for those comparing unknowns). Hanwha's investment and commitment (e.g. the goal of turnaround by 2026, significant marketing push <sup>30</sup> ) can be subtly communicated to instill confidence that ANTO is *the next big thing* in luxury hospitality.
- **Tap Into Occasion Segments:** The current target segments include families, couples, wellness-focused individuals, VIPs/celebs. Tailored approaches can help capture each:
  - **Families:** Promote the kids' club, pool fun, spacious suites or connecting rooms. Time-poor parents will appreciate offerings like babysitting or children's programs so they can use the spa (freeing them for that precious relaxation time). Perhaps create weekend family wellness camps (kids do outdoor activities while parents hit the sauna). This addresses the stat that 30–40s with young kids have the least leisure <sup>3</sup> – ANTO can give them some of that leisure back.
  - **Couples (Celebrations):** Position ANTO as the ultimate spot for anniversaries, mini-moons, proposals. Offer special packages (champagne, private dinner with mountain view, spa for two). Many couples already choose luxury hotels for 기념일; ANTO can win them over with the added romance of nature.
  - **Solo Wellness Travelers:** There's a niche of affluent solo travelers (perhaps in their 30s-50s, career burnout cases) who just want to check out for a weekend by themselves. ANTO can create a safe, welcoming environment for solo stays (perhaps designate some “quiet zones” or have communal but calm activities like group yoga, so solo guests feel comfortable).
  - **Corporate/VIP:** Ensure high-profile guests (like international artists or CEOs) get top-notch privacy and service – this yields word-of-mouth that ANTO is THE discreet haven in Korea. One Coldplay member's quote described ANTO as “숨 쉴 틈이 열린다” (felt like they could finally breathe) <sup>35</sup> – testimonials like that are gold for marketing.
- **Experience Innovation:** Lastly, keep an eye on global trends to continuously enhance the micro-retreat experience at ANTO. The Allianz survey showed people are spending more per night and being more intentional about short trips <sup>12</sup> <sup>11</sup> . This means guests will have **high expectations** for those two days. ANTO should curate each guest's stay in a personalized way (pre-arrival concierge contact to arrange activities, dietary preferences, etc., even for short stays). Integrating technology smartly (e.g. an app for resort services, but also offering to unplug if they wish) can cater to both convenience and digital detox desires <sup>16</sup> . Also, consider seasonal special events – e.g. a winter wellness festival (hot springs, sauna rituals) or summer outdoor yoga series – to give fresh reasons

for people to visit repeatedly. By constantly refreshing the experience, ANTO can encourage repeat micro-retreats throughout the year, boosting occupancy and membership engagement.

In conclusion, the research indicates a **strong alignment between ANTO's concept and the prevailing market trends**. High-income, time-poor consumers are actively seeking short-duration, high-quality “micro-retreat” experiences – exactly what ANTO offers. The key success factors will be effectively communicating ANTO's unique strengths (accessibility, luxury-in-nature, exclusivity) and delivering consistently on the promise of “Where luxury meets tranquility.” By positioning itself as the premier solution to “시간 빈곤” for Korea's affluent travelers, ANTO can secure a robust market position and achieve its membership and financial targets in the years ahead.

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