

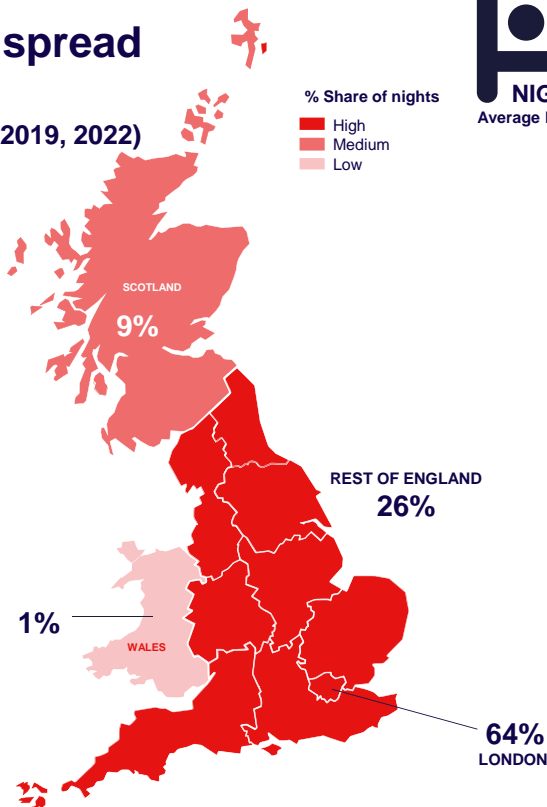


South Korea

Market snapshot
Visitor Profile

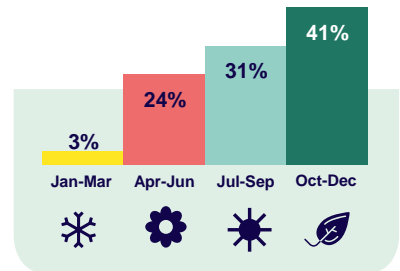


Regional spread of travel* (average 2018, 2019, 2022)

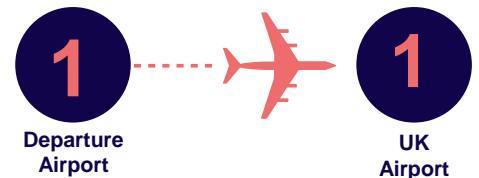


South Korean visits to the UK which involve participating in an English language course during a visit were worth £81m. The market ranks third for the value of such visits globally.*

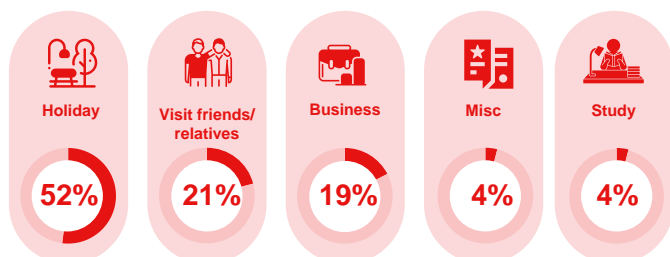
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms; Visits involving participating in an English language course, 2018, small base size. ** Apex as of August 2023.



Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image Library: assets.visitbritain.org
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

VisitBritain

British Embassy Seoul
Sejong-daero, 19 gil, 24
Jung-gu, Seoul, 04519
Republic of Korea

Misha Kim

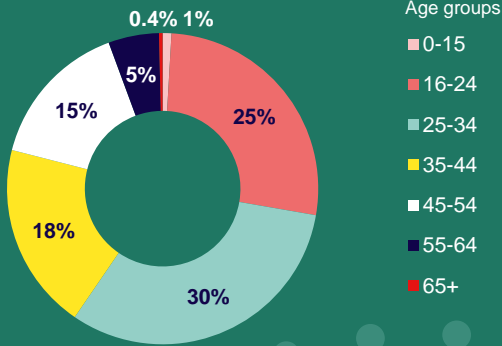
Marketing Manager, VisitBritain South Korea

misha.kim@visitbritain.org

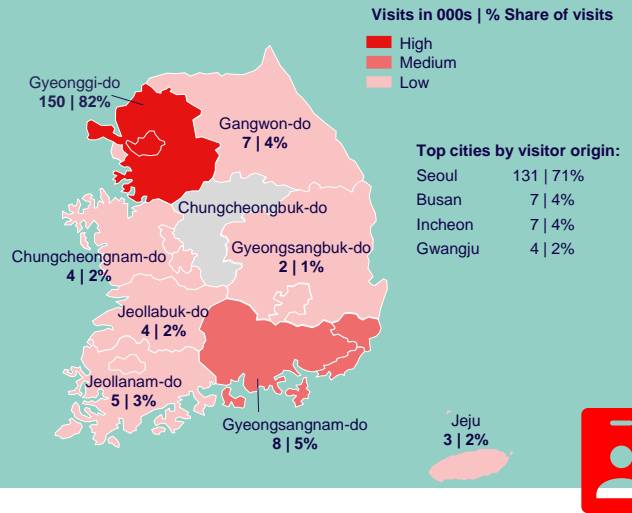




Key demographics* (2022)



Visitors' origin* (2017)



Top drivers for destination choice*** (2022)

- Is good for relaxing, resting, recharging
- I can roam around visiting many types of places
- It's easy to get around once there
- There is a good variety of food and drink to try
- Offers good value for money



Perceptions of Britain**** (2023)

The UK ranks within the top 7 out of 60 nations for:



Top sources of inspiration*** (2022)

#1



Social media - Travel bloggers, influencers

#2



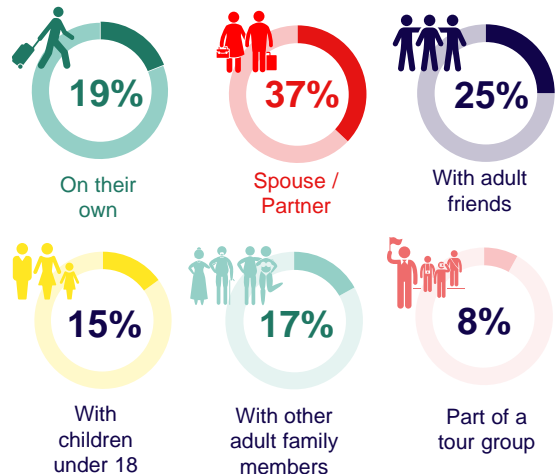
Social media - recommendations from family & friends

#3



Recommendations by friends and family

Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



Top 5 activities desired on a holiday/short break abroad

- 1 Experience coastal places and scenery
- 2 Visit famous/iconic tourist attractions and places
- 3 Explore local food and beverage specialities
- 4 Visit famous shops or shopping streets/centres
- 5 Explore history and heritage (historical sites, architecture)

Share who state holidays benefit their wellbeing

77%

Top 5 sustainable actions by visitors to Britain¹

- 1 Enjoying unpolluted nature
- 2 Buying local when I can
- 3 Using public/greener transport
- 4 Visiting places outside of peak season
- 5 Buying sustainable/responsible food and beverage offers

Likelihood to combine Britain with other destinations



Travel only to Britain



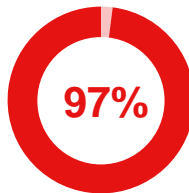
Combine a trip to Britain and other places in Europe



Undecided



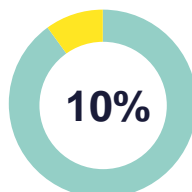
Share of South Korean visitors “likely” or “extremely likely” to recommend Britain*



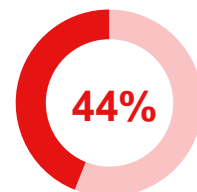
Share of South Korean visits which were repeat visits*



Share of South Korean travellers with accessibility requirements



Share of South Korean travellers who booked some but not all trip elements together



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers ¹ based on previous visitors to Britain