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VisitBritain™

in conjunction with



# Inbound COVID-19 Sentiment Tracker

Market Snapshot – South Korea

[Read the full report for Wave 4 here \(PDF, 8MB\)](#)



If you need the data in a different format, please contact [research@visitbritain.org](mailto:research@visitbritain.org)

Bristol Balloon Fiesta: Destination Bristol ©Gary Newman

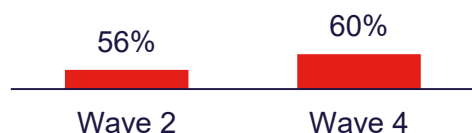
# South Korea Market Summary

Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020  
 Wave 2: 24<sup>th</sup> Mar – 6<sup>th</sup> Apr 2021  
 Wave 3: 23<sup>rd</sup> Aug – 6<sup>th</sup> Sept 2021  
 Wave 4: 10<sup>th</sup>-23<sup>rd</sup> Feb 2022  
 All data is from Wave 4, unless stated

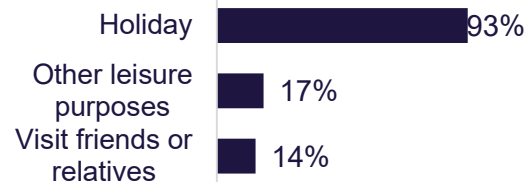


## Travel intentions

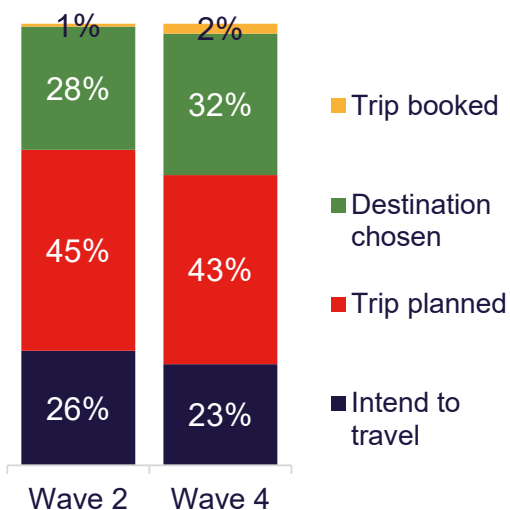
### Intending to travel abroad for leisure\*



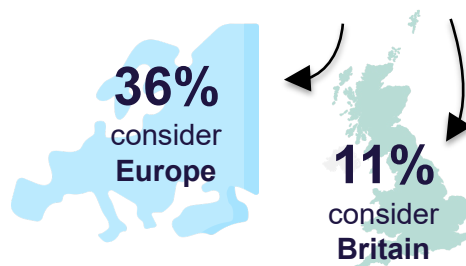
### Journey purpose



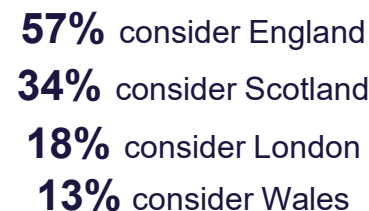
### Planning stage



### Among leisure trip intenders:



### Among Britain intenders:

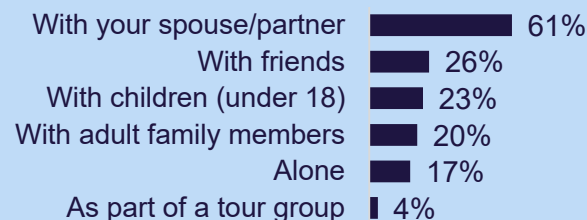


## Travel preferences

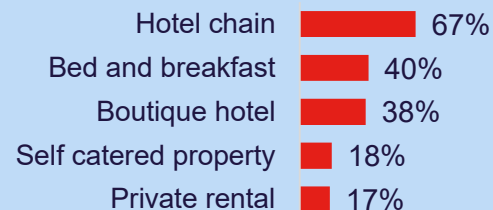
### Top activities



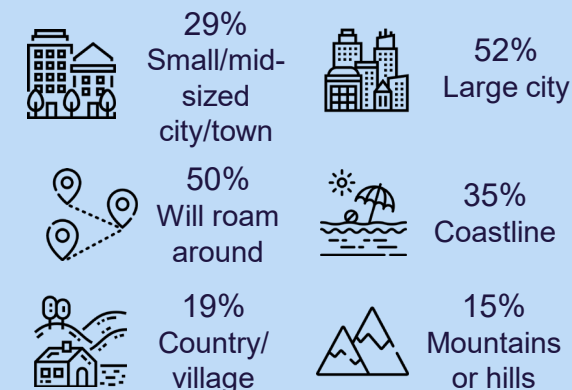
### Top Travel Companions



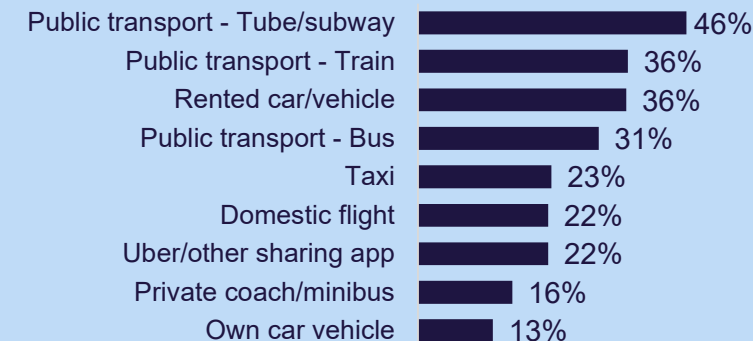
### Top Accommodation



### Destination types



### Top modes of transport within Britain



\*(% definitely & probably) in the next 12 months

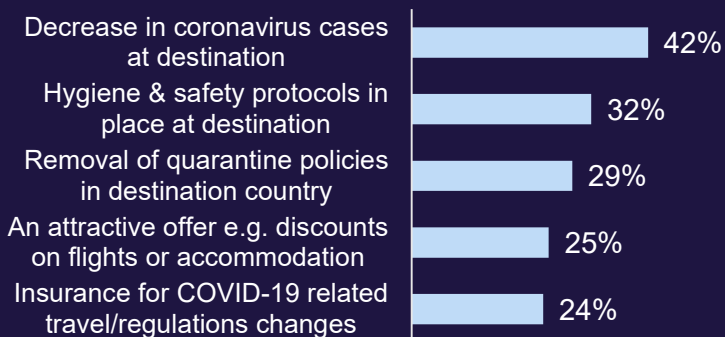
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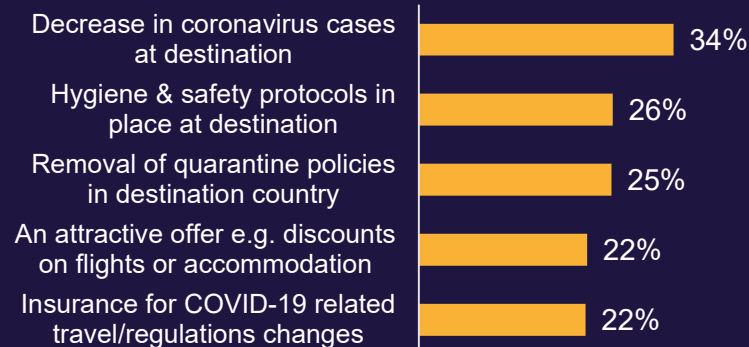


## Top travel drivers

### ...for any international trip



### ...for a trip to Britain



## Travel Concerns – for travel to Britain\*



\*% very & somewhat concerned  
 \*\*% completely & somewhat agree

## Travel attitudes\*\*

