













Market Snapshot – South Korea

Read the full report for Wave 4 here (PDF, 8MB)



# **South Korea Market Summary**

Wave 1: 2<sup>nd</sup>-16<sup>th</sup> Dec 2020

Wave 2: 24th Mar - 6th Apr 2021

Wave 3: 23rd Aug - 6th Sept 2021

Wave 4: 10th-23rd Feb 2022

All data is from Wave 4, unless stated

Travel intentions

Wave 2

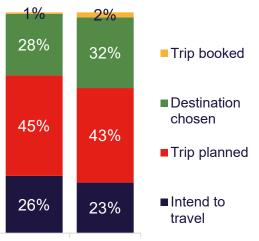
Wave 2



Wave 4



## Planning stage 28% 32%



Wave 4

### Among leisure trip intenders:



### **Among Britain intenders:**

**57%** consider England 34% consider Scotland 18% consider London 13% consider Wales

### Travel preferences

#### Top activities



#### **Top Travel Companions**



#### **Top Accommodation**



#### **Destination types**



29% Small/midsized city/town



52% Large city



50% Will roam around



35% Coastline

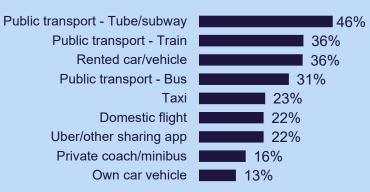


19% Country/ village



15% Mountains or hills

#### Top modes of transport within Britain











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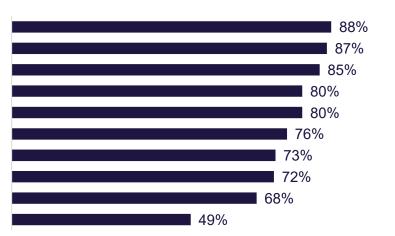
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#### Travel Concerns – for travel to Britain\*

Contracting COVID-19 during my journey/trip
Access to healthcare if I contract COVID-19 abroad
Other people not following COVID-19 policies/procedures
Change in quarantine requirements on my return home
Extra admin involved with new policy/rules during the trip
Locals' attitude towards international tourists
Costs of mandatory COVID-19 tests
Limited / restricted experiences at destination
Affordability of robust travel insurance
Accessibility of affordable air fares



Travel attitudes\*\*

I would be happy to take a pre-trip covid-19 test should that be required	81%	2 <mark>%17%</mark>
I will think more about sustainability when planning future holidays	74%	5 <mark>%</mark> 21%
I will look for less crowded places, even if I miss attractions	70%	3 <mark>% 27%</mark>
I will delay my next international trip until Omicron is under control	69%	3 <mark>% 28%</mark>
Booking through a travel agent is a safer option at the moment	66%	6% 28%
I will favour local destinations instead of traveling internationally	66%	3 <mark>% 32%</mark>
I will be intending to take fewer but longer holidays	59%	8% 33%
I would be comfortable using public transport within the destination	59%	3% 38%
I will favour international destinations closer to my home country	58%	7% 36%
I will leave booking until later/last minute	53%	7% 40%
I will favour destinations I have been before rather than new places	42% 5 <mark>%</mark>	54%
■ Agree ■ No opinion ■ Disagree		











<sup>\*%</sup> very & somewhat concerned

<sup>\*\*%</sup> completely & somewhat agree