

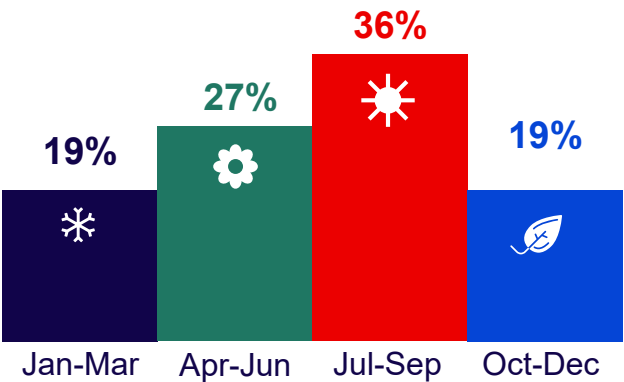
#37

Global ranking for inbound visits to the UK in 2024

#36

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel* (2023)



Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only. Please note, 2024 IPS data is badged as ‘official statistics in development’. VisitBritain analysis for South Korea has found that the year-on-year trend suggested by IPS for the second half of 2024 was much lower than the trend seen by other sources, so seasonality data for 2023 is shown instead.

Average nights stayed

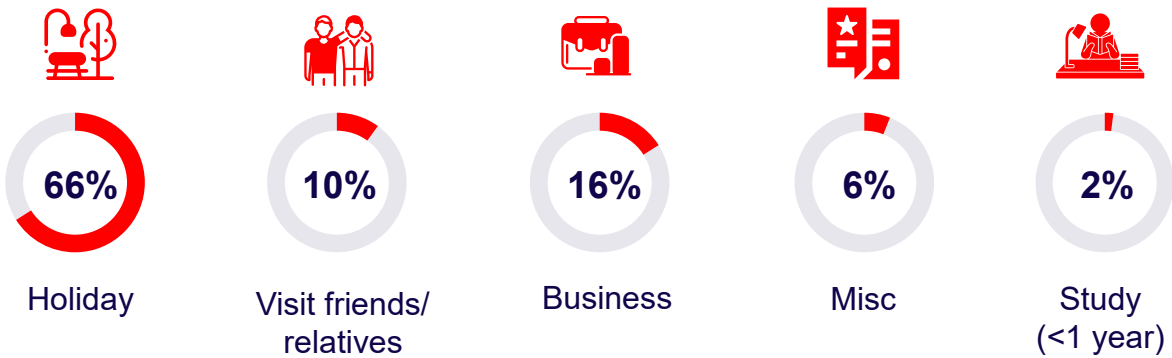


In 2024, visitors from South Korea spent 1.3 times the global average of £818 per visit. Average stay was also longer at 8.8 nights vs. the market average of 7.4.

£1,056
2024 average spend per visit



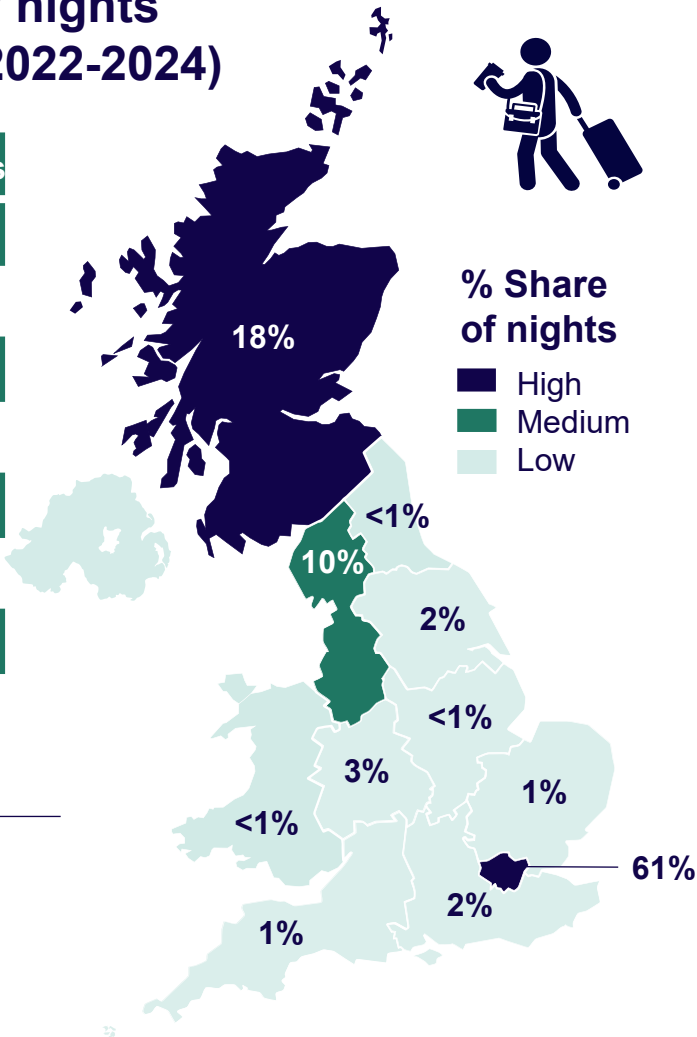
Purpose of travel* (2024)



Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	61%
2	Rest of England	20%
3	- North Country	13%
4	- Central England	4%
5	- Southern England	3%
6	Scotland	18%
7	Wales	<1%

Please note, for regions outside London it is recommended to use this data as indicative only due to small sample sizes.



South Korea to UK
Connectivity (2025)**



Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.

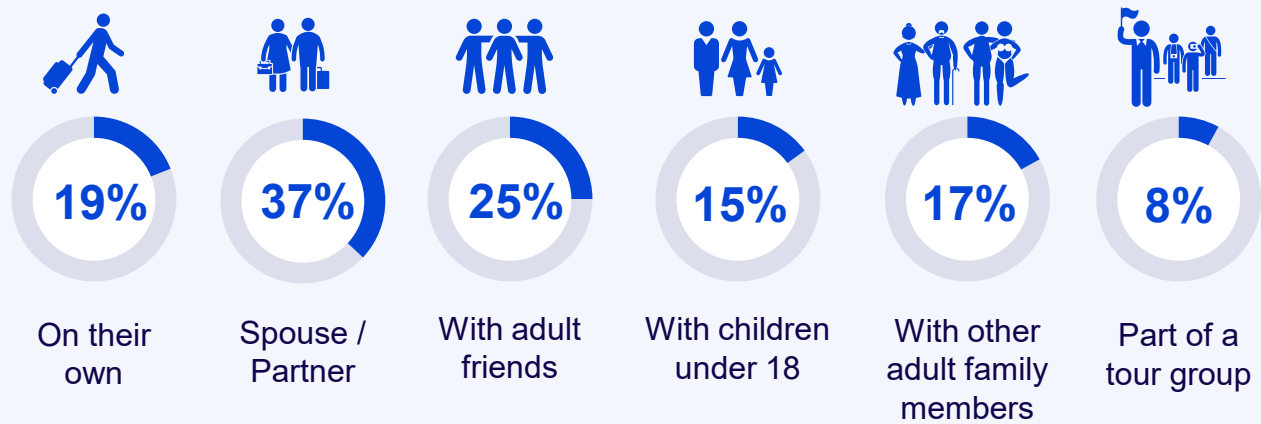
South Korea

Market snapshot

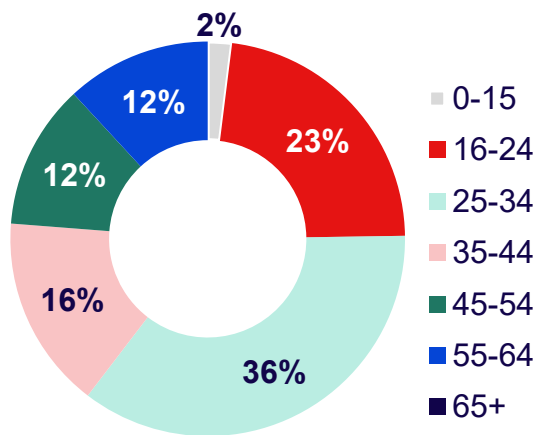
Visitor Profile



Travel companions



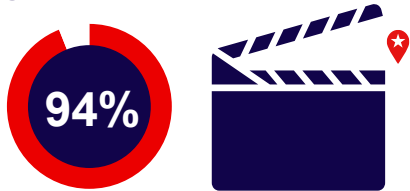
Key demographics*



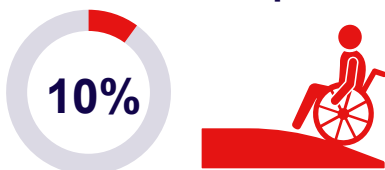
Top sources of inspiration



Share of South Korean travellers interested in visiting UK film/TV locations in future**



Share of South Korean travellers who have (or travels with someone who has) a health condition or impairment



Perceptions of the UK** (2025)

The UK ranks within the top 10 out of 50 nations for:

	Rank
Culture	3 rd
Contemporary culture	4 th
People	4 th
Historic buildings	5 th
Vibrant cities	5 th
Excels at sport	5 th
Cultural heritage	5 th
Tourism	6 th
Visit if £ no object	6 th

Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. **2025 Anholt Nation Brand Index Report. All other data from the 2022 VB/Kubi Kalloo MIDAS research project.