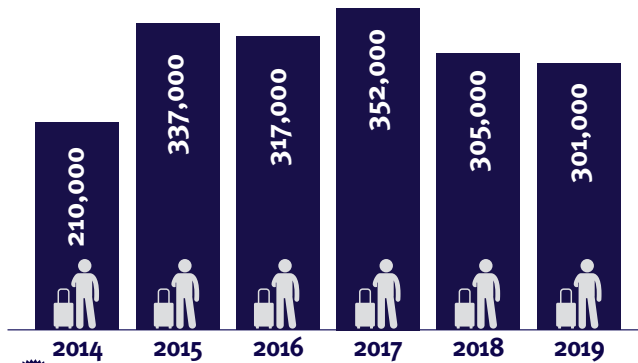




# South Korea

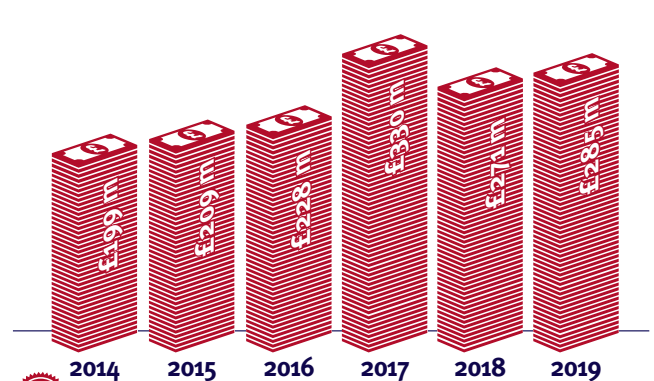
## Inbound tourism overview

### Annual visits



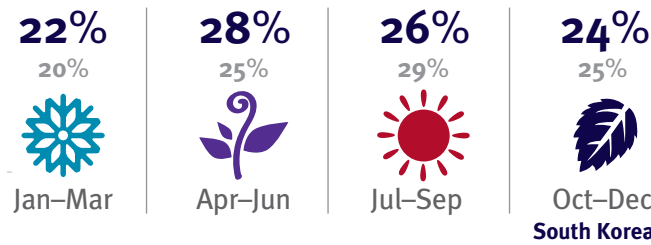
#27 Global ranking for inbound visits to the UK in 2019

### Annual visitor spend



#28 Global ranking for inbound spend in the UK in 2019

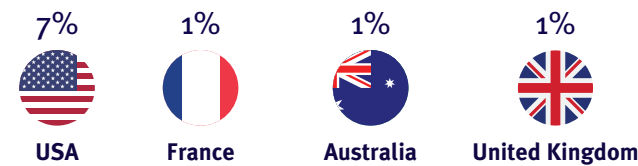
### Seasonal spread of travel (2019)



Data shown as % of all visits from...

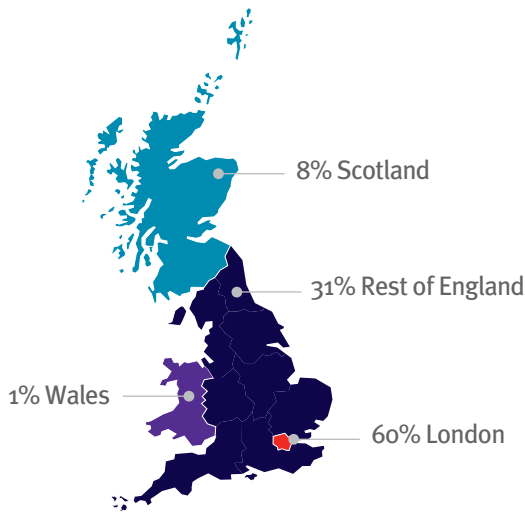
All inbound markets

### Overnight arrivals to the UK vs. competitors (2019)



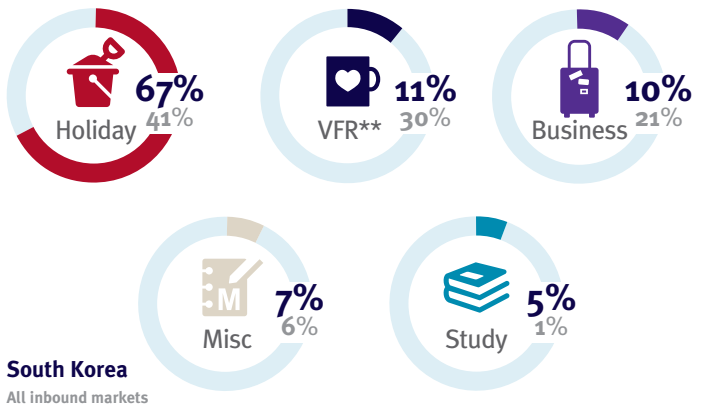
Percentages of overnight visits from South Korea.

### Regional spread of travel (2017-2019)



Percentages of visitor nights in the UK.

### Purpose of travel (2019)



### Departure & destination airports\*\* (2019)



### Average flight seats per week\*\* (2019)

6,009

### Average length of holiday stay (2019)

South Korea 10 nights  
All inbound markets 7

\*Visiting friends and/or relatives, \*\*direct, non-stopping flights only.

VisitBritain Korea  
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

🐦 @VisitBritain  
🌐 LoveGreatBritain  
📷 Visitbritain  
👤 @VisitBritainBiz

Corporate website: [visitbritain.org](http://visitbritain.org)  
Image library: [visitbritainimages.com](http://visitbritainimages.com)  
Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
Media centre: [media.visitbritain.com](http://media.visitbritain.com)

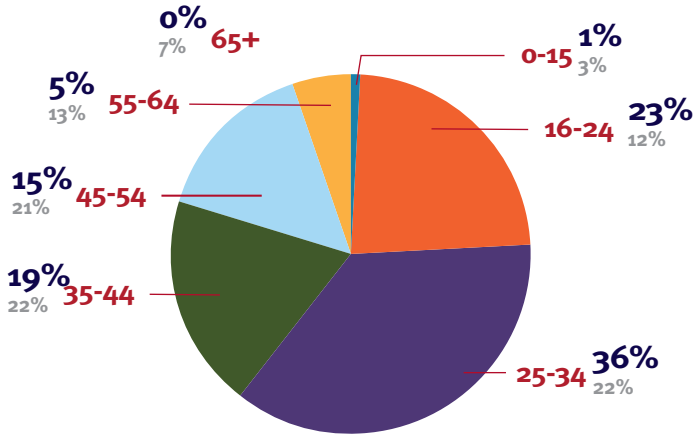
Note:  
All data in this market snapshot is pre COVID-19, and so gives an overview of this market before the crisis



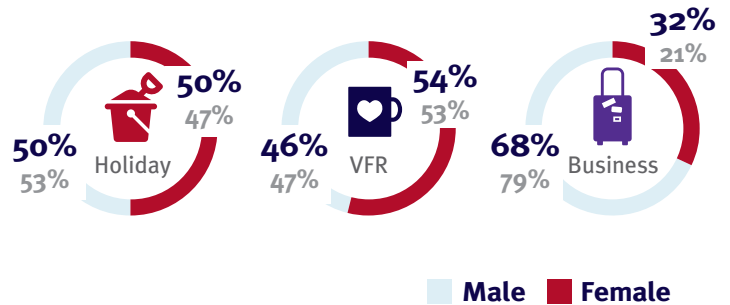
# South Korea

## Visitor profile

### Key demographics: age (2017-2019)



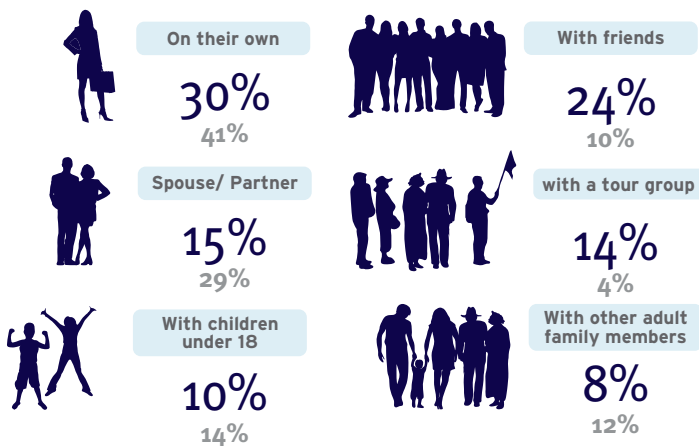
### Key demographics: gender (2017-2019)



### Top reasons to return to the UK (2019)

- Go back to see the sights/attractions I didn't see the previous time
- Experience a new activity I did not do last time
- Visit a different part of the country

### Travel companions (2017)



All above data shown as % of all respondents who visited Britain from...

South Korea  
All inbound markets

### Visitors taking English language courses (2018)

6,137



#22  
source  
market

### Spend from English language course visitors (2018)

£81m



#3  
source  
market

### Top three activities in the UK (2006-2019)



### Priority market segments & attributes



#### Buzzseekers

Drawn to big cities, looking for a balance of famous sites vs new experiences, indulging vs challenging activities



#### Culture Buffs

Image-conscious and food-lovers that look for relaxing, slow-paced holidays, visiting famous, iconic sites

80% of visitors from South Korea were 'extremely likely' to recommend Britain in 2017