South Korea

Inbound tourism overview

### Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>210,000</td>
</tr>
<tr>
<td>2015</td>
<td>337,000</td>
</tr>
<tr>
<td>2016</td>
<td>317,000</td>
</tr>
<tr>
<td>2017</td>
<td>352,000</td>
</tr>
<tr>
<td>2018</td>
<td>305,000</td>
</tr>
<tr>
<td>2019</td>
<td>301,000</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2019:

- #27

### Annual visitor spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>£199 m</td>
</tr>
<tr>
<td>2015</td>
<td>£209 m</td>
</tr>
<tr>
<td>2016</td>
<td>£228 m</td>
</tr>
<tr>
<td>2017</td>
<td>£271 m</td>
</tr>
<tr>
<td>2018</td>
<td>£317 m</td>
</tr>
<tr>
<td>2019</td>
<td>£285 m</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2019:

- #28

### Seasonal spread of travel (2019)

- Jan–Mar: 22%
- Apr–Jun: 28%
- Jul–Sep: 26%
- Oct–Dec: 24%

### Purpose of travel (2019)

- Holiday: 67%
- VFR**: 11%
- Study: 5%
- Business: 10%
- Misc: 7%

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

- London: Heathrow
- Seoul: Incheon

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

- 60% London
- 31% Rest of England
- 8% Scotland
- 1% Wales

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

- USA: 7%
- France: 1%
- Australia: 1%
- United Kingdom: 1%

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

- 6,009

### Average length of holiday stay (2019)

- South Korea: 10 nights
- All inbound markets: 7 nights

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

Visitor profile

Key demographics: age (2017-2019)

- 25-34: 36% (22%)
- 35-44: 36% (22%)
- 45-54: 19% (55-64: 15%)
- 55-64: 15% (65+: 5%)
- 65+: 5% (0-15: 0%)

Key demographics: gender (2017-2019)

- Male: 50%
- Female: 47%

Top reasons to return to the UK (2019)

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

Visitors taking English language courses (2018)

- 6,137

Spend from English language course visitors (2018)

- £81m

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