South Korea Pen Portraits

Buzzseekers & Culture Buffs
Buzzseekers in South Korea are looking for trips that offer new experiences that distinguish them against the crowd. Excitement is key and they are looking for the buzz of city life, so there may be an opportunity here to showcase Britain’s cities more prominently. While travelling with partners and family is common, they are also likely to travel with friends. They are less likely to use a travel agent than other segments, favouring online booking sites and booking directly with providers.

**WHAT MAKES THEM UNIQUE?**

- **Growing affluence**: They have a good income, and is able to afford luxuries on an occasional basis. They prioritise holiday spend and are looking to increase their spend per trip.

**INCOME**

**AGE**

- 18-24: 19%
- 25-34: 33%
- 35-44: 26%
- 45-64: 19%
- 65+: 3%

**TRAVEL COMPANIONS**

- With a partner or spouse: 27%
- With a friend: 12%
- With my partner or spouse and our children: 20%
- With my partner or spouse and our children: 20%
- With a small group of friends: 9%

**TRAVEL BOOKING STYLE**

- Myself via online booking site: 54%
- Myself via provider: 24%
- Travel Agent: 9%

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

**Top 3 activities per segment**

- Trying local food and drink specialities
- Going to a local pub for food and drinks
- Experiencing coastal life, scenery and beaches

**Point of difference**

- Going to a local pub for food and drinks
- Shopping
- Trying gourmet/world class food and drink offerings
- Experiencing city life

**PERCEPTIONS OF BRITAIN**

<table>
<thead>
<tr>
<th>Top statements per segment</th>
<th>Biggest difference vs. total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Has historic towns and cities to explore</td>
<td>Is a place to explore different cuisines and new tastes</td>
</tr>
<tr>
<td>2 Is rich in traditional arts and culture</td>
<td>Has a modern and happening arts and music scene</td>
</tr>
<tr>
<td>3 Has a modern and happening arts and music scene</td>
<td>It’s a friendly destination where you can engage with local people</td>
</tr>
</tbody>
</table>

**VALUE**

- Mid-high

**# LEISURE TRIPS AWAY FROM REGION IN PAST 2YRS**

- Buzzseekers: 3.9
- All of South Korea: 26%

*Value is derived from % of segment who have visited GB in the past 2 years, their reported spend, their propensity to visit in future and estimated spend per person.*
Hi, I’m Yong. I work as a sports teacher in the city. Outside of work, I like to play basketball, drink beer and spend time with my friends. On trips abroad, I look to do as much as possible! I like to be in cities where everything is happening! I like to try gourmet food and also like to go shopping.

✓ City atmosphere
✓ Fast-moving
✓ Local food and drinks
✓ Shopping
✓ With my girlfriend, Eunji

× Eating boring food – I love to try local food and drink specialities!
× Have a slow-paced trip – I want my days to be packed!
× Only do one kind of activity – I want my holiday to be varied!
Culture Buffs in South Korea are image-conscious and are looking for relaxing and slow-paced trips that stick with the familiar. They are a large segment in this market. Their most preferred activities are visiting famous and iconic tourist attractions, experiencing coastal and trying new cuisines. Although looking for familiar experiences, they take relatively frequent trips outside of the region, and tend not to seek the services of travel agents.

**WHAT MAKES THEM UNIQUE?**

- **Income**: Living comfortably
  - This group has a good income, and can afford luxuries from time to time, and has a relatively good holiday budget.

- **Age**
  - 18-24: 14%
  - 25-34: 22%
  - 35-44: 21%
  - 45-64: 30%
  - 65+: 13%

- **Travel Companions**
  - With a partner or spouse: 37%
  - Alone: 9%
  - With my partner or spouse and our children: 25%
  - With a friend: 8%
  - With a family: 19%

**VISITATION TO GB**

6% visited in past 2yrs

Propensity to visit ranks 8th after USA, Australia, Canada, Switzerland, Spain, Italy, and France

**VALUE**

Mid

**APPEALING ACTIVITIES FOR INTERNATIONAL HOLIDAY**

**Top 3 activities per segment**

- Trying local food and drink specialties
- Experiencing coastal life, scenery and beaches
- Visiting famous/iconic tourist attractions and places

**Point of difference**

- Visiting famous/iconic tourist attractions and places
- Experiencing rural life & scenery
- Trying local and food drink specialties

**PERCEPTIONS OF BRITAIN**

**Top statements per segment**

1. Has historic towns and cities to explore
2. Is rich in traditional arts and culture
3. Has a modern and happening arts and music scene

**Biggest difference vs. total**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has historic towns and cities to explore</td>
<td>70%</td>
</tr>
<tr>
<td>Is rich in traditional arts and culture</td>
<td>32%</td>
</tr>
<tr>
<td>Has a modern and happening arts and music scene</td>
<td>15%</td>
</tr>
</tbody>
</table>

**# LEISURE TRIPS AWAY FROM REGION IN PAST 2YRS**

3.6

**TRAVEL BOOKING STYLE**

- Myself via online booking site: 50%
- Myself via provider: 19%
- Travel Agent: 13%
Hi I’m Seo-yun. I’m a fashion designer. My husband, Jae-jin and I love travelling and sharing our latest moments on Kakao. We both enjoy similar things in life, visiting the latest art exhibitions, BBQ’s and swimming in the sea!

**CULTURE BUFFS**

**LET ME INTRODUCE MYSELF**

**MY IDEAL HOLIDAY**

- Visiting world famous sites
- Beach life
- Tasting local food and drinks
- Slow-paced and relaxing
- With my husband, Jae-jin

**POSTCARD**

It’s sunny here surprisingly! We’ve spent a wonderful day here in Brighton eating fish and chips by the world-famous pier. I’ve put lots of selfies on Kakao of me and Jae-jin.

I’m so excited to see a new photography exhibition tomorrow. I’ve heard it’s the latest best thing! It’s been lovely and relaxing so far. Speak to you when I am back.

Love, Seo-yun

**I REALLY DON’T WANT TO...**

- Not knowing what to do when in destination – I like to book long in advance
- Go to somewhere unimportant – I want to see the most iconic tourist attractions!
- Miss out on local food – it’s a very big part of my trip to try local specialities!