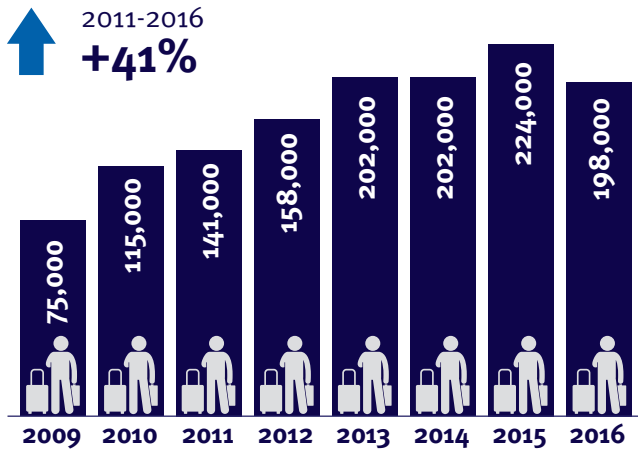




South Korea

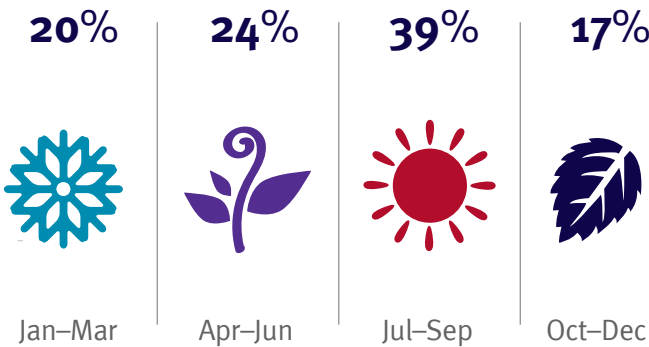
Inbound tourism overview

Annual visits*

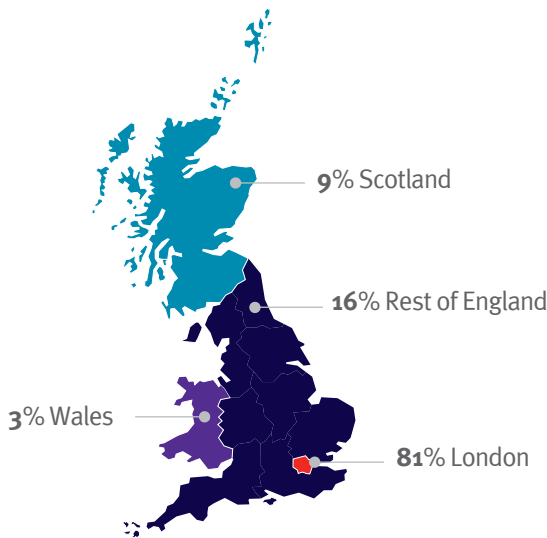


#32 Global ranking for inbound visits to the UK in 2016

Seasonal spread of travel* (2016)

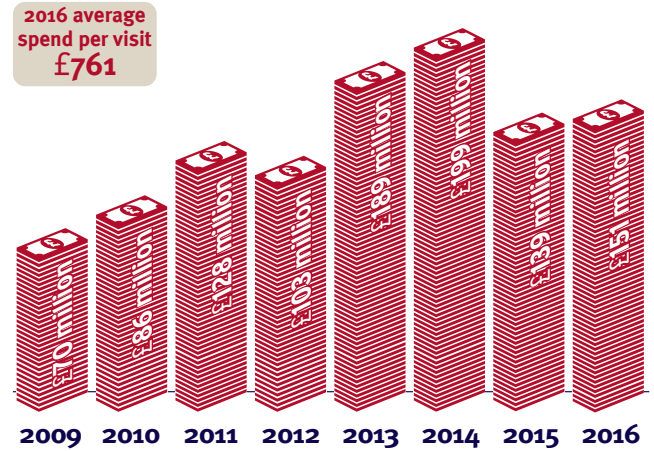


Regional spread of travel* (2016)



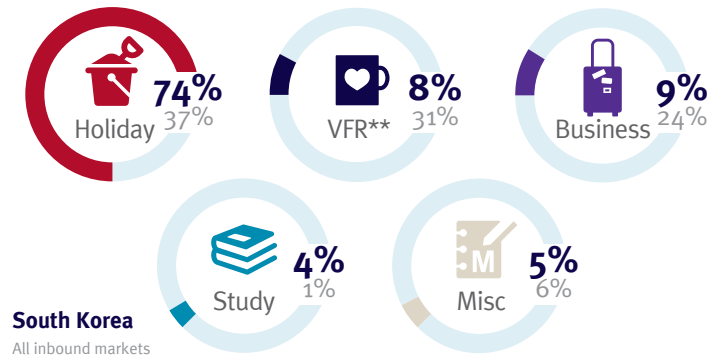
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend*



#35 Global ranking for inbound spend in the UK in 2016

Purpose of travel* (2016)



South Korea
All inbound markets

Departure & destination airports*** (2016)



Average flight seats per week*** (2016)

5,667



Average length of stay* (2016)

8 nights



Visit friends and/or relatives, * direct flights only.

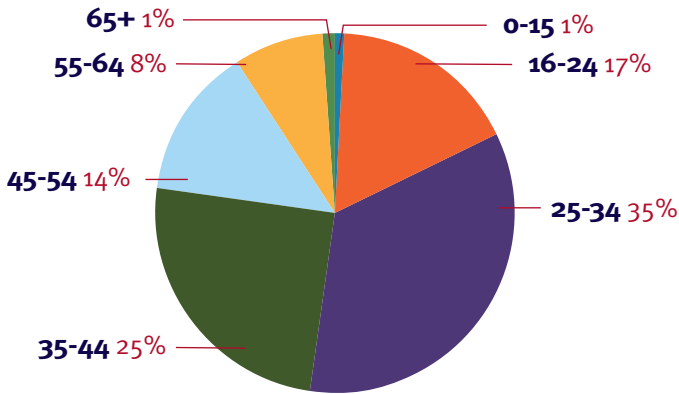
Sources: *International Passenger Survey (IPS), ***Apex.



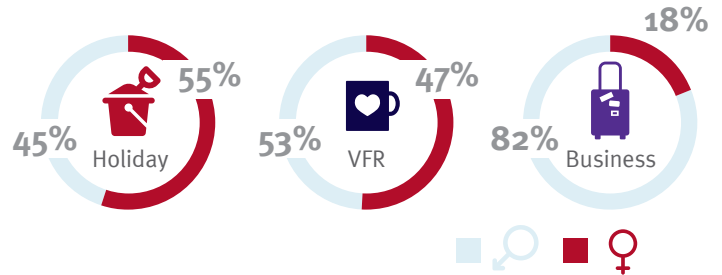
South Korea

Visitor profile

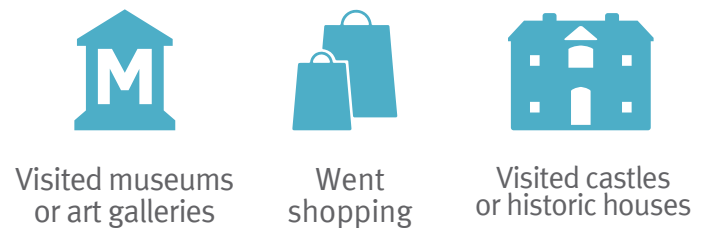
Key demographics* (2014-2016)



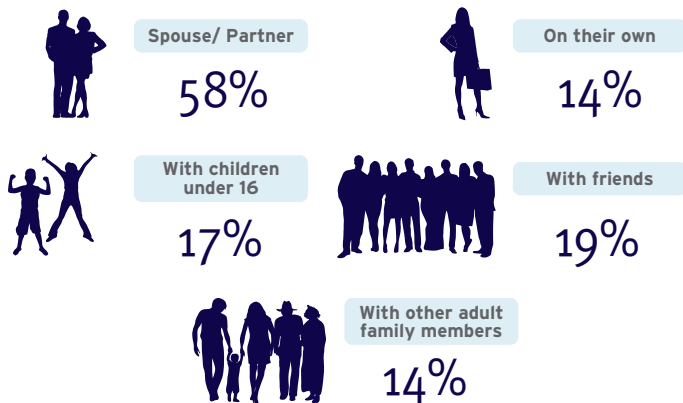
Visitors' gender by visit purpose* (2014-2016)



Top three activities in the UK* (2011, 2016)

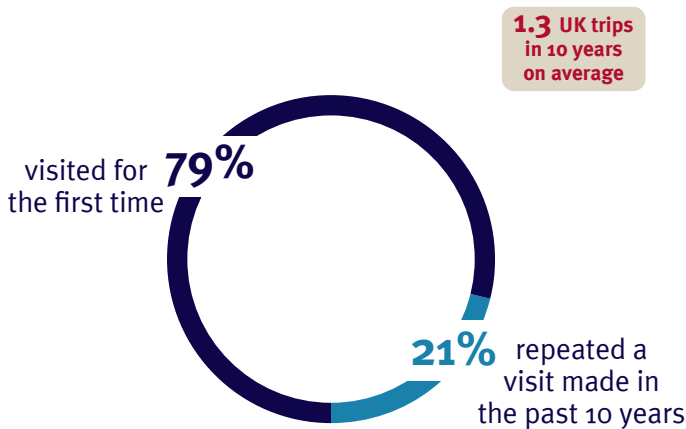


Travel companions** (2016)



Applicable to people who visited Britain.

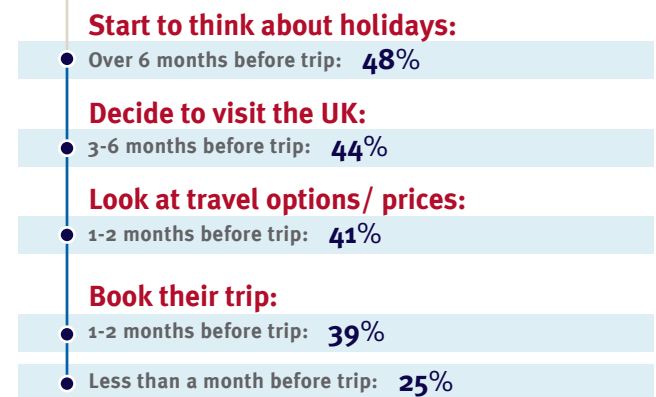
Frequency of holiday visits to the UK* (2015)



Percentage of all holiday visits, excluding British expats' visits.

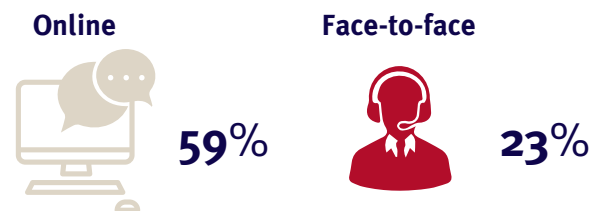
75% of visitors from South Korea were "extremely likely" to recommend Britain in 2015*

Planning and booking lead times** (2016)



Applicable to people who visited Britain.

Holiday booking habits** (2016)



Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

Top influences in choosing a holiday destination** (2016)

