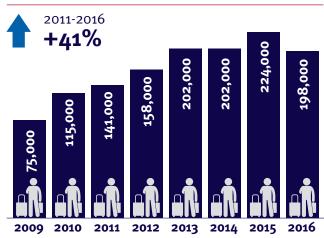


South Korea

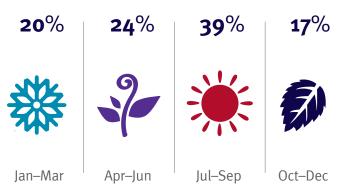
Inbound tourism overview

Annual visits*

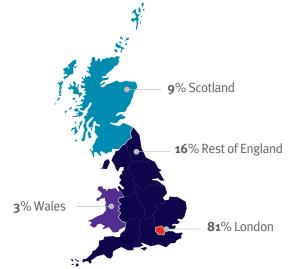


(#32) Global ranking for inbound visits to the UK in 2016

Seasonal spread of travel* (2016)

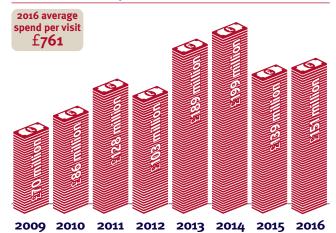


Regional spread of travel* (2016)



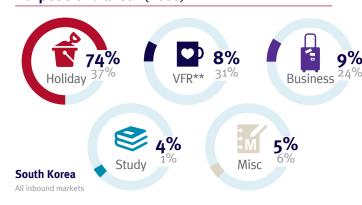
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend*



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

Purpose of travel* (2016)



Departure & destination airports*** (2016)



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

VisitBritain UK Centre, 17F Garden Square 968 West Beijing Road Shanghai 200041, China

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WisitBritain

CoveGreatBritain

Visitbritain

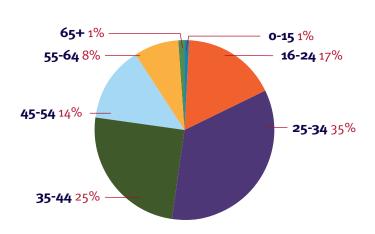
@VisitBritainBiz

Corporate website: visitbritain.org Image library: visitbritainimages.com Trade website: trade.visitbritain.com Media centre: media.visitbritain.com

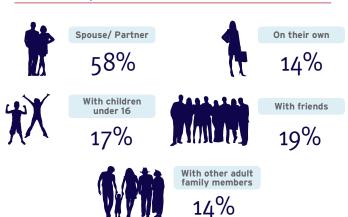
South Korea

Visitor profile

Key demographics* (2014-2016)

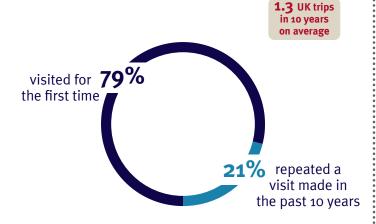


Travel companions** (2016)



Applicable to people who visited Britain.

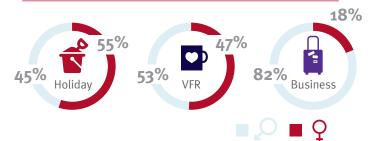
Frequency of holiday visits to the UK* (2015)



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

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

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



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







Visited museums or art galleries

Went shopping

Visited castles or historic houses

Planning and booking lead times** (2016)



Holiday booking habits** (2016)

Online Face-to-face



Sources: * International Passenger Survey (IPS), ** VisitBritain/Ipsos 'Decisions and Influences' research

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

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









Travel blogs/forums