Korea Calling

How K-Culture is Driving
A New Generation of Travelers into Korea

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Executive Summary

The Republic of Korea (hereinafter referred to as “Korea”) has become one of the world's most compelling travel destinations over the past few decades, and its culture is arguably the main driving force behind that rise. An overwhelming majority of visitors and prospective travelers (94%) stated that K-culture influenced their interest in travel to Korea, with about 75% of all respondents identifying K-culture as a key or primary factor they would visit Korea. Travelers motivated by K-culture are highly engaged - they are more likely to travel in larger groups, spend more, and prioritize experiencing authentic local culture.

Korea's tourism opportunity, however, is larger than what is currently being realized. Interest is strong and intent to visit is real, but travel remains concentrated in a small number of well-known destinations, with accommodation availability playing an important role in whether visitors venture further or extend their stay. Together, the findings point to a cultural moment that is still unfolding – one with the potential to spread the benefits of travel beyond Seoul and into more communities across Korea.

Introduction

Korea's rise as a global cultural powerhouse is one of the defining stories of the past decade. What began as a regional wave of interest in Korean music and drama has expanded into a global phenomenon. Today, millions of people everywhere around the world engage with Korean music, dramas, film, food, and beauty as part of their everyday lives.

A natural evolution from such consumption is the desire to experience Korea firsthand. Unlike traditional travel demand that is typically driven by destination marketing, travel to Korea today is largely fueled by cultural connection, with 94% of visitors and prospective travelers to Korea saying that K-culture influenced their interest in traveling there.

Drawing on a survey of 4,500 past visitors and prospective travelers across Australia, India, Indonesia, Japan, Mainland China, Malaysia, Singapore, Thailand and USA, as well as Airbnb data, this report explores how that cultural interest is translating into travel demand. In this report, “visitors” refer to those who have previously traveled to Korea, while “prospective travelers” are those who have expressed interest and intention in visiting. “Respondents” refers to both groups combined.

The findings tell a consistent story. Visitors influenced by K-culture stay longer and spend more, and travel with a genuine desire to experience Korea beyond the surface. Among prospective travelers, intent to visit is strong, driven by the same cultural connection that brought others before them.

What the results also make clear is that Korea's cultural wave is here to stay, and this has broader implications for Korea's tourism landscape. At present, K-culture-driven travel remains largely concentrated in major cities, particularly Seoul. While interest in exploring beyond these hubs is growing, the availability of suitable accommodation outside major cities remains a key factor in whether such interest translates into actual travel.

This points to a clear opportunity for Korea’s tourism ecosystem. As cultural interest deepens and visitor numbers grow, ensuring that accommodation options are available across a wider geographic spread will help more people translate their interest into actual trips, and allow more local communities, hosts and businesses to participate in the benefits of tourism growth.



Korea's Cultural Pull:
K-Culture Is Converting Fans Into Travelers

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Over the past decade, Korea's cultural capital has evolved from soft influence into tangible travel demand. Ask international travelers why they came to Korea, and K-culture consistently emerges as a key factor. 94% of visitors and prospective travelers surveyed said that K-culture influenced their interest in choosing Korea as a travel destination, with 75% of respondents saying it was a key or the primary factor.

This is most pronounced among younger respondents, where 80% of Gen Z and Millennials describe K-culture as a strong factor in their decision, compared to 64% of travelers aged 45 and above. This suggests that demand for Korea as a destination is likely to grow stronger, not weaker, as this cohort matures into their peak travel years.



Korea's Cultural Pull:
K-Culture Is Converting Fans Into Travelers

The makeup of that cultural pull tells an equally interesting story. Korean food and cuisine remains the top draw, cited by 59% of respondents with nature (45%) and cultural heritage (42%) coming in as second and third respectively. One thing of note is that these motivators are rarely as distinct as they appear – K-culture has long been the quiet vehicle through which Korean food entered the global imagination.

When respondents were asked whether a specific piece of content had sparked their desire to visit Korea, *Jewel in the Palace*, a historical drama which highlights Korean cuisine, ranked second in mentions, just behind *Winter Sonata* and ahead of recent chart-toppers like *Squid Game* and *Crash Landing on You*.

Other mentions included dramas like *Bon Appétit*, *Your Majesty*, *Mr Queen*, and variety formats like *Youn's Stay*, *Jinny's Kitchen* which have turned Korean cuisine into enduring and aspirational travel content.



Korea's Cultural Pull:
K-Culture Is Converting Fans Into Travelers

For younger respondents, K-pop emerges as a defining pull factor: Gen Z are nearly twice as likely as the general population to name K-pop as a primary motivator (36% vs. 26% overall), making it one of their top reasons to visit alongside food.

Popular K-pop idol groups drew amongst the top mentions when respondents were asked about content that compelled them to travel to Korea with visitors and prospective travelers citing specific chart-toppers as the sparks that first made Korea feel like somewhere they needed to be.

While Korean food dominates as a travel motivator globally, the breakdown by market reveals some notable differences. For Mainland China specifically, Korean dramas, films, and variety rank in the top three motivators (40%) – ahead of food – suggesting that content consumption remains a particularly strong travel trigger for Chinese travelers.

Meanwhile, K-beauty, fashion, and shopping ranks in the top three motivators for Japan (28%), Thailand (40%), and India (39%), reflecting how the cultural pull driving travel to Korea continues to broaden across different aspects of Korean lifestyle.

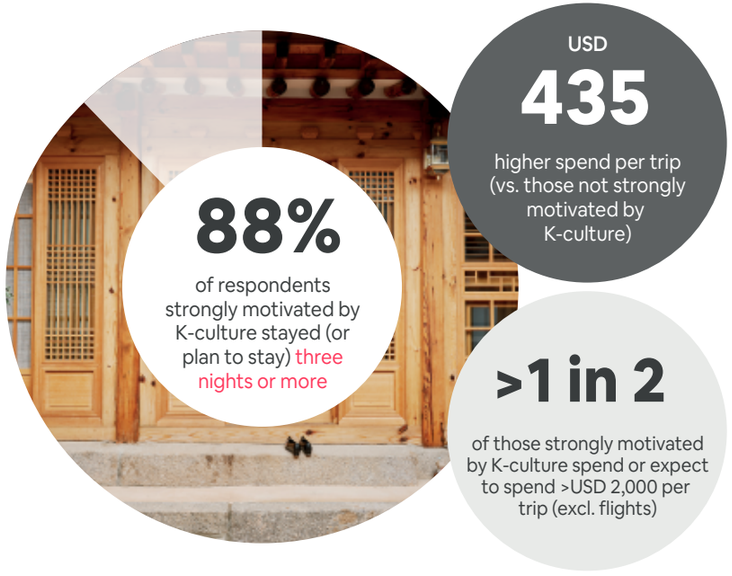
Airbnb's internal search data provides further evidence of this trend. Searches for stays in Korea by travelers from APAC and US* have increased by around 25% between 2023 to 2025, highlighting growing demand and interest in Korea as a travel destination.

*Australia, India, Indonesia, Japan, China, Malaysia, Singapore, Thailand, and the United States.

Korea's Cultural Pull:
K-Culture Is Converting Fans Into Travelers

More importantly, K-culture-driven travel is particularly valuable for Korea because of the profile of travelers it generates. Among respondents who were strongly motivated by K-culture to visit or plan a visit to Korea, 88% stayed (or plan to stay) three nights or more – and the quality of that travel goes beyond length of stay.

Those strongly motivated by K-culture spend around USD 435 more per trip on average than those who are not, with more than one in two (55%) spending or expecting to spend more than USD 2,000 per trip excluding flights.



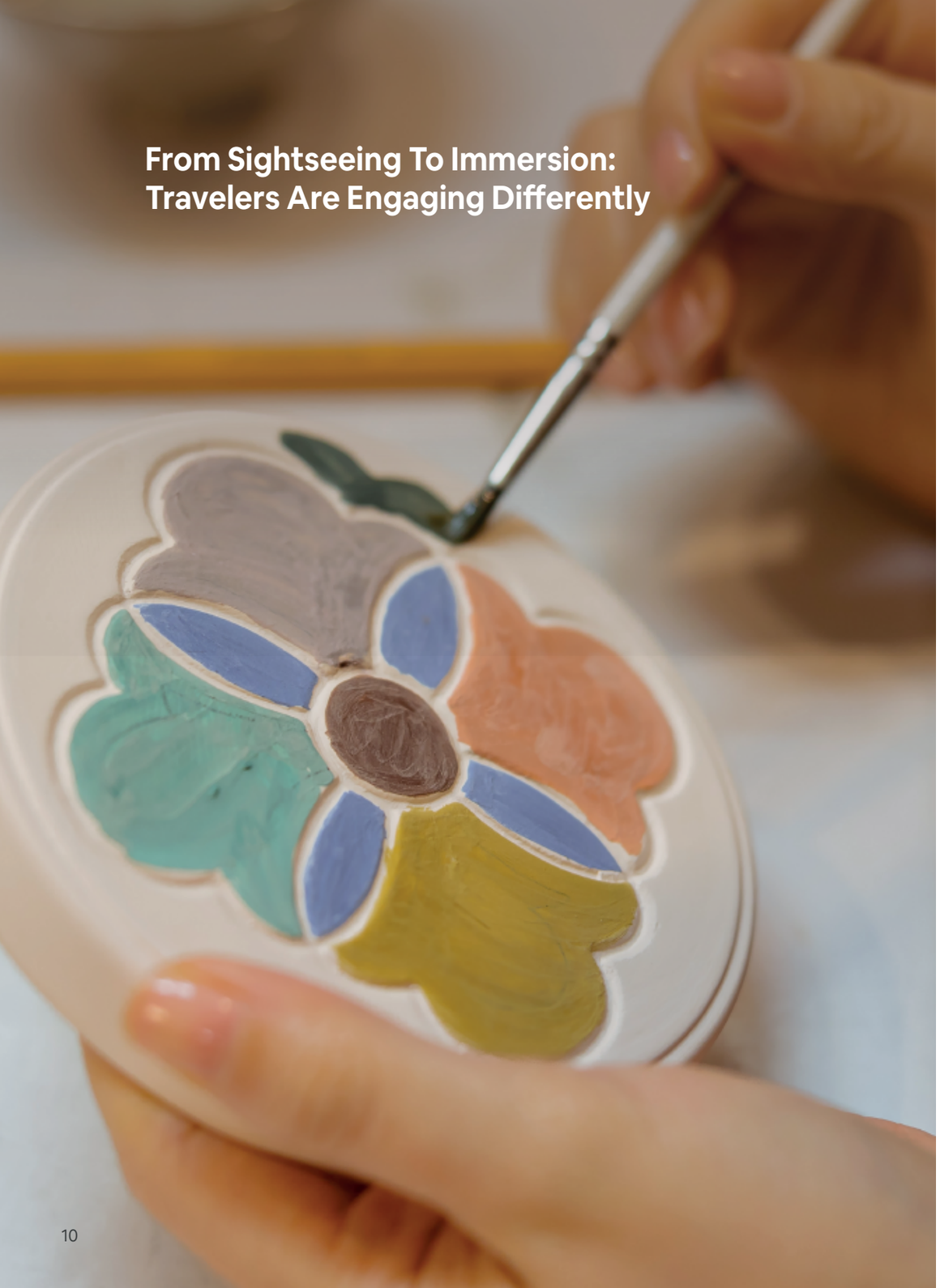
Korea's Cultural Pull:
K-Culture Is Converting Fans Into Travelers

Group travel is also more common, with 68% traveling or planning to travel with friends or family, compared to 58% of those not strongly motivated by K-culture. The difference in how they plan to engage once they arrive is equally striking – 96% of K-culture motivated respondents say experiencing authentic local culture is important, compared to 79% of those who are not. Taken together, this points to a segment of travelers that is deeper in engagement and higher in economic value.

Airbnb's internal data reflects the same pattern. Among APAC and US travelers booking Korea stays through the platform, longer stays are growing faster than short ones – bookings of 2–6 nights rose around 60% from 2023 to 2025, nearly double the growth seen in single-night stays.

In the same time period, the number of people booking stays for groups of 3-5 and 5+ also went up by around 50% and 55% respectively. This points to a broader trend towards longer stays and larger group trips, which in turn holds the potential to create economic value for Korea.





From Sightseeing To Immersion: Travelers Are Engaging Differently

From Sightseeing To Immersion: Travelers Are Engaging Differently

Both visitors and prospective travelers approach Korea with a clear sense of what they are looking to do. Years of engagement with Korean content means their interests extend well beyond the standard tourist itinerary – they want to experience the Korea they have seen on screen, from the neighborhoods that appear in K-dramas to the dishes they have watched being made.

This broadening of interest plays out clearly in how they travel. 91% of visitors and prospective travelers say experiencing authentic local culture is important when visiting Korea, and 80% also report that K-culture has influenced what they want to do on their trip.

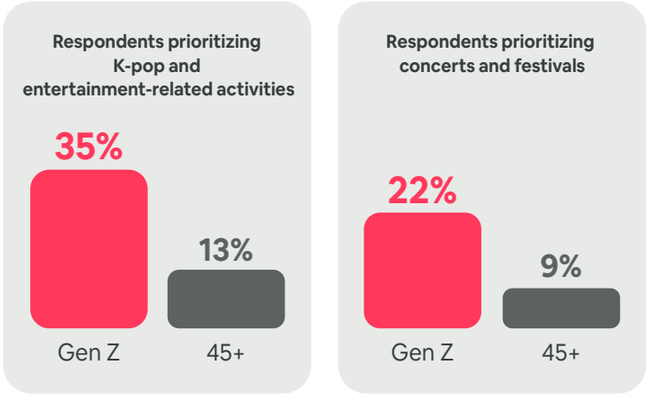
In fact, for many, K-pop may be the spark that first draws them to Korea, but it is rarely the whole story. Once in Korea, 92% of those inspired by K-pop say they want to experience much more than K-pop related activities, seeking out food, history, nature, and cultural experiences that go well beyond the concert venue or the fan cafe.



From Sightseeing To Immersion: Travelers Are Engaging Differently

This appetite for deeper cultural immersion is reflected across the broader respondent base, not just those driven by K-pop. The top activities prioritized by both visitors and prospective travelers are food experiences (64%), heritage experiences (46%), and nature and outdoor activities (38%), reflecting a traveler who desires to experience Korea in its entirety.

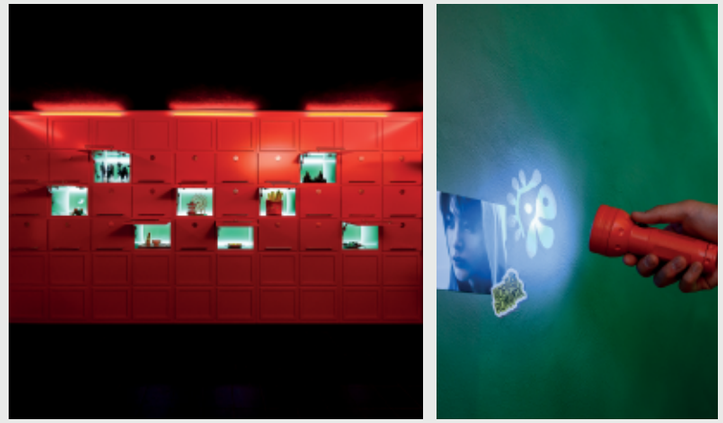
Beyond the broader draws of food, heritage, and nature that rank highly across all ages, 35% of Gen Z respondents prioritize K-pop and entertainment-related activities – iconic spots, themed cafes, fan destinations – nearly three times the rate of respondents aged 45 and above (13%). Concerts and festivals reflect the same gap, at 22% among Gen Z compared to just 9% among older respondents.



Global travel companies can also play a direct role in making that access possible, and in helping K-culture travel further. By connecting international travelers to Korean culture, travel brands with a global footprint can both meet fans where they already are and extend K-culture's reach deeper into how people plan and experience travel. Airbnb's partnerships with CORTIS and SEVENTEEN show what that can look like in practice.

From Sightseeing To Immersion: Travelers Are Engaging Differently

Inside The Hideout: Airbnb's Collaboration With CORTIS



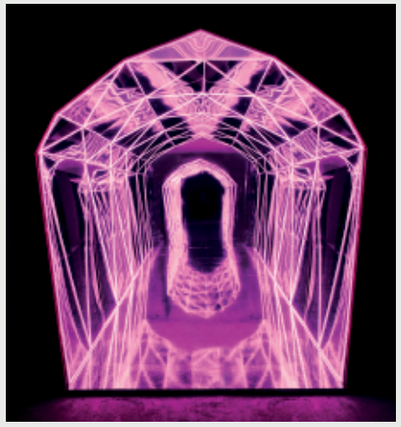
In line with CORTIS' release of their new lead single 'REDRED' from their second EP *GREENGREEN*, Airbnb gave 30 fans the chance to experience it from the inside. Launched as an exclusive Airbnb Original, CORTIS' Green vs. Red hideout was an immersive, curated experience inspired by the group's latest music in the heart of Seoul, inviting guests into a multi-level space built around the group's signature style and creative universe.

The experience took guests through a series of interactive stages, from content capture moments to playful activities about self-expression and exploration, including a fun block-stacking challenge with CORTIS, a paint-splatter area, and UV light trivia, with guests also taking exclusive keycaps and personal keepsakes through all the interactive zones, empowered by CORTIS-inspired creativity.

This experience gave fans a genuine, unscripted moment with the people behind the music, and showed what becomes possible when travel, culture, and fandom converge.

From Sightseeing To Immersion: Travelers Are Engaging Differently

Going Beyond The Concert: Airbnb's Partnership With SEVENTEEN





When SEVENTEEN celebrated their 10th anniversary in 2025, they invited 60 fans into an immersive Airbnb Experience in Seoul. The experience took fans through a decade of music history, from receiving custom jackets to visiting the recording booth, and finally coming face-to-face with the group for an intimate live conversation.

That experience became the foundation for something bigger. Expanding the partnership with HYBE and PLEDIS Entertainment, Airbnb launched SEVENTEEN-themed Experiences timed to the group's world tour across Seoul, Los Angeles, and Tokyo, giving fans who were already traveling for the concert a reason to go deeper.

The partnership brought together concerts, travel, and experience in a way that was unique, showing how K-pop's pull can extend well beyond the concert venue.

From Sightseeing To Immersion: Travelers Are Engaging Differently

Beyond what they do, visitors and prospective travelers to Korea are equally deliberate about where they stay, as where they stay has also become a crucial part of their travel experience. Both groups are actively seeking stays where they can experience everyday life in Korea, from choosing a residential neighborhood over a hotel district, to staying at a home that reflects local aesthetics and customs.

This is clear from the data, with almost one in three (31%) visitors and prospective travelers saying that staying in a homestay or Airbnb gave or would give them a better understanding of Korean culture than a hotel or hostel. Among those who chose or plan to choose a homestay, their top-cited reasons are being able to stay in local neighborhoods (65%) and explore beyond the main tourist areas (51%).

The importance of accommodation in meeting people's travel needs is also evident. Among visitors who stayed or would stay in a homestay or similar, 60% say it felt suitable for an extended stay and made a longer trip more practical, while nearly 2 in 5 (40%) said it made it easier to travel with a larger group.

Top Priorities For Accommodation Among Visitors And Prospective Travelers

61% Price / budget

46% Location

42% Proximity to attractions or transport

39% Facilities available at the accommodation

From Sightseeing To Immersion: Travelers Are Engaging Differently

On Airbnb, one of the most telling indicators of how K-culture is reshaping travel behavior is the surge in hanok bookings. Rather than simply visiting Korea, travelers to Korea are increasingly seeking to inhabit it – with bookings of hanok listings among APAC and US travelers growing 49% from 2023 to 2025.

Sleeping on the Han River: Airbnb and the Seoul Metropolitan Government



Few things capture Seoul's appeal to international visitors quite like the Han River, and in 2024, Airbnb partnered with the Seoul Metropolitan Government to make it literally possible to spend the night there. The Sky Suite Hangang Bridge, a former riverside café that had been closed since the pandemic, was transformed into a one-of-a-kind Airbnb stay on the northern end of Hangang Bridge, hosted by the city of Seoul itself.

The project was aimed at creating a distinctly Korean experience that cannot be replicated in any hotel. It was positioned as a first step in transforming the river into a space where the city's charms can be experienced and shared with the world. For Airbnb, it serves as an example of what becomes possible when travel brands and governments work together to turn cultural affinity into a travel experience that is truly special for international visitors.

Beyond Seoul:
Korea's Travel Map Is Expanding



Beyond Seoul:
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Korea's appeal to international visitors is increasingly extending beyond its capital. 79% of visitors and prospective travelers surveyed have visited or want to visit destinations outside Seoul, highlighting strong appetite for exploring non-urban towns. Significantly, many are planning to go further than a single stop, with 67% having been to or wanting to go to two or more towns.

Airbnb's internal data also shows that bookings for stays outside Seoul among APAC and US travelers have grown by over 20% from 2023 to 2025 – a sign that interest in going beyond the capital is real.



Beyond Seoul:
Korea's Travel Map Is Expanding

Notably, Korean content is a significant factor behind the interest that does exist. Dramas, variety shows, and music videos set in smaller towns are putting places on the radar for international travelers, with 74% of people who have traveled or are interested in traveling beyond Seoul saying Korean dramas or films influenced their interest.

Seen on Screen:
How Korean Dramas Are Drawing Travelers Beyond the Capital

Korean dramas are putting destinations outside of Seoul on travelers' maps. In the periods following the release of some of Korea's most popular drama series, Airbnb saw notable increases in nights booked for stays in the towns where they were set.*

- Nights booked for stays in Pohang rose by around 120% after the release of *Hometown Cha-Cha-Cha*.**
- Nights booked for stays across Jeju increased by approximately 55% after the airing of *When Life Gives You Tangerines*.***

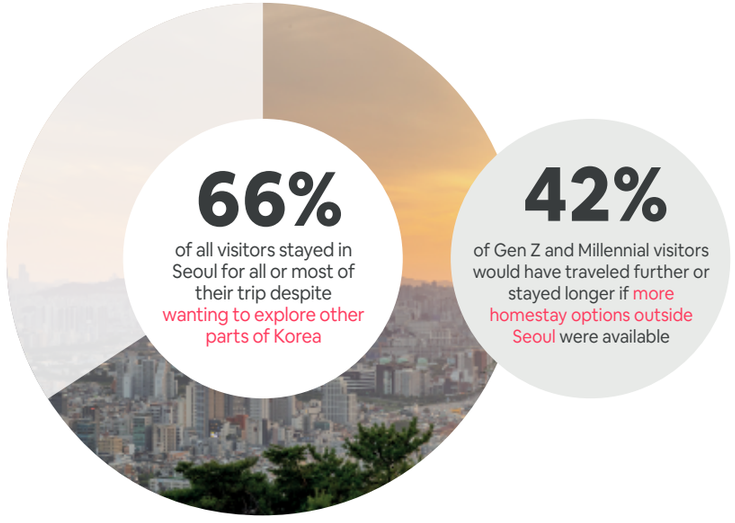
* Comparison time periods exclude the years where travel restrictions were in place in Korea due to COVID-19.
** According to Airbnb internal data comparing the increase in nights booked to Pohang among APAC and US travelers in H2 2019 vs. H1 2022.
*** According to Airbnb internal data comparing the increase in nights booked to Jeju among APAC and US travelers in Q4 2024 & Q1 2025 vs. Q2 & Q3 2025.

Beyond Seoul:
Korea's Travel Map Is Expanding

The potential for K-culture to drive travel is clear, but actual travel remains concentrated in a small number of established destinations rather than spreading to lesser-known towns and regions.

Two thirds of all visitors (66%) say they stayed in Seoul for all or most of their trip despite wanting to explore other parts of Korea. Accommodation availability is a significant part of what is keeping them there – among Gen Z and Millennial visitors, 42% say they would have traveled further or stayed longer had more homestay and similar options been available outside the capital, compared to 32% of visitors aged 45 and above. Younger visitors are not just willing to venture beyond Seoul; more of them are being held back from doing so by the absence of the right accommodation.

Beyond Seoul, the areas that visitors went to are still the well-known secondary destinations – Busan and nearby areas (69%) and Jeju (41%). Travel to other parts of Korea is present but more modest, with Chungcheong (22%), Gangwon (19%), and Jeolla (14%) still trailing significantly behind. This shows that interest has yet to translate into actual rural travel at scale, with most still gravitating toward the same well-known destinations rather than venturing into lesser-explored parts of the country.



Beyond Seoul:
Korea's Travel Map Is Expanding

For those yet to make the trip, accommodation availability emerges as a key factor shaping where they are willing to go. 83% of prospective travelers said they are interested in going beyond Seoul but their decision will depend on whether there is suitable accommodation available outside major cities.

Particularly for younger prospective travelers, accommodation availability is a decisive factor in whether a trip to Korea happens at all. Compared to prospective travelers aged 45 and above (35%), more than half of Gen Z and Millennials (53%) say the availability of homestays, Airbnbs or similar accommodation is an important factor in whether they actually book a trip.

They are also more likely to plan group travel requiring accommodation where everyone can stay together (43% vs. 35%), making whole-home options particularly important to this cohort. A third (34%) say they would delay or reconsider a trip to Korea if they couldn't find accommodation suited to their group size and travel style, underscoring that gaps in suitable accommodation supply can carry real consequences for younger travelers' intent to visit.

83% of prospective travelers say they are interested in going beyond Seoul but their decision will depend on whether there is **suitable accommodation available** outside major cities

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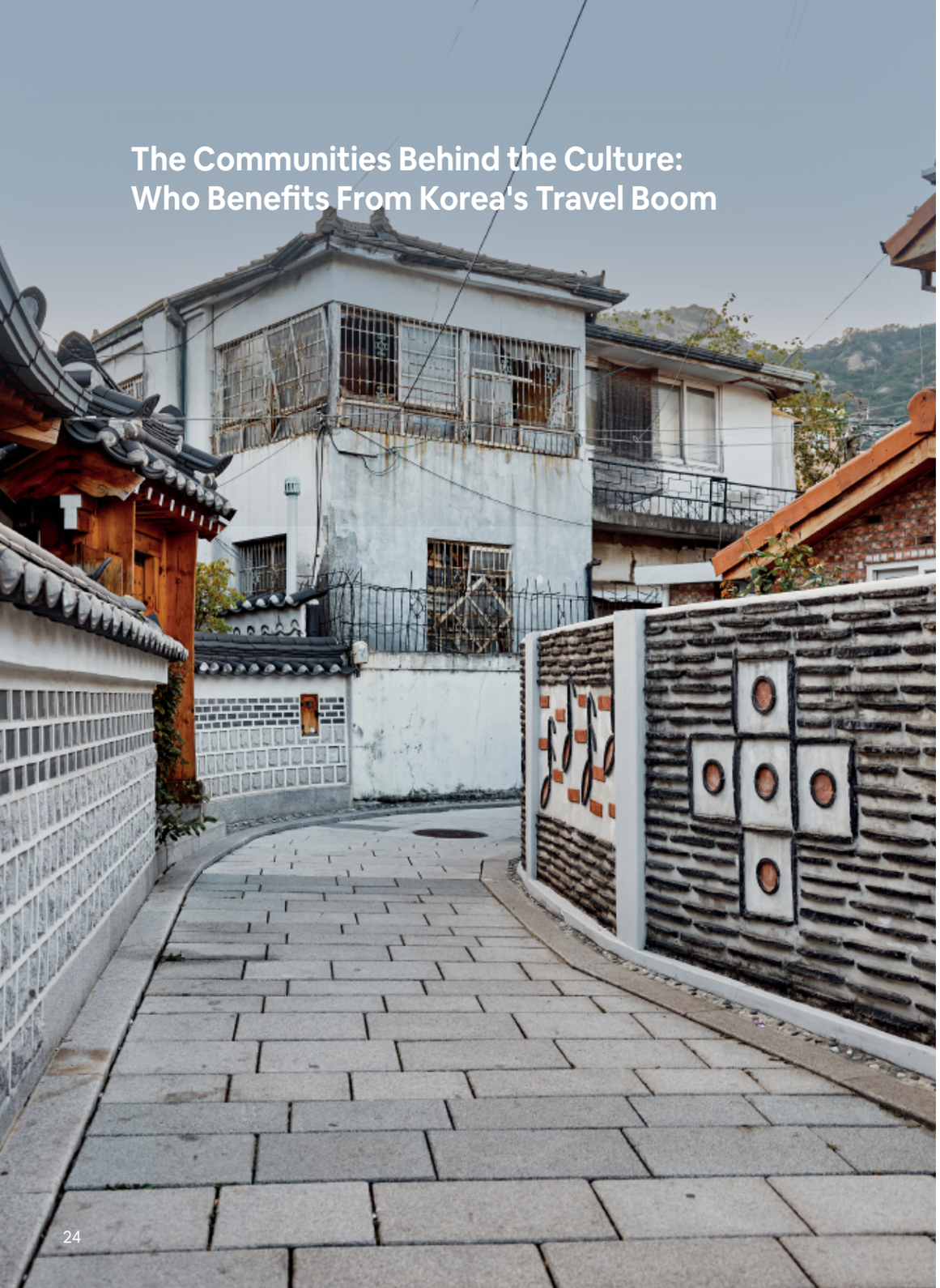
Beyond Seoul:
Korea's Travel Map Is Expanding

Across visitors and prospective travelers planning trips to Korea, nearly half of Gen Z and Millennials surveyed said limited accommodation options prevented them from staying in an area they were interested in (48%) – almost double the rate of the older generation of respondents (this stood at 26% for those above the age of 45). Among the younger cohort, nearly a quarter (22%) said they either would have/had shortened their stay or would have/had skipped visiting a region due to the limited accommodation options.

In many smaller towns, traditional tourist accommodation infrastructure such as hotels can be limited or concentrated around a handful of well-known sites. This is where the availability of home-based accommodation can become genuinely consequential – not just as a travel preference, but as the practical condition that makes a trip possible at all.

When local homeowners in non-urban Korea list their properties, they expand the map of where international visitors can actually go and stay. The study suggests that without this, a meaningful share of demand simply does not convert – visitors default to Seoul, or do not come at all.





The Communities Behind the Culture: Who Benefits From Korea's Travel Boom

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Every Airbnb or homestay booking in Korea involves a host – a local resident who knows the neighborhood and has chosen to open their home to an international guest. Hosts are often the first point of connection for visitors, offering recommendations that enrich a guest's experience and benefit the wider local community.

72% of visitors who stayed in a homestay or similar received local recommendations from their host, and 92% went on to visit places specifically because of those recommendations, directing guest spending into neighborhood restaurants, local markets, and small businesses.



The Communities Behind the Culture: Who Benefits From Korea's Travel Boom

The wider economic impact of this is significant. According to a 2025 analysis by Oxford Economics, Airbnb activity in Korea contributed KRW 5.9 trillion to the Korean economy in 2024, supporting 84,500 jobs and KRW 1.9 trillion in wages, which is equivalent to one in every 17 jobs in Korea's travel and tourism industry.

Crucially, this impact extends well beyond Seoul. 34% of Airbnb's GDP contribution landed outside the country's major tourism hotspots, with regions beyond Seoul, Busan, and Jeju collectively contributing KRW 2.0 trillion to GDP and supporting 31,800 jobs. It is a clear illustration of how Korea's travel boom and the corresponding opportunities it provides benefits communities and the broader economy.

The economic case for tourism dispersal in Korea is clear. International visitors are already showing growing interest in smaller towns. The demand is there, and it is crucial that accommodation supply and local infrastructure are sufficiently in place to fully capture it.



The Communities Behind the Culture: Who Benefits From Korea's Travel Boom

Meet The Hosts

In-hui Hwang, Host of Hyeonam-ri Stone Wall House (Buyeo, Chungnam)

After 35 years as a nurse, In-hui spent a sabbatical year in a countryside home in Buyeo and decided she did not want to leave. Inspired by the rustic charm of the countryside, she remodelled a room, added a bed and a small kitchen counter, and opened Hyeonam-ri Stone Wall House to guests. Her personal decision to stay in a place she loved has now become a second chapter of life for her.

Today, she tends her garden and welcomes visitors from around the world. Her living room, which has a large window overlooking the grounds, is a place where every guest leaves a commemorative photo. For In-hui, hosting is about connection. "With sincere care, flowers bloom beautifully," she says. "The same goes for treating guests."

Moa, Host of Morning of Mount Moak (Jeonju, Jeonbuk)

Moa started hosting in her early twenties after her family home in Jeonju sat empty when everyone moved out. What began as an unexpected responsibility turned into something she made entirely her own. Noticing the volume of waste left after each stay, she gradually transformed the listing into a zero-waste home, from replacing disposables with reusable dishes, stocking eco-friendly products, to switching to Korean organic muslins in place of towels.

Morning of Mount Moak is now a listing with a clear point of view, one that reflects Moa's belief that hosting is an opportunity to share values as much as space. "Hosting gave me the opportunity to earn a regular income," she says "Now, I want to live by sharing values that help society, by using the space I have."



Looking Ahead:
The Next Wave Of Travel To Korea

Looking Ahead:
The Next Wave Of Travel To Korea

Korea's momentum as a travel destination is strong, and shows every sign of accelerating. As the country's cultural influence grows globally, so does the number of people who want to experience it firsthand.

Cultural connection is at the heart of the travel experience and it is what is making a difference in travelers' experiences. Among visitors, the moments that created the strongest sense of connection to Korean culture were food experiences (67%), cultural activities (35%), staying in local neighborhoods (32%) and staying in a hanok or culturally distinct accommodation (31%) – experiences that are authentic and personal, rooted in local places, and difficult to replicate through conventional tourism infrastructure.



Looking Ahead:
The Next Wave Of Travel To Korea

Intent to visit Korea in the next five years is remarkably strong across the board, with 82% of all respondents saying they would definitely or likely make the trip within the next five years. The signal is sharpest among the younger cohort of Gen Z and Millennial respondents with 87% saying that they are likely to visit, compared to 72% amongst those surveyed of ages 45 and above, and nearly 1 in 3 (30%) say they definitely would.

This strong conviction is also evident among those who have already been: 87% of visitors say they would return, with 35% saying they definitely would – a strong indicator that Korea is not a one-time destination but one that generates repeat intent. Together, these figures point to a substantial and growing pipeline of younger, high-intent travelers for whom Korea remains a priority destination.



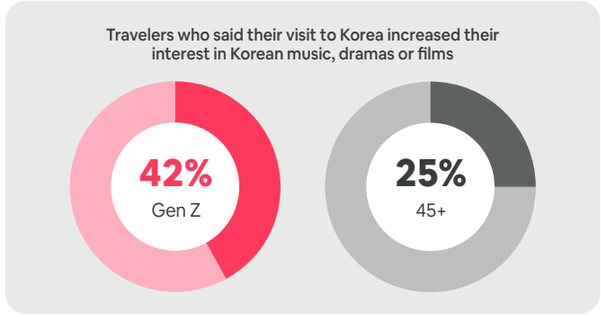
Looking Ahead:
The Next Wave Of Travel To Korea

Yet, not all of this intent might result in actual repeat travel. According to Airbnb data, the share of repeat guests* declined slightly from 2023 to 2025, which suggests that converting first-time visitors into returning ones remains a work in progress. As this wave of culturally-motivated visitors matures, how many come back will be an important indicator of whether Korea's soft power is translating into sustained travel demand.

Travel to Korea does not end at the airport – for many visitors, it marks the beginning of a deeper relationship with the country. Among those who have visited, 44% say they came away with a greater appreciation for Korean culture and traditions, and 47% say the trip has made them want to see more of Korea.

For younger visitors, the effect goes further still: 42% of Gen Z travelers say their visit increased their interest in Korean music, dramas or films – nearly double the rate of those aged 45 and above (25%).

These numbers point to a real opportunity. If nearly half of visitors are leaving Korea wanting more, the question is whether that interest is being fully converted into return visits. As Korea's cultural pull continues to grow, creating the conditions that bring visitors back – whether through broader destination offerings, more immersive local experiences, or greater accommodation availability beyond major cities – will be key to turning first-time travelers into long-term advocates for Korea.



* Repeat guests are defined as guests whose first recorded Airbnb stay in Korea was in 2018 or later, and who returned to book at least one additional stay in a subsequent year. Guests who make multiple bookings within the same year are not counted as repeat.

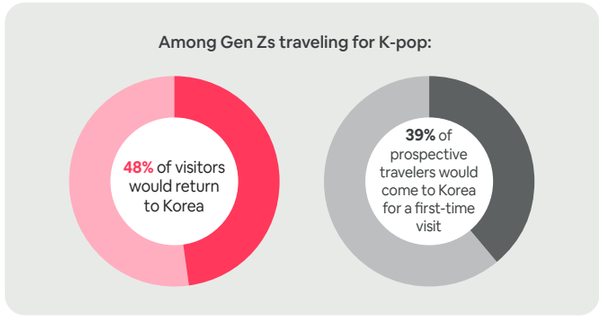
Looking Ahead:
The Next Wave Of Travel To Korea

What travelers say would motivate their next visit to Korea differs meaningfully by generation. Food, nature, and cultural experiences rank as the top draws across all age groups but younger travelers are significantly more likely to be motivated by K-culture specifically.

One in three Gen Z and Millennial travelers cite K-dramas, films or variety shows (33%) and K-pop concerts or fan events (33%) as motivations to visit, compared to just 21% and 17% respectively among travelers aged 45 and above.

Amongst Gen Z visitors, those traveling for K-pop events exhibit a notable 'rebound' effect; their motivation to return (48%) is nearly 10 percentage points higher than the interest from prospective travelers (39%). This trend validates the strategic impact of Airbnb's experiential campaigns in converting initial curiosity into lasting loyalty by deepening the fan experience in Korea.

In both cases, whether traveling with a group of fellow fans or seeking out the neighborhoods and homes that feel like the Korea they know from screens, younger travelers are looking for accommodation that is part of the experience, not separate from it.



Conclusion

Korea's cultural pull has done something remarkable by turning passive audiences into active travelers. The demand this generates is sustained, deepening, and still growing.

This report shows that the opportunity ahead is bigger than Seoul, and bigger than K-pop. It extends to the smaller towns and local neighborhoods that travelers are increasingly seeking out, and to the hosts and communities who stand to benefit most when visitors arrive. The cultural groundwork has already been laid, as years of global engagement with Korean music, drama, food, and lifestyle have created a pipeline of potential travelers.

What comes next depends on whether the right conditions exist to meet that demand. Sufficient accommodation supply outside major cities, local communities equipped to welcome international visitors, and a regulatory environment that supports this growth will be the practical foundations that determine how widely Korea's tourism boom is felt.

Appendix: Research Design

Research Objectives
This report examines how Korea's growing cultural influence is shaping international travel behavior, with a focus on who is traveling to Korea, how they travel, what they prioritize, and the role accommodation plays in enabling those experiences. The research also explores the future outlook for inbound travel to Korea, capturing both current visitor behavior and the intentions of prospective travelers.

Methodology
The consumer survey was commissioned by Airbnb and conducted by OnePoll, an independent research agency. An online quantitative survey was administered in March 2026, surveying a total of 4,500 respondents across Australia, India, Indonesia, Japan, Mainland China, Malaysia, Singapore, Thailand, and the United States.

Respondents were screened to include only those who had previously visited Korea for leisure, or who expressed clear interest in visiting in the future.

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Airbnb Internal Data
All Airbnb internal data in this report covers Australia, India, Indonesia, Japan, China, Malaysia, Singapore, Thailand, and the United States.

