



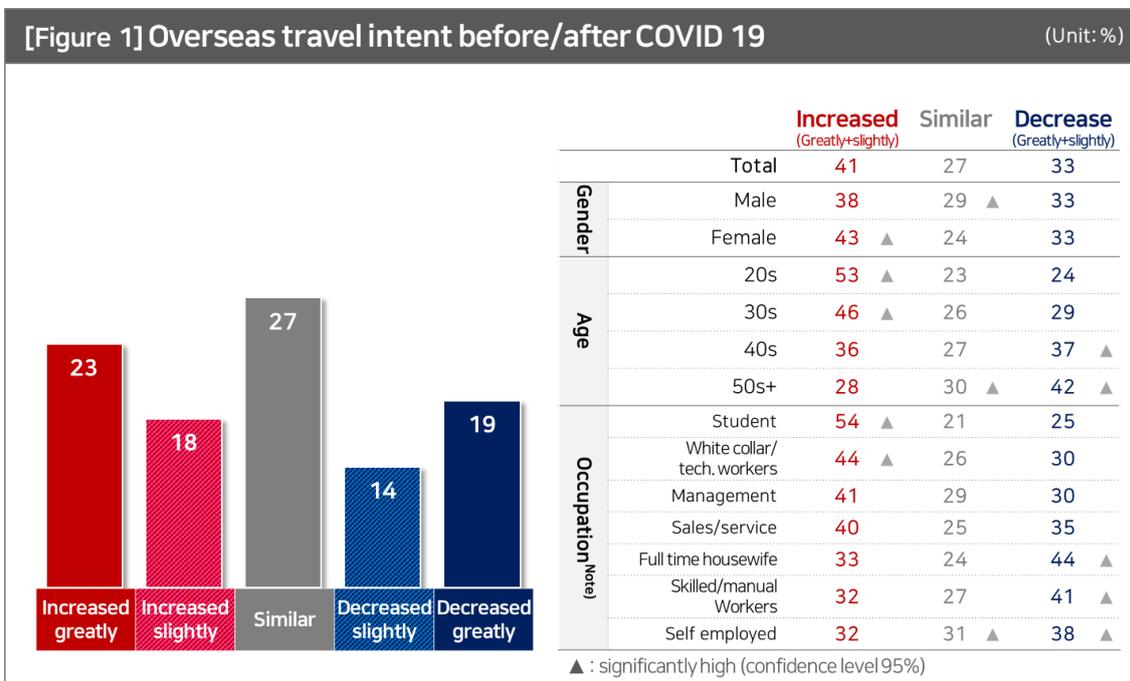
ConsumerInsight Report
(2020 Travel Report)

Consumer Research Expert

Company	ConsumerInsight	E-mail	kwonyg@consumerinsight.kr
Query	Kwon, Younggyo / Director	Phone number	02) 6004-7622
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Will the overseas travel explode if COVID 19 is resolved?

- ConsumerInsight looked into changes in consumer sentiments toward travel amid COVID 19
- 4 out of 5 people expected it hard to travel abroad within a year
- Overseas travel, polarized into 'aspiring group' vs 'abandoning group'
- Potential market demand for women, 20s and university students is growing
- Europe as the most preferred travel destination, Japan for travel within a year, and Hawaii after a year or longer



Q. These day, how has your intent to travel abroad changed, compared to before COVID 19?

Source : 2020 travel & COVID 19 survey by ConsumerInsight (Sample size 13,056; 95% confidence level with standard error at ±0.9%p)

Note) The original text is as follows: ▲ Undergrad or graduate student ▲ White collar/workers in technical areas ▲ Business/management/professionals ▲ Sales/service ▲ Full time housewife ▲ Skilled worker/general manual worker ▲ Self employed

Consumers' desires for overseas travel since COVID 19 are sharply divided. Even if overseas travel resumes, it is likely difficult to go back to life before COVID 19 in a short term. 41% of the people said their desire to travel abroad was greater than before the COVID 19 while some 31% of them responded that their intent on the same decreased, indicating that the potential desire for overseas travel is polarizing.

■ **Consumers' desire to travel erupted differently from expected... Likely hard to recover in a short term**

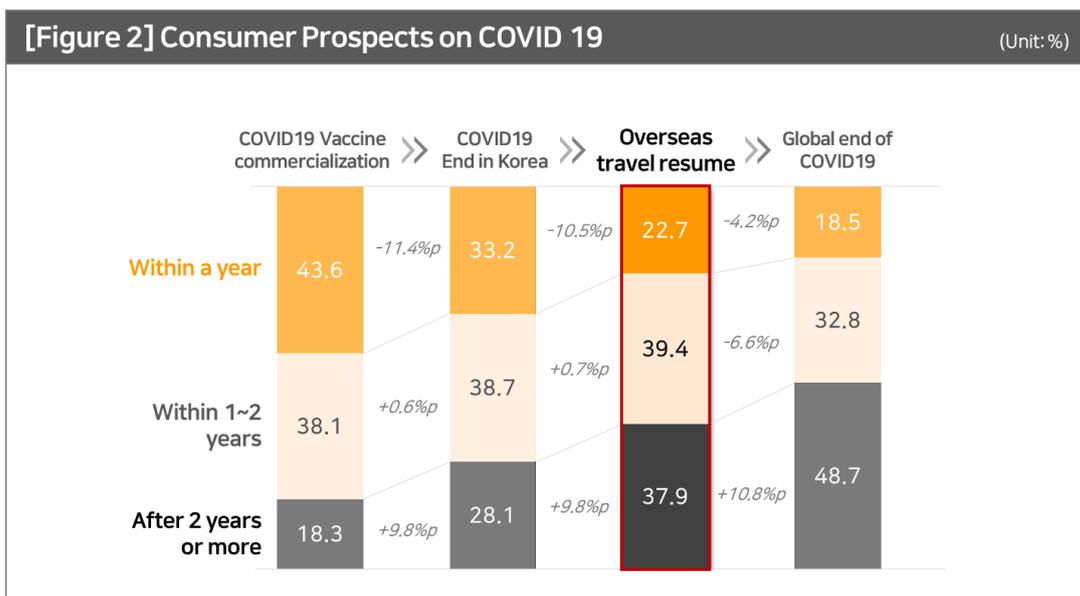
Consumer Trend Research Lab at ConsumerInsight, a travel research specialist, conducted 'Travel and COVID 19 Survey' (on 13,056 respondents) and asked respondents how much they would want to travel abroad now, compared to before COVID 19, on 5 point scale.

The result showed 'similar' at 27% as the dominant response, followed by 'increased greatly (23%)', The response 'decreased greatly (19%)' and 'decreased slightly (18%)' marked at the later 10% range, with 'decreased slightly (14%)' turning out be the lowest [Figure 1]. A general survey result will typically show a single-point distribution with one high value, but this study showed a three-point distribution with two high outliers at the end of the right and left ('increased greatly' and 'decreased greatly'), respectively, next to the mean value. As such, it shows that the intent to travel abroad is extremely divided into a group aspiring overseas travel now made impossible, and another group that nearly has given up the travel. This result is different from the general expectation that if the sky road opens again, the suppressed desire to travel abroad will erupt.

When looked at by the respondent group, the result showed that more than half of university/graduate students (54%) and those in their 20s answered "increased" and a majority of them were females. Female university students in their 20s are the core of the overseas travel aspiration group, followed by 30s (46%), and white collar/workers in technical areas (44%). However, the intent to travel abroad among full-time housewives, skilled/manual workers, and the elderly decreased greatly. These groups of people are relatively more sensitive to COVID19 or more likely to have been exposed to job insecurity and income reduction. Although some groups' thirst for overseas travel will appear as resentful travel consumption, there is a possibility that the number of people who avoid or give up on overseas travel will also increase.

■ **Overseas travel possible "within one year" 23%... "Over 2 years" 38%**

As for the time when overseas travel becomes possible again, 4 out of 10 people (39.4%) cited between 1 and 2 years [Figure 2]. Those who forecast more than two years were similar at 37.9%, and 22.7% of those or 1 out of 5 people predicted the travel would be made possible within one year.



Q. How do you foresee each of the following?
 ▲ COVID-19 vaccine commercialization ▲ COVID-19 end in Korea ▲ Overseas travel resume ▲ Global end of COVID-19
 Source : 2020 travel & COVID 19 survey by ConsumerInsight (Sample size 13,056; 95% confidence level with standard error at ±0.9%p)

What is worth noting is that there were subtle differences in preferred destinations, depending on when they think the overseas travel would be possible. It is common that Europe, Hawaii, the U.S., Guam, and Japan, which are the existing preferred destinations, ranked at the top, but the more they expected the travel to resume early within one

