2018 - 2019

Travel Behavior & Planning Study

Introduction

1) This report is an abridgement of the findings of 'Travel Behavior & Planning Study,' a joint study by Sejong University Tourism Industry Research Lab and ConsumerInsight since August, 2015.

◯ Study History

 - August, 2015: Launched as Domestic & Overseas Travel Plan Study, with the weekly sample size of 300 to 500.

 - January, 2017 : Increased the sample size to 500 per week.

 - December, 2018: Total of 176 week fieldwork, the cumulative total sample size of 73,800 achieved (since August, 2015).

2) When and how each question was started to be asked is as follows in the table below.

Classification		Study Start Period	Answer Type		
			Single Answer	Multiple Answer	5 point scale
Travel Trend	Travel Spending Behavior	February,2016 ~			◯
	Travel Spending Intent	〃			◯
	Travel Experience Rate	January,2017 ~	◯		
	Travel plan rate	August,2015 ~	◯		
	Travel Destination Interest	February,2016 ~			◯
Overseas Travel Behavior	Overseas Travel Experience Rate	January,2017 ~	◯		
	Travel Frequency	〃	◯		
	Travel Destination	〃	◯		
	Travel Starting Point of Time	〃	◯		
	Travel Duration	〃	◯		
	Leave Use	〃	◯		
	Companion	〃		◯	
	Number of Companions	〃	◯		
	Travel Type	〃	◯		
	Reasons for Choosing Travel Destinations	〃	◯		
	Main Travel Activities	〃	◯		
	Hobby/Sports Activities During Travel			◯	
	Product Reserved/Purchased	〃		◯	
	Reserving/Purchasing Channel	〃	◯		
	Reserving/Purchasing Method	〃	◯		
	Total Travel Spending	〃	◯		
	Travel Destination Satisfaction	〃			◯
	Travel Destination Revisit Intent	〃			◯
	Intent to Recommend Travel Destination	〃			◯

-Continued-

Consumer**Insight**

Classification			Study Start Period	Answer Type		
				Single Answer	Multiple Answer	5 point scale
Overseas Travel Plan		Overseas Travel Plan Rate	August,2015 ~	○		
		Travel Frequency	〃	○		
		Travel Destination	〃	○		
		Development Level of Travel Plans	〃	○		
		Travel Starting point of Time	〃	○		
		Travel Duration	〃	○		
		Leave Use	January,2017 ~	○		
		Companion	August,2015 ~		○	
		Number of Companions	〃	○		
		Travel Type	〃	○		
		Reasons for Choosing Travel Destinations	〃	○		
		Main Travel Activities	〃	○		
		Hobby/Sports Activities During Travel Plan	〃		○	
		Total Travel Spending	〃	○		

3) 'Travel' is defined as trips for pure leisure, staying over at least a one night, excluding those for a work/study purpose.

4) 'Travel Behavior' classified those who had a domestic travel within the past 3 months as Domestic and those who had an overseas within the past 6 months as Overseas, from the point of the questionnaire completion. Overseas Travel Experience Rate in the report, however, confined only those who had an oversea travel within the past 3 month as Overseas, to compare with Domestic travel.

5) 'Travel Plan' results represent those respondents who have travel plan within the next 3 month or who have overseas travel plan in 6 months, respectively. However, Overseas Travel Plan Rate represents those who were planning an overseas travel in the next 6 months.

6) Figures in the tables might not sum up to 100.0% as each figure was rounded off at the first or second decimal place.

7) The figures in the tables were rounded off at the second decimal place, thus, the difference between the two figures could be inconsistent due to round off error.

8) The sum of multiple answers could exceed 100%.

9) Outliers in Travel Duration, Number of Companions, Travel Expense, were treated as missing value.

10) The tables, in part, are posted on 'Travel Behavior & Planning Study' of the homepage http://www.consumerinsight.co.kr/travel.

11) For any queries regarding the report, please, contact ConsumerInsight's Consumer Trend Research Lab (Phone: 02-6004-7643).

Consumer Insight

Table of Contents

Part. Ⅳ Overseas Travel Plan ·································22

Part. I   Study Outline

1. Study Outline & Objective

☐ Study Outline

○ The existing travel industry data can help understand the overall market situation based on traveller's behavior in the past, but less timely as such data is available often only either annually/quarterly. So, it has been difficult to understand any market changes in a right time, to prepare and apply measures thereupon, and evaluate the effects of those measures.

☐ Study Objective

○ To build an information system to learn travel consumers' experience, evaluation, and expectations in a sequential manner so as to understand travel consumers' behaviors comprehensively.

○ To provide data and reports in order to help build, execute, and evaluate consistent travel activation strategies by learning about consumers' recent travel experience and their future travel intents.

2. Study Design

○ Study Target: Adults 18 years old or above, nationwide

○ Sample Extraction : Random sampling from ConsumerInsight's IBP
(Invitation Based Panel with more than 800,000 panelists).

○ Sample Composition: Quota sampling proportionate to sex×age×region based on national census.

○ Study Method : Email survey by online, mobile

○ Fieldwork Period: Monday to Thursday, Every week

○ Sample Size : 2,000 to 2,500 per month(weekly 500)

○ Study Contents : Travel Trend, Travel Behavior, Travel Plan

3. Sample Design

□ Characteristics of Sampling Base

○ The sampling base of the study is ConsumerInsight's proprietary panel with over 800,000 panelists.

○ ConsumerInsight's panel is the one of the largest IBP (Invitation Based Panel) in the world, and the panel is recruited and organized very differently from other panels. ConsumerInsight's panel is recruited during the data collection process of the company's large scale syndicated studies in the areas of automotive, telecommunications, beverage, etc, annually or semi-annually.

○ ConsumerInsight samples respondents for its syndicated studies through a proportionate probability sampling based on quotas by sex, age, and region, and its details are as follows.

- First, Quota table setting (target sample size)

- Second, probability sampling of the members of large sites/portals (top 30)

- Third, Survey invitation emailing

- Fourth, Panel enrollment recommendation after a survey finish

- Fifth, Panel application review & panel registration

□ Importance of IBP

○ ConsumerInsight's IBP is built through a strictly designed process to secure the independence of data collection and results.

○ Generally, most other panel providers try to recruit as many panelists as possible without considering the probability sampling. Those panelists are often recruited through banner ads, partnerships with specific sites, visitors to the sites, recommendations from existing panelists, and sweepstakes, recklessly, exposed to the risks of self-selection bias. Any evaluation companies/institutes that pursue objectivity and neutrality in their work will find it hard to use a panel comprizing such panelists.

□ Factors Affecting the Representativeness of a Study Sample

○ The representativeness of a study can be influenced by the biases of the sample extraction framework and in the data collection process.

○ ConsumerInsight's IBP sample extraction framework excludes those who do not use online and mobile, and those who use either of them extremely limitedly.

○ The survey invitation email includes the word 'Travel' in its title, so those not interested in travel at all is very unlikely to participate in the survey.

- When comparing the number of the outbound travelers with Overseas Travel Experience Rate of 26,000 respondents of the study in the past one year, the respondents of 'Travel behavior & Planning Study' appear to represent the top 50% of the universe that is highly involved in travel.

4. Sample Composition (2018)

(%)

Classification		Total	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
	Total	(26,500)	(11,153)	(14,957)
Sex	Male	50.7	49.0	49.5
	Female	49.3	51.0	50.5
Age	20s	18.2	19.6	18.7
	30s	21.0	22.8	21.5
	40s	24.1	21.5	22.8
	50s	22.8	21.9	22.8
	60s or above	13.9	14.3	14.3
Sex BY Age	Male/20s	9.6	9.6	9.3
	Male/30s	10.8	11.7	11.0
	Male/40s	12.2	11.1	11.5
	Male/50s	11.4	10.4	11.1
	Male/60s or above	6.8	6.3	6.6
	Female/20s	8.6	10.0	9.4
	Female/30s	10.2	11.1	10.4
	Female/40s	11.9	10.4	11.3
	Female/50s	11.4	11.5	11.7
	Female/60s or above	7.1	8.0	7.7
Marital status	Unmarried	35.7	35.8	35.8
	Married	61.4	61.9	61.7
	Others	2.9	2.3	2.6
Residing Region	Seoul	20.2	23.7	22.6
	Busan	7.0	7.6	7.2
	Daegu	4.9	4.9	4.9
	Incheon	5.8	5.3	5.7
	Kwangju	2.9	2.8	2.7
	Daejeon	3.1	3.1	3.2
	Ulsan	2.3	2.4	2.3
	Gyeonggi	24.2	25.3	24.8
	Gangwon	2.9	2.2	2.7
	Chungbuk	3.0	2.4	2.6
	Chungnam	4.3	4.2	4.0
	Jeonbuk	3.4	3.0	3.1
	Jeonnam	3.3	2.5	2.7
	Gyeongbuk	5.1	3.9	4.4
	Gyeongnam	6.4	5.8	6.1
	Jeju	1.1	1.0	1.1

Consumer**Insight**

(%)

Classification		Total	Overseas Travel Experience (past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,500)	(11,153)	(14,957)
Occupation	White collar/workers in technical areas	47.4	50.7	49.7
	Full time housewife	11.2	10.3	10.5
	Business/management/ professionals	8.0	9.9	9.8
	Self employed	7.4	7.2	7.6
	Undergrad or graduate student	6.1	6.6	6.1
	Skilled worker/ general manual worker	4.3	2.7	3.1
	Sales/service	4.2	3.6	3.9
	Others/Unemployed	11.3	9.0	9.3
Average Monthly Household Income	below KRW 3 Million	14.3	9.5	10.5
	KRW 3 Mil to 5 Mil	32.1	26.1	27.6
	KRW 5 Mil to 7 Mil	29.5	31.7	31.6
	KRW 7 Mil or above	24.1	32.7	30.4

* Overseas Travel Experience(in the past 3 months) – 28.5% of the total,
  Overseas Travel Planning (in the next 3 months) – 36.8% of the total.
  Overseas Travel Experience (in the past 6 months) – 41.8% of the total,
  Overseas Travel Planning (in the next 6 months) – 56.3% of the total.
** 'Don'know' excluded in monthly household income.

| Part. II | Travel Trend |

1. Travel Spending Behavior(% 'Spent more')

Q. How does your total expenditure on tourism·travel (both domestic·overseas expenditure combined) spent over the past year compare to that of the previous year?
[5 Scale; A lot more(1) ~ A lot less(5)]
['% Spent more' = '% A lot more'(1) + '% Slightly more(2)']

(Total)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B–A), %p
			1/4	2/4	3/4	4/4	
Total travel	41.8	**41.3**	42.9	41.8	41.2	39.4	**−0.5**

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

2. Travel Spending Intent(% 'Will spend more')

Q. How does the amount that you plan to spend for the next year on tourism·travel (both domestic/overseas expenditure combined) compare with that of the previous year?
[5 Scale; A lot more(1) ~ A lot less(5)]
['% Will spend more' = '% A lot more'(1) + '% Slightly more(2)']

(Total)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B–A), %p
			1/4	2/4	3/4	4/4	
Total	47.3	**45.7**	45.9	47.0	45.0	44.8	**−1.6**
Domestic travel	38.5	**36.0**	35.9	37.8	36.1	34.4	**−2.5**
Overseas travel	43.2	**42.3**	41.9	43.5	42.5	41.5	**−0.9**

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

3. Travel Experience Rate(% 'Yes')

Q. Have you travelled not fewer than 1 night over the past 3 months?

(Total)

Category \ Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Total	79.7	**77.4**	75.5	77.5	79.1	77.6	**-2.3**
Domestic travel	71.2	**68.1**	65.7	67.7	70.4	68.5	**-3.1**
Overseas travel	27.7	**28.5**	28.4	28.4	28.4	28.5	**0.8**

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

4. Travel Plan Rate(% 'Yes')

Q. Do you have plans to travel for over 1 night in the next 3 months?
Please answer based on the trip (for touring/relaxing purposes) that has approximate travelling time period and/or destination roughly set.

(Total)

Category \ Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Total	84.3	**81.7**	79.7	85.3	82.7	79.6	**-2.6**
Domestic travel	73.2	**69.8**	67.4	74.7	71.3	66.2	**-3.4**
Overseas travel	35.8	**36.8**	35.9	37.9	36.0	37.2	**1.0**

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

5. Overseas Travel Destination Interest(% 'Increased')

Q. My desire to go to 'OOO' became … compared to before.
[5 Scale; A lot more(1) ~ A lot less(5)]
['% Increased' = '% Increased a lot' (1) + '% Increased a little (2)']

(Total)

Time \ Category	2017 (A)	2018 (B)	2018 1/4	2/4	3/4	4/4	Gap (B-A), %p
Southern Europe	53.0	**54.1**	53.5	54.5	55.7	52.9	1.1
Western/Northern Europe	52.1	**51.8**	51.5	52.5	52.6	50.9	−0.3
Oceania	53.4	**51.3**	53.0	53.0	51.5	48.1	−2.1
Eastern Europe	48.9	**51.2**	48.0	50.0	54.4	52.4	2.3
Southeast Asia	36.3	**40.9**	41.6	42.7	40.4	39.0	4.6
United States/Canada	41.9	**40.5**	38.6	42.7	40.6	40.3	−1.4
Japan	35.5	**34.3**	36.8	37.8	32.6	30.3	−1.2
Hongkong/Macao	31.6	**32.3**	33.1	32.0	29.9	33.9	0.7
Latin America	24.8	**24.4**	24.5	26.6	23.8	22.9	−0.4
Central/Southwest Asia	18.1	**17.7**	17.8	19.1	16.4	17.3	−0.4
China	15.6	**17.6**	17.0	16.8	18.5	18.1	2.0
Africa	11.8	**13.6**	14.8	14.8	12.7	12.2	1.8

*Number of cases: (2017)12,928, (2018)13,109, (Q1)3,232, (Q2)3,215, (Q3)3,186, (Q4)3,477

Consumer **Insight**

Part. III Overseas Travel Behavior

1. Overseas Travel Experience Rate(% 'Yes')

Q. Have you travelled abroad not fewer than 1 night over the past 3 months?

(Total)

Time / Category	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B–A), %p
Total	27.7	**28.5**	28.4	28.4	28.4	28.5	0.8
Sex — Male	26.1	**27.7**	27.4	27.9	28.0	27.5	1.6
Sex — Female	29.3	**29.3**	29.5	29.0	28.9	29.6	0.0
age — 20s	31.1	**31.6**	31.5	30.8	32.1	32.0	0.5
age — 30s	31.6	**31.0**	30.0	30.5	31.7	31.6	−0.6
age — 40s	23.8	**25.2**	25.8	25.7	25.6	23.7	1.4
age — 50s	25.3	**27.1**	27.7	28.3	26.1	26.5	1.8
age — 60s or above	27.8	**28.3**	27.8	26.9	27.4	31.0	0.5
Sex BY Age — Male/20s	27.7	**30.2**	29.3	30.1	32.2	29.3	2.5
Sex BY Age — Male/30s	31.2	**31.1**	28.7	30.1	32.7	32.9	−0.1
Sex BY Age — Male/40s	23.4	**26.2**	27.6	26.9	26.5	24.1	2.8
Sex BY Age — Male/50s	23.0	**25.5**	26.2	26.7	24.6	24.7	2.5
Sex BY Age — Male/60s or above	25.9	**24.7**	24.3	24.8	22.8	26.8	−1.2
Sex BY Age — Female/20s	35.0	**33.2**	34.1	31.7	32.0	35.0	−1.8
Sex BY Age — Female/30s	32.0	**30.8**	31.4	30.9	30.7	30.2	−1.2
Sex BY Age — Female/40s	24.2	**24.0**	23.8	24.5	24.6	23.2	−0.2
Sex BY Age — Female/50s	27.7	**28.7**	29.2	30.0	27.6	28.3	1.0
Sex BY Age — Female/60s or above	29.7	**31.8**	31.2	29.0	31.7	35.1	2.1

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

2. Travel Frequency(%)

Q. How many times have you travelled abroad for over one night or more
over the past 6 months?

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 time	77.0	76.4	74.8	77.5	77.9	75.5	-0.6
2 times	17.9	18.6	20.4	17.7	17.3	18.9	0.7
More than 3 times	5.1	5.0	4.9	4.8	4.7	5.7	-0.1
Average [unit: times]	1.28	1.29	1.30	1.27	1.27	1.30	0.01

＊Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

3. Travel Destination(%)

Q. Where is the most recent overseas travel destination that you've been to?
Please select ONE only.

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	74.1	75.5	75.4	76.1	76.1	74.7	1.4
Japan	29.1	31.0	32.5	32.3	30.6	28.8	1.9
Vietnam	7.5	10.8	8.7	10.7	11.5	12.1	3.3
China	8.8	7.7	7.6	7.7	7.4	8.1	-1.1
Thailand	6.1	5.9	6.0	5.8	6.2	5.6	-0.2
Philippines	4.9	4.8	4.7	5.1	4.6	4.6	-0.1
Taiwan	4.8	4.5	4.8	4.1	4.5	4.5	-0.3
Hongkong	4.7	3.8	4.2	3.6	3.6	3.9	-0.9
Asia Others	8.2	7.1	6.9	6.7	7.7	7.1	-1.1
Europe	9.5	9.3	8.6	9.4	9.1	10.2	-0.2
Oceania	7.1	6.6	7.0	6.6	6.4	6.2	-0.5
North America	6.5	5.4	5.9	5.0	4.9	5.7	-1.1
Latin America	0.6	0.7	0.6	0.7	0.8	0.6	0.1
Middle East	0.7	0.6	0.7	0.7	0.5	0.7	-0.1
Africa	0.3	0.3	0.5	0.3	0.4	0.1	0.0
Others	1.2	1.5	1.3	1.3	1.7	1.8	0.3

＊Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer Insight

4. Travel Starting Point of Time(%)

Q. Please refer to the calendar and mark the period of your recent travel destination, 'OOO'.

(Overseas travel experience)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Current month	5.5	4.8	4.9	4.5	4.6	5.4	-0.7
1 month ago	14.3	13.4	13.6	12.9	14.1	12.9	-0.9
2 months ago	13.6	12.6	13.3	11.8	13.1	12.3	-1.0
3 months ago	14.6	12.3	11.7	12.5	11.3	13.5	-2.3
4 months ago	13.3	13.3	13.5	15.8	12.4	11.6	0.0
5 months ago	15.0	16.4	18.1	15.8	17.3	14.7	1.4
6 months ago	18.6	22.2	20.5	22.6	22.0	23.4	3.6
7 months ago	5.1	5.0	4.5	4.0	5.4	6.2	-0.1

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

5. Travel Duration(%)

Q. Please refer to the calendar and mark the period of your recent travel destination, 'OOO'.

(Overseas travel experience)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	17.4	16.4	15.3	17.2	16.2	17.0	-1.0
3 nights	25.0	25.8	26.8	26.6	25.8	24.0	0.8
4 nights	24.1	25.1	24.4	23.9	26.3	25.8	1.0
5 nights	8.2	8.9	8.9	9.2	8.8	8.9	0.7
6 nights	4.6	4.4	4.7	4.4	4.4	4.2	-0.2
7 nights	4.8	4.4	4.4	3.6	4.6	4.7	-0.4
8 nights	3.7	3.5	2.9	3.8	3.3	3.9	-0.2
9 nights~14 nights	7.7	7.2	8.5	6.9	6.2	7.3	-0.5
15 or more nights	4.6	4.3	4.2	4.4	4.4	4.2	-0.3
Average [unit: nights]	5.40	5.31	5.30	5.26	5.31	5.36	-0.09

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

6. Leave Use(%)

Q. Did you take a leave from work to travel to 'OOO'?
Please select how many days did you take off from below.

(Office worker travelled overseas)

Time Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Didn't take a leave	28.9	28.1	30.9	29.8	27.2	24.8	-0.8
Took a leave	71.1	71.9	69.1	70.2	72.8	75.2	0.8
Used 1 day	13.1	12.5	12.8	13.8	11.8	11.8	-0.6
Used 2 days	19.6	20.2	18.4	19.1	21.3	21.7	0.6
Used 3 days	15.9	17.0	16.2	15.7	17.4	18.3	1.1
Used 4 days	7.9	8.5	8.7	8.3	8.6	8.4	0.6
Used 5 days	8.2	7.6	6.9	7.2	7.8	8.4	-0.6
Used 6 days	1.9	1.6	1.5	1.5	1.7	1.9	-0.3
Used 7 or more days	4.6	4.5	4.7	4.6	4.2	4.7	-0.1

*Number of cases: (2017)6,939, (2018)7,460, (Q1)1,857, (Q2)1,770, (Q3)1,790, (Q4)2,042

7. Companion(% Multiple Answers)

Q. With whom did you travel with to 'OOO'? Please select ALL.

(Overseas travel experience)

Time Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	33.0	34.5	35.8	33.3	33.5	35.1	1.5
Spouse	29.3	29.1	28.7	29.0	28.7	30.0	-0.2
Friends	23.6	23.7	22.4	23.9	23.9	24.4	0.1
Alone	11.2	11.1	10.6	11.8	12.0	10.2	-0.1
Co-worker	7.9	8.0	7.9	7.9	8.8	7.4	0.1
Signigficant other	5.2	4.9	5.4	4.3	4.8	4.9	-0.3
Others	2.9	2.7	2.6	3.2	2.4	2.8	-0.2

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer Insight

8. Number of Companions(%)

Q. Then how many people including yourself were in your travelling group?

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	11.2	**11.1**	10.6	11.8	12.0	10.2	-0.1
2 people	36.5	**36.1**	37.1	35.0	35.3	37.0	-0.4
3 people	14.1	**15.4**	15.7	14.8	15.2	15.8	1.3
4 people	15.8	**15.5**	15.2	15.8	16.1	14.8	-0.3
5 or more people	15.5	**15.1**	14.9	15.3	14.8	15.5	-0.4
Don't Know	6.9	**6.7**	6.5	7.2	6.5	6.7	-0.2
Average [unit: people]	3.14	**3.14**	3.12	3.16	3.13	3.16	0.00

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

9. Travel Type(%)

Q. What was the method of your travel when going to 'OOO'?

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	56.4	**59.2**	59.4	59.3	59.7	58.4	2.8
Group package travel	35.1	**33.5**	33.2	34.1	32.6	34.2	-1.6
Air-tel or air-car-tel package travel	8.5	**7.3**	7.5	6.5	7.7	7.5	-1.2

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer Insight

10. Reasons for Choosing Travel Destinations(%)

Q. Please select the biggest reason why you chose 'OOO' as your travel destination.
   Please select ONE only.

(Overseas travel experience)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	29.2	28.7	28.5	29.4	28.1	28.9	-0.5
Applicable travel period/schedule	13.0	12.8	13.3	13.2	11.6	13.0	-0.2
Reasonable travel expenses	7.9	8.1	8.2	7.7	7.9	8.4	0.2
Low market price	6.4	8.0	6.8	8.6	7.9	8.8	1.6
Short travel distance	7.9	8.0	8.1	7.2	8.4	8.3	0.1
Many things to do	6.7	6.6	7.4	6.3	6.5	6.2	-0.1
Acquaintance's recommendation	6.3	6.0	5.8	6.7	6.6	5.0	-0.3
Many different kinds of food	5.4	5.6	5.1	5.7	6.1	5.6	0.2
Much to shop for	4.0	3.8	4.0	3.8	4.0	3.3	-0.2
Safe place to travel	1.1	1.2	1.4	1.1	1.2	1.0	0.1
Convenient transportation in destination	1.0	0.8	1.0	0.9	0.9	0.4	-0.2
Others	6.2	5.5	5.6	4.8	5.8	5.8	-0.7
I was not the decision-maker	4.9	4.9	4.8	4.7	5.0	5.2	0.0

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

11. Main Travel Activities(%)

Q. What was the main purpose of your travel to 'OOO'? Please select ONE only.

(Overseas travel experience)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	19.2	20.3	20.5	20.2	20.5	19.9	1.1
To appreciate natural scenery	16.6	17.1	17.4	17.3	16.1	17.4	0.5
To enjoy good food and drink	12.6	13.6	12.7	13.5	13.6	14.6	1.0
To enjoy city landscapes	12.6	11.7	12.1	11.2	12.0	11.4	-0.9
To appreciate historic sites and remains	11.5	10.3	10.0	10.4	10.2	10.7	-1.2
To enjoy theme park, hot spring, etc.	8.0	8.5	8.5	8.7	8.8	8.0	0.5
To visit family, relatives, and friends, etc.	5.9	5.5	5.4	5.3	5.4	5.8	-0.4
Shopping	4.8	4.7	5.1	4.4	5.2	4.0	-0.1
To do sports/hobbies	3.2	3.3	3.4	3.2	2.9	3.5	0.1
to appreciate culture-arts.	2.9	2.9	2.7	3.8	2.9	2.2	0.0
To visit festivals or events	1.7	1.5	1.3	1.5	1.5	1.7	-0.2
Others	0.9	0.7	0.8	0.6	0.8	0.8	-0.2

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer Insight

12. Hobby/Sports Activities During Travel(%Multiple Answers)

Q. Then, which sports or hobby did you do? Please select ALL.

(Played hobby/Sports activities during travel)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	52.4	**51.9**	51.2	54.5	51.2	50.8	-0.5
Golf	26.7	**26.4**	25.0	24.9	26.5	29.0	-0.3
Hiking	19.1	**16.9**	16.7	20.6	17.8	13.1	-2.2
Fishing	12.2	**11.9**	9.9	14.2	10.4	13.2	-0.3
Winter sports	10.3	**11.0**	11.5	14.5	10.0	8.2	0.7
Others	8.2	**7.4**	9.9	4.7	7.8	7.0	-0.8

*Number of cases: (2017)875, (2018)974, (Q1)253, (Q2)233, (Q3)230, (Q4)258

13. Product Reserved/Purchased(%Multiple Answers)

Q. what are the product that you personally reserved/purchased? Please select ALL.

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Airplane	40.3	**42.8**	43.2	43.3	42.8	42.0	2.5
Group package tour	43.6	**40.8**	40.6	40.7	40.3	41.6	-2.8
Lodging	33.2	**36.4**	36.8	36.5	37.3	35.0	3.2
Single product	20.1	**23.1**	24.2	23.0	23.0	22.3	3.0
Rental car	6.1	**6.4**	7.0	6.5	5.9	6.0	0.3
None	8.7	**8.9**	8.6	8.7	8.9	9.3	0.2

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976
**Single product: Local transportation/ticket/tour product, etc.

Consumer Insight

14. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each travel product for your travels to 'OOO'?

If you used more than one channel, please answer based on where you purchased most.

(Had reserved/purchased travel product)

Time / Category		2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Flights	Airline	42.1	39.8	39.9	39.4	40.1	40.0	−2.3
	OTA(Online Travel Agency)	24.3	28.1	25.0	29.4	28.8	29.4	3.8
	Travel Agency	22.1	18.4	20.1	17.9	18.1	17.5	−3.7
	Open Market	5.0	6.6	6.7	7.1	6.1	6.4	1.6
	Social Commerce	3.7	4.1	4.6	4.0	3.7	3.9	0.4
	TV Homeshopping	0.2	0.3	0.7	0.1	0.4	0.2	0.1
	Others/Don't Know	2.6	2.7	3.0	2.1	2.9	2.7	0.1

*Number of cases: (2017)4,239, (2018)4,774, (Q1)1,205, (Q2r)1,178, (Q3)1,140, (Q4)1,250

Time / Category		2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Package	Travel Agency	60.3	59.2	60.1	58.4	60.3	58.0	−1.1
	TV Homeshopping	8.0	8.5	7.4	8.5	9.1	9.1	0.5
	OTA(Online Travel Agency)	8.8	8.0	7.7	8.8	7.5	8.2	−0.8
	Social Commerce	5.7	6.0	6.2	5.9	5.6	6.2	0.3
	Open Market	3.3	3.8	4.0	3.6	3.7	3.8	0.5
	Others/Don't Know	14.0	14.5	14.7	14.8	13.7	14.7	0.5

*Number of cases: (2017)4,588, (2018)4,554, (Q1)1,134, (Q2)1,107, (Q3)1,074, (Q4)1,239

Time / Category		2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Lodging	OTA(Online Travel Agency)	63.3	70.1	70.1	68.8	68.8	72.7	6.8
	Direct from lodging vendors	17.0	13.9	14.6	13.5	14.7	12.8	−3.1
	Travel Agency	9.4	7.4	7.4	7.4	8.2	6.7	−2.0
	Social Commerce	2.8	2.9	2.3	3.5	3.0	2.8	0.1
	Open Market	1.7	2.3	2.1	3.1	2.0	1.8	0.6
	Others/Don't Know	5.8	3.4	3.5	3.7	3.3	3.2	−2.4

*Number of cases: (2017)3,494, (2018)4,058, (Q1)1,027, (Q2)994, (Q3)994, (Q4)1,042

Time / Category		2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Single product	OTA(Online Travel Agency)	16.4	22.8	20.9	21.0	23.9	25.5	6.4
	Direct from vendors	20.7	20.1	21.0	20.4	18.4	20.5	−0.6
	Social Commerce	18.5	17.4	15.2	17.7	17.3	19.5	−1.1
	Travel Agency	17.3	14.7	17.3	16.5	15.1	10.0	−2.6
	Open Market	11.4	9.3	11.2	7.7	9.4	8.8	−2.1
	Others/Don't Know	15.8	15.7	14.5	16.7	15.8	15.7	−0.1

*Number of cases: (2017)2,108, (2018)2,576, (Q1)674, (Q2)625, (Q3)614, (Q4)663

Time / Category		2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Rental Cars	Car Rental Agency	47.6	45.0	48.8	47.0	40.8	42.7	−2.6
	OTA(Online Travel Agency)	23.3	24.9	17.3	24.4	30.0	29.2	1.6
	Travel Agency	9.7	7.8	10.8	8.0	7.7	4.5	−1.9
	Social Commerce	4.4	5.1	3.5	6.2	5.7	5.0	0.7
	Open Market	2.4	3.3	3.6	1.7	4.4	3.4	0.9
	Others/Don't Know	12.5	14.0	15.9	12.9	11.4	15.2	1.5

*Number of cases: (2017)640, (2018)708, (Q1)196, (Q2)177, (Q3)157, (Q4)178

Consumer Insight

15. Reserving/Purchasing Method(%)

Q. How did you reserve/purchase each travel product for your travels to 'OOO'?

(Had reserved/purchased travel product)

Category	Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Flights	PC Internet	66.7	62.0	64.4	61.6	62.5	59.7	-4.7
	Mobile Internet	27.0	33.1	30.6	33.2	32.6	35.7	6.1
	Phone	4.3	3.0	2.7	3.5	3.1	2.8	-1.3
	Visit/direct purchase	1.4	1.4	1.7	1.4	1.3	1.2	0.0
	Others/Don't Know	0.6	0.5	0.5	0.3	0.5	0.6	-0.1

*Number of cases: (2017)4,239, (2018)4,774, (Q1)1,205, (Q2r)1,178, (Q3)1,140, (Q4)1,250

Category	Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Package	PC Internet	38.3	36.8	39.4	36.3	35.1	36.4	-1.5
	Phone	23.6	22.6	23.3	22.5	22.2	22.4	-1.0
	Mobile Internet	15.4	19.3	16.7	19.7	21.1	19.8	3.9
	Visit/direct purchase	13.0	11.5	11.4	11.4	12.2	11.2	-1.5
	Others/Don't Know	9.7	9.8	9.3	10.1	9.4	10.2	0.1

*Number of cases: (2017)4,588, (2018)4,554, (Q1)1,134, (Q2)1,107, (Q3)1,074, (Q4)1,239

Category	Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Lodging	PC Internet	65.3	59.9	61.7	60.3	58.5	59.1	-5.4
	Mobile Internet	29.7	35.4	32.7	35.7	36.5	36.5	5.7
	Phone	2.4	1.9	2.3	1.2	2.6	1.4	-0.5
	Visit/direct purchase	1.8	1.7	1.6	2.0	1.4	1.9	-0.1
	Others/Don't Know	0.8	1.1	1.7	0.7	1.0	1.1	0.3

*Number of cases: (2017)3,494, (2018)4,058, (Q1)1,027, (Q2)994, (Q3)994, (Q4)1,042

Category	Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Single product	PC Internet	53.2	49.7	51.8	51.8	47.9	47.1	-3.5
	Mobile Internet	23.8	29.8	28.7	27.6	31.4	31.3	6.0
	Visit/direct purchase	19.0	17.9	16.5	17.8	17.6	19.5	-1.1
	Phone	1.7	1.0	0.9	1.1	1.3	0.8	-0.7
	Others/Don't Know	2.2	1.7	2.1	1.6	1.8	1.4	-0.5

*Number of cases: (2017)2,108, (2018)2,576, (Q1)674, (Q2)625, (Q3)614, (Q4)663

Category	Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Rental Cars	PC Internet	66.5	61.0	62.1	62.8	62.4	56.7	-5.5
	Mobile Internet	21.2	27.0	24.1	26.5	24.2	33.2	5.8
	Visit/direct purchase	8.0	7.8	9.7	7.3	6.4	7.3	-0.2
	Phone	2.9	2.4	3.1	2.3	2.5	1.7	-0.5
	Others/Don't Know	1.3	1.8	1.0	1.1	4.5	1.1	0.5

*Number of cases: (2017)640, (2018)708, (Q1)196, (Q2)177, (Q3)157, (Q4)178

16. Total Travel Spending(per person, %)

Q. How much did you spend per person on your travels to/at 'OOO'?
Please enter the total travel expenses including accommodation, transportation, shopping and food.

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Below KRW 500 thousand	7.7	7.6	7.1	8.0	7.0	8.2	-0.1
KRW 500 thousand to 1 Million	33.9	35.7	34.5	35.6	36.6	36.0	1.8
KRW 1 Mil. to 2 Mil.	33.8	34.8	35.8	34.9	34.6	33.9	1.0
KRW 2 Mil. to 5 Mil.	18.3	16.9	17.5	16.9	16.3	16.9	-1.4
KRW 5 Mil. or above	3.2	3.4	3.7	3.0	3.4	3.6	0.2
Don't Know	3.1	1.6	1.3	1.6	2.2	1.4	-1.5
Average [unit: 10 thousand won]	143.48	140.82	144.29	138.55	140.03	140.33	-2.66

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer **Insight**

17. Travel Destination Satisfaction(Out of 5 pt scale)

Q. Overall, how satisfied are you about 'OOO' as a travel destination?

[5 Scale; Very satisfied(1) ~ Very dissatisfied(5)]

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	4.00	3.99	4.01	3.98	3.98	3.98	-0.01
Asia	3.94	3.94	3.96	3.94	3.94	3.94	0.00
Japan	4.06	4.03	4.07	4.03	4.01	4.02	-0.03
Thailand	3.99	4.00	4.01	3.97	4.02	3.99	0.01
Vietnam	3.92	3.95	3.91	3.93	3.96	3.99	0.03
Taiwan	3.89	3.93	3.99	3.80	3.93	3.99	0.04
Philippines	3.93	3.91	3.97	3.89	3.91	3.87	-0.02
Hongkong	3.79	3.78	3.70	3.92	3.83	3.69	-0.01
China	3.64	3.64	3.67	3.62	3.58	3.67	0.00
Other Asia	3.97	3.95	3.95	3.98	3.96	3.90	-0.02
Europe	4.30	4.22	4.24	4.20	4.21	4.22	-0.08
Oceania	4.04	4.03	4.02	4.00	4.08	4.02	-0.01
North America	4.13	4.11	4.15	4.11	4.08	4.10	-0.02
Latin America	3.91	3.92	4.18	4.05	3.68	3.85	0.01
Middle East	3.88	3.97	4.20	4.01	4.00	3.70	0.09
Africa	4.13	3.89	3.69	4.00	3.91	4.25	-0.24
Others	3.90	4.05	4.19	4.20	3.91	3.98	0.15

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer**Insight**

18. Travel Destination Revisit Intent(Out of 5 pt scale)

Q. How willing are you to revisit 'OOO'?

[5 Scale: Very willing to(1) ~ Never willing to(5)]

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.88	3.90	3.91	3.91	3.87	3.89	0.02
Asia	3.83	3.87	3.88	3.87	3.85	3.87	0.04
Japan	4.07	4.02	4.05	4.01	4.00	3.99	-0.05
Thailand	3.85	3.93	3.93	3.98	3.85	3.97	0.08
Vietnam	3.78	3.86	3.82	3.83	3.85	3.91	0.08
Philippines	3.77	3.84	3.84	3.81	3.84	3.86	0.07
Taiwan	3.57	3.76	3.80	3.63	3.77	3.80	0.19
Hongkong	3.56	3.70	3.60	3.84	3.77	3.63	0.14
China	3.57	3.58	3.58	3.59	3.54	3.60	0.01
Other Asia	3.67	3.69	3.63	3.73	3.67	3.72	0.02
Europe	4.24	4.17	4.22	4.19	4.11	4.15	-0.07
Oceania	3.83	3.88	3.93	3.83	3.95	3.81	0.05
North America	3.98	3.97	4.01	4.02	3.88	3.96	-0.01
Latin America	3.62	3.72	3.71	3.95	3.59	3.64	0.10
Middle East	3.56	3.52	3.46	3.51	3.64	3.50	-0.04
Africa	3.67	3.57	3.38	3.79	3.64	3.50	-0.10
Others	3.65	3.71	3.75	4.05	3.59	3.58	0.06

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

19. Intent to Recommend Travel Destination(Out of 5 pt scale)

Q. How willing are you to recommend 'OOO' as a travel destination to others?

[5 Scale; Very willing to(1) ~ Never willing to(5)]

(Overseas travel experience)

Time / Category	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Total	3.91	3.91	3.94	3.93	3.90	3.90	0.00
Asia	3.85	3.86	3.88	3.87	3.84	3.85	0.01
Thailand	3.91	3.94	3.95	4.00	3.89	3.92	0.03
Japan	3.98	3.94	3.98	3.94	3.93	3.90	-0.04
Vietnam	3.85	3.90	3.88	3.85	3.90	3.94	0.05
Philippines	3.81	3.83	3.89	3.84	3.78	3.80	0.02
Taiwan	3.78	3.82	3.86	3.67	3.84	3.88	0.04
Hongkong	3.67	3.73	3.66	3.80	3.78	3.70	0.06
China	3.53	3.55	3.61	3.58	3.41	3.58	0.02
Other Asia	3.84	3.87	3.85	3.92	3.88	3.84	0.03
Europe	4.28	4.21	4.25	4.26	4.19	4.17	-0.07
Oceania	3.97	3.99	4.01	3.93	4.08	3.94	0.02
North America	4.04	4.07	4.10	4.13	4.01	4.05	0.03
Latin America	3.88	3.82	3.76	4.11	3.63	3.80	-0.06
Middle East	3.73	3.90	4.04	4.06	4.00	3.55	0.17
Africa	3.96	3.70	3.61	3.78	3.73	3.75	-0.26
Others	3.76	3.96	4.20	4.14	3.76	3.86	0.20

*Number of cases: (2017)10,513, (2018)11,153, (Q1)2,790, (Q2)2,721, (Q3)2,666, (Q4)2,976

Consumer Insight

Part. IV Overseas Travel Plan

1. Overseas Travel Plan Rate(% 'Yes')

Q. Do you have plans to travel for over 1 night in the next 3 months?
Please answer based on the trip (for touring/relaxing purposes) that has approximate travelling time period and/or destination roughly set.

(Total)

Category \ Time	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B–A), %p
Total	35.8	**36.8**	35.9	37.9	36.0	37.2	1.0
Gender — Male	34.7	**36.1**	35.2	37.3	35.1	36.8	1.4
Female	37.0	**37.4**	36.7	38.5	36.8	37.8	0.4
age — 20's	39.7	**39.7**	38.8	42.5	37.1	40.2	0.0
30's	38.5	**38.4**	37.0	40.6	38.7	37.3	−0.1
40's	33.0	**33.7**	32.6	36.1	33.4	32.8	0.7
50's	33.6	**35.6**	34.6	35.4	35.5	37.1	2.0
elder than 60	35.2	**37.6**	38.6	34.8	35.4	41.2	2.4
Gender by Age — 20's Male	36.7	**37.6**	36.3	39.7	35.3	39.2	0.9
30's Male	37.7	**38.2**	36.1	39.7	40.5	36.8	0.5
40's Male	33.6	**34.1**	33.0	37.3	32.3	34.0	0.5
50's Male	31.9	**35.3**	34.6	35.1	36.1	35.2	3.4
Male over 60	33.5	**35.6**	37.4	33.9	29.9	40.8	2.1
20's Female	43.2	**41.9**	41.6	45.6	39.2	41.4	−1.3
30's Female	39.2	**38.5**	37.9	41.6	36.7	37.9	−0.7
40's Female	32.4	**33.3**	32.3	35.0	34.6	31.6	0.9
50's Female	35.3	**36.0**	34.5	35.6	34.8	39.0	0.7
Female over 60	36.9	**39.5**	39.8	35.7	40.8	41.6	2.6

*Number of cases: (2017)26,000, (2018)26,500, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)7,000

2. Travel Frequency(%)

Q. For the next 6 months, how many times do you think you will go on 1-night (or over) overseas travels? Please answer based on what is already set in terms of travelling period and/or destination.

(Overseas travel plan)

Time \ Category	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
1 time	86.1	86.1	84.9	85.6	86.7	87.2	0.0
2 times	11.9	12.0	13.1	12.3	11.6	10.9	0.1
More than 3 times	1.9	1.9	2.0	2.1	1.7	1.9	0.0
Average [unit: times]	1.16	1.16	1.17	1.17	1.15	1.15	0.00

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

3. Travel Destination(%)

Q. Where is the overseas travel destination that you are planning on going? Please select ONE only.

(Overseas travel plan)

Time \ Category	2017 (A)	2018 (B)	2018 1/4	2018 2/4	2018 3/4	2018 4/4	Gap (B-A), %p
Asia	70.9	73.2	73.7	71.3	73.1	74.6	2.3
Japan	27.0	26.6	29.0	26.0	26.6	24.8	−0.4
Vietnam	8.3	11.4	10.8	11.2	11.0	12.4	3.1
China	5.8	6.4	6.1	5.9	6.4	7.0	0.6
Thailand	5.7	5.5	5.1	5.7	5.5	5.7	−0.2
Taiwan	5.0	4.8	4.8	4.7	4.4	5.3	−0.2
Hongkong	5.2	4.6	4.6	3.7	4.3	5.8	−0.6
Philippines	3.8	4.0	4.1	3.8	3.9	4.1	0.2
Other Asia	10.2	10.0	9.1	10.2	11.0	9.6	−0.2
Europe	10.2	10.0	10.4	10.8	9.9	8.9	−0.2
Oceania	8.3	7.0	6.5	7.4	7.2	7.1	−1.3
North America	7.7	6.8	6.7	7.3	6.6	6.4	−0.9
Middle East	0.7	0.8	0.9	0.7	0.8	0.8	0.1
Latin America	0.7	0.8	0.6	0.8	0.8	0.8	0.1
Africa	0.6	0.5	0.5	0.6	0.5	0.5	−0.1
Others	0.9	1.0	0.8	1.2	1.0	0.8	0.1

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

Consumer Insight

4. Development Level of Travel Plans(%)

Q. Where is the overseas travel destination that you are planning on going?
Please select ONE only.

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or lodging facilities, etc	41.2	39.8	39.7	41.9	40.0	37.9	-1.4
Travel period and destination is finalized	22.2	22.0	22.5	21.1	21.8	22.5	-0.2
The destination is finalized, but the travel period is yet to be decided	15.5	16.7	16.6	15.7	16.5	17.8	1.2
The travel period is finalized, but the destination is yet to be decided	21.1	21.5	21.2	21.3	21.7	21.9	0.4

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

5. Travel Starting Point of Time(%)

Q. Please refer to the calendar and mark the period of your currently-in-planning trip to 'OOO'

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Current month	7.5	8.8	8.3	8.3	9.1	9.4	1.3
1 month later	17.7	20.9	22.4	17.3	20.0	23.7	3.2
2 months later	19.1	20.6	19.1	17.4	19.5	25.9	1.5
3 months later	16.8	17.7	16.3	17.8	20.8	15.9	0.9
4 months later	18.2	13.9	12.6	15.7	14.2	13.2	-4.3
5 months later	16.1	10.4	10.7	12.5	11.9	6.7	-5.7
6 months later	4.6	7.8	10.6	11.0	4.5	5.2	3.2

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

Consumer **Insight**

6. Travel Duration(%)

Q. Please refer to the calendar and mark the period of your currently-in-planning trip to 'OOO'

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	16.6	17.5	18.9	15.5	16.5	19.2	0.9
3 nights	24.8	25.9	27.5	24.6	25.1	26.6	1.1
4 nights	22.9	24.0	22.9	25.6	25.0	22.5	1.1
5 nights	8.1	8.3	7.5	9.1	8.6	8.1	0.2
6 nights	5.6	4.5	4.4	4.8	4.8	4.2	-1.1
7 nights	5.5	5.0	4.9	5.5	5.2	4.4	-0.5
8 nights	4.0	3.4	2.8	3.7	3.5	3.5	-0.6
9 nights~14 nights	8.4	7.5	7.4	8.0	7.2	7.5	-0.9
15 or more nights	4.1	3.7	3.7	3.2	4.0	4.0	-0.4
Average [unit: nights]	5.38	5.13	5.06	5.15	5.18	5.12	-0.25

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

7. Leave(annual) Use Plan(%)

Q. Are you planning to take a leave from work to travel to 'OOO'?
Please select the number of days you are planning to use.

(Office worker planning overseas travel)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Not going to take a leave	26.1	24.0	24.5	23.1	22.9	25.5	-2.1
Going to take a leave	73.9	76.0	75.5	76.9	77.1	74.5	2.1
Use 1 day	15.4	14.2	16.6	11.0	13.7	15.4	-1.2
Use 2 days	19.5	21.4	21.3	22.1	20.4	21.9	1.9
Use 3 days	15.4	17.1	15.9	18.2	17.7	16.5	1.7
Use 4 days	7.9	7.9	7.1	9.0	8.8	6.8	0.0
Use 5 days	8.6	8.3	8.8	9.0	8.8	6.8	-0.3
Use 6 days	1.8	1.8	1.2	2.5	1.8	1.8	0.0
Use 7 or more days	5.4	5.2	4.6	5.0	6.0	5.3	-0.2

*Number of cases: (2017)9,554, (2018)9,952, (Q1)2,378, (Q2)2,472, (Q3)2,468, (Q4)2,633

8. Companion(%Multiple Answers)

Q. With whom are you planning to travel with to 'OOO'? Please select ALL.

(Overseas travel plan)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	35.7	35.6	34.0	35.1	36.4	36.8	-0.1
Spouse	31.8	31.8	31.0	32.9	31.3	31.9	0.0
Friends	21.7	22.5	23.2	21.4	23.4	22.1	0.8
Alone	12.0	12.0	12.8	12.1	11.5	11.8	0.0
Couple	6.3	6.4	6.5	6.6	6.3	6.4	0.1
Co-worker	4.0	4.2	4.6	3.9	4.1	4.0	0.2
Others	2.2	2.3	2.2	2.0	2.4	2.7	0.1

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

9. Number of Companions(%)

Q. Then, how many people are you planning to travel with (including yourself)?

(Overseas travel plan)

Time \ Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	12.0	12.0	12.8	12.1	11.5	11.8	0.0
2	38.1	37.2	36.9	39.2	36.9	36.0	-0.9
3	15.3	15.2	15.8	14.4	15.1	15.6	-0.1
4	17.2	18.1	17.5	18.2	18.5	18.4	0.9
5 or more	13.7	13.5	12.7	12.5	13.9	14.8	-0.2
Don't Know	3.7	3.8	4.3	3.6	4.1	3.4	0.1
Average [unit: people]	3.04	3.06	3.02	3.00	3.09	3.13	0.02

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

10. Travel Type(%)

Q. What method of travel will you use when going to 'OOO'?

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Free Independent Travel	51.0	54.1	54.2	54.1	54.1	54.1	3.1
Package Tour	31.9	30.5	29.7	30.6	30.3	31.1	-1.4
Partial package travel	8.1	6.6	7.0	6.3	7.0	6.1	-1.5
Do not have a specific plan yet	9.0	8.9	9.1	8.9	8.7	8.8	-0.1

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

11. Reasons for Choosing Travel Destinations(%)

Q. Please select the biggest reason why you chose (to plan for) 'OOO' as your travel destination. Please select ONE only.

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	34.2	31.9	32.1	33.3	31.7	30.8	-2.3
Many things to do	10.9	10.5	10.4	11.1	10.6	9.9	-0.4
Applicable travel period/schedule	9.0	9.1	9.5	8.5	8.2	10.0	0.1
Many different kinds of food/restaurants	7.0	8.2	7.0	7.6	8.9	9.4	1.2
Low market price	5.4	7.5	7.3	7.7	7.8	7.1	2.1
Short travel distance	6.0	6.3	6.1	6.4	6.5	6.1	0.3
Acquaintance's recommendation	6.7	6.1	6.5	5.5	6.1	6.2	-0.6
Reasonable travel expenses	5.0	5.0	4.9	4.6	5.1	5.2	0.0
Much to shop for	3.1	3.2	3.7	3.1	2.6	3.3	0.1
Safe place to travel	1.1	0.9	1.1	0.9	1.0	0.8	-0.2
Convenient transportation in destination area	0.5	0.6	0.7	0.6	0.5	0.5	0.1
Others	5.8	5.4	5.5	5.1	5.4	5.5	-0.4
I was not the decision-maker	5.3	5.4	5.2	5.6	5.7	5.2	0.1

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

Consumer Insight

12. Main Travel Activities(%)

Q. What is your main purpose of travelling to 'OOO'? Please select ONE only.

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	19.2	20.3	21.4	20.5	19.2	20.0	1.1
To appreciate natural scenery	18.1	16.8	16.3	17.5	17.2	16.2	-1.3
To enjoy good food and drink	13.8	16.5	16.6	16.3	16.6	16.5	2.7
To enjoy city landscapes	11.4	10.8	10.2	10.6	11.1	11.1	-0.6
To appreciate historic sites and remains	11.3	10.0	10.2	9.8	9.8	10.3	-1.3
To enjoy theme parks, hot spring, etc.	7.7	7.8	8.2	7.6	7.9	7.7	0.1
To visit family, relatives or friends, etc	6.2	5.6	5.3	5.6	5.5	5.9	-0.6
Shopping	4.0	4.2	4.4	4.0	4.2	4.2	0.2
To do sports/hobbies	2.7	3.1	2.9	2.9	3.6	3.1	0.4
To appreciate culture-arts	3.2	2.8	2.4	3.4	2.6	2.8	-0.4
To visit festivals or events	1.5	1.4	1.5	1.0	1.5	1.3	-0.1
Others	0.9	0.8	0.7	0.7	0.8	0.8	-0.1

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

13. Hobby/Sports Activities During Travel(%Multiple Answers)

Q. Then, which sports or hobby are you planning to do? Please select ALL.

(Planning hobby/sports activities during travel)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	47.8	48.8	48.6	55.1	48.1	43.1	1.0
Golf	31.0	34.3	30.3	30.5	37.2	39.5	3.3
Hiking	17.6	16.3	18.4	14.6	16.9	15.4	-1.3
Fishing	13.8	13.6	15.8	13.6	10.3	14.6	-0.2
Winter sports	8.9	8.4	6.7	10.6	6.9	9.5	-0.5
Others	9.2	7.7	11.0	8.3	7.3	3.9	-1.5

*Number of cases: (2017)1,003, (2018)1,045, (Q1)266, (Q2)266, (Q3)261, (Q4)253
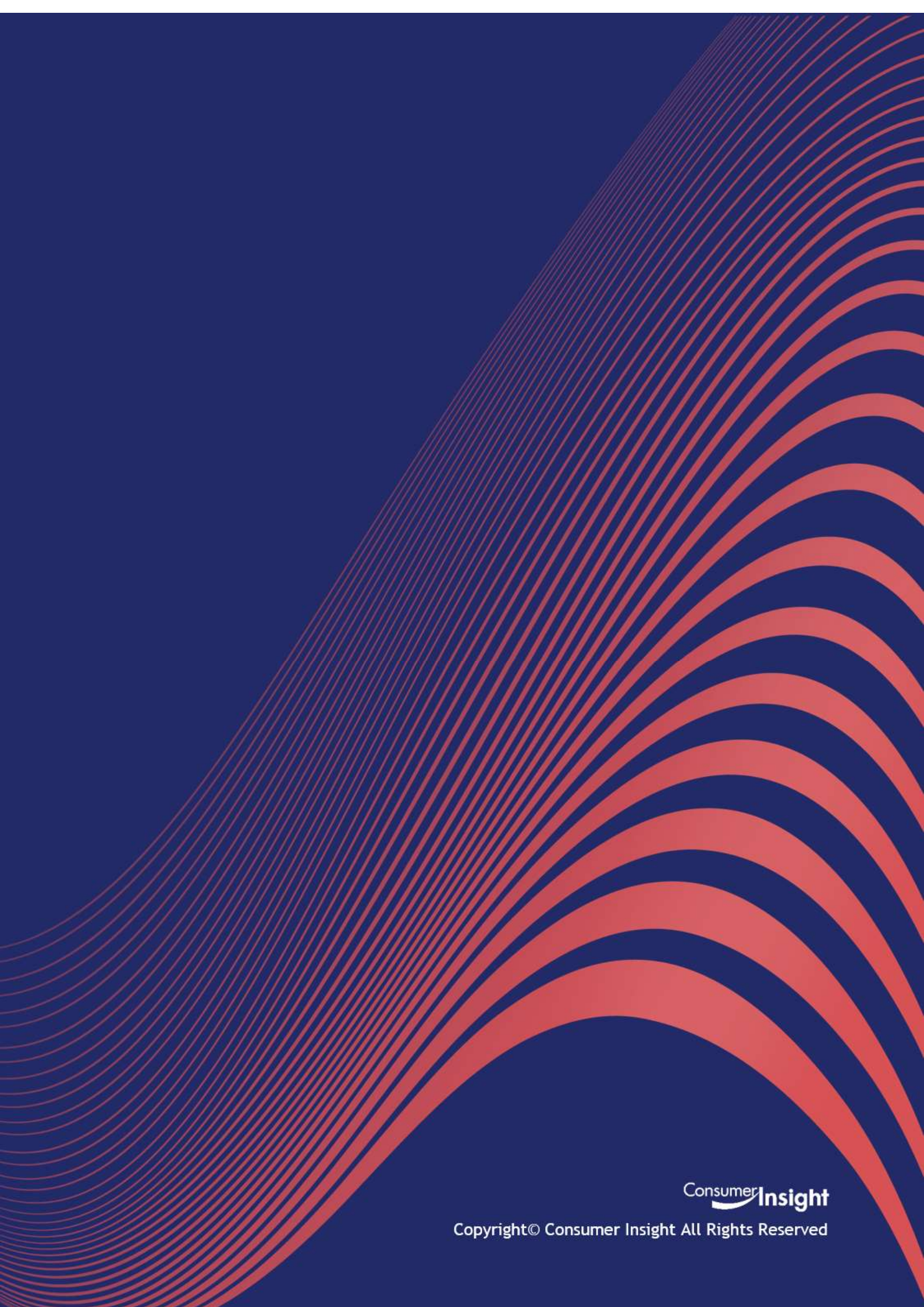
Consumer Insight

14. Total Travel Spending(per person, %)

Q. How much are you planning to spend on your trip to/at 'OOO' per person in total?
Please enter the total travel expenses including accommodation, transportation, shopping and food.

(Overseas travel plan)

Time / Category	2017 (A)	2018 (B)	2018				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Below KRW 500 thousand	6.6	6.6	6.3	6.5	6.6	7.0	0.0
KRW 500 thousand to 1 million	32.0	33.8	34.4	32.4	33.2	35.2	1.8
KRW 1 Mil. to 2 Mil.	34.8	34.9	34.8	34.9	35.1	34.8	0.1
KRW 2 Mil. to 5 Mil.	21.3	19.6	19.3	20.9	20.0	18.1	-1.7
KRW 5 Mil. or above	3.6	3.4	3.7	3.5	3.5	3.0	-0.2
Don't Know	1.8	1.7	1.5	1.8	1.5	2.0	-0.1
Average [unit: 10 thousand won]	148.62	143.28	142.87	148.07	144.70	137.77	-5.34

*Number of cases: (2017)14,569, (2018)14,957, (Q1)3,620, (Q2)3,733, (Q3)3,662, (Q4)3,942

Consumer **Insight**