2019 ConsumerInsight

Travel Behavior & Planning Study

ConsumerInsight

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, 2019: Total of 228 week fieldwork, the cumulative total sample size of 99,800 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 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	⍺			○

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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/etravel.

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

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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 (2019)

(%)

Classification		Total	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
	Total	(26,000)	(10,800)	(14,374)
Sex	Male	50.7	49.3	50.4
	Female	49.3	50.7	49.6
Age	20s	18.2	19.0	18.2
	30s	21.0	23.2	22.1
	40s	24.1	21.5	23.2
	50s	22.8	21.5	22.3
	60s or above	13.9	14.8	14.3
Sex BY Age	Male/20s	9.6	9.1	9.2
	Male/30s	10.8	11.8	11.3
	Male/40s	12.1	11.3	12.0
	Male/50s	11.4	10.4	11.2
	Male/60s or above	6.8	6.7	6.8
	Female/20s	8.6	9.9	9.0
	Female/30s	10.2	11.5	10.8
	Female/40s	12.0	10.2	11.1
	Female/50s	11.4	11.1	11.1
	Female/60s or above	7.0	8.1	7.5
Marital status	Unmarried	36.4	35.4	35.6
	Married	60.3	62.2	61.8
	Others	3.4	2.4	2.6
Residing Region	Seoul	20.2	24.1	22.6
	Busan	7.0	7.0	6.9
	Daegu	4.9	4.9	4.9
	Incheon	5.8	5.9	5.9
	Kwangju	2.9	2.6	2.8
	Daejeon	3.1	3.1	3.0
	Ulsan	2.3	2.3	2.4
	Gyeonggi	24.2	24.6	24.6
	Gangwon	2.9	2.7	2.8
	Chungbuk	3.0	2.6	2.7
	Chungnam	4.3	4.0	4.1
	Jeonbuk	3.4	2.9	3.2
	Jeonnam	3.3	2.7	2.9
	Gyeongbuk	5.1	4.1	4.4
	Gyeongnam	6.4	5.6	5.7
	Jeju	1.1	0.9	1.0

(%)

Classification		Total	Overseas Travel Experience (past 6 months)	Overseas Travel Plan (Next 6 months)
	Total	(26,000)	(10,800)	(14,374)
Occupation	White collar/workers in technical areas	47.4	50.5	50.4
	Full time housewife	10.5	9.4	9.6
	Business/management/ professionals	8.4	11.0	10.4
	Self employed	7.5	7.3	7.6
	Undergrad or graduate student	5.5	5.5	5.3
	Sales/service	4.6	4.5	4.4
	Skilled worker/ general manual worker	4.5	2.9	3.4
	Others/Unemployed	11.6	8.9	8.9
Average Monthly Household Income	below KRW 3 Million	13.3	8.5	9.1
	KRW 3 Mil to 5 Mil	30.3	25.7	26.3
	KRW 5 Mil to 7 Mil	30.1	30.8	31.7
	KRW 7 Mil or above	26.2	35.1	32.9

* Overseas Travel Experience(in the past 3 months) – 27.6% of the total,
   Overseas Travel Planning (in the next 3 months) – 35.5% of the total.
   Overseas Travel Experience (in the past 6 months) – 41.5% of the total,
   Overseas Travel Planning (in the next 6 months) – 55.3% of the total.
** Sejong included in Chungnam of residing region.
*** '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	2018 (A)	2019 (B)	2019				Gap (B–A), %p
			1/4	2/4	3/4	4/4	
Total travel	41.3	37.6	39.0	38.0	36.2	37.3	–3.7

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

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	2018 (A)	2019 (B)	2019				Gap (B–A), %p
			1/4	2/4	3/4	4/4	
Total	45.7	42.8	43.8	43.7	40.9	42.9	–2.9
Domestic travel	36.0	34.7	34.1	35.0	34.2	35.6	–1.3
Overseas travel	42.3	39.1	40.3	40.5	37.2	38.7	–3.2

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

3. Travel Experience Rate(% 'Yes')

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

(Total)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B−A), %p
			1/4	2/4	3/4	4/4	
Total	77.4	**77.4**	74.9	74.7	80.0	79.4	0.0
Domestic travel	68.1	**69.0**	65.6	65.8	72.2	72.0	0.9
Overseas travel	28.5	**27.6**	28.6	27.0	28.0	26.8	−0.9

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

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)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B−A), %p
			1/4	2/4	3/4	4/4	
Total	81.7	**81.8**	78.9	83.4	82.9	81.6	0.1
Domestic travel	69.8	**70.5**	66.5	71.9	72.1	71.3	0.7
Overseas travel	36.8	**35.5**	35.3	37.5	34.1	35.0	−1.3

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Southern Europe	54.1	52.1	52.3	52.9	51.7	51.7	-2.0
Oceania	51.3	49.3	49.6	49.4	49.3	49.0	-2.0
Western/Northern Europe	51.8	48.5	49.1	47.8	47.2	50.0	-3.3
Eastern Europe	51.2	48.1	50.2	47.1	46.5	48.8	-3.1
United States/Canada	40.5	40.7	38.6	40.1	41.7	42.1	0.2
Southeast Asia	40.9	39.5	41.5	38.8	37.2	40.8	-1.4
Hongkong/Macao	32.3	27.7	33.0	31.3	25.6	21.4	-4.6
Latin America	24.4	22.2	21.3	22.7	22.4	22.3	-2.2
Japan	34.3	17.4	30.8	25.6	7.6	7.0	-16.9
Central/Southwest Asia	17.7	15.1	14.8	14.4	15.9	15.4	-2.6
China	17.6	14.2	17.1	14.7	11.9	13.4	-3.4
Africa	13.6	10.5	11.3	10.1	10.5	10.3	-3.1

*Number of cases: (2018)13,109, (2019)12,907, (Q1)2,991, (Q2)3,229, (Q3)3,463, (Q4)3,225

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)

Category \ Time		2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Total		28.5	**27.6**	28.6	27.0	28.0	26.8	−0.9
Sex	Male	27.7	**27.3**	28.1	26.5	28.2	26.5	−0.4
	Female	29.3	**27.8**	29.1	27.4	27.8	27.1	−1.5
age	20s	31.6	**30.3**	32.7	28.4	31.1	29.3	−1.3
	30s	31.0	**31.5**	31.2	30.6	32.6	31.6	0.5
	40s	25.2	**24.0**	25.1	22.8	23.8	24.4	−1.2
	50s	27.1	**25.5**	27.9	25.9	26.6	21.6	−1.6
	60s or above	28.3	**27.7**	26.4	28.6	26.6	29.0	−0.6
Sex BY Age	Male/20s	30.2	**27.5**	30.1	25.9	28.1	26.0	−2.7
	Male/30s	31.1	**31.7**	32.3	29.7	33.9	30.8	0.6
	Male/40s	26.2	**26.1**	25.7	25.2	26.7	26.8	−0.1
	Male/50s	25.5	**25.2**	27.6	23.6	27.7	21.8	−0.3
	Male/60s or above	24.7	**26.0**	23.9	29.4	23.0	27.8	1.3
	Female/20s	33.2	**33.5**	35.6	31.1	34.6	32.9	0.3
	Female/30s	30.8	**31.3**	30.1	31.5	31.2	32.5	0.5
	Female/40s	24.0	**21.9**	24.4	20.4	20.9	22.0	−2.1
	Female/50s	28.7	**25.7**	28.2	28.1	25.5	21.4	−3.0
	Female/60s or above	31.8	**29.2**	28.8	27.8	30.0	30.2	−2.6

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B–A), %p
1 time	76.4	**77.3**	76.2	78.2	77.2	77.5	0.9
2 times	18.6	**18.0**	18.9	17.7	17.9	17.8	−0.6
More than 3 times	5.0	**4.7**	4.9	4.1	4.9	4.7	−0.3
Average [unit: times]	1.29	**1.27**	1.29	1.26	1.28	1.27	−0.02

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B–A), %p
Asia	75.5	**74.9**	76.2	78.2	73.8	71.8	−0.6
Japan	31.0	**24.2**	29.7	29.4	23.3	15.1	−6.8
Vietnam	10.8	**13.0**	11.9	11.8	12.6	15.4	2.2
China	7.7	**8.3**	7.2	8.0	7.7	10.2	0.6
Thailand	5.9	**6.5**	5.9	7.2	6.3	6.7	0.6
Philippines	4.8	**5.5**	4.9	4.9	6.0	6.0	0.7
Taiwan	4.5	**5.4**	4.9	4.6	5.2	6.9	0.9
Hongkong	3.8	**4.0**	4.2	4.9	4.1	2.7	0.2
Asia Others	7.1	**8.0**	7.5	7.4	8.5	8.7	0.9
Europe	9.3	**9.4**	8.3	8.1	10.4	10.5	0.1
Oceania	6.6	**7.3**	7.5	6.4	7.1	8.2	0.7
North America	5.4	**5.4**	4.8	4.9	5.9	5.9	0.0
Middle East	0.6	**0.8**	0.8	0.7	0.7	1.2	0.2
Latin America	0.7	**0.6**	0.7	0.5	0.6	0.5	−0.1
Africa	0.3	**0.3**	0.3	0.3	0.2	0.5	0.0
Others	1.5	**1.2**	1.5	0.9	1.3	1.4	−0.3

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

4. Travel Duration(%)

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

(Overseas travel experience)

Time \\ Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	16.4	15.3	15.3	17.4	16.3	12.3	-1.1
3 nights	25.8	25.3	26.1	26.2	24.1	25.1	-0.5
4 nights	25.1	25.3	25.7	24.5	24.4	26.8	0.2
5 nights	8.9	9.4	9.0	8.9	10.0	9.7	0.5
6 nights	4.4	5.0	5.1	4.6	5.4	4.9	0.6
7 nights	4.4	4.6	4.6	3.9	4.6	5.2	0.2
8 nights	3.5	3.5	3.5	3.4	3.6	3.5	0.0
9 nights~14 nights	7.2	7.3	7.0	6.9	7.3	8.0	0.1
15 or more nights	4.3	4.1	3.7	4.2	4.1	4.6	-0.2
Average [unit: nights]	5.31	5.31	5.19	5.19	5.37	5.49	0.00

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

5. 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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Didn't take a leave	28.1	24.8	25.6	25.5	24.5	23.6	-3.3
Took a leave	71.9	75.2	74.4	74.5	75.5	76.4	3.3
Used 1 day	12.5	12.8	11.8	16.1	12.4	10.9	0.3
Used 2 days	20.2	20.8	23.2	21.7	19.4	19.2	0.6
Used 3 days	17.0	18.2	18.9	16.4	18.7	18.6	1.2
Used 4 days	8.5	8.2	7.4	6.8	8.5	9.8	-0.3
Used 5 days	7.6	8.6	7.6	6.7	9.3	10.5	1.0
Used 6 days	1.6	1.9	1.2	1.9	2.1	2.4	0.3
Used 7 or more days	4.5	4.8	4.3	4.9	5.1	5.0	0.3

*Number of cases: (2018)7,460, (2019)7,441, (Q1)1,713, (Q2)1,810, (Q3)2,016, (Q4)1,903

6. Companion(% Multiple Answers)

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

(Overseas travel experience)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	34.5	34.7	35.3	33.2	35.2	35.1	0.2
Spouse	29.1	31.0	31.0	31.2	31.3	30.6	1.9
Friends	23.7	23.7	24.1	24.9	22.7	23.4	0.0
Alone	11.1	11.4	10.6	11.1	12.2	11.6	0.3
Co-worker	8.0	6.7	6.9	7.4	5.8	6.6	-1.3
Signigficant other	4.9	5.0	5.4	4.9	5.0	4.8	0.1
Others	2.7	2.4	2.0	2.3	2.5	2.6	-0.3

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

7. Number of Companions(%)

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

(Overseas travel experience)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	11.1	11.4	10.6	11.1	12.2	11.6	0.3
2 people	36.1	36.3	37.4	35.4	35.6	37.1	0.2
3 people	15.4	15.1	14.7	15.5	15.5	14.6	-0.3
4 people	15.5	17.2	17.7	17.4	17.2	16.5	1.7
5 or more people	15.1	13.9	13.3	14.3	14.1	13.7	-1.2
Don't Know	6.7	6.0	6.3	6.2	5.4	6.4	-0.7
Average [unit: people]	3.14	3.09	3.11	3.13	3.08	3.05	-0.05

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

8. Travel Type(%)

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

(Overseas travel experience)

Time / Category	2018 (A)	2019 (B)	2019 1/4	2/4	3/4	4/4	Gap (B-A), %p
Individual travel	59.2	61.0	60.4	59.6	63.6	60.1	1.8
Group package travel	33.5	32.0	32.3	33.3	30.0	32.5	-1.5
Air-tel or air-car-tel package travel	7.3	7.0	7.3	7.1	6.4	7.4	-0.3

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

9. 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	2018 (A)	2019 (B)	2019 1/4	2/4	3/4	4/4	Gap (B-A), %p
Many tourist spots	28.7	27.7	27.6	26.6	28.3	28.3	-1.0
Applicable travel period/schedule	12.8	12.1	12.2	12.7	12.0	11.6	-0.7
Low market price	8.0	9.7	9.3	8.7	10.3	10.5	1.7
Short travel distance	8.0	8.7	9.2	9.4	8.3	7.9	0.7
Reasonable travel expenses	8.1	7.8	8.2	7.6	7.9	7.6	-0.3
Many things to do	6.6	7.4	6.7	6.3	8.1	8.3	0.8
Acquaintance's recommendation	6.0	6.1	6.2	6.7	6.0	5.5	0.1
Many different kinds of food	5.6	6.0	6.6	6.5	5.5	5.3	0.4
Much to shop for	3.8	3.2	3.0	3.4	2.9	3.5	-0.6
Safe place to travel	1.2	1.1	1.2	1.2	1.0	0.9	-0.1
Convenient transportation in destination	0.8	0.9	0.8	0.9	0.7	1.0	0.1
Others	5.5	4.6	4.0	4.8	4.8	5.0	-0.9
I was not the decision-maker	4.9	4.7	4.9	5.2	4.2	4.6	-0.2

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

10. Main Travel Activities(%)

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

(Overseas travel experience)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	20.3	**20.8**	19.6	21.7	19.5	22.4	0.5
To appreciate natural scenery	17.1	**17.3**	16.3	16.4	17.6	18.6	0.2
To enjoy good food and drink	13.6	**13.9**	16.0	14.3	13.0	12.6	0.3
To enjoy city landscapes	11.7	**11.4**	11.4	11.3	12.0	10.6	−0.3
To appreciate historic sites and remains	10.3	**10.2**	10.5	9.9	9.9	10.5	−0.1
To enjoy theme park, hot spring, etc.	8.5	**8.1**	9.0	8.4	8.4	6.7	−0.4
To visit family, relatives, and friends, etc.	5.5	**5.2**	4.9	4.9	5.7	5.2	−0.3
Shopping	4.7	**3.9**	4.1	4.1	3.8	3.8	−0.8
To do sports/hobbies	3.3	**3.6**	3.3	3.4	3.9	3.9	0.3
To appreciate culture-arts	2.9	**3.3**	3.0	3.2	3.6	3.4	0.4
To visit festivals or events	1.5	**1.5**	1.3	1.7	1.5	1.6	0.0
Others	0.7	**0.8**	0.7	0.7	1.1	0.7	0.1

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

11. 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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	51.9	**51.7**	50.6	48.2	49.6	57.7	−0.2
Golf	26.4	**29.3**	33.2	29.0	27.7	28.2	2.9
Hiking	16.9	**17.1**	19.5	15.3	17.7	16.2	0.2
Fishing	11.9	**11.0**	12.4	8.5	12.7	10.1	−0.9
Winter sports	11.0	**8.1**	7.1	10.3	7.2	8.2	−2.9
Others	7.4	**7.7**	6.1	9.8	8.4	6.7	0.3

*Number of cases: (2018)974, (2019)984, (Q1)209, (Q2)221, (Q3)284, (Q4)269

12. Product Reserved/Purchased(%Multiple Answers)

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

(Overseas travel experience)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Airplane	42.8	41.9	42.3	40.5	43.7	41.0	-0.9
Group package tour	40.8	39.0	39.6	40.4	36.4	39.9	-1.8
Lodging	36.4	36.8	37.2	34.9	38.2	36.8	0.4
Single product**	23.1	26.7	25.3	26.0	28.3	27.1	3.6
Local transportation	–	19.6	18.6	19.2	20.0	20.5	–
Activities/ticket/tour product	–	16.6	15.7	15.0	18.8	16.5	–
Rental car	6.4	6.2	5.8	5.9	6.8	6.3	-0.2
None	8.9	8.9	8.8	9.0	9.0	8.9	0.0

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

**Choices seperated since January 2019.
  (Local transportation/ticket/tour product, etc.→ Local transportation, Activities/ticket/tour poduct etc.)

13. 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)

Category \ Time		2018 (A)	2019 (B)	2019				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
F l i g h t s	Airline	39.8	**41.2**	42.7	40.4	42.0	39.7	1.4
	Tour prouduct specialized Web/App.**	28.1	**28.9**	28.4	30.6	28.2	28.6	0.8
	Travel Agency	18.4	**16.0**	16.2	15.0	15.8	16.9	−2.4
	Open Market	6.6	**6.9**	5.3	7.6	6.6	8.4	0.3
	Social Commerce	4.1	**4.4**	4.3	4.2	4.9	4.0	0.3
	TV Homeshopping	0.3	**0.4**	0.4	0.1	0.4	0.5	0.1
	Others/Don't Know	2.7	**2.2**	2.7	2.1	2.2	1.9	−0.5

*Number of cases: (2018)4,774, (2019)4,525, (Q1)1,076, (Q2)1,066, (Q3)1,274, (Q4)1,109

**Revised choice since January 2019
   (Tour product specialized channel → Tour product specialized Web/App.)

Category \ Time		2018 (A)	2019 (B)	2019				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
P a c k a g e	Travel Agency	59.2	**57.9**	59.7	59.1	57.5	55.3	−1.3
	TV Homeshopping	8.5	**9.0**	8.4	8.6	9.6	9.2	0.5
	Social Commerce	6.0	**7.5**	6.5	6.6	8.2	8.6	1.5
	Tour prouduct specialized Web/App.**	8.0	**6.9**	7.5	5.6	8.0	6.7	−1.1
	Open Market	3.8	**5.1**	5.4	5.3	4.7	5.0	1.3
	Others/Don't Know	14.5	**13.7**	12.5	14.8	12.1	15.2	−0.8

*Number of cases: (2018)4,554, (2019)4,212, (Q1)1,007, (Q2)1,647, (Q3)1,062, (Q4)1,078

**Revised choice since January 2019
   (Tour product specialized channel → Tour product specialized Web/App.)

Category \ Time		2018 (A)	2019 (B)	2019				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
L o d g i n g	Tour prouduct specialized Web/App.**	70.1	**66.8**	66.7	71.4	65.3	64.4	−3.3
	Direct from lodging vendors	13.9	**14.7**	13.7	13.5	15.6	15.9	0.8
	Travel Agency	7.4	**8.9**	9.8	7.2	9.4	8.9	1.5
	Social Commerce	2.9	**3.3**	4.0	2.9	3.1	3.1	0.4
	Open Market	2.3	**2.9**	1.7	2.1	3.4	4.1	0.6
	Others/Don't Know	3.4	**3.4**	4.0	2.8	3.1	3.7	0.0

*Number of cases: (2018)4,058, (2019)3,976, (Q1)947, (Q2)919, (Q3)1,115, (Q4)995

**Revised choice since January 2019
   (Tour product specialized channel → Tour product specialized Web/App.)

13. 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		2018 (A)	2019 (B)	2019 1/4	2/4	3/4	4/4	Gap (B-A), %p
Single product	Tour prouduct specialized Web/App.**	22.8	28.0	24.7	25.6	28.5	32.3	5.2
	Direct from vendors	20.1	21.0	20.2	20.5	23.9	18.7	0.9
	Social Commerce	17.4	14.6	17.8	14.0	13.5	13.7	-2.8
	Travel Agency	14.7	12.0	13.5	12.7	10.9	11.3	-2.7
	Open Market	9.3	7.8	8.1	7.9	5.9	9.6	-1.5
	Others/Don't Know	15.7	19.6	18.8	21.3	20.3	17.9	3.9

*Number of cases: (2018)2,576, (2019)2,887, (Q1)643, (Q2)685, (Q3)825, (Q4)734

**Revised choice since January 2019
　(Tour product specialized channel → Tour product specialized Web/App.)

Local portation	Tour prouduct specialized Web/App.	–	26.7	23.0	23.3	28.3	31.3	–
	Direct from vendors	–	20.8	20.9	20.8	23.1	18.3	–
	Social Commerce	–	12.7	15.7	12.6	11.5	11.5	–
	Travel Agency	–	11.3	11.8	12.2	10.3	11.0	–
	Open Market	–	7.5	8.2	7.7	5.7	8.8	–
	Others/Don't Know	–	21.0	20.4	23.4	21.1	19.1	–

*Number of cases: (2019)2,117, (Q1)474, (Q2)505, (Q3)582, (Q4)555

Activities	Tour prouduct specialized Web/App.	–	44.3	41.6	43.7	43.0	48.6	–
	Direct from vendors	–	15.0	13.1	14.8	18.1	12.9	–
	Social Commerce	–	13.9	16.8	13.4	12.7	13.3	–
	Travel Agency	–	9.8	13.0	10.4	8.7	8.0	–
	Open Market	–	6.0	5.5	6.2	4.6	7.8	–
	Others/Don't Know	–	11.0	10.0	11.5	12.8	9.3	–

*Number of cases: (2019)1,101, (Q1)238, (Q2)241, (Q3)346, (Q4)276

Rental Cars	Car Rental Agency	45.0	53.6	53.4	58.9	51.9	51.0	8.6
	Tour prouduct specialized Web/App.**	24.9	13.9	10.1	14.7	13.6	17.0	-11.0
	Travel Agency	7.8	8.8	12.9	9.4	8.0	5.7	1.0
	Open Market	3.3	5.3	2.0	1.2	10.1	6.4	2.0
	Social Commerce	5.1	4.8	6.1	2.5	5.0	5.7	-0.3
	Others/Don't Know	14.0	13.5	15.5	13.3	11.4	14.3	-0.5

*Number of cases: (2018)708, (2019)673, (Q1)148, (Q2)154, (Q3)199, (Q4)172

**Revised choice since January 2019
　(Tour product specialized channel → Tour product specialized Web/App.)

14. Reserving/Purchasing Method(%)

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

(Had reserved/purchased travel product)

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Flights	PC Internet	62.0	**56.0**	59.7	55.5	56.3	52.6	-6.0
Flights	Mobile Internet	33.1	**40.3**	36.2	41.7	39.8	43.4	7.2
Flights	Phone	3.0	**2.6**	3.2	2.0	2.3	2.6	-0.4
Flights	Visit/direct purchase	1.4	**0.7**	0.7	0.6	0.6	1.0	-0.7
Flights	Others/Don't Know	0.5	**0.4**	0.1	0.2	0.9	0.4	-0.1

*Number of cases: (2018)4,239, (2019)4,774, (Q1)1,205, (Q2r)1,178, (Q3)1,140, (Q4)1,250

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Package	PC Internet	36.8	**35.7**	35.2	34.3	37.7	35.4	-1.1
Package	Mobile Internet	19.3	**24.4**	23.2	21.2	27.2	25.8	5.1
Package	Phone	22.6	**19.2**	21.8	20.4	17.8	17.2	-3.4
Package	Visit/direct purchase	11.5	**11.1**	10.3	13.3	9.5	11.4	-0.4
Package	Others/Don't Know	9.8	**9.6**	9.5	10.8	7.7	10.3	-0.2

*Number of cases: (2018)4,588, (2019)4,554, (Q1)1,134, (Q2)1,107, (Q3)1,074, (Q4)1,239

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Lodging	PC Internet	59.9	**51.2**	55.1	52.3	50.3	47.6	-8.7
Lodging	Mobile Internet	35.4	**44.4**	40.2	43.8	45.2	47.9	9.0
Lodging	Phone	1.9	**2.1**	2.3	2.1	2.0	2.2	0.2
Lodging	Visit/direct purchase	1.7	**1.2**	0.8	0.7	1.6	1.7	-0.5
Lodging	Others/Don't Know	1.1	**1.0**	1.5	1.0	0.9	0.7	-0.1

*Number of cases: (2018)3,494, (2019)4,058, (Q1)1,027, (Q2)994, (Q3)994, (Q4)1,042

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Single product	PC Internet	49.7	**40.9**	41.1	41.1	42.5	38.6	-8.8
Single product	Mobile Internet	29.8	**40.5**	38.1	38.0	39.5	46.3	10.7
Single product	Visit/direct purchase	17.9	**16.3**	18.5	17.0	16.5	13.5	-1.6
Single product	Phone	1.0	**1.6**	0.9	2.6	1.2	1.5	0.6
Single product	Others/Don't Know	1.7	**2.2**	2.5	1.9	2.8	1.8	0.5

*Number of cases: (2018)2,108, (2019)2,576, (Q1)674, (Q2)625, (Q3)614, (Q4)663

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Local Transportation	PC Internet	–	**39.7**	39.5	41.5	37.6	40.4	–
Local Transportation	Mobile Internet	–	**37.9**	35.2	34.1	38.9	42.6	–
Local Transportation	Visit/direct purchase	–	**18.2**	21.3	19.1	18.8	13.9	–
Local Transportation	Phone	–	**1.6**	1.2	2.7	1.0	1.3	–
Local Transportation	Others/Don't Know	–	**2.7**	2.7	2.5	3.6	1.8	–

*Number of cases: (2019)2,117, (Q1)474, (Q2)505, (Q3)582, (Q4)555

14. Reserving/Purchasing Method(%)

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

(Had reserved/purchased travel product)

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Activities	Mobile Internet	–	49.2	47.4	49.2	43.5	58.0	–
Activities	PC Internet	–	41.2	43.8	40.9	47.1	31.7	–
Activities	Visit/direct purchase	–	7.8	7.5	8.3	7.6	7.8	–
Activities	Phone	–	1.1	0.0	1.6	1.2	1.4	–
Activities	Others/Don't Know	–	0.7	1.3	0.0	0.6	1.1	–

*Number of cases: (2019)1,101, (Q1)238, (Q2)241, (Q3)346, (Q4)276

Category	Time	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Rental Cars	PC Internet	61.0	56.6	54.1	54.3	59.8	57.0	–4.4
Rental Cars	Mobile Internet	27.0	31.4	31.7	35.1	28.7	30.9	4.4
Rental Cars	Visit/direct purchase	7.8	7.6	9.5	6.2	6.9	8.0	–0.2
Rental Cars	Phone	2.4	2.9	4.0	3.2	2.5	2.3	0.5
Rental Cars	Others/Don't Know	1.8	1.5	0.7	1.3	2.0	1.8	–0.3

*Number of cases: (2018)708, (2019)673 (Q1)148, (Q2)154, (Q3)199, (Q4)172

15. 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)

Category	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Below KRW 500 thousand	7.6	8.6	7.6	8.2	9.2	9.1	1.0
KRW 500 thousand to 1 Million	35.7	36.4	37.2	37.0	37.2	34.2	0.7
KRW 1 Mil. to 2 Mil.	34.8	34.1	34.2	35.1	32.8	34.4	–0.7
KRW 2 Mil. to 5 Mil.	16.9	17.7	17.8	16.6	17.8	18.6	0.8
KRW 5 Mil. or above	3.4	3.2	3.2	3.0	3.1	3.7	–0.2
Don't Know	1.6	0.0	0.0	0.0	0.0	0.0	–1.6
Average [unit: 10 thousand won]	140.82	138.53	140.72	136.33	135.25	142.17	–2.29

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

2019 Travel Report
Part. III Overseas Travel Behavior

16. 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)

Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.99	3.96	3.97	3.97	3.94	3.94	-0.03
Asia	3.94	3.92	3.94	3.94	3.90	3.90	-0.02
Vietnam	3.95	3.98	3.98	4.03	3.95	3.99	0.03
Taiwan	3.93	3.98	3.98	4.00	3.97	3.99	0.05
Thailand	4.00	3.98	3.94	3.95	4.05	3.96	-0.02
Japan	4.03	3.96	4.03	4.01	3.87	3.88	-0.07
Philippines	3.91	3.89	3.94	3.80	3.88	3.93	-0.02
Hongkong	3.78	3.79	3.86	3.76	3.77	3.79	0.01
China	3.64	3.64	3.57	3.63	3.70	3.64	0.00
Other Asia	3.95	3.97	3.94	3.99	3.98	3.98	0.02
Europe	4.22	4.16	4.16	4.17	4.16	4.15	-0.06
Oceania	4.03	4.00	3.98	4.06	4.06	3.92	-0.03
North America	4.11	4.08	4.07	4.07	4.03	4.15	-0.03
Middle East	3.97	4.03	4.00	4.17	4.05	3.97	0.06
Latin America	3.92	3.78	3.94	3.51	3.80	3.84	-0.14
Africa	3.89	4.13	4.25	3.99	4.33	4.08	0.24
Others	4.05	3.85	4.03	3.78	3.97	3.59	-0.20

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

Consumer Insight
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17. 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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.90	**3.83**	3.89	3.88	3.76	3.80	-0.07
Asia	3.87	**3.78**	3.86	3.85	3.68	3.73	-0.09
Thailand	3.93	**3.89**	3.87	3.88	3.92	3.87	-0.04
Vietnam	3.86	**3.88**	3.84	3.92	3.85	3.91	0.02
Taiwan	3.76	**3.84**	3.84	3.85	3.83	3.83	0.08
Philippines	3.84	**3.82**	3.86	3.76	3.82	3.83	-0.02
Japan	4.02	**3.77**	4.01	3.97	3.45	3.49	-0.25
Hongkong	3.70	**3.63**	3.66	3.71	3.60	3.50	-0.07
China	3.58	**3.63**	3.65	3.57	3.65	3.63	0.05
Other Asia	3.69	**3.71**	3.62	3.67	3.75	3.77	0.02
Europe	4.17	**4.17**	4.19	4.16	4.13	4.19	0.00
Oceania	3.88	**3.90**	3.89	3.94	3.94	3.84	0.02
North America	3.97	**3.97**	3.97	3.96	3.91	4.05	0.00
Middle East	3.52	**3.76**	3.95	4.00	3.63	3.60	0.24
Latin America	3.72	**3.65**	3.46	3.50	3.59	4.12	-0.07
Africa	3.57	**3.68**	3.88	3.44	3.50	3.80	0.11
Others	3.71	**3.54**	3.62	3.69	3.68	3.24	-0.17

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

18. 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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.91	3.84	3.91	3.88	3.79	3.80	-0.07
Asia	3.86	3.78	3.86	3.83	3.70	3.72	-0.08
Vietnam	3.90	3.93	3.92	3.98	3.92	3.92	0.03
Thailand	3.94	3.91	3.84	3.91	3.99	3.88	-0.03
Taiwan	3.82	3.90	3.92	3.87	3.95	3.88	0.08
Philippines	3.83	3.81	3.87	3.78	3.78	3.81	-0.02
Japan	3.94	3.69	3.92	3.87	3.41	3.38	-0.25
Hongkong	3.73	3.68	3.72	3.71	3.67	3.60	-0.05
China	3.55	3.58	3.61	3.49	3.64	3.57	0.03
Other Asia	3.87	3.84	3.82	3.85	3.84	3.86	-0.03
Europe	4.21	4.19	4.20	4.22	4.18	4.16	-0.02
Oceania	3.99	3.95	3.97	3.97	4.00	3.87	-0.04
North America	4.07	4.03	4.04	4.01	3.97	4.11	-0.04
Middle East	3.90	4.00	4.00	4.06	3.95	4.00	0.10
Latin America	3.82	3.83	3.94	3.58	3.70	4.13	0.01
Africa	3.70	4.08	4.13	4.20	3.83	4.08	0.38
Others	3.96	3.69	3.87	3.64	3.84	3.40	-0.27

*Number of cases: (2018)11,153, (2019)10,800, (Q1)2,544, (Q2)2,635, (Q3)2,916, (Q4)2,704

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B-A), %p
Total	36.8	**35.5**	35.3	37.5	34.1	35.0	−1.3
Gender — Male	36.1	**35.6**	34.7	37.6	35.3	34.9	−0.5
Gender — Female	37.4	**35.3**	36.0	37.4	32.9	35.1	−2.1
age — 20's	39.7	**37.3**	37.7	40.0	34.7	37.1	−2.4
age — 30's	38.4	**38.2**	36.8	41.8	37.2	36.9	−0.2
age — 40's	33.7	**33.5**	33.6	34.5	32.4	33.6	−0.2
age — 50's	35.6	**33.4**	32.5	35.9	32.7	32.5	−2.2
age — elder than 60	37.6	**35.7**	37.9	35.6	33.9	35.9	−1.9
Gender by Age — 20's Male	37.6	**36.3**	36.2	38.1	34.7	36.5	−1.3
Gender by Age — 30's Male	38.2	**38.5**	37.6	42.8	37.5	36.3	0.3
Gender by Age — 40's Male	34.1	**34.6**	32.6	35.5	35.7	34.3	0.5
Gender by Age — 50's Male	35.3	**33.7**	32.2	36.4	32.5	33.6	−1.6
Gender by Age — Male over 60	35.6	**35.1**	35.9	34.1	36.7	33.7	−0.5
Gender by Age — 20's Female	41.9	**38.4**	39.4	42.1	34.8	37.7	−3.5
Gender by Age — 30's Female	38.5	**37.8**	35.9	40.7	36.9	37.5	−0.7
Gender by Age — 40's Female	33.3	**32.4**	34.6	33.4	29.1	32.8	−0.9
Gender by Age — 50's Female	36.0	**33.1**	32.7	35.5	32.9	31.4	−2.9
Gender by Age — Female over 60	39.5	**36.3**	39.8	36.9	31.1	38.1	−3.2

*Number of cases: (2018)26,500, (2019)26,000, (Q1)6,000, (Q2)6,500, (Q3)7,000, (Q4)6,500

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 time	86.1	86.7	86.6	86.2	87.1	87.1	0.6
2 times	12.0	11.6	11.7	12.0	11.7	11.1	−0.4
More than 3 times	1.9	1.6	1.7	1.8	1.2	1.8	−0.3
Average [unit: times]	1.16	1.15	1.15	1.16	1.14	1.15	−0.01

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	73.2	69.4	71.8	71.7	67.4	66.9	−3.8
Japan	26.6	15.1	23.1	22.5	9.2	6.3	−11.5
Vietnam	11.4	14.3	13.0	13.4	14.0	16.5	2.9
China	6.4	7.0	6.7	6.5	6.9	7.9	0.6
Taiwan	4.8	6.8	6.4	4.6	7.6	8.4	2.0
Thailand	5.5	6.1	4.7	5.6	7.3	6.5	0.6
Philippines	4.0	4.5	4.3	4.4	4.3	5.0	0.5
Hongkong	4.6	4.1	4.9	4.6	4.4	2.6	−0.5
Other Asia	10.0	11.6	8.8	10.1	13.5	13.7	1.6
Europe	10.0	10.7	11.5	10.3	10.7	10.3	0.7
Oceania	7.0	8.4	6.9	7.7	9.5	9.4	1.4
North America	6.8	7.3	6.6	6.8	8.3	7.5	0.5
Latin America	0.8	1.4	0.5	0.7	1.1	3.1	0.6
Middle East	0.8	1.1	0.9	1.1	1.0	1.3	0.3
Africa	0.5	0.6	0.6	0.4	0.7	0.4	0.1
Others	1.0	1.2	1.1	1.3	1.3	1.1	0.2

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B–A), %p
Reserved/purchased for transportation and/or lodging facilities, etc	39.8	39.3	39.6	40.2	40.2	37.4	–0.5
Travel period and destination is finalized	22.0	21.8	20.9	22.0	23.1	21.2	–0.2
The destination is finalized, but the travel period is yet to be decided	16.7	16.1	16.3	16.2	15.0	16.9	–0.6
The travel period is finalized, but the destination is yet to be decided	21.5	22.7	23.2	21.6	21.7	24.5	1.2

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019 1/4	2019 2/4	2019 3/4	2019 4/4	Gap (B–A), %p
within a month	18.8	19.5	19.8	17.9	19.9	20.6	0.7
within a one or two months	20.0	19.1	17.3	17.1	19.8	22.3	–0.9
within two or three months	17.8	17.5	16.4	15.0	18.3	20.3	–0.3
within three or four months	15.2	15.2	15.4	17.4	14.6	13.3	0.0
within four or five months	12.3	12.5	11.1	14.1	13.5	11.1	0.2
in five months or after	15.9	16.2	20.1	18.5	13.9	12.4	0.3

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	17.5	14.8	18.0	14.8	14.6	12.0	-2.7
3 nights	25.9	25.4	27.6	27.0	24.5	22.8	-0.5
4 nights	24.0	24.6	23.3	24.0	24.5	26.4	0.6
5 nights	8.3	8.5	7.1	8.4	8.9	9.5	0.2
6 nights	4.5	5.6	4.7	5.8	6.0	5.8	1.1
7 nights	5.0	5.4	4.8	5.0	5.4	6.4	0.4
8 nights	3.4	3.8	3.6	3.7	3.7	4.3	0.4
9 nights~14 nights	7.5	8.0	7.3	7.7	8.6	8.4	0.5
15 or more nights	3.7	3.8	3.4	3.6	3.8	4.3	0.1
Average [unit: nights]	5.13	5.31	5.03	5.25	5.37	5.56	0.18

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Not going to take a leave	24.0	20.5	22.9	21.4	18.5	19.4	-3.5
Going to take a leave	76.0	79.5	77.1	78.6	81.5	80.6	3.5
Use 1 day	14.2	13.5	17.4	13.7	11.4	11.9	-0.7
Use 2 days	21.4	22.1	20.9	21.3	22.6	23.6	0.7
Use 3 days	17.1	17.5	16.6	17.6	18.6	17.1	0.4
Use 4 days	7.9	8.8	7.6	9.1	9.8	8.4	0.9
Use 5 days	8.3	9.7	8.0	9.8	10.4	10.5	1.4
Use 6 days	1.8	2.2	1.5	2.0	2.3	2.8	0.4
Use 7 or more days	5.2	5.7	5.0	5.2	6.3	6.3	0.5

*Number of cases: (2018)9,552, (2019)9,863, (Q1)2,263, (Q2)2,549, (Q3)2,590, (Q4)2,462

8. Companion(%Multiple Answers)

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

(Overseas travel plan)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	35.6	36.7	36.2	36.2	36.3	38.2	1.1
Spouse	31.8	33.6	32.6	33.0	34.6	34.2	1.8
Friends	22.5	21.8	22.9	22.0	20.9	21.7	-0.7
Alone	12.0	12.2	11.9	12.0	12.7	11.9	0.2
Couple	6.4	6.6	7.3	6.4	6.2	6.6	0.2
Co-worker	4.2	3.5	3.7	3.6	3.7	3.2	-0.7
Others	2.3	2.3	2.6	2.4	2.3	2.0	0.0

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

9. Number of Companions(%)

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

(Overseas travel plan)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	12.0	12.2	11.9	12.0	12.7	11.9	0.2
2	37.2	37.3	37.4	37.8	37.2	36.9	0.1
3	15.2	15.8	15.8	15.8	15.7	15.7	0.6
4	18.1	18.1	18.1	18.1	17.6	18.4	0.0
5 or more	13.5	13.2	13.1	12.3	13.7	13.9	-0.3
Don't Know	3.8	3.5	3.7	4.0	3.1	3.2	-0.3
Average [unit: people]	3.06	3.04	3.04	3.01	3.04	3.06	-0.02

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

10. Travel Type(%)

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

(Overseas travel plan)

Time / Category	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Free Independent Travel	54.1	55.0	53.8	55.9	55.9	54.4	0.9
Group Package Tour	30.5	29.1	30.5	28.8	28.0	29.2	-1.4
Partial package travel	6.6	7.0	7.0	6.6	7.4	6.8	0.4
Do not have a specific plan yet	8.9	8.9	8.8	8.7	8.7	9.5	0.0

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	31.9	31.9	31.1	31.7	31.9	33.0	0.0
Many things to do	10.5	10.8	11.0	10.9	11.1	10.3	0.3
Low market price	7.5	9.2	7.9	8.5	10.0	10.2	1.7
Many different kinds of food/restaurants	8.2	8.2	9.4	7.9	7.5	8.2	0.0
Applicable travel period/schedule	9.1	8.0	8.5	8.5	7.4	7.8	-1.1
Acquaintance's recommendation	6.1	6.4	6.1	6.3	6.9	6.1	0.3
Reasonable travel expenses	5.0	5.2	5.4	5.1	5.1	5.2	0.2
Short travel distance	6.3	5.2	6.0	5.7	4.8	4.3	-1.1
Much to shop for	3.2	2.6	2.6	3.1	2.5	2.2	-0.6
Safe place to travel	0.9	1.1	1.2	1.2	1.2	0.9	0.2
Convenient transportation in destination area	0.6	0.6	0.6	0.6	0.6	0.8	0.0
Others	5.4	5.2	5.1	5.5	5.3	4.8	-0.2
I was not the decision-maker	5.4	5.5	5.2	4.9	5.6	6.2	0.1

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	20.3	21.8	20.1	21.8	23.2	21.9	1.5
To appreciate natural scenery	16.8	17.9	18.0	17.4	17.6	18.7	1.1
To enjoy good food and drink	16.5	15.4	16.8	15.3	14.8	14.9	-1.1
To enjoy city landscapes	10.8	11.0	10.4	10.7	11.0	11.7	0.2
To appreciate historic sites and remains	10.0	9.8	9.7	9.0	9.8	10.9	-0.2
To enjoy theme parks, hot spring, etc.	7.8	6.7	7.7	7.6	6.3	5.3	-1.1
To visit family, relatives or friends, etc	5.6	5.4	4.7	5.4	5.8	5.5	-0.2
Shopping	4.2	3.5	4.0	4.0	3.3	2.8	-0.7
To appreciate culture-arts	2.8	3.3	3.5	3.3	3.0	3.3	0.5
To do sports/hobbies	3.1	3.1	3.4	3.2	3.0	3.0	0.0
To visit festivals or events	1.4	1.4	1.1	1.4	1.6	1.4	0.0
Others	0.8	0.7	0.5	0.9	0.7	0.6	-0.1

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	48.8	47.4	44.6	47.3	49.7	47.8	-1.4
Golf	34.3	33.4	34.5	33.8	32.7	32.9	-0.9
Hiking	16.3	16.4	17.3	15.8	15.4	17.1	0.1
Fishing	13.6	13.1	12.4	14.1	11.3	14.6	-0.5
Winter sports	8.4	10.9	10.4	11.8	7.7	13.6	2.5
Others	7.7	8.2	7.6	8.5	9.0	7.4	0.5

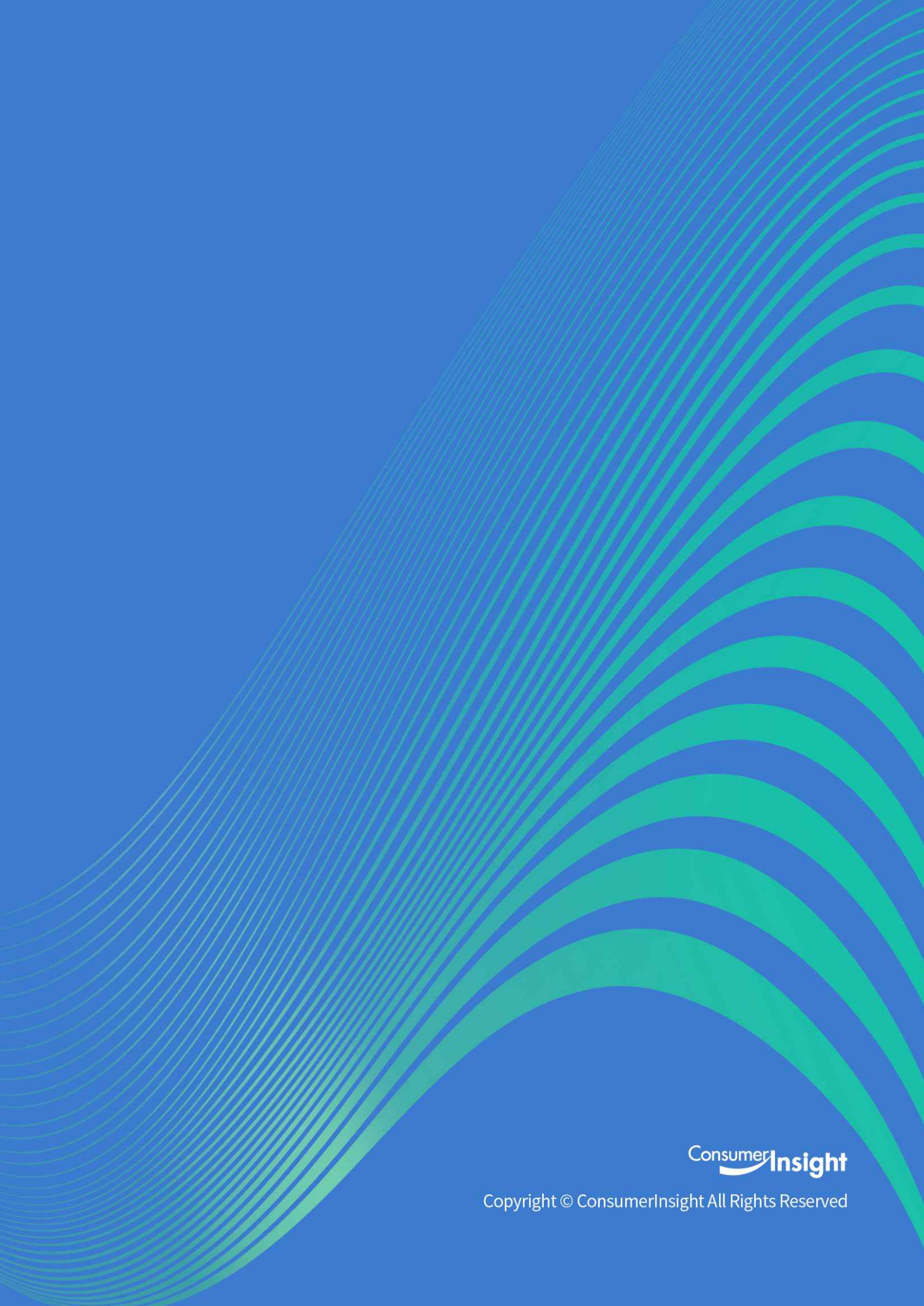*Number of cases: (2018)1,045, (2019)1,060, (Q1)249, (Q2)268, (Q3)275, (Q4)269

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	2018 (A)	2019 (B)	2019				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Below KRW 500 thousand	6.6	7.3	7.5	6.9	7.6	7.2	0.7
KRW 500 thousand to 1 million	33.8	32.8	34.5	32.9	31.6	32.1	-1.0
KRW 1 Mil. to 2 Mil.	34.9	35.5	35.6	37.0	35.4	33.9	0.6
KRW 2 Mil. to 5 Mil.	19.6	20.8	18.9	20.0	21.8	22.5	1.2
KRW 5 Mil. or above	3.4	3.7	3.4	3.2	3.6	4.3	0.3
Don't Know	1.7	0.0	0.0	0.0	0.0	0.0	-1.7
Average [unit: 10 thousand won]	143.28	146.37	140.95	143.07	149.39	151.67	3.09

*Number of cases: (2018)14,957, (2019)14,374, (Q1)3,354, (Q2)3,663, (Q3)3,758, (Q4)3,600

Consumer Insight