2020 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, 2020: Total of 80 week fieldwork, the cumulative total sample size of 125,800 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	〃			○

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 ~	○		
		Travel Type	〃	○		
		Main Travel Activities	〃	○		
		Hobby/Sports Activities During Travel Plan	〃		○	

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 (2020)

(%)

Classification		Total	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,000)	(4,838)	(5,943)
Sex	Male	50.7	53.1	55.9
	Female	49.3	46.9	44.1
Age	20s	18.2	21.8	20.1
	30s	21.0	22.8	21.7
	40s	24.1	21.2	22.1
	50s	22.8	20.6	21.7
	60s or above	13.9	13.6	14.3
Sex BY Age	Male/20s	8.9	11.1	10.9
	Male/30s	10.8	12.5	12.8
	Male/40s	12.3	12.0	12.3
	Male/50s	11.6	10.5	11.9
	Male/60s or above	7.1	7.0	8.0
	Female/20s	9.3	10.7	9.2
	Female/30s	10.2	10.3	9.0
	Female/40s	11.9	9.2	9.8
	Female/50s	11.1	10.1	9.8
	Female/60s or above	6.7	6.6	6.3
Marital status	Unmarried	35.1	36.3	36.1
	Married	61.0	60.8	60.5
	Others	3.9	2.9	3.4
Residing Region	Seoul	20.2	25.2	23.5
	Busan	7.0	6.7	6.5
	Daegu	4.9	5.2	5.1
	Incheon	5.8	5.6	5.3
	Kwangju	2.9	2.9	3.0
	Daejeon	3.1	3.1	3.1
	Ulsan	2.3	2.0	1.9
	Gyeonggi	24.2	24.8	25.2
	Gangwon	2.9	2.8	2.7
	Chungbuk	3.0	2.6	3.0
	Chungnam	4.3	3.5	3.9
	Jeonbuk	3.4	3.1	3.2
	Jeonnam	3.3	2.4	2.7
	Gyeongbuk	5.1	4.2	4.4
	Gyeongnam	6.4	5.2	5.4
	Jeju	1.1	0.8	1.0

(%)

Classification		Total	Overseas Travel Experience (past 6 months)	Overseas Travel Plan (Next 6 months)
	Total	(26,000)	(4,838)	(5,943)
Occupation	White collar/workers in technical areas	46.9	49.0	47.1
	Full time housewife	11.0	8.4	8.5
	Business/management/ professionals	8.3	11.4	11.2
	Self employed	7.4	7.6	8.3
	Undergrad or graduate student	4.2	5.3	4.6
	Sales/service	4.7	4.0	5.3
	Skilled worker/ general manual worker	4.6	3.8	4.1
	Others/Unemployed	12.9	10.3	11.1
Average Monthly Household Income	below KRW 3 Million	14.3	9.2	11.5
	KRW 3 Mil to 5 Mil	30.9	26.5	27.1
	KRW 5 Mil to 7 Mil	28.7	30.1	29.0
	KRW 7 Mil or above	26.1	34.3	32.4

* Overseas Travel Experience(in the past 3 months) – 10.0% of the total,
  Overseas Travel Planning (in the next 3 months) – 10.4% of the total.
  Overseas Travel Experience (in the past 6 months) – 18.6% of the total,
  Overseas Travel Planning (in the next 6 months) – 22.9% 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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total travel	37.6	**19.8**	33.7	22.8	13.9	8.7	−17.8

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	42.8	**23.0**	33.7	20.3	16.4	21.6	−19.8
Domestic travel	34.7	**27.3**	30.0	26.2	25.0	28.1	−7.4
Overseas travel	39.1	**17.8**	30.9	14.8	11.0	14.5	−21.3

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	77.4	61.3	69.7	53.4	61.0	61.3	-16.1
Domestic travel	69.0	58.4	62.2	50.7	60.2	60.9	-10.6
Overseas travel	27.6	10.0	22.8	9.2	4.7	3.1	-17.6

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	81.8	68.9	70.0	68.0	71.5	66.2	-12.9
Domestic travel	70.5	65.9	62.3	65.8	70.5	65.2	-4.6
Overseas travel	35.5	10.4	24.6	8.8	4.2	4.1	-25.1

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Oceania	49.3	32.6	42.9	30.1	26.1	31.5	−16.7
Southern Europe	52.1	29.6	42.1	25.7	23.1	27.5	−22.5
Eastern Europe	48.1	28.3	39.8	24.9	22.3	26.3	−19.8
Western/Northern Europe	48.5	27.7	40.6	23.0	21.4	26.1	−20.8
United States/Canada	40.7	24.0	35.8	20.9	17.6	21.9	−16.7
Southeast Asia	39.5	21.6	30.8	17.7	16.5	21.7	−17.9
Hongkong/Macao	27.7	15.0	18.1	13.8	11.8	16.2	−12.7
Latin America	22.2	14.8	20.8	13.1	11.7	13.9	−7.4
Central/Southwest Asia	15.1	9.8	13.3	8.7	7.8	9.4	−5.3
Japan	17.4	9.0	7.9	7.8	8.0	12.2	−8.4
Africa	10.5	7.2	9.6	6.5	5.7	7.0	−3.3
China	14.2	5.9	6.8	5.3	4.9	6.6	−8.3

*Number of cases: (2019)12,907, (2020)12,871, (Q1)3,186, (Q2)3,242, (Q3)3,228, (Q4)3,216

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		2019 (A)	2020 (B)	2020				Gap (B–A), %p
				1/4	2/4	3/4	4/4	
Total		27.6	**10.0**	22.8	9.2	4.7	3.3	**−17.6**
Sex	Male	27.3	**11.0**	23.7	10.5	5.8	4.0	**−16.3**
	Female	27.8	**9.0**	21.9	7.9	3.5	2.5	**−18.8**
age	20s	30.3	**13.4**	27.2	13.4	6.6	6.2	**−16.9**
	30s	31.5	**11.5**	25.4	10.7	6.0	3.8	**−20.0**
	40s	24.0	**8.0**	18.8	6.9	4.1	2.0	**−16.0**
	50s	25.5	**8.7**	21.7	7.7	3.2	2.2	**−16.8**
	60s or above	27.7	**8.8**	21.7	7.8	3.3	2.5	**−18.9**
Sex BY Age	Male/20s	27.5	**15.4**	28.7	16.6	8.5	8.4	**−12.1**
	Male/30s	31.7	**13.0**	27.1	12.8	8.2	4.1	**−18.7**
	Male/40s	26.1	**9.3**	20.8	8.4	5.2	2.8	**−16.8**
	Male/50s	25.2	**8.8**	21.3	7.3	3.9	2.6	**−16.4**
	Male/60s or above	26.0	**8.8**	20.9	9.0	2.7	2.2	**−17.2**
	Female/20s	33.5	**11.4**	25.7	10.9	4.8	3.8	**−22.1**
	Female/30s	31.3	**9.9**	23.6	8.5	3.8	3.4	**−21.4**
	Female/40s	21.9	**6.6**	16.7	5.3	3.0	1.3	**−15.3**
	Female/50s	25.7	**8.7**	22.2	8.2	2.6	1.8	**−17.0**
	Female/60s or above	29.2	**8.9**	22.6	6.5	3.9	2.7	**−20.3**

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Experience ('Yes')	41.5	18.6	37.1	21.9	10.1	5.2	-22.9
1 time	77.3	81.1	78.2	82.5	88.5	80.7	3.8
2 times	18.0	15.2	17.9	13.4	9.0	15.8	-2.8
More than 3 times	4.7	3.7	3.8	4.1	2.4	3.5	-1.0
Average [unit: times]	1.27	1.23	1.26	1.22	1.14	1.23	-0.04

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (Q4)6,500
**Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	74.9	67.8	69.8	69.7	61.6	57.3	-7.1
Vietnam	13.0	16.1	17.8	16.8	11.9	9.2	3.1
Japan	24.2	12.9	11.5	13.8	13.3	18.7	-11.3
China	8.3	7.5	8.0	7.6	5.8	6.4	-0.8
Taiwan	5.4	7.1	8.1	7.4	5.2	2.6	1.7
Thailand	6.5	6.9	7.1	7.1	7.0	4.9	0.4
Philippines	5.5	5.7	6.3	5.2	5.1	4.9	0.2
Singapore	2.1	2.2	2.4	2.2	2.0	1.2	0.1
Asia Others	9.9	9.4	8.7	9.7	11.3	9.3	-0.5
Europe	9.4	10.6	10.6	10.2	12.5	8.9	1.2
Oceania	7.3	8.8	8.1	8.5	9.9	12.5	1.5
North America	5.4	7.8	7.0	7.1	10.4	12.0	2.4
Latin America	0.6	1.3	0.9	1.5	1.6	2.9	0.7
Middle East	0.8	0.9	1.1	0.7	0.9	0.9	0.1
Africa	0.3	0.9	0.7	1.0	1.1	1.4	0.6
Others	1.2	1.8	1.7	1.3	2.0	4.1	0.6

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

4. Travel Duration(%)

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

(Overseas travel experience)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	15.3	13.1	10.0	11.9	18.7	28.9	-2.2
3 nights	25.3	21.4	23.6	19.1	19.0	20.1	-3.9
4 nights	25.3	23.9	26.8	24.8	17.5	12.8	-1.4
5 nights	9.4	8.9	8.8	9.6	9.0	6.2	-0.5
6 nights	5.0	6.0	6.1	6.7	4.7	4.3	1.0
7 nights	4.6	5.6	5.9	5.6	4.7	4.7	1.0
8 nights	3.5	3.5	3.9	3.7	2.7	2.0	0.0
9 nights~14 nights	7.3	10.2	10.0	10.3	11.7	8.4	2.9
15 or more nights	4.1	7.5	5.0	8.4	11.9	12.6	3.4
Average [unit: nights]	5.31	6.49	5.86	6.88	7.54	7.33	1.18

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Didn't take a leave	24.8	24.3	23.9	23.5	29.1	21.2	-0.5
Took a leave	75.2	75.7	76.1	76.5	70.9	78.8	0.5
Used 1 day	12.8	10.4	9.2	11.0	8.8	20.0	-2.4
Used 2 days	20.8	19.7	20.0	19.8	18.6	19.2	-1.1
Used 3 days	18.2	17.7	17.9	18.9	15.4	16.2	-0.5
Used 4 days	8.2	8.8	10.1	7.9	7.0	6.9	0.6
Used 5 days	8.6	9.7	11.2	8.0	9.3	7.4	1.1
Used 6 days	1.9	2.2	2.1	2.5	1.5	2.1	0.3
Used 7 or more days	4.8	7.2	5.6	8.3	10.4	7.0	2.4

*Number of cases: (2019)7,441, (2020)3,306, (Q1)1,652, (Q2)966, (Q3)460, (Q4)228

6. Companion(% Multiple Answers)

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

(Overseas travel experience)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	34.7	32.8	35.4	32.0	30.4	21.9	-1.9
Spouse	31.0	31.0	31.8	30.8	30.4	27.3	0.0
Friends	23.7	22.3	23.3	22.9	20.1	17.0	-1.4
Alone	11.4	14.9	11.0	15.4	19.0	32.4	3.5
Co-worker	6.7	5.8	5.9	6.9	4.2	2.9	-0.9
Signigficant other	5.0	5.0	4.9	5.0	6.1	4.1	0.0
Others	2.4	2.6	2.7	1.9	3.1	3.2	0.2

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

7. Number of Companions(%)

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

(Overseas travel experience)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	11.4	14.9	11.0	15.4	19.0	32.4	3.5
2 people	36.3	35.6	35.8	35.3	37.5	32.3	-0.7
3 people	15.1	14.5	15.3	14.2	13.2	12.5	-0.6
4 people	17.2	15.6	16.6	14.5	15.7	13.1	-1.6
5 or more people	13.9	14.2	15.2	15.3	11.8	6.6	0.3
Don't Know	6.0	5.2	6.0	5.3	2.9	3.0	-0.8
Average [unit: people]	3.09	3.02	3.17	3.05	2.77	2.39	-0.07

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

8. Travel Type(%)

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

(Overseas travel experience)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	61.0	62.0	60.2	63.3	63.7	65.4	1.0
Group package travel	32.0	30.2	32.7	28.9	27.5	22.9	-1.8
Air-tel or air-car-tel package travel	7.0	7.9	7.1	7.7	8.8	11.6	0.9

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	27.7	27.2	27.4	26.5	30.2	22.5	-0.5
Applicable travel period/schedule	12.1	11.0	11.6	11.1	9.0	10.5	-1.1
Low market price	9.7	9.7	9.4	9.3	10.7	12.0	0.0
Reasonable travel expenses	7.8	8.9	9.5	9.3	5.7	8.8	1.1
Short travel distance	8.7	7.7	7.8	7.3	7.2	9.1	-1.0
Acquaintance's recommendation	6.1	7.1	7.2	7.9	6.0	4.9	1.0
Many different kinds of food	6.0	6.3	5.9	6.4	6.8	7.6	0.3
Many things to do	7.4	5.9	6.1	6.0	5.3	4.6	-1.5
Much to shop for	3.2	3.5	2.3	3.6	5.5	7.9	0.3
Safe place to travel	1.1	1.2	1.2	1.5	0.9	0.9	0.1
Convenient transportation in destination	0.9	1.2	0.8	1.3	2.3	1.2	0.3
Others	4.6	6.0	6.5	5.7	5.8	4.3	1.4
I was not the decision-maker	4.7	4.4	4.3	4.1	4.5	5.8	-0.3

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

10. Main Travel Activities(%)

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

(Overseas travel experience)

Category \ Time	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	20.8	22.3	23.1	22.5	22.1	15.5	1.5
To appreciate natural scenery	17.3	15.6	16.6	14.6	14.8	14.8	-1.7
To enjoy good food and drink	13.9	12.0	12.4	12.0	11.4	9.9	-1.9
To enjoy city landscapes	11.4	11.0	11.3	10.9	11.2	8.3	-0.4
To appreciate historic sites and remains	10.2	10.4	10.4	11.0	10.5	8.4	0.2
To visit family, relatives, and friends, etc.	5.2	7.2	6.1	7.1	8.4	13.1	2.0
To enjoy theme park, hot spring, etc.	8.1	6.3	6.4	5.6	6.1	8.1	-1.8
To appreciate culture-arts	3.3	4.7	4.3	5.0	5.4	4.7	1.4
To do sports/hobbies	3.6	4.4	4.5	4.2	4.2	5.8	0.8
Shopping	3.9	3.4	2.4	4.2	3.6	6.7	-0.5
To visit festivals or events	1.5	1.9	1.7	2.3	1.4	2.9	0.4
Others	0.8	0.8	0.7	0.5	1.0	1.8	0.0

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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)

Category \ Time	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	51.7	53.1	52.8	50.5	61.4	46.3	1.4
Golf	29.3	30.6	31.7	32.0	20.6	41.5	1.3
Hiking	17.1	19.5	17.6	19.8	22.9	22.0	2.4
Fishing	11.0	13.0	11.1	10.7	19.7	19.3	2.0
Winter sports	8.1	12.3	8.7	10.6	17.6	29.4	4.2
Others	7.7	6.8	6.3	8.9	6.0	2.4	-0.9

*Number of cases: (2019)984, (2020)557, (Q1)255, (Q2)166, (Q3)96, (Q4)40

12. Product Reserved/Purchased(%Multiple Answers)

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

(Overseas travel experience)

Time Category	2019 (A)	2020 (B)	2020				Gap (B–A), %p
			1/4	2/4	3/4	4/4	
Airplane	41.9	41.1	40.6	45.6	38.3	31.4	–0.8
Group package tour	39.0	38.0	39.8	36.7	36.3	34.6	–1.0
Lodging	36.8	34.8	35.0	38.2	32.1	24.1	–2.0
Local transportation	19.6	21.7	21.7	23.4	20.6	16.5	2.1
Activities/ticket/tour product	16.6	19.5	19.5	21.4	19.0	13.1	2.9
Rental car	6.2	6.5	6.1	6.6	6.7	9.0	0.3
None	8.9	9.0	8.6	7.8	10.8	13.4	0.1

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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		2019 (A)	2020 (B)	2020				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Flights	Airline	41.2	**39.4**	38.2	40.4	37.4	47.9	−1.8
	Tour prouduct specialized Web/App	28.9	**32.1**	34.6	31.6	30.2	17.7	3.2
	Travel Agency	16.0	**15.5**	14.6	15.9	16.8	17.8	−0.5
	Open Market	6.9	**6.8**	6.7	6.8	7.4	5.5	−0.1
	Social Commerce	4.4	**3.8**	3.6	3.1	4.8	7.4	−0.6
	TV Homeshopping	0.4	**0.3**	0.3	0.0	0.8	1.8	−0.1
	Others/Don't Know	2.2	**2.1**	2.0	2.2	2.5	1.9	−0.1

*Number of cases: (2019)4,525, (2020)1,988, (Q1)979, (Q2)651, (Q3)252, (Q4)107

Time / Category		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Package	Travel Agency	57.9	**62.6**	65.5	60.8	62.8	45.8	4.7
	Tour prouduct specialized Web/App	6.9	**8.6**	7.9	9.3	7.3	14.4	1.7
	TV Homeshopping	9.0	**7.6**	7.4	7.5	7.9	9.3	−1.4
	Social Commerce	7.5	**5.9**	5.4	6.7	5.4	6.8	−1.6
	Open Market	5.1	**5.7**	4.2	5.4	8.4	14.5	0.6
	Others/Don't Know	13.7	**9.6**	9.6	10.3	8.2	9.2	−4.1

*Number of cases: (2019)4,212, (2020)1,841, (Q1)961, (Q2)523, (Q3)239, (Q4)118

Time / Category		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Lodging	Tour prouduct specialized Web/App	66.8	**63.1**	65.6	62.4	63.6	40.8	−3.7
	Direct from lodging vendors	14.7	**16.2**	14.8	18.9	13.3	20.6	1.5
	Travel Agency	8.9	**9.6**	8.9	9.4	9.0	20.5	0.7
	Open Market	2.9	**4.1**	3.7	3.2	7.0	6.0	1.2
	Social Commerce	3.3	**2.6**	2.4	2.1	1.9	9.7	−0.7
	Others/Don't Know	3.4	**4.4**	4.6	4.0	5.1	2.4	1.0

*Number of cases: (2019)3,976, (2020)1,684, (Q1)845, (Q2)545, (Q3)212, (Q4)82

Time / Category		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Local Transportation	Tour prouduct specialized Web/App.	26.7	**28.4**	29.3	29.1	28.0	17.5	1.7
	Direct from vendors	20.8	**24.2**	25.3	24.1	22.0	20.9	3.4
	Travel Agency	11.3	**10.7**	7.9	11.4	13.6	24.8	−0.6
	Social Commerce	12.7	**8.6**	9.5	7.3	6.1	14.1	−4.1
	Open Market	7.5	**7.0**	6.6	7.2	6.7	10.6	−0.5
	Others/Don't Know	21.0	**21.0**	21.4	20.9	23.6	12.2	0.0

*Number of cases: (2019)2,117, (2020)1,049, (Q1)523, (Q2)334, (Q3)135, (Q4)56

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		2019 (A)	2020 (B)	2020				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
A c t i v i t i e s	Tour prouduct specialized Web/App.	44.3	49.5	51.5	52.8	44.1	27.0	5.2
	Direct from vendors	15.0	13.4	12.2	14.2	16.5	12.0	-1.6
	Social Commerce	13.9	11.6	12.7	8.9	13.5	12.4	-2.3
	Travel Agency	9.8	9.5	8.4	9.4	7.4	24.4	-0.3
	Open Market	6.0	7.3	5.6	5.4	10.5	24.3	1.3
	Others/Don't Know	11.0	8.7	9.5	9.2	8.0	0.0	-2.3

*Number of cases: (2019)1,101, (2020)573, (Q1)284, (Q2)180, (Q3)76, (Q4)33

Time / Category		2019 (A)	2020 (B)	2020				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
R e n t a l C a r s	Car Rental Agency	53.6	49.9	49.0	53.6	45.8	48.8	-3.7
	Tour prouduct specialized Web/App.	13.9	18.5	19.1	19.1	17.2	15.8	4.6
	Travel Agency	8.8	12.7	10.8	12.1	13.3	22.8	3.9
	Open Market	5.3	6.9	6.8	5.4	10.6	6.2	1.6
	Social Commerce	4.8	3.9	2.5	3.0	8.6	6.4	-0.9
	Others/Don't Know	13.5	8.1	11.8	6.7	4.5	0.0	-5.4

*Number of cases: (2019)673, (2020)315, (Q1)146, (Q2)94, (Q3)44, (Q4)31

14. Reserving/Purchasing Method(%)

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

(Had reserved/purchased travel product)

Time / Category		2019 (A)	2020 (B)	2020				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Flights	PC Internet	56.0	49.3	49.1	48.8	51.9	47.0	-6.7
	Mobile Internet	40.3	47.0	47.2	46.9	45.7	48.4	6.7
	Phone	2.6	2.0	1.3	3.2	0.7	3.6	-0.6
	Visit/direct purchase	0.7	1.3	1.6	0.9	1.6	0.9	0.6
	Others/Don't Know	0.4	0.4	0.8	0.1	0.0	0.0	0.0

*Number of cases: (2019)4,525, (2020)1,988, (Q1)979, (Q2)651, (Q3)252, (Q4)107

		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap
Package	PC Internet	35.7	34.7	34.8	35.8	35.7	26.4	-1.0
	Mobile Internet	24.4	27.1	25.9	24.2	30.9	41.3	2.7
	Phone	19.2	18.8	18.7	21.2	17.6	11.0	-0.4
	Visit/direct purchase	11.1	12.1	13.1	11.5	9.9	11.2	1.0
	Others/Don't Know	9.6	7.4	7.4	7.4	5.9	10.1	-2.2

*Number of cases: (2019)4,212, (2020)1,841, (Q1)961, (Q2)523, (Q3)239, (Q4)118

		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap
Lodging	Mobile Internet	44.4	48.3	48.2	49.2	46.8	48.1	3.9
	PC Internet	51.2	47.6	48.1	47.1	48.6	43.5	-3.6
	Phone	2.1	1.7	1.5	1.6	1.8	4.7	-0.4
	Visit/direct purchase	1.2	1.7	1.3	1.7	2.3	3.6	0.5
	Others/Don't Know	1.0	0.7	0.9	0.4	0.5	0.0	-0.3

*Number of cases: (2019)3,976, (2020)1,684, (Q1)845, (Q2)545, (Q3)212, (Q4)82

		2019 (A)	2020 (B)	1/4	2/4	3/4	4/4	Gap
Local Transportation	Mobile Internet	37.9	44.7	47.1	43.0	39.4	45.9	6.8
	PC Internet	39.7	31.8	31.7	32.1	30.7	33.2	-7.9
	Visit/direct purchase	18.2	18.9	17.1	21.8	19.8	15.7	0.7
	Phone	1.6	1.6	1.1	1.4	3.6	3.5	0.0
	Others/Don't Know	2.7	3.0	3.1	1.8	6.5	1.7	0.3

*Number of cases: (2019)2,117, (2020)1,049, (Q1)523, (Q2)334, (Q3)135, (Q4)56

14. Reserving/Purchasing Method(%)

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

(Had reserved/purchased travel product)

Time Category		2019 (A)	2020 (B)	2020				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
A c t i v i t i e s	Mobile Internet	49.2	**57.7**	56.9	61.1	48.5	66.7	**8.5**
	PC Internet	41.2	**34.8**	35.8	31.1	45.6	21.3	**−6.4**
	Visit/direct purchase	7.8	**5.6**	5.9	5.5	3.6	9.1	**−2.2**
	Phone	1.1	**1.2**	1.1	0.6	2.4	2.9	**0.1**
	Others/Don't Know	0.7	**0.7**	0.3	1.7	0.0	0.0	**0.0**

*Number of cases: (2019)1,101, (2020)573, (Q1)284, (Q2)180, (Q3)76, (Q4)33

Time Category		2019 (A)	2020 (B)	2020				Gap (B-A), %p
R e n t a l	C a r s	PC Internet	56.6	**47.5**	47.1	56.8	37.6	35.0	**−9.1**
		Mobile Internet	31.4	**38.7**	39.6	32.0	48.0	41.8	**7.3**
		Visit/direct purchase	7.6	**9.9**	10.9	8.9	6.3	13.4	**2.3**
		Phone	2.9	**3.6**	1.9	2.2	8.2	9.7	**0.7**
		Others/Don't Know	1.5	**0.3**	0.6	0.0	0.0	0.0	**−1.2**

*Number of cases: (2019)673, (2020)315, (Q1)146, (Q2)94, (Q3)44, (Q4)31

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)

Time Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Below KRW 500 thousand	8.6	**7.0**	6.5	6.8	7.0	11.3	**−1.6**
KRW 500 thousand to 1 Million	36.4	**29.3**	32.0	28.0	24.1	25.3	**−7.1**
KRW 1 Mil. to 2 Mil.	34.1	**35.2**	35.1	36.5	34.7	31.8	**1.1**
KRW 2 Mil. to 5 Mil.	17.7	**23.4**	22.5	23.0	27.0	25.5	**5.7**
KRW 5 Mil. or above	3.2	**5.0**	3.9	5.8	7.2	6.1	**1.8**
Don't Know	0.0	**0.0**	0.0	0.0	0.0	0.0	**0.0**
Average [unit: 10 thousand won]	138.53	**161.86**	154.01	166.09	180.34	165.00	**23.33**
Average per night [unit: 10 thousand won]	26.08	**24.93**	26.27	24.15	23.91	22.52	**−1.15**

*Number of cases: (2019)10,584, (2020)4,713, (Q1)2,373, (Q2)1,392, (Q3)637, (Q4)311

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)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), Score
			1/4	2/4	3/4	4/4	
Total	3.96	3.97	3.98	4.02	3.95	3.72	0.01
Asia	3.92	3.93	3.93	3.98	3.94	3.75	0.01
Thailand	3.98	4.04	4.10	4.05	4.01	3.42	0.06
Japan	3.96	4.02	3.97	4.13	4.08	3.84	0.06
Taiwan	3.98	3.99	3.94	4.08	4.01	3.99	0.01
Singapore	4.03	3.96	3.85	4.11	4.07	4.01	-0.07
Vietnam	3.98	3.95	3.95	3.93	3.96	3.97	-0.03
Philippines	3.89	3.91	3.92	3.90	4.06	3.59	0.02
China	3.64	3.63	3.66	3.73	3.26	3.60	-0.01
Asia Others	3.89	3.91	3.92	3.92	3.98	3.59	0.02
Europe	4.16	4.15	4.14	4.25	4.14	3.87	-0.01
Africa	4.13	4.05	4.02	4.02	4.11	4.19	-0.08
Oceania	4.00	4.04	4.15	4.06	3.94	3.65	0.04
North America	4.08	4.00	4.08	4.04	3.95	3.64	-0.08
Middle East	4.03	3.97	4.12	3.87	3.65	3.67	-0.06
Latin America	3.78	3.96	3.89	4.47	3.81	3.21	0.18
Others	3.85	3.91	4.06	4.10	3.35	3.79	0.06

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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)

Category \ Time	2019 (A)	2020 (B)	2020				Gap (B-A), Score
			1/4	2/4	3/4	4/4	
Total	3.83	3.86	3.88	3.90	3.81	3.71	0.03
Asia	3.78	3.81	3.81	3.84	3.77	3.73	0.03
Thailand	3.89	3.99	4.03	4.09	3.75	3.65	0.10
Japan	3.77	3.88	3.81	3.98	3.91	3.86	0.11
Philippines	3.82	3.85	3.83	3.81	4.08	3.82	0.03
Taiwan	3.84	3.85	3.83	3.89	3.77	4.11	0.01
Vietnam	3.88	3.80	3.80	3.77	3.76	4.10	-0.08
Singapore	3.80	3.70	3.65	3.70	3.92	3.75	-0.10
China	3.63	3.57	3.59	3.70	3.15	3.42	-0.06
Asia Others	3.66	3.73	3.83	3.67	3.77	3.22	0.07
Europe	4.17	4.13	4.17	4.21	4.07	3.58	-0.04
North America	3.97	4.00	4.03	4.09	3.95	3.73	0.03
Oceania	3.90	3.95	4.04	3.90	3.87	3.74	0.05
Latin America	3.65	3.81	3.86	4.22	3.47	3.20	0.16
Middle East	3.76	3.69	3.87	3.55	3.11	3.67	-0.07
Africa	3.68	3.40	3.27	3.30	3.53	3.99	-0.28
Others	3.54	3.75	3.81	3.93	3.20	3.86	0.21

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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	2019 (A)	2020 (B)	2020				Gap (B-A), Score
			1/4	2/4	3/4	4/4	
Total	3.84	**3.87**	3.89	3.90	3.81	3.70	0.03
Asia	3.78	**3.80**	3.80	3.83	3.77	3.70	0.02
Thailand	3.91	**3.99**	4.01	4.05	3.87	3.76	0.08
Singapore	3.91	**3.94**	3.85	4.09	3.91	4.01	0.03
Taiwan	3.90	**3.90**	3.86	3.98	3.84	3.99	0.00
Philippines	3.81	**3.82**	3.88	3.70	3.97	3.64	0.01
Vietnam	3.93	**3.82**	3.82	3.80	3.83	4.01	−0.11
Japan	3.69	**3.76**	3.67	3.84	3.79	3.84	0.07
China	3.58	**3.55**	3.56	3.69	3.18	3.32	−0.03
Asia Others	3.77	**3.78**	3.87	3.75	3.80	3.24	0.01
Europe	4.19	**4.13**	4.16	4.21	4.02	3.74	−0.06
North America	4.03	**4.00**	4.10	4.01	3.88	3.81	−0.03
Oceania	3.95	**3.95**	4.05	3.91	3.91	3.65	0.00
Middle East	4.00	**3.90**	4.07	3.85	3.32	3.67	−0.10
Africa	4.08	**3.82**	3.83	3.58	3.98	4.18	−0.26
Latin America	3.83	**3.80**	3.85	4.21	3.55	3.09	−0.03
Others	3.69	**3.76**	3.80	4.07	3.24	3.71	0.07

*Number of cases: (2019)10,800, (2020)4,838, (Q1)2,413, (Q2)1,426, (Q3)658, (Q4)341

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	2019 (A)	2020 (B)	2020 1/4	2020 2/4	2020 3/4	2020 4/4	Gap (B-A), %p
Total	35.5	**10.4**	24.6	8.8	4.2	4.1	**-25.1**
Gender Male	35.6	**12.1**	26.2	11.0	5.8	5.4	**-23.5**
Female	35.3	**8.7**	23.0	6.5	2.6	2.9	**-26.6**
age 20's	37.3	**12.6**	27.4	10.4	5.3	7.0	**-24.7**
30's	38.2	**11.5**	27.6	9.1	5.3	4.0	**-26.7**
40's	33.5	**9.5**	23.3	8.4	3.2	2.9	**-24.0**
50's	33.4	**8.9**	21.2	8.1	3.1	3.5	**-24.5**
elder than 60	35.7	**10.2**	24.2	8.1	4.7	3.7	**-25.5**
Gender by Age 20's Male	36.3	**15.2**	27.6	14.4	8.4	10.7	**-21.1**
30's Male	38.5	**13.4**	29.6	12.2	7.4	4.4	**-25.1**
40's Male	34.6	**10.8**	25.1	10.2	4.1	3.9	**-23.8**
50's Male	33.7	**10.2**	23.0	9.3	3.8	4.5	**-23.5**
Male over 60	35.1	**11.5**	26.3	9.9	6.1	3.6	**-23.6**
20's Female	38.4	**10.0**	27.2	7.3	2.3	3.0	**-28.4**
30's Female	37.8	**9.6**	25.6	5.8	3.2	3.6	**-28.2**
40's Female	32.4	**8.1**	21.5	6.6	2.2	1.9	**-24.3**
50's Female	33.1	**7.7**	19.2	6.7	2.5	2.4	**-25.4**
Female over 60	36.3	**8.7**	22.1	6.0	3.1	3.8	**-27.6**

*Number of cases: (2019)26,000, (2020)26,000, (Q1)6,500, (Q2)6,500, (Q3)6,500, (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	2019 (A)	2020 (B)	2020 1/4	2020 2/4	2020 3/4	2020 4/4	Gap (B-A), %p
1 time	86.7	86.5	87.3	87.1	84.5	84.7	-0.2
2 times	11.6	11.4	11.1	10.2	13.1	13.1	-0.2
More than 3 times	1.6	2.0	1.6	2.7	2.4	2.2	0.4
Average [unit: times]	1.15	1.16	1.14	1.16	1.18	1.17	0.01

*Number of cases: (2019)14,374, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

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	2019 (A)	2020 (B)	2020 1/4	2020 2/4	2020 3/4	2020 4/4	Gap (B-A), %p
Asia	69.4	58.5	60.0	58.7	55.8	55.9	-10.9
Vietnam	14.3	12.0	14.8	10.5	9.6	7.2	-2.3
Japan	15.1	9.0	7.0	9.0	11.1	13.6	-6.1
Thailand	6.1	6.3	6.5	7.1	5.3	5.1	0.2
Taiwan	6.8	6.0	6.6	5.5	5.5	4.8	-0.8
Philippines	4.5	5.4	5.9	4.7	5.3	5.2	0.9
China	7.0	5.0	4.7	4.2	5.9	6.2	-2.0
Singapore	3.7	3.4	3.1	3.8	3.6	3.7	-0.3
Asia Others	12.0	11.5	11.2	13.9	9.6	10.1	-0.5
Oceania	8.4	14.0	12.5	15.6	14.5	15.6	5.6
Europe	10.7	11.3	12.5	10.0	9.5	10.7	0.6
North America	7.3	11.2	9.5	11.5	15.5	12.4	3.9
Middle East	1.1	1.3	1.9	1.1	0.6	0.6	0.2
Latin America	1.4	1.2	1.2	1.1	1.0	1.6	-0.2
Africa	0.6	0.8	0.5	0.8	0.9	1.3	0.2
Others	1.2	1.7	1.8	1.2	2.2	1.9	0.5

*Number of cases: (2019)14,374, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

4. Development Level of Travel Plans(%)

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

<div align="right">(Overseas travel plan)</div>

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or lodging facilities, etc	39.3	34.8	35.5	32.9	35.0	35.5	-4.5
Travel period and destination is finalized	21.8	19.2	21.3	18.7	14.5	17.3	-2.6
The destination is finalized, but the travel period is yet to be decided	16.1	19.4	17.7	21.7	22.2	18.5	3.3
The travel period is finalized, but the destination is yet to be decided	22.7	26.7	25.6	26.7	28.4	28.7	4.0

*Number of cases: (2019)14,374, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

5. Travel Starting Point of Time(%)

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

<div align="right">(Overseas travel plan)</div>

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
within a month	19.5	17.5	15.1	23.1	15.6	18.3	-2.0
within a one or two months	19.1	19.2	14.5	32.5	14.3	17.6	0.1
within two or three months	17.5	20.4	18.7	29.0	15.0	16.6	2.9
within three or four months	15.2	17.6	20.8	15.1	14.6	13.1	2.4
within four or five months	12.5	12.6	16.7	0.1	19.9	12.1	0.1
in five months or after	16.2	12.9	14.1	0.2	20.7	22.3	-3.3

*Number of cases: (2019)14,339, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

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	2019 (A)	2020 (B)	2020 1/4	2/4	3/4	4/4	Gap (B-A), %p
2 nights or under	14.8	16.2	11.7	20.1	19.8	21.9	1.4
3 nights	25.4	20.8	22.3	19.7	18.4	19.4	-4.6
4 nights	24.6	21.5	24.9	19.0	18.4	16.8	-3.1
5 nights	8.5	9.5	10.7	9.8	7.6	6.8	1.0
6 nights	5.6	6.8	6.1	8.5	6.7	6.3	1.2
7 nights	5.4	6.5	6.2	6.1	8.0	6.4	1.1
8 nights	3.8	3.8	3.8	3.0	4.4	4.6	0.0
9 nights~14 nights	8.0	9.2	9.9	8.5	9.2	8.1	1.2
15 or more nights	3.8	5.7	4.3	5.3	7.5	9.7	1.9
Average [unit: nights]	5.31	5.92	5.69	5.60	6.42	6.76	0.61

*Number of cases: (2019)14,339, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

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	2019 (A)	2020 (B)	2020 1/4	2/4	3/4	4/4	Gap (B-A), %p
Not going to take a leave	20.5	21.9	20.2	19.2	25.0	29.0	1.4
Going to take a leave	79.5	78.1	79.8	80.8	75.0	71.0	-1.4
Use 1 day	13.5	11.2	11.6	10.2	11.4	11.3	-2.3
Use 2 days	22.1	18.9	19.4	20.7	16.9	16.5	-3.2
Use 3 days	17.5	17.3	18.4	18.1	15.3	14.1	-0.2
Use 4 days	8.8	10.2	10.8	10.0	10.4	8.1	1.4
Use 5 days	9.7	10.9	11.1	11.9	10.3	9.3	1.2
Use 6 days	2.2	2.5	2.3	3.5	2.3	1.8	0.3
Use 7 or more days	5.7	7.0	6.1	6.4	8.3	9.9	1.3

*Number of cases: (2019)9,863, (2020)4,019, (Q1)1,958, (Q2)940, (Q3)565, (Q4)556

8. Travel Type(%)

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

(Overseas travel plan)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Free Independent Travel	55.0	**58.4**	56.5	59.3	60.7	60.4	**3.4**
Group Package Tour	29.1	**24.7**	26.9	24.7	21.7	20.8	**-4.4**
Partial package travel	7.0	**6.7**	6.8	5.4	7.0	8.0	**-0.3**
Do not have a specific plan yet	8.9	**10.3**	9.8	10.6	10.6	10.8	**1.4**

*Number of cases: (2019)14,374, (2020)5,647, (Q1)2,609, (Q2)1,398, (Q3)816, (Q4)824

9. Main Travel Activities(%)

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

(Overseas travel plan)

Time / Category	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	21.8	24.4	**25.8**	24.5	21.4	22.2	**2.6**
To appreciate natural scenery	17.9	17.2	**17.1**	17.7	20.2	13.7	**-0.7**
To enjoy good food and drink	15.4	12.2	**12.6**	12.6	10.7	11.8	**-3.2**
To enjoy city landscapes	11.0	10.2	**10.7**	9.3	9.8	10.4	**-0.8**
To appreciate historic sites and remains	9.8	9.5	**10.3**	8.9	7.9	9.3	**-0.3**
To visit family, relatives, and friends, etc.	5.4	8.8	**6.9**	8.6	12.3	12.5	**3.4**
To enjoy theme park, hot spring, etc.	6.7	4.3	**4.6**	3.8	3.8	4.9	**-2.4**
To appreciate culture-arts	3.3	3.8	**3.4**	4.4	3.9	3.9	**0.5**
To do sports/hobbies	3.1	3.6	**3.5**	3.6	3.3	4.6	**0.5**
Shopping	3.5	3.4	**3.2**	3.8	3.7	2.9	**-0.1**
To visit festivals or events	1.4	1.6	**1.0**	1.5	2.5	2.8	**0.2**
Others	0.7	0.9	**0.8**	1.3	0.5	1.1	**0.2**

*Number of cases: (2019)14,374, (2020)5,943, (Q1)2,905, (Q2)1,398, (Q3)816, (Q4)824

10. 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	2019 (A)	2020 (B)	2020				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	47.4	46.5	48.9	44.1	48.3	40.6	-0.9
Golf	33.4	35.5	34.3	32.6	34.1	44.7	2.1
Hiking	16.4	26.6	22.6	26.9	34.3	30.3	10.2
Fishing	13.1	15.8	9.4	13.3	25.0	28.5	2.7
Winter sports	10.9	13.5	7.8	11.0	26.1	20.2	2.6
Others	8.2	4.4	4.5	5.6	5.0	2.1	-3.8

*Number of cases: (2019)1,060, (2019)564, (Q1)263, (Q2)118, (Q3)94, (Q4)89