ConsumerInsight
Travel Behavior & Planning Study

2017-2024 Tabulation

Introduction

1) This report contains excerpts from the 'Weekly Travel Behavior and Planning Study,' initiated by ConsumerInsight Inc. and conducted through weekly surveys since August 2015. The data used in this report is accessible either free or paid via the Cultural Big Data Platform (https://www.bigdata-culture.kr), managed by the Korea Culture Information Service Agency.

2) The content and response method of this survey, as well as the data processing and presentation style, are as follows.

3) 'Travel' refers to overnight stays for purely tourism purposes and day trips, excluding those for business, academic, or similar objectives.

4) 'Travel Behavior' classifies respondents who had domestic travel within the past three months as 'Domestic' and those who had overseas travel within the past six months as 'Overseas', based on the date of questionnaire completion. However, the 'Overseas Travel Experience Rate' in this report is limited to respondents who had overseas travel within the past three months to allow for comparison with domestic travel.

5) 'Travel Plan' results represent respondents who have plans for domestic travel within the next three months or plans for overseas travel within the next six months, respectively.

6) The figures in the statistical tables are rounded to the first or second decimal place, so the total may not equal 100%. Additionally, differences compared to the previous year or the same quarter of the previous year may not match the values in the tables.

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

8) Travel duration, number of companions, and travel expenses were analyzed excluding outliers.

9) In residence areas, travel destination interest, planned travel regions, travel regions, and destination evaluations, Sejong City is included in Chungcheongnam-do.

10) The Travel Corona Index (TCI), is a metric calculated by dividing the results from 2024 by the pre-pandemic (2019) results of COVID-19 occurrences.- Calculation Method : (2024 result ÷ 2019 result) × 100
※ For values below 5.0 in the year 2019, the TCI (Travel Corona Index) is not calculated and is indicated with a '-' symbol.

11) The structure of the survey content and response methods are as shown in the table below.

Classification		Study Start Period	Dis-closed	Answer Type		
				Single Answer	Multiple Answer	5 point scale
Travel Trend	Travel pending Behavior	February,2016 ~				○
	Travel Spending Intent	〃	○			○
	Travel Experience Rate	January,2017 ~	○	○		
	Domestic Travel Experience Rate	〃	○	○		
	Overseas Travel Experience Rate	〃	○	○		
	Travel plan rate	August,2015 ~	○	○		
	Domestic travel plan rate	〃	○	○		
	Overseas travel plan rate	〃	○	○		
	Travel Destination Interest	February,2016 ~	○			○
	Intention to Use Channels for Exploring Domestic Travel Information	December,2016 ~		○		
	Intention to Use Channels for Exploring Overseas Travel Information	〃		○		
Domestic Travel Behavior	Travel Frequency	January,2017 ~		○		
	Travel Destination	〃	○	○		
	Travel Duration	〃		○		
	Vacation (Annual Leave) Use	〃		○		
	Companion	〃			○	
	Number of Companions	〃		○		

* Data is currently available on the cultural big data platform.

Classification		Study Start Period	Dis-closed	Answer Type		
				Single Answer	Multiple Answer	5 point scale
Domestic Travel Behavior	Travel Type	January,2017 ~	○	○		
	Reasons for Choosing Travel Destinations	"		○		
	Main Travel Activities	"	○	○		
	Hobby/Sports Activities During Travel	"			○	
	Transportation to Destination	"		○		
	Transportation in the Destination Area	"		○		
	Accommodation	"	○	○		
	Criteria for selecting Accommodation	"	○	○		
	Criteria for Selecting Restaurants/food	"		○		
	Information Search Channel	January,2020 ~		○		
	Product Reserved/Purchased	January,2017 ~	○		○	
	Reserving/Purchasing Channel	"	○	○		
	Reserving/Purchasing Method	"		○		
	Total Travel Spending	"		○		
	Travel Cost by Item	"		○		
	Travel Destination Satisfaction	"				○
	Travel Destination Revisit Intent	"				○
	Intent to Recommend Travel Destination	"				○
Domestic Travel Plan	Expected Number of Trips	August,2015 ~		○		
	Planned Traveling Destination	"		○		
	Development Level of Travel Plan	"		○		
	Travel Starting point of Time	"		○		
	Planned Travel Duration	"		○		
	Vacation (Annual Leave) Plans	January,2017 ~		○		
	Main Travel Activities	"		○		
	Hobby/Sports Activities During Travel Plan	"			○	

* Data is currently available on the cultural big data platform.

Classification		Study Start Period	Dis-closed	Answer Type		
				Single Answer	Multiple Answer	5 point scale
Overseas Travel Behavior	Travel Frequency	January,2017 ~		○		
	Travel Destination	"	○	○		
	Travel Duration	"		○		
	Vacation(Annual Leave) Use	"		○		
	Companion	"			○	
	Number of Companions	"		○		
	Travel Type	"	○	○		
	Reasons for Choosing Travel Destinations	"		○		
	Main Travel Activities	"	○	○		
	Hobby/Sports Activities During Travel	"			○	
	Information Search Channel	January,2020 ~		○		
	Product Reserved/Purchased	January,2017 ~	○		○	
	Reserving/Purchasing Channel	"	○	○		
	Reserving/Purchasing Method	"		○		
	Total Travel Spending	"		○		
	Travel Destination Satisfaction	"				○
	Travel Destination Revisit Intent	"				○
	Intent to Recommend Travel Destination	"				○
Overseas Travel Plan	Expected Number of Trips	August,2015 ~		○		
	Planned Traveling Destination(Regions)	"		○		
	Development Level of Travel Plan	"		○		
	Travel Starting point of Time	"		○		
	Planned Travel Duration	"		○		
	Vacation (Annual Leave) Plans	January,2017 ~		○		
	Planned Travel Method	"		○		
	Main Travel Activities	"		○		
	Hobby/Sports Activities During Travel Plan	"			○	

* Data is currently available on the cultural big data platform.

Classification		Study Start Period	Dis-closed	Answer Type		
				Single Answer	Multiple Answer	5 point scale
Day trip and Business Trip	Day Trip Experience Rate	January,2020 ~		○		
	Day Trip Day	"			○	
	Day Trip Region	"		○		
	Day Trip Activities	"			○	
	Business Trip Experience Rate	"		○		
	Business Trip Duration	"		○		
	Business Trip Region	"		○		

* Data is currently available on the cultural big data platform.

12) The tables, in part, are posted on 'Leisure·Travel' of the homepage
https://www.consumerinsight.co.kr/leisure-travel.

13) For any queries regarding the report, please, contact ConsumerInsight's Consumer Trend Research Lab (Phone: +82-2-6004-7643).

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Part I
Study
Outline

1. Study Outline & Objective

☐ Study Outline

○ Existing tourism industry data, which focus on past behaviors, provide an overall understanding of market conditions. However, their annual or quarterly survey cycles lack timeliness, presenting significant limitations in:

• Capturing market changes promptly,

• Developing and implementing reasonable countermeasures, and

• Evaluating the effectiveness of those measures.

☐ Study Objective

○ To develop an information system that sequentially captures travel consumers' experiences, evaluations, and expectations, enabling a comprehensive understanding of their behaviors.

○ To provide data to assist in establishing, executing, and evaluating consistent tourism activation strategies by examining recent experiences and evaluations, as well as measuring future plans and intentions.

☐ Study Design

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

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

○ December, 2024: Total of 488 week fieldwork, the cumulative total sample size of 224,300 achieved (since August, 2015).

2. Study Design

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

○ Sample Extraction : Random sampling from ConsumerInsight's IBP (Invitation Based Panel with more than 860,000 panelists).

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

○ Study Method : Email survey by online, mobile

○ Survey Frequency/Period: Weekly (until the second week of December 2024), Monday to Thursday.

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

○ 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 860,000 panelists.

○ ConsumerInsight's panel is the world's largest IBP (Invitation-Based Panel), built using entirely different methods and procedures from other panels. ConsumerInsight conducts large-scale annual and semi-annual syndicated studies in industries such as automotive, telecommunications, and alcoholic beverages. The panel was recruited through the data collection process of these syndicated studies.

○ The sampling for our syndicated studies follows a process of quota allocation based on gender, age, and residence, followed by probability-proportional sampling. The procedure is as follows:

  - First, Quota table setting (target sample size)

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

- Third, send survey participation invitation emails

- Fourth, encourage panel participation after survey completion

- Fifth, panel application review & panel registration

☐ Importance of IBP

○ Our IBP is built following meticulously designed procedures to ensure the independence of data collection processes and results.

○ Generally, existing survey panels are recruited solely to maximize numbers, without consideration for probabilistic sampling. They are indiscriminately gathered through banner ads, partnerships with specific websites, site visitors, referrals from existing panelists, and giveaways, exposing the sampling frame to self-selection bias. This sampling frame cannot be used for studies requiring objectivity and neutrality.

☐ Factors Affecting the Representativeness of a Study Sample

○ The representativeness of this survey is influenced by biases in the sampling frame and data collection procedures.

○ Our IBP sampling frame excludes individuals who do not use online or mobile platforms or whose use is highly restricted.

○ Since the invitation email subject includes the word "travel," individuals who feel they have no interest in travel are less likely to participate.

4. Sample Composition

(%)

Classification		2017	2018	2019	2020	2021	2022	2023	2024
	Total	(26,000)	(26,500)	(26,000)	(26,000)	(26,000)	(26,000)	(26,000)	(25,000)
Sex	Male	50.8	50.7	50.7	50.7	50.7	50.8	50.9	50.9
	Female	49.2	49.3	49.3	49.3	49.3	49.2	49.1	49.1
Age	20s	18.1	18.2	18.2	18.2	18.2	17.9	17.3	16.7
	30s	21.1	21.0	21.0	21.0	21.0	18.0	17.8	17.8
	40s	24.2	24.1	24.1	24.1	24.1	21.9	21.7	21.4
	50s	22.7	22.8	22.8	22.8	22.8	23.1	23.2	23.5
	60s or above	13.8	13.9	13.9	13.9	13.9	19.2	19.9	20.6
Sex BY Age	Male/20s	9.6	9.6	9.6	8.9	9.6	9.4	9.1	8.8
	Male/30s	10.8	10.8	10.8	10.8	10.8	9.3	9.2	9.2
	Male/40s	12.2	12.2	12.1	12.3	12.2	11.1	11.0	10.8
	Male/50s	11.4	11.4	11.4	11.6	11.4	11.7	11.8	11.9
	Male/60s or above	6.8	6.8	6.8	7.1	6.8	9.5	9.8	10.2
	Female/20s	8.6	8.6	8.6	9.3	8.7	8.5	8.2	8.0
	Female/30s	10.3	10.2	10.2	10.2	10.2	8.8	8.6	8.6
	Female/40s	12.0	11.9	12.0	11.9	12.0	10.8	10.8	10.6
	Female/50s	11.3	11.4	11.4	11.1	11.4	11.4	11.4	11.6
	Female/60s or above	7.0	7.1	7.0	6.7	7.0	9.7	10.2	10.4
Marital status	Unmarried	33.7	35.7	36.4	35.1	39.1	34.8	32.9	32.6
	Married	61.4	61.4	60.3	61.0	57.2	60.9	61.9	62.2
	Others	4.9	2.9	3.4	3.9	3.7	4.4	5.3	5.1
Residing Region	Seoul	20.2	20.2	20.2	20.2	20.2	19.0	19.0	18.9
	Busan	7.0	7.0	7.0	7.0	7.0	6.5	6.4	6.4
	Daegu	4.9	4.9	4.9	4.9	4.9	4.6	4.6	4.6
	Incheon	5.8	5.8	5.8	5.8	5.8	5.8	5.9	6.0
	Gwangju	2.9	2.9	2.9	2.9	2.9	2.8	2.8	2.8
	Daejeon	3.1	3.1	3.1	3.1	3.1	2.8	2.8	2.8
	Ulsan	2.3	2.3	2.3	2.3	2.3	2.2	2.2	2.2
	Gyeonggi	24.2	24.2	24.2	24.2	24.2	26.6	26.8	27.0
	Gangwon	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9
	Chungbuk	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.1
	Chungnam	4.3	4.3	4.3	4.3	4.3	4.6	4.7	4.7
	Jeonbuk	3.4	3.4	3.4	3.4	3.4	3.3	3.2	3.2
	Jeonnam	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3
	Gyeongbuk	5.1	5.1	5.1	5.1	5.1	4.9	4.8	4.8
	Gyeongnam	6.4	6.4	6.4	6.4	6.4	6.3	6.2	6.2
	Jeju	1.1	1.1	1.1	1.1	1.1	1.3	1.3	1.3

(%)

Classification		2017	2018	2019	2020	2021	2022	2023	2024
Total		(26,000)	(26,500)	(26,000)	(26,000)	(26,000)	(26,000)	(26,000)	(25,000)
Occu-pation	White collar/ workers in technical areas	46.3	47.4	47.4	46.9	46.8	39.9	35.8	37.7
	Full time housewife	11.4	11.2	10.5	11.0	10.0	12.4	14.2	13.9
	Business/ management/ professionals	8.3	8.0	8.4	8.3	7.9	6.9	4.9	4.6
	Self employed	8.1	7.4	7.5	7.4	7.1	7.8	8.2	7.9
	Undergrad or graduate student	6.5	6.1	5.5	4.2	6.0	6.0	6.2	5.3
	Sales/service	4.2	4.2	4.6	4.7	4.5	5.1	5.5	5.6
	Skilled worker/ general manual worker	4.0	4.3	4.5	4.6	4.8	6.7	8.9	8.7
	Others/ Unemployed	11.3	11.3	11.6	12.9	12.7	15.2	16.4	16.3
Average Monthly House hold Income	below KRW 3 Million	14.8	14.3	13.3	14.3	14.1	13.8	13.9	13.1
	KRW 3 Mil to 5 Mil	32.6	32.1	30.3	30.9	29.2	28.6	28.8	27.8
	KRW 5 Mil to 7 Mil	29.8	29.5	30.1	28.7	28.9	28.2	27.8	27.8
	KRW 7 Mil or above	22.8	24.1	26.2	26.1	27.8	29.3	29.5	31.3

* Domestic Travel Experience (in the past 3 months) - 66.6% of the total,
  Domestic Travel Planning (in the next 3 months) - 68.6% of the total.
   Overseas Travel Experience (in the past 6 months) - 34.0% of the total,
   Overseas Travel Planning (in the next 6 months) - 46.5% of the total.
** Sejong included in Chungnam of residing region.
*** 'Don't know' excluded in monthly household income.
**** Since 2022, there have been changes to the sample composition design by gender and age.

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	2018	2019	2020	2021	2022	2023	2024	TCI
Total travel	41.8	41.3	37.6	19.8	9.8	24.7	40.6	40.7	108

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

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	2018	2019	2020	2021	2022	2023	2024	TCI
Total	47.3	45.7	42.8	23.0	34.6	50.4	46.3	37.0	86
Domestic travel	38.5	36.0	34.7	27.3	37.7	47.0	42.8	35.2	101
Overseas travel	43.2	42.3	39.1	17.8	22.6	41.3	47.3	40.0	102

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

3. Travel Experience Rate(% `Yes')

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

(Total)

Time Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Total	79.7	77.4	77.4	61.3	60.7	70.7	75.1	75.1	97
Domestic travel	71.2	68.1	69.0	58.4	59.9	69.2	68.7	66.6	97
Overseas travel	27.7	28.5	27.6	10.0	3.6	5.0	17.0	22.1	80

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

4. Travel Plan Rate(% `Yes')

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

(Total)

Time Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Total	84.3	81.7	81.8	68.9	72.3	80.4	80.8	78.8	96
Domestic travel	73.2	69.8	70.5	65.9	70.9	77.3	72.6	68.6	97
Overseas travel	35.8	36.8	35.5	10.4	5.7	13.7	25.8	27.3	77

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

5. Domestic 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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Gangwon	52.0	49.2	46.5	46.3	54.6	54.8	47.3	43.1	93
Jeju	63.8	57.7	54.4	52.9	63.5	63.6	46.1	35.7	66
Busan	45.7	43.4	43.8	34.8	43.9	46.7	40.8	35.4	81
Seoul	28.6	28.5	28.5	21.6	26.0	30.2	28.9	26.4	93
Jeonnam/Kwangju	29.3	28.0	26.8	25.1	29.2	29.9	26.0	23.8	89
Gyeonggi/Incheon	26.6	26.2	24.7	21.4	26.0	27.2	22.3	20.9	85
Chungnam/Daejeon	18.7	17.6	17.7	16.4	21.6	20.7	18.4	19.4	110
Gyeongnam/Ulsan	21.8	20.3	21.4	18.2	25.7	25.8	21.1	18.7	87
Jeonbuk	25.0	22.5	21.6	21.3	25.8	24.8	19.5	17.7	82
Gyeongbuk/Daegu	18.6	18.1	17.9	13.6	21.6	21.9	18.1	16.3	91
Chungbuk	17.0	16.8	16.5	15.9	20.7	20.1	14.9	13.8	84

* Number of cases: (2017) 13,071, (2018) 13,391, (2019) 13,093, (2020) 13,128, (2021) 13,038, (2022) 13,039, (2023) 12,988 (2024) 12,533

6. 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	2018	2019	2020	2021	2022	2023	2024	TCI
Oceania	53.4	51.3	49.3	32.6	39.8	49.4	49.2	43.4	88
Western/Northern Europe	52.1	51.8	48.5	27.7	35.6	46.9	48.1	43.3	89
Southern Europe	53.0	54.1	52.1	29.6	35.6	43.6	44.3	40.9	79
Japan	35.5	34.3	17.4	9.0	17.8	29.2	39.4	37.6	216
Southeast Asia	36.3	40.9	39.5	21.6	26.7	34.0	39.4	36.7	93
Eastern Europe	48.9	51.2	48.1	28.3	33.5	38.9	39.4	36.6	76
United States/Canada	41.9	40.5	40.7	24.0	30.5	40.6	41.3	36.0	88
Hongkong/Macao	31.6	32.3	27.7	15.0	21.2	22.7	23.5	23.5	85
Latin America	24.8	24.4	22.2	14.8	16.4	17.2	16.4	15.0	68
Central/Southwest Asia	18.1	17.7	15.1	9.8	11.2	13.0	10.8	11.8	78
China	15.6	17.6	14.2	5.9	8.1	7.6	6.8	8.9	63
Africa	11.8	13.6	10.5	7.2	7.1	7.2	7.4	8.0	76

* Number of cases: (2017) 12,928, (2018) 13,109, (2019) 12,907, (2020) 12,871, (2021) 12,962, (2022) 12,961, (2023) 13,012
(2024) 12,467

7. Intent to use domestic travel information search channels (% 'Will increase')

Q. If you plan to travel domestically in the future, how do you think obtaining information from 'OOO' will be compared to before?
[It will increase(1), It will be similar(2), It will decrease(3)]

(Total)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	TCI
YouTube	0.0	0.0	0.0	32.5	38.9	39.3	37.7	35.6	-
Social media	26.8	26.0	28.6	27.2	31.7	31.5	28.3	25.7	90
Blogs	33.7	31.5	30.0	26.0	28.6	28.5	24.9	22.4	75
Recommendation/ Word of mouth	29.9	28.8	27.2	25.2	24.5	25.8	23.9	20.4	75
Professional travel information sites/app	36.5	32.7	31.8	26.9	28.1	30.2	25.4	18.9	59
Online community/Cafe	28.8	26.2	25.7	23.1	22.9	23.4	20.9	17.3	67
TV	21.9	21.8	18.8	15.3	16.1	18.6	17.1	13.5	72
Official website of the travel destination	26.9	23.8	22.0	20.0	20.7	21.7	17.2	13.1	60
Travel service/package purchased channel	14.1	12.7	11.2	8.9	10.4	12.3	11.0	8.3	74

* Number of cases: (2017) 12,509, (2018) 12,689, (2019) 12,386, (2020) 12,455, (2021) 12,171, (2022) 12,068, (2023) 12,101 (2024) 11,733
** 'YouTube' item added in September of 2020

8. Intent to use overseas travel information search channels (% 'Will increase')

Q. If you plan to travel abroad in the future, how do you think obtaining information from 'OOO' will be compared to before?
[It will increase(1), It will be similar(2), It will decrease(3)]

(Total)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	TCI
YouTube	0.0	0.0	0.0	35.9	41.5	45.1	45.1	41.1	-
Professional travel information sites/app	45.1	42.7	41.2	32.9	36.2	39.1	33.4	26.9	65
Social media	26.7	26.2	27.3	25.6	29.6	30.5	29.9	26.3	96
Blogs	37.9	35.6	33.2	26.6	29.5	30.4	28.1	24.9	75
Online community/cafe	36.1	34.1	32.7	27.9	27.6	29.4	27.1	23.6	72
Recommendation/ Word of mouth	29.6	29.5	26.3	21.1	20.6	22.4	22.9	20.4	78
TV	23.3	24.8	19.6	13.6	13.8	17.9	20.4	16.3	83
Travel service/package purchased channel	23.9	22.9	19.4	14.6	17.3	21.1	19.4	15.7	81
Official website of the travel destination	28.1	25.8	21.6	18.7	21.6	22.8	18.4	14.3	66

* Number of cases: (2017) 9,490, (2018) 9,944, (2019) 9,976, (2020) 9,767, (2021) 9,085, (2022) 7,206, (2023) 6,703 (2024) 7,742
** 'YouTube' item added in September of 2020

Part III
Domestic Travel Behavior

Consumer **Insight**

1. Domestic Travel Experience Rate(% `Yes')

Q. Have you traveled for more than one night in the past 3 months?

(Total)

Category \ Time		2017	2018	2019	2020	2021	2022	2023	2024	TCI
Total		71.2	68.1	69.0	58.4	59.9	69.2	68.7	**66.6**	97
Sex	Male	72.4	70.0	70.5	62.2	62.4	70.0	68.6	**66.7**	95
	Female	69.9	66.2	67.6	54.5	57.4	68.4	68.8	**66.4**	98
Age	20s	67.8	64.1	66.0	61.1	63.4	69.8	66.6	**61.9**	94
	30s	72.8	70.3	71.3	63.3	65.2	74.2	72.3	**69.4**	97
	40s	72.5	70.1	69.9	58.6	59.9	70.7	72.7	**70.9**	101
	50s	70.9	67.7	68.5	54.3	54.6	66.9	67.1	**66.2**	97
	60s or above	71.5	67.2	69.0	53.8	56.3	65.0	64.8	**63.8**	92
Sex BY Age	Male/20s	64.9	62.3	63.8	61.3	60.8	66.2	63.3	**59.2**	93
	Male/30s	73.4	71.8	73.3	67.0	67.3	74.5	71.3	**68.5**	93
	Male/40s	74.6	73.9	72.4	64.8	64.7	73.8	74.5	**72.0**	99
	Male/50s	74.1	70.9	71.3	58.0	58.1	68.4	67.8	**66.5**	93
	Male/ 60s or above	74.8	69.4	70.5	58.3	60.0	66.7	65.5	**66.0**	94
	Female/20s	71.0	66.0	68.4	61.0	66.2	73.8	70.2	**64.9**	95
	Female/30s	72.1	68.7	69.2	59.4	63.0	73.9	73.5	**70.3**	102
	Female/40s	70.3	66.2	67.4	52.2	55.0	67.6	70.8	**69.8**	104
	Female/50s	67.7	64.6	65.7	50.5	51.1	65.3	66.5	**65.8**	100
	Female/ 60s or above	68.2	65.2	67.6	49.0	52.7	63.4	64.1	**61.6**	91
Average Monthly Household Income	below KRW 3 Million	60.7	57.5	56.9	49.7	50.4	60.0	60.1	**59.1**	104
	KRW 3 Mil to 5 Mil	70.4	66.5	67.1	56.2	56.3	66.9	68.5	**66.0**	98
	KRW 5 Mil to 7 Mil	74.3	72.1	72.6	61.2	62.7	71.5	71.9	**69.4**	96
	KRW 7 Mil or above	76.8	74.3	75.5	64.2	66.9	75.6	72.8	**71.1**	94

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

2. Travel Frequency(%)

Q. How many times have you traveled domestically for one night or more in the past
3 months?

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
*Domestic Travel Experience ('Yes')	71.2	68.1	69.0	58.4	59.9	69.2	68.7	66.6	97
1 time	48.9	50.7	50.0	53.6	50.8	48.5	52.9	55.8	112
2 times	32.3	32.8	33.3	30.8	31.8	31.5	28.9	28.3	85
More than 3 times	18.8	16.5	16.7	15.6	17.4	19.9	18.2	15.9	95
Average [unit: times]	1.70	1.66	1.67	1.62	1.67	1.71	1.65	1.60	96

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000
** Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

3. Travel Destination(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Gangwon	20.0	20.7	20.5	20.3	19.5	20.4	21.3	20.9	102
Gyeonggi	7.3	7.4	7.8	8.2	7.7	8.2	8.6	8.7	112
Jeonnam	8.2	7.8	7.8	8.4	8.0	8.1	8.3	8.2	105
Busan	9.7	9.8	10.0	8.5	8.5	8.1	7.8	8.1	81
Gyeongbuk	7.1	6.7	7.0	7.6	8.3	8.3	8.0	7.9	113
Jeju	11.1	10.7	9.9	10.6	11.7	10.9	8.7	7.9	80
Gyeongnam	7.9	6.7	6.8	7.9	7.5	7.3	7.1	6.9	101
Seoul	5.1	6.2	6.7	5.6	6.0	6.2	6.4	6.4	96
Chungnam	6.3	6.2	5.9	6.1	5.6	5.6	6.0	6.2	105
Jeonbuk	5.3	5.1	4.8	4.7	4.5	4.6	4.6	4.7	-
Chungbuk	3.5	3.5	3.3	3.5	3.6	3.5	3.9	4.0	-
Incheon	2.3	2.8	3.1	3.0	3.2	3.0	3.1	3.1	-
Daegu	1.8	2.0	2.0	1.6	1.8	1.9	2.0	2.4	-
Daejeon	1.6	1.6	1.6	1.2	1.3	1.4	1.6	2.1	-
Ulsan	1.7	1.4	1.6	1.7	1.7	1.6	1.4	1.4	-
Kwangju	1.1	1.3	1.1	1.0	1.1	1.0	1.0	1.0	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
1 nights	46.9	49.7	48.8	50.5	49.8	46.9	48.8	49.3	101
2 nights	31.8	30.9	32.4	29.4	29.4	30.3	27.7	28.4	88
3 nights	12.1	11.7	11.4	10.8	10.9	12.1	11.8	11.6	102
4 nights	4.3	3.9	3.7	4.0	4.2	4.1	4.4	4.1	-
5 nights	1.4	1.3	1.1	1.3	1.3	1.5	1.5	1.6	-
6 or more nights	3.6	2.5	2.5	4.0	4.3	3.9	3.4	3.7	-
Average [unit: nights]	2.06	1.92	1.92	2.05	2.11	2.08	2.00	2.01	105

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

5. Vacation(Annual Leave) Use(%)

Q. Did you use vacation(annual leave) for traveling to 'OOO'?
   Please select the number of days used.

(Office workers experienced in domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
I did not use my annual leave	56.1	55.2	53.3	53.0	51.0	51.4	51.6	50.9	95
I used my annual leave	43.9	44.8	46.7	47.0	49.0	48.6	48.4	49.1	105
Used 1 day	21.2	23.3	24.9	23.9	23.4	23.9	25.1	26.9	108
Used 2 days	12.5	12.5	12.9	13.0	14.6	14.0	13.8	13.5	105
Used 3 days	6.5	5.9	5.9	6.3	7.0	6.8	6.2	5.3	90
Used 4 days	1.8	1.7	1.6	2.0	2.0	1.8	1.6	1.6	-
Used 5 days	1.0	0.8	0.7	1.0	1.3	1.3	1.0	1.0	-
Used 6 days	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	-
Used 7 or more days	0.6	0.4	0.4	0.7	0.5	0.6	0.5	0.5	-

* Number of cases: (2017) 12,107, (2018) 12,061, (2019) 12,122, (2020) 10,365, (2021) 10,548, (2022) 10,971, (2023) 10,264 (2024) 9,863

6. Number of Companions(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Alone	9.2	9.4	10.0	9.9	10.6	9.3	8.3	9.0	90
2 people	31.3	31.6	31.5	33.7	40.3	36.8	35.6	36.6	116
3 people	16.0	16.5	16.7	16.3	18.0	16.3	16.4	16.1	96
4 people	19.9	19.9	20.0	21.0	21.2	20.3	19.5	18.5	93
5 or more people	18.8	17.7	17.5	16.6	9.4	14.9	16.9	16.9	97
Don't know	4.8	4.8	4.2	2.5	0.5	2.4	3.3	3.0	-
Average [unit: people]	3.40	3.35	3.32	3.25	2.89	3.15	3.27	3.23	97

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862
(2024) 16,639

7. Companion(% Multiple Answers)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Family (Parents, Siblings, Children, etc.)	39.7	39.7	40.5	40.4	38.9	40.8	42.3	41.7	103
Spouse	33.1	33.7	34.5	36.6	36.5	33.8	33.0	34.8	101
Friends	20.4	20.7	20.5	20.2	20.1	20.9	19.7	19.2	94
Significant other	8.3	8.3	8.3	9.3	9.6	9.1	9.1	9.1	110
Alone	9.2	9.4	10.0	9.9	10.6	9.2	8.3	8.9	89
Co-worker	3.8	3.8	3.4	2.4	1.7	2.6	3.4	3.2	-
Pet	0.0	0.0	0.0	0.0	0.5	0.9	0.7	0.6	-
Others	2.3	2.1	1.9	1.5	1.4	1.5	1.6	1.4	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862
(2024) 16,639
** 'Pet' category added in July 2021

8. Travel Type(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Individual travel	94.4	94.6	94.9	95.7	95.4	94.7	94.3	94.8	100
Group package travel	2.5	2.6	2.3	1.5	1.5	2.5	2.6	2.3	-
Airplane+hotel or Airplane+rental car+hotel package travel	3.1	2.8	2.8	2.8	3.1	2.8	3.1	2.9	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Many tourist spots	28.8	26.9	27.6	22.6	24.3	22.7	19.8	19.0	69
Applicable travel period/schedule	15.5	14.9	14.5	14.5	14.4	15.4	15.8	16.5	114
Short travel distance	9.4	11.0	11.1	13.1	13.6	12.6	12.3	11.0	99
Acquaintance`s recommendation	7.7	7.4	6.8	10.0	8.9	9.9	10.2	10.1	149
Many different kinds of food	9.2	9.6	9.8	9.0	8.8	7.9	7.2	8.2	84
Reasonable travel expenses	4.9	4.6	4.8	5.6	4.7	5.6	7.3	7.4	-
Many things to do	6.2	6.9	7.1	4.8	5.2	6.1	6.2	6.5	92
Convenient transportation in destination	2.4	2.8	2.6	3.0	3.0	3.2	4.0	4.1	-
Much to shop for	1.0	1.1	1.3	1.2	1.5	1.2	0.9	1.0	-
Low market price	1.1	1.0	1.0	1.3	1.5	0.9	0.7	0.8	-
Safe place to travel	0.2	0.2	0.2	0.7	0.7	0.4	0.5	0.4	-
Others	7.9	7.8	7.6	9.0	8.7	8.3	8.3	8.4	111
I was not the decision-maker	5.6	5.6	5.6	5.2	4.6	5.6	6.8	6.7	120

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

10. Main Travel Activities(%)

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

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
To appreciate natural scenery	25.6	24.2	24.0	24.4	25.1	25.5	24.0	23.0	96
To relax	21.0	20.9	21.0	25.7	26.7	23.1	21.3	20.1	96
To visit family, relatives, and friends, etc.	13.0	13.2	13.5	14.0	12.6	13.4	14.5	15.5	115
To enjoy good food and drink	14.7	14.8	15.2	14.6	14.3	13.6	14.0	15.4	101
To enjoy theme park, hot spring, etc.	6.3	7.0	6.7	5.1	4.5	6.0	6.6	6.7	100
To do sports/hobbies	4.4	4.5	4.2	4.8	4.8	4.7	4.8	4.2	-
To appreciate historic sites and remains	4.9	4.6	4.5	3.7	3.4	4.1	4.2	4.2	-
To enjoy city landscapes	3.2	3.1	3.2	2.7	2.9	2.9	2.8	2.8	-
To visit festivals or events	2.8	3.2	2.8	1.1	1.0	2.0	2.6	2.6	-
To appreciate culture-arts	2.2	2.7	2.9	2.1	2.5	2.4	2.8	2.6	-
Shopping	1.3	1.1	1.3	1.3	1.6	1.4	1.3	1.6	-
Others	0.5	0.7	0.7	0.5	0.5	0.9	1.1	1.2	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

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

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

(Those who engaged hobbies or sports during their travels)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Hiking	37.4	34.1	33.1	35.0	33.3	37.2	37.7	35.5	107
Fishing	32.2	31.4	33.2	34.3	30.1	25.7	23.4	20.3	61
Water sports	18.9	20.3	21.3	20.3	20.0	20.0	19.3	18.7	88
Golf	15.8	15.7	15.6	17.1	20.7	17.6	16.0	18.3	117
Winter sports	9.8	10.3	10.5	8.9	5.6	7.0	7.4	8.5	81
Others	12.3	11.1	10.2	9.9	11.0	10.7	13.6	16.0	157

* Number of cases: (2017) 1,970, (2018) 1,758, (2019) 1,717, (2020) 1,605, (2021) 1,580, (2022) 1,882, (2023) 1,787, (2024) 1,555

12. Transportation to Destination(%)

Q. What was your primary transportation when traveling to and from the destination(OOO)?
Select just one answer.

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Sedan car(Incl. rental car)	67.1	67.6	67.2	72.0	70.5	70.4	71.9	72.3	108
Train	9.2	9.9	10.5	7.6	7.2	8.8	10.0	10.7	102
Airplane	10.6	10.3	9.8	10.2	11.7	9.8	7.1	6.9	70
Express/intercity bus	8.8	7.9	8.3	6.2	6.0	6.0	6.0	5.6	67
Charter/tour bus	2.3	2.1	1.9	1.0	0.9	1.5	2.0	1.8	-
Walked/bicycle	0.4	0.3	0.5	0.5	0.8	0.7	0.7	0.7	-
Ferry	0.6	0.6	0.5	0.5	0.6	0.8	0.7	0.5	-
Other	1.1	1.3	1.3	1.9	2.3	2.0	1.6	1.6	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

13. Transportation in the Destination Area(%)

Q. What was your primary transportation within the travel destination(OOO)?
Select just one answer.

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Sedan car(Incl. rental car)	76.0	76.2	75.4	80.2	78.5	77.7	77.8	77.3	103
Subway(metro)	7.0	7.5	7.5	5.6	5.7	6.5	7.0	7.2	96
Taxi	5.1	5.2	5.9	4.6	4.9	5.2	4.8	5.0	85
Walked/bicycle	3.0	3.0	3.2	3.2	3.8	3.1	3.0	3.2	-
Express/intercity bus	3.3	2.7	2.7	2.3	2.7	2.7	2.6	2.6	-
Charter/tour bus	3.0	2.9	2.5	1.2	1.1	2.0	2.5	2.1	-
Train	0.7	0.6	0.8	0.6	0.8	0.8	0.9	1.0	-
Other	1.9	1.9	2.0	2.3	2.6	2.1	1.5	1.6	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

14. Accommodation(%)

Q. Where did you primarily stayed in 'OOO'? Select just one answer.

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Hotel	17.2	21.1	23.8	23.5	29.8	29.6	28.2	29.2	123
Hotel (Luxury, 4~5 stars)	0.0	0.0	0.0	11.8	16.5	15.1	13.6	14.4	-
Hotel (1~3 stars)	17.2	21.1	23.8	11.7	13.3	14.5	14.7	14.9	63
Vacation rental (Pension)	24.5	23.5	22.1	19.6	19.5	20.7	19.9	18.5	84
Friend's/family house	17.4	17.6	17.6	19.5	16.1	15.4	16.1	16.5	94
Motel/Inn	14.0	13.1	11.8	12.7	10.2	9.5	10.1	10.3	87
Condominium	11.1	11.0	10.8	9.9	7.9	9.0	9.4	9.1	84
Guesthouse	8.3	6.6	6.1	6.0	6.5	6.1	5.3	5.5	90
Camping	3.5	3.2	3.1	4.4	5.8	5.0	4.7	4.5	-
Youth hostel	1.5	1.5	1.4	1.7	1.4	1.1	1.4	1.5	-
Other	2.5	2.5	3.2	2.7	2.8	3.6	4.7	4.9	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

** 'Hotel (Luxury, 4-5 stars)' added in January of 2020

15. Criteria for Choosing Accommodation(%)

Q. When traveling to 'OOO,' what factors did you primarily consider when choosing accommodation? Please select one main reason.

(Excluded those who stayed at Friend's/family house)

Time \ Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Accommodation Cost	16.9	17.4	16.3	18.0	17.7	19.0	20.5	20.6	126
Distance to the tourist attraction, proximity	23.0	22.9	21.9	16.8	13.5	15.7	16.0	16.1	74
Surroundings/Scenery of accommodation facilities	18.1	18.2	18.1	15.6	14.6	14.3	14.1	14.0	77
Cleanliness/Hygiene	0.0	0.0	0.0	8.7	15.5	13.0	11.8	11.9	-
Room Interior and amenities	11.4	11.5	12.6	11.4	11.3	10.7	9.7	9.2	73
Facilities within accommodation	6.8	7.3	8.1	6.5	6.0	6.6	6.8	7.9	98
Recommended by others	7.0	7.2	6.7	6.5	5.1	5.9	7.0	6.3	94
Transportation/ road conditions	5.9	6.3	5.9	4.9	4.5	4.1	4.2	4.3	73
Online reputation/ Blog reviews	8.1	7.1	8.0	6.7	6.3	5.3	4.4	4.2	53
Safety/security	0.0	0.0	0.0	1.0	1.8	1.3	1.1	1.1	-
Staff service/friendliness	0.0	0.0	0.0	0.6	1.0	0.9	0.9	0.9	-
Other	2.8	2.2	2.4	3.3	2.9	3.3	3.6	3.5	-

* Number of cases: (2017) 15,288, (2018) 14,875, (2019) 14,784, (2020) 12,219, (2021) 12,984, (2022) 15,230, (2023) 14,984 (2024) 13,891
** 'Cleanliness/Hygiene,' 'Safety/Security,' and 'Staff Service/Friendliness' items added in June of 2020

16. Criteria for Choosing Restaurant/Food(%)

Q. When traveling to 'OOO,' what factors did you primarily consider when choosing restaurants/food? Please select one main reason.

(Those who experienced domestic travel)

Time Category	2017	2018	2019	2020	2021	2022	2023	2024	TCI
Local specialty cuisine	31.3	30.7	29.1	28.1	27.2	28.3	28.0	28.3	97
Information/reputation online	20.6	19.9	21.3	21.5	23.8	23.4	23.4	22.4	105
Recommended by others	16.6	16.4	16.7	18.7	17.0	17.5	18.4	18.6	111
Proximity to tourist attraction	16.9	17.4	17.0	14.2	13.5	14.5	14.6	14.9	88
Transportation/road status	5.6	6.1	5.9	5.7	5.8	5.2	4.7	4.8	81
Price	3.9	4.0	4.1	4.6	4.7	4.0	4.2	4.7	-
Restaurant interior and atmosphere	3.1	3.5	3.9	4.3	5.0	4.7	4.3	3.9	-
Other reasons	2.1	2.0	2.1	2.9	3.0	2.3	2.4	2.4	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

17. Information Search Channel(%)

Q. What information sources did you utilize at each stage?

(Those who experienced domestic travel)

Category	Time	2020	2021	2022	2023	2024
Destination	Word of mouth	43.3	39.5	41.4	41.7	41.7
	Blogs	41.1	42.7	35.3	30.2	29.2
	Social media	23.9	26.4	23.5	20.3	21.0
	YouTube	13.6	21.6	20.3	18.5	20.9
	Online community/cafe	19.5	19.1	16.8	15.9	14.8
	Professional travel information sites/app	14.8	15.1	14.8	12.3	11.2
	Official website of the travel destination	15.7	14.3	12.7	10.1	9.4
	TV	8.5	7.6	7.6	7.2	6.7
	Travel service/package purchased channel	9.8	10.9	9.3	7.0	6.6
	Other	6.1	7.3	11.2	12.3	11.6
	I don't know	9.0	5.7	2.0	2.3	2.3
Transportation	Word of mouth	24.4	23.2	29.2	32.4	32.4
	Blogs	18.2	18.7	20.4	21.5	20.9
	YouTube	6.7	9.6	11.5	12.5	13.9
	Social media	9.9	10.5	11.0	11.5	11.8
	Professional travel information sites/app	10.8	11.6	13.7	13.0	11.5
	Online community/cafe	9.7	9.4	11.0	12.3	11.0
	Official website of the travel destination	10.6	10.5	11.1	9.8	8.9
	Travel service/package purchased channel	7.1	8.3	8.1	6.8	6.6
	TV	3.4	2.8	4.3	5.3	5.3
	Other	8.5	17.3	24.9	22.9	22.5
	I don't know	35.0	21.9	5.6	5.1	5.5
Accommodation	Word of mouth	29.1	26.7	29.7	32.0	32.2
	Blogs	24.3	24.4	23.6	23.1	21.7
	Travel service/package purchased channel	24.8	27.7	25.7	20.7	20.7
	Professional travel information sites/app	18.7	20.2	18.9	16.8	15.2
	Online community/cafe	13.8	12.6	13.1	13.4	12.3
	Social media	10.1	10.3	11.3	12.1	12.1
	YouTube	4.8	7.1	8.3	10.1	11.3
	Official website of the travel destination	10.9	10.5	10.3	9.4	9.1
	TV	3.7	3.7	3.7	3.8	3.9
	Other	8.0	10.2	13.7	13.8	13.5
	I don't know	12.2	7.5	2.1	2.4	2.4

* Number of cases: (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862, (2024) 16,639

17. Information Search Channel(%)

Q. What information sources did you utilize at each stage?

(Those who experienced domestic travel)

Time / Category		2020	2021	2022	2023	2024
Dining	Blogs	42.0	43.3	41.3	39.4	38.0
	Word of mouth	35.9	32.1	34.9	36.3	36.0
	Social media	23.6	25.5	24.5	22.8	23.5
	YouTube	10.3	15.4	16.4	17.5	19.5
	Online community/cafe	16.7	15.9	18.2	19.8	18.6
	Professional travel information sites/app	11.7	11.4	12.5	12.1	11.5
	Official website of the travel destination	10.9	10.4	9.8	9.1	8.3
	TV	6.1	5.3	6.3	6.8	6.4
	Travel service/package purchased channel	4.9	5.6	5.0	4.4	4.7
	Other	6.1	9.3	12.1	11.3	10.6
	I don't know	11.6	7.1	1.9	1.9	1.8
Activities	Blogs	28.8	31.6	32.1	31.3	29.6
	Word of mouth	24.6	22.2	27.1	30.0	29.2
	YouTube	8.4	12.8	15.2	17.1	18.4
	Social media	12.9	13.3	16.4	17.6	17.7
	Online community/cafe	14.4	14.3	15.8	16.5	14.7
	Professional travel information sites/app	11.8	12.6	13.6	13.6	12.2
	Official website of the travel destination	13.8	13.6	13.6	11.6	11.0
	TV	7.0	6.6	7.7	7.3	6.9
	Travel service/package purchased channel	7.6	8.5	8.2	7.0	6.4
	Other	4.8	9.3	13.1	11.9	12.1
	I don't know	29.4	21.2	10.1	9.8	10.2
Tourist Attraction	Blogs	46.2	47.9	44.5	41.7	40.6
	Word of mouth	32.4	28.6	31.3	34.0	32.8
	YouTube	14.3	21.5	21.9	23.1	25.3
	Social media	25.0	27.6	26.1	24.3	24.3
	Online community/cafe	21.2	19.6	20.8	22.1	20.7
	Professional travel information sites/app	17.9	16.8	18.7	17.7	16.2
	Official website of the travel destination	21.9	20.7	20.1	17.1	15.5
	TV	10.6	10.1	10.0	9.3	8.5
	Travel service/package purchased channel	8.9	9.1	8.7	7.1	7.0
	Other	5.1	6.6	8.7	8.7	8.0
	I don't know	9.2	6.7	2.6	2.5	2.7

* Number of cases: (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862, (2024) 16,639

18. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Accommodation	49.1	48.3	46.5	47.2	50.4	49.6	47.7	47.9	103
Activities/ticket/tour product	21.5	22.0	14.9	16.0	16.7	19.8	21.4	20.6	138
Train	7.6	8.8	9.3	7.0	6.7	7.8	8.3	8.7	94
Rental car	8.2	8.3	8.2	8.9	9.5	8.2	6.8	6.4	78
Express/intercity bus	7.6	8.1	8.0	6.2	6.0	6.2	6.5	6.0	75
Flights	8.2	7.9	7.8	8.5	10.1	8.6	6.5	6.0	77
Package	5.6	5.4	5.1	4.3	4.6	5.3	5.7	5.2	102
None	20.4	20.4	23.6	24.8	22.0	19.6	18.8	18.7	79

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

19. 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.

(Those who purchased the travel package themselves)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Accommodation	Tour prouduct specialized web/app	20.7	26.8	30.3	37.2	42.3	42.3	42.2	44.7	148
	Direct from lodging vendors	48.1	46.6	43.5	40.3	36.4	37.0	37.5	36.1	83
	Social commerce	12.9	10.0	9.3	7.4	6.0	5.7	5.6	5.6	60
	Open market	5.0	5.6	6.4	4.7	5.0	4.2	3.9	3.8	59
	Travel agency	3.4	3.1	4.4	3.8	4.0	3.1	2.2	2.1	-
	TV Homeshopping	0.2	0.3	0.4	0.9	1.2	1.2	0.9	0.8	-
	Others/Don`t Know	9.7	7.7	5.6	5.6	5.0	6.6	7.7	7.0	125

* Number of cases: (2017) 9,085, (2018) 8,722, (2019) 8,347, (2020) 7,172, (2021) 7,847, (2022) 8,918, (2023) 8,513, (2024) 7,975

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Activities	Direct from vendors	38.9	38.4	33.6	36.0	35.2	36.7	35.8	36.2	108
	Tour prouduct specialized web/app	10.6	12.6	6.7	8.2	22.1	23.1	23.1	24.6	367
	Social commerce	24.7	23.7	33.2	28.2	18.7	17.0	15.8	16.2	49
	Open market	8.9	9.7	14.2	11.6	10.0	9.2	9.5	9.0	63
	Travel agency	3.2	2.8	3.1	3.8	3.8	2.5	2.8	1.7	-
	TV homeshopping	0.5	0.6	1.2	1.4	1.3	1.0	0.8	0.8	-
	Others/Don`t Know	13.2	12.0	7.9	10.8	9.0	10.5	12.2	11.6	147

* Number of cases: (2017) 3,977, (2018) 3,978, (2019) 2,674, (2020) 2,429, (2021) 2,609, (2022) 3,568, (2023) 3,817, (2024) 3,432

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Rental car	Car Rental Agency	46.9	50.4	53.1	52.8	58.1	56.9	56.5	56.5	106
	Tour prouduct specialized web/app	16.2	15.3	9.4	12.2	15.0	16.3	17.3	16.0	170
	Social Commerce	18.3	17.2	17.1	16.2	10.1	7.8	6.8	7.0	41
	Open Market	3.5	4.4	6.1	6.2	4.3	5.0	3.0	4.7	77
	Travel Agency	6.3	5.8	5.4	5.3	5.9	5.5	5.3	4.3	80
	Others/Don`t Know	8.8	7.0	8.8	7.4	6.7	8.4	11.2	11.5	131

* Number of cases: (2017) 1,525, (2018) 1,498, (2019) 1,476, (2020) 1,349, (2021) 1,475, (2022) 1,477, (2023) 1,214, (2024) 1,059

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Flights	Airline	49.1	51.5	52.4	54.8	51.9	52.2	52.7	56.4	108
	Tour prouduct specialized web/app	14.7	16.2	15.0	17.9	20.2	23.6	23.3	23.0	153
	Travel agency	17.2	14.7	15.3	11.9	13.3	10.6	12.7	9.4	61
	Social commerce	10.2	9.4	8.2	6.7	5.8	4.9	4.5	4.5	55
	Open market	7.1	6.7	7.1	6.9	7.0	6.3	3.8	4.1	58
	TV homeshopping	0.2	0.1	0.4	0.4	0.6	0.3	0.5	0.6	-
	Others/Don`t Know	1.4	1.4	1.6	1.5	1.3	2.0	2.5	1.9	-

* Number of cases: (2017) 1,515, (2018) 1,427, (2019) 1,396, (2020) 1,295, (2021) 1,570, (2022) 1,543, (2023) 1,164, (2024) 993

19. 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.

(Those who purchased the travel package themselves)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
P a c k a g e	Tour prouduct specialized web/app	22.1	22.1	20.0	22.2	24.0	21.8	23.2	25.2	126
	Travel agency	33.1	29.9	28.3	29.8	27.9	24.3	23.6	22.2	78
	Social commerce	10.7	10.4	13.1	14.3	14.2	12.1	10.7	12.1	92
	Open market	7.8	9.2	10.4	9.8	12.3	9.5	8.7	9.4	90
	TV homeshopping	3.4	2.9	3.5	7.0	11.0	10.4	8.6	8.9	-
	Others/Don`t Know	22.9	25.4	24.7	16.9	10.5	22.0	25.2	22.2	90

* Number of cases: (2017) 1,035, (2018) 977, (2019) 915, (2020) 648, (2021) 713, (2022) 956, (2023) 1,018, (2024) 869

20. Reserving/Purchasing Channel
(Change from 2019 to 2024, %p)

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.

(Those who purchased the travel package themselves)

Category	Product	Accommo dation	Activities	Rental car	Flights	Package
C h a n n e l	Direct from vendors	-7.4	2.6	3.5	4.0	-
	Tour prouduct specialized web/app	14.4	17.9	6.5	8.0	5.2
	Social commerce	-3.7	-17.0	-10.1	-3.7	-1.0
	Open market	-2.6	-5.3	-1.4	-2.9	-1.0
	Travel agency	-2.3	-1.4	-1.1	-5.9	-6.1
	TV homeshopping	0.3	-0.5	-	0.2	5.3
	Others/Don`t Know	1.4	3.6	2.6	0.3	-2.5

* Number of cases: Accommodation (2019) 8,347, (2024) 7,975; Activities (2019) 2,674, (2024) 3,432;
       Rental car (2019) 1,476, (2024) 1,059; Flights (2019) 1,396, (2024) 993;
       Package (2019) 915, (2024) 869

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Accommodation	Mobile internet	27.4	34.0	43.4	51.6	57.1	61.5	64.6	**68.4**	158
	PC internet	39.8	37.5	34.7	28.8	26.5	21.1	17.2	**15.2**	44
	Phone	21.7	19.5	15.3	14.0	11.2	11.3	10.7	**9.8**	64
	Visit/direct purchase	9.0	7.5	5.5	4.7	4.2	4.5	5.2	**4.5**	82
	Others/Don't know	2.1	1.4	1.1	0.9	1.0	1.5	2.3	**2.1**	-

* Number of cases: (2017) 8,969, (2018) 8,722, (2019) 8,347, (2020) 7,172, (2021) 7,847, (2022) 8,918, (2023) 8,513, (2024) 7,975

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Activities	Mobile internet	30.5	34.1	46.8	47.9	50.3	54.8	57.7	**59.8**	128
	Visit/direct purchase	37.8	36.4	26.3	30.0	27.9	29.4	30.3	**28.8**	110
	PC internet	26.4	25.6	23.6	19.3	18.2	12.1	8.3	**8.0**	34
	Phone	3.3	2.3	2.3	2.2	2.4	1.9	2.0	**1.4**	-
	Others/Don't know	2.0	1.8	1.0	0.7	1.2	1.8	1.8	**2.0**	-

* Number of cases: (2017) 3,947, (2018) 3,978, (2019) 2,674, (2020) 2,429, (2021) 2,609, (2022) 3,568, (2023) 3,817, (2024) 3,432

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Train	Mobile internet	60.7	68.6	73.5	78.3	78.0	82.5	84.5	**88.4**	120
	PC internet	28.1	23.3	19.7	15.0	14.2	11.4	8.8	**7.1**	36
	Visit/direct purchase	9.7	6.9	5.4	5.3	6.5	4.3	5.4	**3.5**	65
	Phone	1.2	0.9	1.2	1.1	1.1	1.4	0.8	**0.6**	-
	Others/Don't know	0.3	0.3	0.2	0.3	0.2	0.4	0.5	**0.4**	-

* Number of cases: (2017) 1,409, (2018) 1,583, (2019) 1,676, (2020) 1,070, (2021) 1,040, (2022) 1,402, (2023) 1,486, (2024) 1,441

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Rental car	Mobile Internet	31.3	34.5	43.4	50.7	55.8	58.7	64.6	**68.5**	158
	PC Internet	46.7	44.7	39.0	34.7	32.8	29.8	20.6	**18.3**	47
	Phone	13.6	13.0	10.1	9.1	6.5	6.0	6.7	**5.5**	54
	Visit/direct purchase	7.4	6.5	6.3	4.8	4.7	4.5	5.7	**5.2**	83
	Others/Don't know	1.0	1.3	1.2	0.6	0.2	1.1	2.4	**2.6**	-

* Number of cases: (2017) 1,510, (2018) 1,498, (2019) 1,476, (2020) 1,349, (2021) 1,475, (2022) 1,477, (2023) 1,214, (2023) 1,059

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Flights	Mobile internet	34.5	38.7	47.1	56.0	62.1	64.1	72.8	**74.4**	158
	PC internet	61.2	56.2	49.0	41.8	36.0	33.5	24.6	**22.7**	46
	Phone	2.8	3.6	3.0	1.5	1.1	1.1	1.0	**2.2**	-
	Visit/direct purchase	1.1	1.5	0.6	0.7	0.7	0.6	0.9	**0.5**	-
	Others/Don't know	0.4	0.1	0.3	0.1	0.2	0.7	0.7	**0.2**	-

* Number of cases: (2017) 1,514, (2018) 1,427, (2019) 1,396, (2020) 1,295, (2021) 1,570, (2022) 1,543, (2023) 1,164, (2024) 993

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
B u s	Mobile internet	45.5	54.0	63.1	63.7	67.0	71.0	72.3	74.7	118
	Visit/direct purchase	29.1	25.0	21.3	20.7	21.3	18.9	17.0	16.1	76
	PC internet	22.3	18.8	14.0	13.9	10.2	7.9	8.4	7.3	52
	Phone	2.4	1.8	1.3	1.4	1.3	1.4	2.1	1.3	-
	Others/Don't know	0.8	0.4	0.4	0.3	0.3	0.8	0.3	0.5	-

* Number of cases: (2017) 1,399, (2018) 1,457, (2019) 1,434, (2020) 940, (2021) 935, (2022) 1,110, (2023) 1,161, (2024) 998

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
P a c k a g e	Mobile internet	25.9	29.8	37.3	44.1	46.3	43.8	44.2	51.1	137
	PC internet	37.2	33.6	33.5	29.7	34.3	24.3	22.7	18.6	56
	Phone	17.8	15.3	11.7	11.7	9.5	14.6	13.4	12.1	103
	Visit/direct purchase	6.8	6.9	5.8	7.1	4.8	5.3	5.8	5.5	95
	Others/Don't know	12.2	14.4	11.6	7.4	5.0	12.0	14.0	12.7	109

* Number of cases: (2017) 1,010, (2018) 977, (2019) 915, (2020) 648, (2021) 713, (2022) 956, (2023) 1,018, (2024) 869

22. Reserving/Purchasing Method
(Change from 2019 to 2024, %p)

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

(Those who purchased the travel package themselves)

	Product / Category	Accommodation	Activities	Train	Rental car	Flights	Bus	Package
M e t h o d	Mobile internet	25.0	13.0	14.9	25.1	27.3	11.6	13.7
	PC internet	-19.6	-15.6	-12.7	-20.8	-26.3	-6.7	-14.9
	Visit/direct purchase	-1.0	2.5	-1.9	-1.1	-0.1	-5.2	-0.3
	Phone	-5.5	-0.9	-0.6	-4.6	-0.8	0.0	0.4
	Others/Don't know	1.0	1.0	0.2	1.4	-0.1	0.1	1.1

* Number of cases: Accommodation (2019) 8,347, (2024) 7,975; Activities (2019) 2,674, (2024) 3,432;
Train (2019) 1,676, (2024) 1,441; Rental car (2019) 1,476, (2024) 1,059;
Flights (2019) 1,396, (2024) 993; Bus (2019) 1,434, (2024) 998;
Package (2019) 915, (2024) 869

23. Total Travel Spending(per person, %)

Q. How much did you spend per person for the 'OOO' trip? Please list the total expenses for accommodation, transportation, food, and beverages.

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 100,000 won	11.4	11.5	11.3	11.8	10.1	7.8	8.1	8.2	73
Between 100,000 & 200,000 won	30.8	30.4	31.2	30.9	28.4	27.5	29.6	29.9	96
Between 200,000 & 300,000 won	16.0	15.6	16.5	15.9	16.6	18.1	19.8	19.6	119
Between 300,000 & 400,000 won	9.1	8.5	9.1	8.5	9.7	10.7	11.7	11.8	130
More than 400,000 won	9.6	9.6	9.8	10.4	12.7	15.3	14.1	13.9	142
Don`t Know	23.1	24.3	22.2	22.4	22.5	20.6	16.6	16.6	75
Average [unit: 10,000 won]	21.11	21.05	21.19	21.62	23.86	26.03	23.74	23.26	110
Total travel cost per night	10.27	10.95	11.01	10.53	11.33	12.53	11.88	11.55	105
Total travel cost per a whole day	6.91	7.20	7.25	7.08	7.68	8.46	7.92	7.72	106

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862 (2024) 16,639

24. Travel Expenses by Category(%)

Q. You responded that you spent OOO won per person for the 'OOO' trip mentioned earlier. Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Pro-portion (%)	Food and beverage expenses	32.8	33.2	33.5	34.6	33.8	34.3	34.7	35.1	105
	Accommodation expenses	27.4	27.9	28.1	29.3	31.4	29.3	27.9	27.9	99
	Transportation expenses	20.5	20.0	19.8	18.6	18.2	19.0	19.5	19.3	97
	Entertainment/cultural/sports expenses	8.8	8.7	8.5	7.6	7.2	8.2	8.6	8.7	102
	Shopping expenses	6.2	6.0	6.0	5.9	5.8	5.9	6.0	6.2	103
	Other expenses	4.4	4.2	4.0	4.0	3.6	3.3	3.2	2.8	-
Average [Unit: 10,000 won]	Food and beverage expenses	6.52	6.59	6.77	7.29	7.45	8.25	7.77	7.70	114
	Accommodation expenses	5.74	5.82	5.98	6.20	6.93	7.16	6.40	6.29	105
	Transportation expenses	4.24	4.14	4.19	4.15	4.20	4.83	4.60	4.49	107
	Entertainment/cultural/sports expenses	2.00	1.97	1.95	1.97	1.99	2.42	2.22	2.19	112
	Shopping expenses	1.57	1.51	1.55	1.99	1.72	1.88	1.64	1.61	104
	Other expenses	1.04	1.01	0.96	0.98	0.96	1.03	0.85	0.74	77

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893 (2024) 13,882

25. Food and Beverage Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	2.3	2.1	2.0	1.8	2.4	3.6	4.8	4.7	-
Between 10,000 & 30,000 won	17.2	17.2	16.1	16.0	14.3	11.3	11.2	11.2	70
Between 30,000 & 50,000 won	21.9	22.1	22.2	22.1	19.5	16.4	16.1	16.0	72
Between 50,000 & 70,000 won	24.4	24.6	24.5	23.7	24.1	22.9	23.3	23.2	95
Between 70,000 & 100,000 won	9.4	9.4	10.1	9.8	9.7	9.9	9.5	10.5	104
More than 100,000 won	24.7	24.6	25.1	26.7	30.0	35.9	35.2	34.4	137
Average [Unit: 10,000 won]	6.52	6.59	6.77	7.29	7.45	8.25	7.77	7.70	114

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893 (2024) 13,882

26. Accommodation Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	14.7	15.1	15.4	16.6	14.5	17.2	20.6	21.0	136
Between 10,000 & 30,000 won	15.3	14.4	12.9	11.8	9.3	7.8	8.0	7.6	59
Between 30,000 & 50,000 won	19.8	20.0	20.2	18.6	16.5	14.0	13.7	14.5	72
Between 50,000 & 70,000 won	22.1	21.2	21.5	21.1	20.8	21.4	21.1	20.1	93
Between 70,000 & 100,000 won	7.8	8.2	8.8	8.6	9.3	8.8	8.3	8.6	98
More than 100,000 won	20.4	21.1	21.2	23.4	29.7	30.7	28.3	28.3	133
Average [Unit: 10,000 won]	5.74	5.82	5.98	6.20	6.93	7.16	6.40	6.29	105

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893 (2024) 13,882

27. Transportation Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	9.7	10.1	10.3	12.1	12.4	14.8	17.3	16.9	164
Between 10,000 & 30,000 won	35.9	36.6	36.6	37.6	35.1	27.7	26.0	26.8	73
Between 30,000 & 50,000 won	18.0	18.5	18.2	16.9	15.8	15.9	15.3	15.4	85
Between 50,000 & 70,000 won	18.3	17.5	17.7	17.4	18.6	19.5	20.2	19.7	111
Between 70,000 & 100,000 won	4.5	4.1	4.5	4.2	4.3	4.2	4.2	4.2	-
More than 100,000 won	13.6	13.1	12.8	11.9	13.7	17.8	16.9	16.9	132
Average [Unit: 10,000 won]	4.24	4.14	4.19	4.15	4.20	4.83	4.60	4.49	107

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893 (2024) 13,882

28. Entertainment/Cultural/Sports Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	40.8	42.0	43.9	49.9	52.2	49.4	51.1	51.2	117
Between 10,000 & 30,000 won	35.1	34.9	32.9	28.7	25.6	23.4	22.0	21.3	65
Between 30,000 & 50,000 won	9.5	9.3	9.4	7.7	7.7	8.5	8.7	8.8	94
Between 50,000 & 70,000 won	8.9	8.3	8.1	7.9	8.2	10.3	10.4	10.8	133
Between 70,000 & 100,000 won	1.1	1.2	1.2	1.1	1.0	1.3	1.1	1.4	-
More than 100,000 won	4.7	4.4	4.5	4.7	5.4	7.2	6.7	6.5	-
Average [Unit: 10,000 won]	2.00	1.97	1.95	1.97	1.99	2.42	2.22	2.19	112

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893 (2024) 13,882

29. Shopping Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	59.3	60.6	60.7	62.5	62.9	64.9	66.5	65.7	108
Between 10,000 & 30,000 won	21.2	20.4	20.2	18.5	17.4	13.8	13.7	13.9	69
Between 30,000 & 50,000 won	6.7	6.6	6.6	6.4	5.7	5.6	5.2	5.5	83
Between 50,000 & 70,000 won	7.5	7.2	7.3	7.1	7.5	8.0	7.8	8.2	112
Between 70,000 & 100,000 won	1.0	1.0	1.0	1.0	0.9	1.1	0.9	1.0	-
More than 100,000 won	4.3	4.1	4.2	4.4	5.5	6.6	5.9	5.7	-
Average [Unit: 10,000 won]	1.57	1.51	1.55	1.99	1.72	1.88	1.64	1.61	104

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893
(2024) 13,882

30. Other Expenses(%)

Q. You mentioned earlier that you spent OOO won per person for the 'OOO' trip.
   Please enter the estimated expenses for each item.

(Excluding respondents who answered 'unknown' for total travel cost)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Less than 10,000 won	69.6	71.0	72.9	73.6	76.2	78.1	81.4	83.4	114
Between 10,000 & 30,000 won	18.3	17.1	15.9	14.9	12.6	10.6	8.8	8.0	50
Between 30,000 & 50,000 won	5.0	4.9	4.6	4.5	4.1	3.5	3.0	2.6	-
Between 50,000 & 70,000 won	3.9	3.8	3.5	3.7	3.9	4.1	3.4	3.2	-
Between 70,000 & 100,000 won	0.9	0.9	0.8	0.8	0.7	0.8	0.8	0.7	-
More than 100,000 won	2.3	2.3	2.2	2.4	2.4	2.9	2.6	2.2	-
Average [Unit: 10,000 won]	1.04	1.01	0.96	0.98	0.96	1.03	0.85	0.74	77

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893
(2024) 13,882

31. 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)]

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	3.89	3.88	3.87	3.93	3.97	3.92	3.79	3.76	97
Busan	3.89	3.89	3.90	3.95	3.99	4.01	3.87	3.88	99
Gangwon	4.01	3.99	3.98	4.06	4.08	4.02	3.91	3.87	97
Seoul	3.91	3.84	3.91	3.95	4.02	3.98	3.84	3.81	97
Jeonnam	3.95	3.93	3.95	4.01	4.03	3.94	3.84	3.81	96
Jeonbuk	3.85	3.85	3.82	3.90	3.91	3.88	3.80	3.76	98
Gyeongnam	3.87	3.88	3.86	3.87	3.91	3.86	3.78	3.75	97
Chungbuk	3.78	3.77	3.85	3.79	3.80	3.82	3.74	3.73	97
Jeju	4.00	4.01	3.94	4.04	4.13	4.06	3.78	3.72	94
Gyeongbuk	3.81	3.83	3.83	3.88	3.92	3.88	3.74	3.71	97
Daejeon	3.67	3.62	3.60	3.61	3.76	3.69	3.62	3.68	102
Gwangju	3.80	3.79	3.71	3.78	3.78	3.73	3.78	3.66	99
Gyeonggi	3.77	3.76	3.75	3.79	3.81	3.80	3.65	3.65	97
Chungnam	3.78	3.75	3.76	3.82	3.83	3.75	3.58	3.62	96
Ulsan	3.68	3.70	3.76	3.79	3.82	3.72	3.69	3.62	96
Daegu	3.73	3.69	3.71	3.67	3.86	3.75	3.64	3.61	97
Incheon	3.65	3.76	3.73	3.77	3.81	3.71	3.66	3.57	96

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862
          (2024) 16,639
** The numerical values in the table represent the average score on a 5-point scale,
   calculated by converting from 'Very Dissatisfied (1)' to 'Very Satisfied (5)'.

32. 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)]

(Those who experienced domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	3.91	3.91	3.91	3.98	4.02	3.97	3.85	3.83	98
Seoul	4.08	4.04	4.08	4.09	4.16	4.13	3.98	3.98	98
Gangwon	4.05	4.03	4.03	4.11	4.15	4.10	3.99	3.96	98
Busan	3.97	3.95	3.98	4.03	4.08	4.09	3.95	3.93	99
Jeonnam	3.92	3.91	3.88	4.01	4.01	3.94	3.85	3.83	99
Jeju	4.10	4.12	4.06	4.18	4.27	4.16	3.89	3.82	94
Gyeongnam	3.88	3.88	3.87	3.90	3.94	3.91	3.81	3.80	98
Gwangju	3.86	3.88	3.72	3.88	3.79	3.72	3.84	3.80	102
Jeonbuk	3.82	3.79	3.80	3.86	3.88	3.89	3.81	3.79	100
Chungbuk	3.73	3.71	3.81	3.77	3.82	3.81	3.74	3.77	99
Gyeongbuk	3.81	3.80	3.80	3.91	3.94	3.88	3.77	3.77	99
Daejeon	3.70	3.70	3.67	3.68	3.84	3.78	3.65	3.74	102
Gyeonggi	3.73	3.75	3.76	3.83	3.85	3.85	3.73	3.74	99
Daegu	3.75	3.76	3.76	3.81	3.96	3.86	3.77	3.69	98
Chungnam	3.73	3.77	3.77	3.83	3.89	3.77	3.62	3.67	97
Ulsan	3.61	3.69	3.73	3.85	3.83	3.79	3.62	3.66	98
Incheon	3.66	3.76	3.77	3.83	3.83	3.70	3.71	3.63	96

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862
             (2024) 16,639

** The numerical values in the table represent the average score on a 5-point scale,
   calculated by converting from 'No intention of revisiting at all (1)' to 'Definitely intend to revisit (5)'.

33. 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)]

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	3.82	3.81	3.81	3.87	3.91	3.89	3.77	3.75	98
Gangwon	3.95	3.94	3.94	4.02	4.05	4.01	3.92	3.89	99
Busan	3.88	3.86	3.91	3.93	3.99	4.00	3.88	3.88	99
Seoul	3.82	3.83	3.85	3.90	3.98	3.98	3.84	3.82	99
Jeonnam	3.91	3.88	3.88	3.96	3.96	3.91	3.84	3.80	98
Jeonbuk	3.79	3.78	3.74	3.80	3.85	3.84	3.77	3.77	101
Gyeongnam	3.82	3.81	3.77	3.81	3.86	3.84	3.76	3.75	99
Jeju	4.01	4.01	3.93	4.04	4.11	4.09	3.78	3.70	94
Gyeongbuk	3.72	3.74	3.75	3.80	3.85	3.82	3.74	3.69	98
Chungbuk	3.66	3.65	3.76	3.70	3.73	3.74	3.74	3.69	98
Gwangju	3.65	3.62	3.56	3.65	3.68	3.59	3.65	3.67	103
Gyeonggi	3.63	3.61	3.66	3.68	3.71	3.75	3.63	3.65	100
Daejeon	3.46	3.43	3.41	3.48	3.57	3.53	3.51	3.60	106
Chungnam	3.66	3.67	3.66	3.73	3.74	3.64	3.54	3.60	98
Daegu	3.60	3.58	3.57	3.61	3.77	3.64	3.53	3.60	101
Ulsan	3.55	3.55	3.66	3.69	3.71	3.71	3.55	3.60	98
Incheon	3.55	3.64	3.61	3.69	3.72	3.61	3.60	3.53	98

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862
                     (2024) 16,639
** The numerical values in the table represent the average score on a 5-point scale,
    calculated by converting from 'Absolutely do not recommend (1)' to 'Definitely recommend (5)'.

Domestic Travel Plan

1. Domestic 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	2018	2019	2020	2021	2022	2022	2024	TCI
Total	73.2	69.8	70.5	65.9	70.9	77.3	72.6	**68.6**	97
Sex — Male	73.6	70.9	71.4	69.1	72.0	77.3	72.0	**68.3**	96
Sex — Female	72.8	68.7	69.7	62.6	69.9	77.2	73.2	**68.9**	99
Age — 20s	65.9	62.2	63.3	63.6	68.8	70.8	62.5	**55.8**	88
Age — 30s	74.3	70.2	71.2	67.0	74.2	78.6	72.8	**67.7**	95
Age — 40s	76.2	72.4	73.8	67.1	71.2	80.6	77.0	**74.2**	101
Age — 50s	75.2	71.9	71.5	66.0	70.2	77.8	75.3	**72.2**	101
Age — 60s or above	72.6	71.5	71.9	65.2	69.7	77.5	73.2	**69.8**	97
Sex BY Age — Male/20s	61.3	59.1	59.5	61.8	63.9	66.9	58.7	**52.3**	88
Sex BY Age — Male/30s	74.5	70.6	72.5	69.9	73.8	76.9	69.3	**65.1**	90
Sex BY Age — Male/40s	78.0	75.3	75.4	72.6	75.0	81.9	77.1	**73.6**	98
Sex BY Age — Male/50s	77.7	75.1	74.4	69.3	72.7	79.6	75.8	**73.9**	99
Sex BY Age — Male/60s or above	75.1	73.6	74.4	70.5	73.9	79.9	76.4	**72.7**	98
Sex BY Age — Female/20s	71.1	65.7	67.5	65.3	74.3	75.2	66.7	**59.7**	88
Sex BY Age — Female/30s	74.2	69.8	69.7	64.0	74.5	80.3	76.5	**70.5**	101
Sex BY Age — Female/40s	74.4	69.4	72.2	61.3	67.4	79.3	76.8	**74.8**	104
Sex BY Age — Female/50s	72.7	68.7	68.6	62.5	67.7	75.9	74.7	**70.5**	103
Sex BY Age — Female/60s or above	70.1	69.4	69.4	59.5	65.5	75.2	70.1	**66.9**	96
Average Monthly Household Income — below KRW 3 Million	64.5	59.6	59.7	54.4	59.3	67.2	64.1	**61.9**	104
Average Monthly Household Income — KRW 3 Mil to 5 Mil	73.1	70.3	69.2	64.4	67.7	75.7	73.1	**68.8**	99
Average Monthly Household Income — KRW 5 Mil to 7 Mil	76.5	73.4	74.1	69.5	74.4	80.7	76.1	**72.4**	98
Average Monthly Household Income — KRW 7 Mil or above	76.9	73.5	75.2	72.4	78.8	83.1	76.9	**73.8**	98

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000
(2024) 25,000

2. Estimated Frequency of Travel(%)

Q. For the next 3 months, how many times do you think you will go on 1-night (or over) domestic travels? Please answer based on what is already set in terms of travelling period and/or destination.

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
*Domestic Travel Plan ('Yes')	73.2	69.8	70.5	65.9	70.9	77.3	72.6	**68.6**	97
1 time	65.4	66.6	67.0	67.9	66.8	65.8	69.5	**70.4**	105
2 times	26.2	25.8	25.6	24.7	25.1	24.9	22.3	**22.3**	87
More than 3 times	8.3	7.5	7.5	7.4	8.1	9.3	8.2	**7.3**	97
Average [unit: times]	1.43	1.41	1.40	1.39	1.41	1.43	1.39	**1.37**	98

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

** Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869 (2024) 17,146

3. Planned Travel Destination/Region(%)

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

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Gangwon	20.9	20.7	21.8	23.3	20.9	22.5	23.2	**23.4**	107
Jeju	17.8	17.6	16.9	18.2	21.8	18.8	13.3	**11.5**	68
Jeonnam	8.7	8.7	8.2	8.9	8.5	8.4	9.9	**9.6**	117
Busan	10.3	10.0	10.9	8.6	9.3	9.3	8.8	**8.9**	82
Gyeonggi	5.3	5.8	5.9	5.4	5.1	5.6	6.9	**7.1**	120
Gyeongbuk	6.4	6.2	6.3	6.7	6.9	6.7	7.4	**7.0**	111
Gyeongnam	7.1	7.2	6.4	7.0	6.6	6.5	6.5	**6.4**	100
Seoul	4.2	5.3	5.2	4.1	4.2	5.1	5.8	**6.0**	115
Chungnam	5.1	4.8	4.7	4.6	4.3	4.4	4.6	**5.0**	-
Jeonbuk	5.1	4.4	4.2	3.9	3.7	3.9	4.0	**4.2**	-
Chungbuk	2.6	2.4	2.4	2.6	2.4	2.7	2.8	**3.0**	-
Incheon	1.6	1.7	1.9	1.7	1.7	1.7	1.9	**2.2**	-
Daejeon	1.1	1.2	1.2	1.2	1.1	1.1	1.2	**1.9**	-
Daegu	1.4	1.6	1.8	1.2	1.5	1.5	1.6	**1.8**	-
Ulsan	1.4	1.3	1.3	1.6	1.3	1.1	1.2	**1.4**	-
Gwangju	1.2	1.0	1.0	0.8	0.8	0.7	0.7	**0.7**	-

* Number of cases: (2017) 19,036, (2018) 18,503, (2019) 18,340, (2020) 17,136, (2021) 18,446, (2022) 20,087, (2023) 18,869 (2024) 17,146

4. Development Level of Travel Plan(%)

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

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Reserved/purchased for transportation and/or accommodation, etc.	39.8	37.5	38.9	34.7	37.2	40.1	39.8	39.3	101
Travel period and destination is finalized	23.7	24.5	23.5	22.8	22.3	21.5	20.8	21.3	91
The destination is finalized, but the travel period is yet to be decided	13.0	13.3	13.7	16.5	16.0	15.6	15.0	14.8	108
The travel period is finalized, but the destination is yet to be decided	23.4	24.7	23.9	26.0	24.5	22.8	24.4	24.6	103

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869
  (2024) 17,146

5. Planned Departure Date for the Trip(%)

Q. Please mark the departure date of your planned trip to 'OOO'.

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Within 2 weeks	30.4	30.4	33.1	28.9	29.8	32.8	34.0	33.2	100
3-4 weeks later	21.6	22.4	21.7	20.2	22.3	23.7	22.5	20.4	94
5-8 weeks later	27.9	29.8	28.1	29.1	28.7	27.8	27.0	27.5	98
After 9 weeks	20.0	17.4	17.2	21.8	19.2	15.7	16.6	19.0	110

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869
  (2024) 17,146

6. Planned Traveling Time(%)

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

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
1 night	41.6	44.8	43.5	41.4	40.7	40.4	42.8	43.2	99
2 nights	33.9	32.4	34.8	34.4	33.5	32.3	29.8	30.1	86
3 nights	13.4	13.8	13.2	13.4	14.3	14.6	14.2	14.4	109
4 nights	5.7	5.0	4.2	5.2	5.5	5.2	5.6	5.5	-
5 nights	1.6	1.3	1.3	1.5	1.4	1.6	1.9	1.9	-
6 or more nights	3.7	2.8	3.0	4.1	4.5	4.3	3.6	3.4	-
Average [unit: nights]	2.16	2.05	2.06	2.20	2.27	2.25	2.14	2.12	103

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869 (2024) 17,146

7. Vacation(Annual Leave) Plans(%)

Q. Do you plan to use vacation(annual leave) for the 'OOO' trip?
    Please select the number of days you plan to use.

(Office workers planning domestic travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
I won't be using my leave	53.9	50.4	49.0	47.7	44.9	47.2	49.4	48.4	99
I will be using my leave	46.1	49.6	51.0	52.3	55.1	52.8	50.6	51.6	101
Use 1 day	23.5	25.7	26.7	25.4	24.3	25.2	24.8	24.8	93
Use 2 days	12.3	14.5	14.2	14.4	17.6	15.3	14.6	14.6	103
Use 3 days	6.7	6.4	6.7	8.1	8.3	7.9	7.5	7.5	112
Use 4 days	1.9	1.7	1.7	2.2	2.3	2.2	2.0	2.0	-
Use 5 days	1.1	0.9	1.1	1.5	1.7	1.5	1.2	1.2	-
Use 6 days	0.2	0.2	0.1	0.2	0.2	0.3	0.2	0.2	-
Use 7 or more days	0.4	0.3	0.4	0.4	0.5	0.6	0.4	0.4	-

* Number of cases: (2017) 12,409, (2018) 12,323, (2019) 12,372, (2020) 11,689, (2021) 12,433, (2022) 12,213, (2023) 10,747 (2024) 10,059

8. The Main Purpose of Planned Travel(%)

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

(Those who planned domestic travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
To appreciate natural scenery	28.9	27.2	27.6	27.2	27.2	28.3	26.0	25.8	93
To relax	18.2	19.3	19.1	25.0	25.6	21.8	20.2	19.6	103
To enjoy good food and drink	19.5	19.0	19.3	16.5	16.9	16.4	17.0	17.7	92
To visit family, relatives, and friends, etc.	9.3	9.9	9.9	12.4	9.9	11.5	12.7	13.2	133
To enjoy theme park, hot spring, etc.	5.9	6.3	6.5	3.6	3.9	5.1	5.7	5.5	85
To do sports/hobbies	4.4	4.4	4.1	5.0	4.9	4.5	4.7	4.7	-
To appreciate historic sites and remains	4.8	4.6	4.2	3.4	3.7	3.8	3.8	3.9	-
To enjoy city landscapes	2.9	2.7	3.1	2.7	2.9	2.9	3.1	2.9	-
To appreciate culture-arts	2.3	2.6	2.3	1.6	2.2	2.3	2.4	2.4	-
To visit festivals or events	2.4	2.4	2.3	1.2	1.1	1.7	2.3	2.1	-
Shopping	0.8	0.9	0.9	0.7	1.1	0.9	1.0	1.1	-
Others	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.1	-

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869 (2024) 17,146

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

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

(Those who plan to engage in hobbies or sports activities during their travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Hiking	35.7	35.1	32.6	34.5	35.2	38.2	36.0	36.3	111
Fishing	34.7	34.1	34.9	32.6	32.0	26.8	25.2	25.6	73
Golf	14.9	15.0	15.5	20.0	21.5	19.1	17.8	21.0	135
Water sports	21.2	20.6	21.3	20.2	19.8	19.8	18.8	18.2	85
Winter sports	12.5	12.6	11.8	10.8	9.0	8.9	9.5	9.8	83
Others	9.2	8.3	9.7	7.8	8.4	7.6	11.3	11.0	113

* Number of cases: (2017) 1,843, (2018) 1,722, (2019) 1,638, (2020) 1,785, (2021) 1,907, (2022) 1,867, (2023) 1,627, (2024) 1,485

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	2017	2018	2019	2020	2021	2022	2022	2024	TCI
	Total	27.7	28.5	27.6	10.0	3.6	5.0	17.0	22.1	80
Sex	Male	26.1	27.7	27.3	11.0	4.5	5.8	16.8	21.4	78
	Female	29.3	29.3	27.8	9.0	2.7	4.2	17.2	22.8	82
Age	20s	31.1	31.6	30.3	13.4	5.8	7.9	21.1	26.2	86
	30s	31.6	31.0	31.5	11.5	4.3	6.7	19.7	25.7	82
	40s	23.8	25.2	24.0	8.0	3.0	4.0	15.3	19.8	83
	50s	25.3	27.1	25.5	8.7	2.4	3.3	14.2	18.5	73
	60s or above	27.8	28.3	27.7	8.8	2.5	4.0	16.1	22.2	80
Sex BY Age	Male/20s	27.7	30.2	27.5	15.4	7.7	9.3	21.3	26.6	97
	Male/30s	31.2	31.1	31.7	13.0	5.7	7.9	19.2	23.5	74
	Male/40s	23.4	26.2	26.1	9.3	3.6	5.1	16.5	20.3	78
	Male/50s	23.0	25.5	25.2	8.8	2.8	3.6	12.8	16.9	67
	Male/60s or above	25.9	24.7	26.0	8.8	2.1	4.0	15.6	21.6	83
	Female/20s	35.0	33.2	33.5	11.4	3.7	6.3	20.9	25.8	77
	Female/30s	32.0	30.8	31.3	9.9	2.9	5.4	20.2	28.1	90
	Female/40s	24.2	24.0	21.9	6.6	2.4	3.0	14.0	19.3	88
	Female/50s	27.7	28.7	25.7	8.7	1.9	3.1	15.7	20.2	79
	Female/60s or above	29.7	31.8	29.2	8.9	2.9	3.9	16.7	22.8	78
Average Monthly Household Income	below KRW 3 Million	19.3	17.6	17.2	6.1	3.2	4.8	12.4	16.1	94
	KRW 3 Mil to 5 Mil	21.8	22.5	23.0	8.4	3.0	4.0	13.7	18.9	82
	KRW 5 Mil to 7 Mil	29.6	30.6	28.1	10.6	3.7	4.7	17.2	21.4	76
	KRW 7 Mil or above	39.4	40.8	38.3	13.4	4.4	6.5	23.0	29.0	76

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

2. Travel Frequency(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
*Overseas Travel Experience ('Yes')	40.4	42.1	41.5	18.6	5.7	8.1	24.6	34.0	82
1 time	77.0	76.4	77.3	81.1	81.9	83.5	81.1	79.2	102
2 times	17.9	18.6	18.0	15.2	14.7	11.8	14.1	15.7	87
More than 3 times	5.1	5.0	4.7	3.7	3.4	4.6	4.8	5.1	-
Average [unit: times]	1.28	1.29	1.27	1.23	1.21	1.21	1.24	1.26	99

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

** Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

3. Travel Destination/Regions(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Asia	74.1	75.5	74.9	67.8	54.8	57.6	76.4	80.4	107
Japan	29.1	31.0	24.2	12.9	15.9	15.8	32.2	34.1	141
Vietnam	7.5	10.8	13.0	16.1	8.7	11.6	16.5	16.0	123
Thailand	6.1	5.9	6.5	6.9	4.6	7.5	7.2	6.5	100
Taiwan	4.8	4.5	5.4	7.1	4.0	1.9	3.7	4.8	89
Philippines	4.9	4.8	5.5	5.7	2.6	4.3	5.3	4.8	87
China	8.8	7.7	8.3	7.5	5.5	3.9	2.7	4.7	57
Hongkong	4.7	3.8	4.0	1.9	4.1	2.0	1.2	2.0	-
Asia others	8.2	7.1	8.0	9.7	9.3	10.6	7.6	7.4	93
Europe	9.5	9.3	9.4	10.6	8.9	11.2	9.2	9.2	98
Oceania	7.1	6.6	7.3	8.8	14.8	12.0	6.6	6.6	90
North America	6.5	5.4	5.4	7.8	13.5	12.1	4.7	4.7	87
Middle East	0.7	0.6	0.8	0.9	1.2	1.8	0.9	1.0	-
Latin America	0.6	0.7	0.6	1.3	1.7	1.2	0.5	0.5	-
Africa	0.3	0.3	0.3	0.9	1.5	1.0	0.5	0.5	-
Others	1.2	1.5	1.2	1.8	3.6	3.0	1.3	1.3	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

4. Travel Duration(%)

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

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
2 nights or under	17.4	16.4	15.3	13.1	26.9	16.5	11.0	11.0	72
3 nights	25.0	25.8	25.3	21.4	19.0	15.7	20.9	24.0	95
4 nights	24.1	25.1	25.3	23.9	13.3	15.9	23.5	25.0	99
5 nights	8.2	8.9	9.4	8.9	5.0	8.0	10.0	11.1	118
6 nights	4.6	4.4	5.0	6.0	4.4	5.3	5.9	6.0	120
7 nights	4.8	4.4	4.6	5.6	5.5	6.1	5.0	4.4	-
8 nights	3.7	3.5	3.5	3.5	3.4	4.1	4.5	4.1	-
9 nights~14 nights	7.7	7.2	7.3	10.2	7.6	11.5	9.0	8.9	122
15 or more nights	4.6	4.3	4.1	7.5	15.0	13.4	6.5	4.6	-
Average [unit: nights]	5.40	5.31	5.31	6.49	7.77	8.04	6.13	5.56	105

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

5. Vacation(Annual Leave) Use(%)

Q. Did you use vacation(annual leave) for the 'OOO' trip?
   Please select the number of days you used.

(Office workers experienced in overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
I didn't use my annual leave	28.9	28.1	24.8	24.3	25.2	25.8	23.2	22.4	90
I used my annual leave	71.1	71.9	75.2	75.7	74.8	74.2	76.8	77.6	103
Used 1 day	13.1	12.5	12.8	10.4	11.8	9.8	9.6	10.1	79
Used 2 days	19.6	20.2	20.8	19.7	16.5	16.0	19.9	22.6	109
Used 3 days	15.9	17.0	18.2	17.7	16.5	16.6	19.7	19.2	105
Used 4 days	7.9	8.5	8.2	8.8	9.1	8.9	9.7	9.4	115
Used 5 days	8.2	7.6	8.6	9.7	7.1	10.7	9.4	9.0	105
Used 6 days	1.9	1.6	1.9	2.2	2.8	2.3	2.3	2.0	-
Used 7 or more days	4.6	4.5	4.8	7.2	10.9	9.9	6.1	5.2	-

* Number of cases: (2017) 6,939, (2018) 7,460, (2019) 7,441, (2020) 3,306, (2021) 1,059, (2022) 1,295, (2023) 3,615 (2024) 4,988

6. Number of Companions(%)

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

(Those who experienced overseas travel)

Time\\Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	8.7	76
2 people	36.5	36.1	36.3	35.6	38.0	41.2	38.8	38.0	105
3 people	14.1	15.4	15.1	14.5	11.0	13.1	15.6	15.1	100
4 people	15.8	15.5	17.2	15.6	11.0	13.0	16.7	17.5	102
5 or more people	15.5	15.1	13.9	14.2	6.7	9.9	15.1	15.5	112
Don't know	6.9	6.7	6.0	5.2	1.9	2.2	4.3	5.1	85
Average [unit: people]	3.14	3.14	3.09	3.02	2.29	2.61	3.16	3.20	104

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

7. Companion(% Multiple Answers)

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

(Those who experienced overseas travel)

Time\\Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Family (Parents, Siblings, Children, etc.)	33.0	34.5	34.7	32.8	23.4	25.4	35.3	38.0	110
Spouse	29.3	29.1	31.0	31.0	27.6	26.8	28.1	27.8	90
Friends	23.6	23.7	23.7	22.3	15.8	19.4	22.9	23.3	98
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	8.7	76
Significant other	5.2	4.9	5.0	5.0	4.1	6.8	7.0	7.1	142
Co-worker	7.9	8.0	6.7	5.8	2.9	6.2	7.5	6.9	103
Others	2.9	2.7	2.4	2.6	2.3	2.7	2.6	2.4	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

8. Travel Type(%)

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

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Individual travel	56.4	59.2	61.0	62.0	60.4	60.1	60.1	61.7	101
Group package travel	35.1	33.5	32.0	30.2	23.8	25.2	31.2	30.4	95
Airplane+hotel or Airplane+rental car+hotel package travel	8.5	7.3	7.0	7.9	15.7	14.7	8.7	7.8	111

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Many tourist spots	29.2	28.7	27.7	27.2	21.8	20.5	18.3	18.2	66
Reasonable travel expenses	7.9	8.1	7.8	8.9	6.4	10.5	15.7	15.6	200
Applicable travel period/schedule	13.0	12.8	12.1	11.0	10.3	10.6	12.7	12.2	101
Short travel distance	7.9	8.0	8.7	7.7	10.3	7.8	8.9	9.5	109
Low market price	6.4	8.0	9.7	9.7	11.8	8.7	7.5	8.4	87
Acquaintance`s recommendation	6.3	6.0	6.1	7.1	4.7	7.2	7.7	7.6	125
Many things to do	6.7	6.6	7.4	5.9	6.1	7.1	6.6	6.7	91
Many different kinds of food	5.4	5.6	6.0	6.3	8.0	5.2	4.9	5.3	88
Safe place to travel	1.1	1.2	1.1	1.2	2.3	3.4	2.9	2.7	-
Much to shop for	4.0	3.8	3.2	3.5	6.8	4.6	2.6	2.6	-
Convenient transportation in destination	1.0	0.8	0.9	1.2	3.5	3.3	1.5	1.7	-
Others	6.2	5.5	4.6	6.0	2.9	5.9	5.9	4.9	-
I was not the decision-maker	4.9	4.9	4.7	4.4	5.2	5.3	4.9	4.6	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

10. Main Travel Activities(%)

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

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
To relax	19.2	20.3	20.8	22.3	15.1	19.8	20.4	19.5	94
To enjoy good food and drink	12.6	13.6	13.9	12.0	12.5	10.5	14.2	15.7	113
To appreciate natural scenery	16.6	17.1	17.3	15.6	13.8	14.3	15.5	15.7	91
To enjoy city landscapes	12.6	11.7	11.4	11.0	10.8	8.9	9.8	10.6	93
To appreciate historic sites and remains	11.5	10.3	10.2	10.4	7.5	8.4	9.4	9.8	96
To enjoy theme park, hot spring, etc.	8.0	8.5	8.1	6.3	7.1	7.3	8.9	9.3	115
Shopping	4.8	4.7	3.9	3.4	6.4	4.2	4.8	5.4	-
To visit family, relatives, and friends, etc.	5.9	5.5	5.2	7.2	10.6	10.6	5.6	4.6	88
To do sports/hobbies	3.2	3.3	3.6	4.4	5.4	5.7	4.9	3.8	-
To appreciate culture-arts	2.9	2.9	3.3	4.7	5.4	5.4	3.8	2.9	-
To visit festivals or events	1.7	1.5	1.5	1.9	3.8	3.7	1.7	1.8	-
Others	0.9	0.7	0.8	0.8	1.4	1.2	0.9	1.0	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491

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

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

(Those who engaged hobbies or sports during their travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Water sports	52.4	51.9	51.7	53.1	46.9	40.2	38.8	41.2	80
Golf	26.7	26.4	29.3	30.6	34.9	37.6	41.7	35.0	119
Hiking	19.1	16.9	17.1	19.5	31.6	23.2	17.3	18.1	106
Winter sports	10.3	11.0	8.1	12.3	24.7	17.6	6.5	8.5	105
Fishing	12.2	11.9	11.0	13.0	23.4	14.6	8.3	8.3	75
Others	8.2	7.4	7.7	6.8	0.6	4.0	8.5	8.4	109

* Number of cases: (2017) 875, (2018) 974, (2019) 984, (2020) 557, (2021) 175, (2022) 271, (2023) 637, (2024) 725

12. Information Search Channel(%)

Q. What sources of information did you use at each stage?

(Those who experienced overseas travel)

Category	Time	2020	2021	2022	2023	2024
Destination	Blogs	44.3	30.2	29.9	34.1	36.2
	Word of mouth	34.5	20.7	28.1	33.2	33.8
	YouTube	18.1	24.2	24.9	27.9	30.6
	Online community/cafe	28.3	17.2	20.4	24.8	24.7
	Social media	24.4	26.4	22.3	21.0	22.5
	Professional travel information sites/app	27.6	25.2	23.3	22.4	19.6
	Travel service/package purchased channel	29.0	22.0	21.3	20.0	19.4
	TV	11.0	6.9	9.4	10.4	10.1
	Official website of the travel destination	14.1	18.3	17.5	9.6	9.1
	Other	3.6	2.5	5.2	7.2	6.1
	I don't know	5.1	7.4	4.3	2.0	2.0
Transportation	Travel service/package purchased channel	38.8	24.6	26.5	30.4	30.3
	Professional travel information sites/app	30.3	26.5	27.4	29.2	27.8
	Word of mouth	18.6	13.4	19.6	20.4	19.5
	Blogs	18.1	16.7	16.0	17.1	18.0
	Online community/cafe	13.2	14.0	15.8	14.1	14.3
	YouTube	7.9	16.7	14.3	12.5	14.0
	Social media	11.5	21.5	15.8	9.6	10.0
	Official website of the travel destination	11.5	19.0	15.1	7.9	7.6
	TV	4.7	5.3	6.1	6.2	5.7
	Other	5.2	3.3	6.8	9.4	9.8
	I don't know	8.4	7.8	5.2	3.8	3.7
Accommodation	Travel service/package purchased channel	40.9	24.4	28.0	31.3	30.6
	Blog	26.1	22.2	22.5	24.6	26.3
	Professional travel information sites/app	29.4	28.8	27.2	26.0	24.7
	Word of mouth	22.1	21.8	22.8	21.0	20.6
	Online community/cafe	18.3	18.5	19.1	18.1	18.4
	YouTube	6.6	11.0	14.5	14.3	15.4
	Social media	9.6	8.8	11.8	11.8	12.9
	Official website of the travel destination	12.4	18.6	14.7	8.6	7.4
	TV	5.8	11.0	8.5	4.9	5.4
	Other	3.5	2.7	5.7	6.8	6.3
	I don't know	4.8	6.4	4.0	2.9	2.9

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406, (2024) 8,491

12. Information Search Channel(%)

Q. What sources of information did you use at each stage?

(Those who experienced overseas travel)

Category	Time	2020	2021	2022	2023	2024
Dining	Blog	39.1	27.8	30.0	35.4	37.5
	Word of mouth	27.8	22.0	25.3	25.7	25.6
	YouTube	13.1	15.7	19.9	22.7	25.0
	Online community/cafe	20.4	16.2	19.8	23.2	23.1
	Social media	22.5	20.3	18.9	21.7	22.6
	Travel service/package purchased channel	25.1	21.6	20.1	20.6	20.4
	Professional travel information sites/app	19.3	20.1	19.9	16.7	14.9
	Official website of the travel destination	12.1	19.2	15.3	7.5	7.0
	TV	6.2	5.5	6.9	6.4	6.8
	Other	3.7	3.1	5.9	7.3	7.1
	I don't know	6.0	7.0	4.5	2.8	2.6
Activity	Blog	31.4	21.4	25.0	31.9	32.6
	Travel service/package purchased channel	29.2	22.5	23.6	24.6	24.7
	Online community/cafe	22.1	19.5	20.7	22.3	23.3
	Word of mouth	23.1	20.9	23.2	23.6	22.8
	YouTube	11.1	13.8	17.6	20.5	21.9
	Professional travel information sites/app	22.4	19.5	21.5	22.1	20.2
	Social media	13.0	11.5	13.5	15.5	17.5
	Official website of the travel destination	13.2	23.8	16.1	10.0	9.3
	TV	7.9	11.1	10.1	6.4	6.0
	Other	3.0	3.2	5.4	6.3	6.2
	I don't know	10.8	10.0	6.4	4.3	4.0
Tourist Attraction	Blog	44.7	25.3	31.3	40.3	41.2
	YouTube	17.8	22.4	24.3	29.1	31.9
	Online community/cafe	26.1	14.4	21.2	27.8	27.6
	Word of mouth	27.1	21.8	24.4	26.4	24.9
	Social media	25.6	25.4	22.5	21.7	23.4
	Travel service/package purchased channel	30.4	23.5	22.0	23.5	23.0
	Professional travel information sites/app	25.0	21.0	21.8	23.3	21.3
	Official website of the travel destination	18.5	22.8	19.0	13.5	12.5
	TV	11.7	12.6	11.0	8.9	9.4
	Other	3.1	2.9	4.6	4.8	4.8
	I don't know	4.0	6.3	3.9	2.3	2.0

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406, (2024) 8,491

13. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced overseas travel)

Time Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Flights	40.3	42.8	41.9	41.1	23.7	31.1	38.2	**39.9**	95
Package	43.6	40.8	39.0	38.0	39.6	39.9	39.9	**38.3**	98
Accommodation	33.2	36.4	36.8	34.8	19.7	24.4	33.4	**35.6**	97
Local transportation	20.1	23.1	19.6	21.7	16.7	19.5	27.6	**28.0**	143
Activities/ticket/tour product	0.0	0.0	16.6	19.5	8.7	14.0	20.4	**21.5**	130
Rental car	6.1	6.4	6.2	6.5	6.5	8.6	5.7	**5.3**	85
None	8.7	8.9	8.9	9.0	11.9	10.2	9.5	**9.5**	107

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406, (2024) 8,491

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.

(Those who purchased the travel package themselves)

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
F l i g h t s	Airline	42.1	39.8	41.2	39.4	42.1	47.4	43.5	43.6	106
	Tour prouduct specialized web/app	24.3	28.1	28.9	32.1	23.4	29.0	33.7	36.5	126
	Travel Agency	22.1	18.4	16.0	15.5	15.2	13.0	13.5	10.8	68
	Open Market	5.0	6.6	6.9	6.8	6.8	5.1	3.9	3.5	51
	Social Commerce	3.7	4.1	4.4	3.8	7.0	3.5	2.3	2.8	-
	TV Homeshopping	0.2	0.3	0.4	0.4	2.0	0.7	0.4	0.2	-
	Others/Don`t Know	2.6	2.7	2.2	2.1	3.4	1.4	2.7	2.6	-

* Number of cases: (2017) 4,239, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444, (2024) 3,384

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
P a c k a g e	Travel Agency	60.3	59.2	57.9	62.6	43.0	45.6	51.7	53.4	92
	TV Homeshopping	8.0	8.5	9.0	7.6	8.8	13.7	12.7	12.6	140
	Tour prouduct specialized web/app	8.8	8.0	6.9	8.6	14.4	15.1	12.5	12.2	177
	Social Commerce	5.7	6.0	7.5	5.9	11.7	7.9	6.6	6.1	81
	Open Market	3.3	3.8	5.1	5.7	14.7	9.6	4.8	4.4	86
	Others/Don`t Know	14.0	14.5	13.7	9.6	7.4	8.1	11.7	11.3	82

* Number of cases: (2017) 4,588, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556, (2024) 3,250

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
A c c o m m o d a t i o n	Tour prouduct specialized web/app	63.3	70.1	66.8	63.1	42.4	56.1	70.3	69.1	103
	Direct from lodging vendors	17.0	13.9	14.7	16.2	19.3	21.8	14.9	15.7	107
	Travel Agency	9.4	7.4	8.9	9.6	16.9	9.7	6.1	5.8	65
	Social Commerce	2.8	2.9	3.3	2.6	7.5	5.1	2.4	2.4	-
	Open Market	1.7	2.3	2.9	4.1	10.2	3.4	1.5	1.9	-
	Others/Don`t Know	5.8	3.4	3.4	4.4	3.7	3.8	4.7	5.1	-

* Number of cases: (2017) 3,494, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143, (2024) 3,025

	Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
L o c a l t r a n s p o r t a t i o n	Direct from vendors	20.7	20.1	20.8	24.2	23.6	38.1	41.4	41.4	199
	Tour prouduct specialized web/app	16.4	22.8	26.7	28.4	17.7	20.8	26.0	27.5	103
	Social Commerce	18.5	17.4	12.7	8.6	14.8	9.0	5.5	5.0	39
	Travel Agency	17.3	14.7	11.3	10.7	18.0	9.6	6.0	5.0	44
	Open Market	11.4	9.3	7.5	7.0	12.8	6.1	2.7	3.1	41
	Others/Don`t Know	15.8	15.7	21.0	21.0	13.2	16.4	18.5	18.1	86

* Number of cases: (2017) 2,108, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771 (2024) 2,381

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.

(Those who purchased the travel package themselves)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Activities	Tour prouduct specialized web/app	0.0	0.0	44.3	49.5	23.8	32.9	41.2	**44.5**	100
	Direct from vendors	0.0	0.0	15.0	13.4	16.6	26.4	26.0	**27.0**	180
	Travel Agency	0.0	0.0	9.8	9.5	16.7	13.2	5.0	**6.2**	63
	Social Commerce	0.0	0.0	13.9	11.6	17.7	8.2	5.9	**5.6**	40
	Open Market	0.0	0.0	6.0	7.3	23.0	7.6	3.7	**3.2**	53
	Others/Don`t Know	0.0	0.0	11.0	8.7	2.1	11.8	18.1	**13.6**	124

* Number of cases: (2019) 1,101, (2020) 573, (2021) 96, (2022) 269, (2023) 1,308, (2024) 1,827
** 'Activities' item added in January of 2019

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Rental car	Car Rental Agency	47.6	45.0	53.6	49.9	38.2	45.2	52.3	**55.1**	103
	Tour prouduct specialized web/app	23.3	24.9	13.9	18.5	15.4	12.7	12.9	**12.4**	89
	Travel Agency	9.7	7.8	8.8	12.7	18.7	12.5	10.2	**8.4**	95
	Social Commerce	4.4	5.1	4.8	3.9	11.3	9.1	5.0	**4.2**	-
	Open Market	2.4	3.3	5.3	6.9	9.2	10.0	3.0	**4.2**	79
	Others/Don`t Know	12.5	14.0	13.5	8.1	7.2	10.4	16.6	**15.7**	116

* Number of cases: (2017) 640, (2018) 708, (2019) 673, (2020) 315, (2021) 97, (2022) 182, (2023) 363, (2024) 452

15. Reserving/Purchasing Channel
(Change from 2019 to 2024, %p)

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.

(Those who purchased the travel package themselves)

Category	Product	Flights	Package	Accommodation	Local transportation	Activities	Rental car
Channel	Direct from vendors	2.3	-	2.2	20.6	12.0	1.5
	Tour prouduct specialized web/app	7.6	5.3	2.2	0.8	0.2	-1.6
	Travel Agency	-5.2	-4.5	-3.1	-6.3	-3.7	-0.4
	Social Commerce	-1.5	-1.4	-0.9	-7.7	-8.3	-0.6
	Open Market	-3.5	-0.7	-0.9	-4.5	-2.8	-1.1
	TV Homeshopping	-0.1	3.6	-	-	-	-
	Others/Don`t Know	0.4	-2.4	1.7	-2.8	2.6	2.3

* Number of cases: Flights (2019) 4,525, (2024) 3,384; Package (2019) 4,212, (2024) 3,250;
                    Accommodation (2019) 3,976, (2024) 3,025;
                    Local transportation (2019) 2,117, (2024) 2,381;
                    Activities (2019) 1,101, (2024) 1,827; Rental car (2019) 673, (2024) 452

16. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Flights	Mobile Internet	27.0	33.1	40.3	47.0	49.1	52.7	64.3	67.2	167
	PC Internet	66.7	62.0	56.0	49.3	41.8	41.9	33.1	30.9	55
	Phone	4.3	3.0	2.6	2.0	4.3	2.4	1.0	0.6	-
	Visit/direct purchase	1.4	1.4	0.7	1.3	3.1	2.0	0.7	0.4	-
	Others/Don't know	0.6	0.5	0.4	0.4	1.7	1.1	0.8	0.9	-

* Number of cases: (2017) 4,229, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444, (2024) 3,384

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Package	Mobile Internet	15.4	19.3	24.4	27.1	35.9	40.7	42.9	46.2	189
	PC Internet	38.3	36.8	35.7	34.7	37.5	33.4	22.2	19.5	55
	Phone	23.6	22.6	19.2	18.8	10.6	12.0	16.1	15.3	80
	Visit/direct purchase	13.0	11.5	11.1	12.1	10.2	6.1	7.6	8.5	77
	Others/Don't know	9.7	9.8	9.6	7.4	5.7	7.8	11.2	10.4	108

* Number of cases: (2017) 4,536, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556, (2024) 3,250

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Accommodation	Mobile Internet	29.7	35.4	44.4	48.3	46.1	55.4	63.8	65.5	148
	PC Internet	65.3	59.9	51.2	47.6	41.4	37.1	32.2	30.6	60
	Visit/direct purchase	1.8	1.7	1.2	1.7	4.4	3.4	1.7	1.4	-
	Phone	2.4	1.9	2.1	1.7	5.1	3.5	1.0	0.9	-
	Others/Don't know	0.8	1.1	1.0	0.7	3.0	0.6	1.3	1.7	-

* Number of cases: (2017) 3,481, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143 (2024) 3,025

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Local transportation	Mobile Internet	23.8	29.8	37.9	44.7	39.3	42.1	48.0	49.9	132
	Visit/direct purchase	19.0	17.9	18.2	18.9	13.2	26.0	29.9	29.4	162
	PC Internet	53.2	49.7	39.7	31.8	36.8	23.4	17.1	15.9	40
	Phone	1.7	1.0	1.6	1.6	4.0	3.4	1.0	1.1	-
	Others/Don't know	2.2	1.7	2.7	3.0	6.8	5.1	4.0	3.8	-

* Number of cases: (2017) 2,097, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771, (2024) 2,381

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Activities	Mobile Internet	0.0	0.0	49.2	57.7	49.9	49.7	57.0	61.7	125
	PC Internet	0.0	0.0	7.8	5.6	3.1	17.3	20.1	18.3	44
	Visit/direct purchase	0.0	0.0	41.2	34.8	45.0	31.1	20.1	17.2	221
	Phone	0.0	0.0	1.1	1.2	2.0	0.7	0.3	0.3	-
	Others/Don't know	0.0	0.0	0.7	0.7	0.0	0.4	2.5	2.5	-

* Number of cases: (2019) 1,101, (2020) 573, (2021) 96, (2022) 269, (2023) 1,308, (2024) 1,827
** 'Activities' item added in January of 2019

Category	Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Rental car	Mobile Internet	21.2	27.0	31.4	38.7	39.0	42.6	49.3	52.2	166
	PC Internet	66.5	61.0	56.6	47.5	36.0	42.3	33.8	30.7	54
	Visit/direct purchase	8.0	7.8	7.6	9.9	17.7	7.4	11.9	10.4	137
	Phone	2.9	2.4	2.9	3.6	4.2	3.3	1.7	2.9	-
	Others/Don't know	1.3	1.8	1.5	0.3	3.1	4.4	3.3	3.8	-

* Number of cases: (2017) 639, (2018) 708, (2019) 673, (2020) 315, (2021) 97, (2022) 182, (2023) 363, (2024) 452

17. Reserving/Purchasing Method (Change from 2019 to 2024, %p)

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

(Those who purchased the travel package themselves)

Category \ Product Method	Flights	Package	Accommodation	Local transportation	Activities	Rental car
Mobile Internet	26.9	21.8	21.1	12.1	12.4	20.8
PC Internet	-25.1	-16.1	-20.7	-23.9	-22.9	-25.8
Phone	-2.0	-3.9	-1.3	-0.5	-0.8	-0.1
Visit/direct purchase	-0.3	-2.6	0.2	11.2	9.5	2.8
Others/Don't know	0.5	0.9	0.6	1.1	1.7	2.3

* Number of cases: Flights (2019) 4,525, (2024) 3,384; Package (2019) 4,212, (2024) 3,250;
        Accommodation (2019) 3,976, (2024) 3,025;
        Local transportation (2019) 2,117, (2024) 2,381;
        Activities (2019) 1,101, (2024) 1,827; Rental car (2019) 673, (2024) 452

18. 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.

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Below KRW 500 thousand	5.7	6.1	6.4	4.8	5.2	3.3	3.0	2.7	42
KRW 500 thousand to 1 Million	33.9	35.7	35.7	28.5	22.7	19.0	22.5	22.9	64
KRW 1 Mil. to 2 Mil.	33.8	34.8	33.4	34.3	28.8	31.2	43.0	44.8	134
KRW 2 Mil. to 5 Mil.	18.3	16.9	17.4	22.8	22.9	28.3	20.7	19.9	114
KRW 5 Mil. or above	3.2	3.4	3.2	4.9	6.7	9.9	7.6	6.5	-
Don`t Know	5.1	3.1	4.0	4.6	13.8	8.4	3.2	3.2	-
Average [unit: 10,000 won]	146.28	142.77	141.13	165.06	183.26	211.70	183.39	175.73	125
Total travel cost per night	27.10	26.89	26.57	25.42	23.58	26.33	29.89	31.62	119
Total travel cost per a whole day	22.87	22.63	22.36	22.03	20.89	23.42	25.70	26.80	120

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406
(2024) 8,491

19. 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)]

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	4.00	3.99	3.96	3.97	3.78	3.85	3.92	3.91	99
Asia	3.92	3.93	3.93	3.93	3.76	3.80	3.79	3.81	97
Japan	4.06	4.03	3.96	4.02	3.81	3.90	4.01	3.99	101
Vietnam	3.95	4.05	4.03	3.96	3.82	3.80	3.87	3.95	98
Thailand	3.99	4.00	3.98	4.04	3.82	3.95	3.89	3.92	98
Taiwan	3.92	3.95	3.98	3.95	3.74	3.88	3.83	3.86	97
Philippines	3.89	3.93	3.98	3.99	3.73	3.80	3.82	3.75	94
China	3.93	3.91	3.89	3.91	3.82	3.86	3.55	3.53	91
Hongkong	3.64	3.64	3.64	3.63	3.64	3.60	3.49	3.68	101
Asia Others	3.97	3.95	3.97	3.94	3.70	3.63	3.83	3.76	95
Europe	4.30	4.22	4.16	4.15	3.98	4.05	4.10	4.09	98
North America	4.13	4.11	4.08	4.00	3.89	4.03	3.97	3.97	97
Oceania	4.04	4.03	4.00	4.04	3.79	3.72	3.93	3.93	98
Middle East	3.88	3.97	4.03	3.97	3.72	3.87	3.84	3.77	94
Latin America	3.91	3.92	3.78	3.96	3.80	3.81	3.81	3.70	98
Africa	4.13	3.89	4.13	4.05	3.78	3.72	3.64	3.42	83
Others	3.90	4.05	3.85	3.91	3.41	3.46	3.70	3.80	99

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406
           (2024) 8,491
** The numerical values in the table represent the average score on a 5-point scale,
   calculated by converting from 'Very Dissatisfied (1)' to 'Very Satisfied (5)'.

20. 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)]

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	3.88	3.90	3.83	3.86	3.74	3.80	3.85	3.83	100
Asia	3.73	3.80	3.77	3.80	3.66	3.72	3.69	3.67	97
Japan	4.07	4.02	3.77	3.88	3.79	3.92	4.03	4.03	107
Vietnam	3.78	3.86	3.88	3.80	3.73	3.78	3.79	3.88	100
Thailand	3.85	3.93	3.89	3.99	3.85	3.93	3.82	3.78	97
Philippines	3.77	3.84	3.82	3.85	3.72	3.82	3.82	3.68	96
Taiwan	3.57	3.76	3.84	3.85	3.47	3.85	3.68	3.63	95
China	3.57	3.58	3.63	3.57	3.58	3.44	3.46	3.46	95
Hongkong	3.56	3.70	3.63	3.70	3.64	3.54	3.35	3.43	94
Asia Others	3.67	3.69	3.71	3.73	3.55	3.48	3.56	3.48	94
Europe	4.24	4.17	4.17	4.13	3.90	4.03	4.06	4.04	97
North America	3.98	3.97	3.97	4.00	3.88	3.97	3.87	3.81	96
Oceania	3.83	3.88	3.90	3.95	3.80	3.71	3.73	3.71	95
Latin America	3.62	3.72	3.65	3.81	3.84	3.80	3.33	3.44	94
Middle East	3.56	3.52	3.76	3.69	3.62	3.68	3.33	3.34	89
Africa	3.67	3.57	3.68	3.40	3.83	3.76	3.29	3.16	86
Others	3.65	3.71	3.54	3.75	3.29	3.35	3.40	3.33	94

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406
         (2024) 8,491
** The numerical values in the table represent the average score on a 5-point scale,
   calculated by converting from 'No intention of revisiting at all (1)' to 'Definitely intend to revisit (5)'.

Consumer **Insight**

21. 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)]

(Those who experienced overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Total	3.91	3.91	3.84	3.87	3.72	3.83	3.88	3.86	101
Asia	3.79	3.82	3.79	3.79	3.65	3.76	3.74	3.72	98
Japan	3.98	3.94	3.69	3.76	3.76	3.88	3.95	3.96	107
Vietnam	3.85	3.90	3.93	3.82	3.70	3.82	3.85	3.90	99
Thailand	3.91	3.94	3.91	3.99	3.72	3.98	3.85	3.83	98
Taiwan	3.78	3.82	3.90	3.90	3.55	3.82	3.76	3.81	98
Philippines	3.81	3.83	3.81	3.82	3.67	3.80	3.80	3.69	97
Hongkong	3.67	3.73	3.68	3.65	3.68	3.66	3.45	3.55	96
China	3.53	3.55	3.58	3.55	3.51	3.48	3.47	3.41	95
Asia Others	3.84	3.87	3.84	3.84	3.61	3.62	3.75	3.64	95
Europe	4.28	4.21	4.19	4.13	4.01	4.06	4.14	4.10	98
Oceania	3.97	3.99	3.95	3.95	3.76	3.74	3.87	3.87	98
North America	4.04	4.07	4.03	4.00	3.87	4.01	3.97	3.85	96
Middle East	3.73	3.90	4.00	3.90	3.50	3.79	3.70	3.71	93
Africa	3.96	3.70	4.08	3.82	3.69	3.72	3.55	3.52	86
Latin America	3.88	3.82	3.83	3.80	3.76	3.76	3.65	3.48	91
Others	3.76	3.96	3.69	3.76	3.26	3.40	3.62	3.62	98

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406 (2024) 8,491
** The numerical values in the table represent the average score on a 5-point scale, calculated by converting from 'Absolutely do not recommend (1)' to 'Definitely recommend (5)'.

Overseas Travel Plan

Consumer **Insight**

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	2018	2019	2020	2021	2022	2022	2024	TCI
	Total	35.8	36.8	35.5	10.4	5.7	13.7	25.8	**27.3**	77
Sex	Male	34.7	36.1	35.6	12.1	7.0	14.8	26.1	**27.3**	77
	Female	37.0	37.4	35.3	8.7	4.3	12.5	25.5	**27.2**	77
Age	20s	39.7	39.7	37.3	12.6	8.7	17.6	28.3	**30.0**	80
	30s	38.5	38.4	38.2	11.5	6.2	15.3	27.4	**29.7**	78
	40s	33.0	33.7	33.5	9.5	4.6	12.5	25.4	**26.9**	80
	50s	33.6	35.6	33.4	8.9	4.1	11.8	23.8	**24.2**	72
	60s or above	35.2	37.6	35.7	10.2	5.5	12.1	24.9	**27.0**	76
Sex BY Age	Male/20s	36.7	37.6	36.3	15.2	11.5	18.7	29.3	**31.4**	87
	Male/30s	37.7	38.2	38.5	13.4	7.9	16.3	26.2	**28.7**	75
	Male/40s	33.6	34.1	34.6	10.8	5.4	14.5	26.6	**26.5**	77
	Male/50s	31.9	35.3	33.7	10.2	4.8	12.5	23.4	**24.0**	71
	Male/60s or above	33.5	35.6	35.1	11.5	6.1	12.9	25.8	**27.4**	78
	Female/20s	43.2	41.9	38.4	10.0	5.5	16.3	27.3	**28.4**	74
	Female/30s	39.2	38.5	37.8	9.6	4.4	14.3	28.6	**30.8**	81
	Female/40s	32.4	33.3	32.4	8.1	3.8	10.4	24.2	**27.3**	84
	Female/50s	35.3	36.0	33.1	7.7	3.3	11.1	24.3	**24.4**	74
	Female/60s or above	36.9	39.5	36.3	8.7	5.0	11.3	24.1	**26.5**	73
Average Monthly Household Income	below KRW 3 Million	24.8	25.8	23.2	8.5	5.4	10.8	19.1	**20.6**	89
	KRW 3 Mil to 5 Mil	28.9	30.2	29.0	8.8	4.5	11.2	22.4	**23.1**	80
	KRW 5 Mil to 7 Mil	38.4	39.2	37.2	10.7	5.8	13.6	25.3	**26.7**	72
	KRW 7 Mil or above	50.1	50.0	48.6	13.6	7.0	18.0	34.2	**35.3**	73

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000 (2024) 25,000

2. Expected Number of Trips(%)

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.

(Those who planned overseas travels)

Time Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
*Overseas Travel Plan ('Yes')	56.0	56.4	55.3	22.9	14.7	28.2	44.4	46.5	84
1 time	86.1	86.1	86.7	86.5	82.6	87.7	88.6	88.2	102
2 times	11.9	12.0	11.6	11.4	14.3	10.2	9.5	9.9	85
More than 3 times	1.9	1.9	1.6	2.0	3.1	2.1	1.9	2.0	-
Average [unit: times]	1.16	1.16	1.15	1.16	1.20	1.14	1.13	1.14	99

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000
(2024) 25,000

** Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549
(2024) 11,623

3. Travel Planned Destination/Regions(%)

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

(Those who planned overseas travels)

Time Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Asia	60.7	63.2	57.8	46.6	38.4	58.3	72.7	75.1	130
Japan	27.0	26.6	15.1	9.0	13.4	22.5	30.7	29.3	194
Vietnam	8.3	11.4	14.3	12.0	7.1	9.1	14.1	14.8	103
Thailand	5.7	5.5	6.1	6.3	5.4	7.9	6.7	6.8	111
Taiwan	5.0	4.8	6.8	6.0	3.9	2.6	4.5	5.2	76
China	5.8	6.4	7.0	5.0	2.7	2.0	2.1	4.2	60
Philippines	3.8	4.0	4.5	5.4	3.1	4.1	3.7	4.1	-
Hongkong	5.2	4.6	4.1	2.9	2.8	1.7	2.2	2.4	-
Asia Others	10.2	10.0	11.6	12.0	9.5	8.3	8.7	8.5	73
Europe	10.2	10.0	10.7	11.3	13.1	12.5	10.0	9.8	92
Oceania	8.3	7.0	8.4	14.0	17.7	14.0	8.0	6.8	81
North America	7.7	6.8	7.3	11.2	15.8	10.6	6.1	5.0	68
Middle East	0.7	0.8	1.1	1.3	1.5	1.6	0.9	1.1	-
Latin America	0.7	0.8	1.4	1.2	1.1	0.7	0.4	0.4	-
Africa	0.6	0.5	0.6	0.8	0.8	0.6	0.4	0.5	-
Others	0.9	1.0	1.2	1.7	2.1	1.8	1.5	1.3	-

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549
(2024) 11,623

4. Development Level of Travel Plan(%)

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

(Those who planned overseas travels)

Time \ Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Reserved/purchased for transportation and/or accommodation, etc.	41.2	39.8	39.3	34.8	36.7	35.3	37.3	**38.3**	97
Travel period and destination is finalized	22.2	22.0	21.8	19.2	15.4	20.8	21.1	**22.1**	101
The destination is finalized, but the travel period is yet to be decided	15.5	16.7	16.1	19.4	19.8	19.6	16.3	**15.8**	98
The travel period is finalized, but the destination is yet to be decided	21.1	21.5	22.7	26.7	28.1	24.2	25.4	**23.8**	105

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549 (2024) 11,623

5. Planned Departure Date for the Trip(%)

Q. Please mark the departure date of your planned trip to 'OOO'.

(Those who planned overseas travels)

Time \ Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Within 1 month	15.8	18.8	19.5	17.5	19.1	20.3	22.6	**20.7**	106
Within 1 to 2 months	18.3	20.0	19.1	19.2	13.6	21.3	19.6	**17.5**	92
Within 2 to 3 months	17.2	17.8	17.5	20.4	13.5	16.1	15.8	**15.7**	90
Within 3 to 4 months	15.7	15.2	15.2	17.6	12.1	13.0	12.6	**13.5**	89
Within 4 to 5 months	15.5	12.3	12.5	12.6	13.3	12.2	12.4	**12.6**	101
After 5 months	17.5	15.9	16.2	12.9	28.4	17.1	17.0	**19.9**	123

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,339, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549 (2024) 11,623

6. Planned Travel Duration(%)

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

(Those who planned overseas travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
2 nights or under	16.6	17.5	14.8	16.2	18.4	14.3	11.9	10.7	72
3 nights	24.8	25.9	25.4	20.8	18.1	19.1	23.1	22.4	88
4 nights	22.9	24.0	24.6	21.5	17.3	18.9	23.5	25.7	104
5 nights	8.1	8.3	8.5	9.5	7.4	9.7	10.5	11.1	131
6 nights	5.6	4.5	5.6	6.8	6.8	6.1	5.7	5.9	105
7 nights	5.5	5.0	5.4	6.5	7.2	6.8	5.4	5.3	98
8 nights	4.0	3.4	3.8	3.8	3.7	4.6	4.0	4.2	-
9 nights~14 nights	8.4	7.5	8.0	9.2	10.9	10.6	9.4	9.1	114
15 or more nights	4.1	3.7	3.8	5.7	10.2	9.1	5.8	5.0	-
Average [unit: nights]	5.38	5.13	5.31	5.92	6.94	6.89	5.89	5.75	108

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,339, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549 (2024) 11,623

7. Vacation(Annual leave) Use Plans(%)

Q. Do you plan to use vacation(annual leave) for the 'OOO' trip?
Please select the number of days you plan to use.

(Office workers planning overseas travel)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
I won't be using my leave	26.1	24.0	20.5	21.9	21.8	21.1	20.6	20.6	100
I will be using my leave	73.9	76.0	79.5	78.1	78.2	78.9	79.4	79.4	100
Use 1 day	15.4	14.2	13.5	11.2	10.4	10.1	11.3	10.4	77
Use 2 days	19.5	21.4	22.1	19.0	17.4	18.6	19.7	22.8	103
Use 3 days	15.4	17.1	17.5	17.3	15.3	16.4	18.9	19.0	109
Use 4 days	7.9	7.9	8.8	10.2	9.7	9.4	10.0	9.4	107
Use 5 days	8.6	8.3	9.7	10.9	10.7	11.6	10.5	9.8	101
Use 6 days	1.8	1.8	2.2	2.5	3.3	2.6	2.2	2.0	-
Use 7 or more days	5.4	5.2	5.7	7.0	11.4	10.2	6.7	5.9	104

* Number of cases: (2017) 9,554, (2018) 9,952, (2019) 9,863, (2020) 4,020, (2021) 2,548, (2022) 4,404, (2023) 6,586 (2024) 6,868

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Individual travel	51.0	54.1	55.0	58.4	56.3	54.4	53.9	55.4	101
Group package travel	31.9	30.5	29.1	24.7	23.6	25.1	28.8	27.8	96
Airplane+hotel or Airplane+rental car+hotel package travel	8.1	6.6	7.0	6.7	8.5	10.1	8.9	8.2	117
No firm plans yet	9.0	8.9	8.9	10.3	11.6	10.4	8.4	8.6	97

* Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,647, (2021) 3,823, (2022) 7,335, (2023) 11,549 (2024) 11,623

9. Main Travel Activity Plans(%)

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

(Those who planned overseas travels)

Time / Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
To relax	19.2	20.3	21.8	24.4	21.5	21.0	20.6	20.3	93
To enjoy good food and drink	13.8	16.5	15.4	12.2	11.7	13.9	18.2	17.4	113
To appreciate natural scenery	18.1	16.8	17.9	17.2	15.7	16.0	15.4	16.6	93
To enjoy city landscapes	11.4	10.8	11.0	10.2	10.0	9.9	10.8	10.3	94
To appreciate historic sites and remains	11.3	10.0	9.8	9.5	8.9	8.4	9.0	9.1	93
To enjoy theme park, hot spring, etc.	7.7	7.8	6.7	4.3	5.3	6.6	7.1	7.1	106
To visit family, relatives, and friends, etc.	6.2	5.6	5.4	8.8	10.1	9.6	6.2	6.0	111
Shopping	4.0	4.2	3.5	3.4	4.3	3.5	3.9	4.2	-
To do sports/hobbies	2.7	3.1	3.1	3.6	4.0	4.4	3.4	3.6	-
To appreciate culture-arts	3.2	2.8	3.3	3.8	4.6	4.0	3.1	2.7	-
To visit festivals or events	1.5	1.4	1.4	1.6	2.6	1.9	1.5	1.6	-
Others	0.9	0.8	0.7	0.9	1.3	0.9	0.9	1.0	-

* Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,647, (2021) 3,823, (2022) 7,335, (2023) 11,549 (2024) 11,623

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

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

(Those who plan to engage in hobbies or sports activities during their travels)

Time Category	2017	2018	2019	2020	2021	2022	2022	2024	TCI
Golf	31.0	34.3	33.4	35.5	36.4	40.3	41.9	39.5	118
Water sports	47.8	48.8	47.4	46.5	41.7	40.9	40.3	38.0	80
Hiking	17.6	16.3	16.4	26.7	27.0	17.6	15.4	14.4	88
Winter sports	8.9	8.4	10.9	13.5	15.4	10.2	7.4	8.5	78
Fishing	13.8	13.6	13.1	15.8	17.5	9.8	7.1	8.5	65
Others	9.2	7.7	8.2	4.4	5.6	6.7	6.7	8.8	107

* Number of cases: (2017) 1,003, (2018) 1,045, (2019) 1,060, (2020) 564, (2021) 405, (2022) 713, (2023) 861, (2024) 848

Part VII
Day Trip and Business Trip

1. Day Trip Experience Rate(% 'I have')

Q. Have you engaged in a *Day trip in the past week (1 to 7 days ago)?
Day trip refers to activities such as tourism/leisure outside your daily living area but not staying overnight. Going for simple activities such as dining, shopping or watching movies don't count.

(Total)

Time / Category	2020	2021	2022	2023	2024
Day trip	22.5	26.7	31.5	29.1	29.7

* Number of cases: (2020) 25,947, (2021) 26,000, (2022) 26,000, (2023) 26,000, (2024) 25,000

2. Day Trip Destination/Regions(%)

Q. Where did you go for a day trip last week? If you visited multiple places, please select only one area where you stayed the longest.

(Those who experienced day trip)

Time / Category	2020	2021	2022	2023	2024
Gyeonggi	19.5	19.9	20.4	22.4	22.0
Seoul	7.9	8.3	10.4	10.3	10.8
Gangwon	8.2	7.4	7.8	8.4	8.4
Gyeongbuk	7.9	8.0	7.7	7.6	7.3
Gyeongnam	8.2	8.3	8.0	7.5	7.1
Chungnam	6.5	6.0	6.7	6.2	6.4
Busan	7.3	7.6	7.1	6.8	5.9
Jeonnam	7.3	6.2	6.2	6.2	5.9
Incheon	5.9	6.0	6.2	5.9	5.6
Jeonbuk	5.5	4.7	4.1	3.9	4.5
Chungbuk	3.8	3.7	3.8	3.4	4.0
Daegu	3.3	4.0	3.3	3.5	3.7
Daejeon	2.5	2.7	2.4	2.3	2.9
Ulsan	3.0	2.8	2.6	2.2	2.3
Gwangju	1.1	1.6	1.4	1.7	1.7
Jeju	2.0	2.3	1.8	1.6	1.4
Non-response	0.0	0.4	0.2	0.0	0.0

* Number of cases: (2020) 5,851, (2021) 6,950, (2022) 8,183, (2023) 7,562, (2024) 7,420

3. Activities During the Day Trip(%Multiple Answers)

Q. What activities did you engage in during your Day Trip? Please select all that apply.

(Those who experienced day trip)

Time Category	2020	2021	2022	2023	2024
To appreciate natural scenery	40.0	33.9	30.0	28.2	28.5
To enjoy good food and drink	31.5	27.7	26.1	26.9	27.8
To visit family, relatives, and friends, etc.	14.2	16.6	18.2	17.3	17.6
To relax	10.1	18.9	18.6	17.1	16.6
Shopping	12.3	11.3	11.2	11.5	12.4
Experiencing/amusing facilities and enjoying activities	7.5	7.4	8.4	9.3	8.2
To do sports/hobbies	10.6	9.1	8.6	8.4	8.2
To appreciate historic sites and remains	9.2	9.1	9.7	8.5	7.8
To visit festivals or events	3.5	3.5	4.9	7.0	7.5
To enjoy city landscapes	9.9	8.3	7.1	6.4	6.9
Cultural/sports watching	4.8	4.3	4.8	5.4	4.8
Others	1.5	1.2	1.4	2.0	2.2

* Number of cases: (2020) 5,851, (2021) 6,950, (2022) 8,183, (2023) 7,562, (2024) 7,420

4. Business Trip Experience Rate (% 'I have')

Q. Have you had a business trip within the last 1 week (1-7 days) domestically?

(Total)

Time / Category	2020	2021	2022	2023	2024
Business trip	7.7	7.5	7.5	7.2	7.3

* Number of cases: (2020) 25,999, (2021) 26,000, (2022) 26,000, (2023) 26,000, (2024) 25,000

5. Business Trip Duration(%)

Q. If you have been on multiple business trips, please respond based on the longest duration of your itinerary.

(Those who went on a business trip)

Time / Category	2020	2021	2022	2023	2024
One day trip	58.5	55.2	55.2	52.0	50.8
1 night	24.7	24.5	24.5	27.6	25.9
2 nights	10.0	12.5	12.7	12.1	13.8
3 nights or more	6.8	7.7	7.5	8.3	9.5

* Number of cases: (2020) 2,006, (2021) 1,945, (2022) 1,958, (2023) 1,879, (2024) 1,831

6. Business Trip Destination/Regions(%)

Q. Where did you go on your longest domestic business trip last week?

(Those who went on a business trip)

Time / Category	2020	2021	2022	2023	2024
Gyeonggi	13.9	14.7	15.4	15.1	16.6
Seoul	10.6	9.9	9.2	11.8	9.5
Chungnam	7.6	6.8	8.4	8.2	8.6
Gangwon	6.7	5.6	8.0	7.0	7.3
Gyeongbuk	6.7	7.4	7.1	7.6	7.4
Busan	7.7	7.9	7.5	6.3	6.7
Gyeongnam	7.9	6.9	7.5	7.5	6.1
Jeonnam	4.7	6.0	5.9	6.8	6.1
Daejeon	7.0	6.4	5.9	6.0	6.1
Daegu	4.9	5.4	5.5	3.9	5.1
Gwangju	3.6	3.3	3.0	2.8	4.5
Chungbuk	5.5	4.4	4.1	4.1	4.1
Jeonbuk	4.3	4.5	3.8	4.8	3.9
Incheon	2.9	3.3	2.9	2.9	3.0
Ulsan	3.4	4.4	2.4	2.8	3.1
Jeju	2.9	3.2	3.3	2.5	1.9

* Number of cases: (2020) 2,006, (2021) 1,945, (2022) 1,958, (2023) 1,879, (2024) 1,831