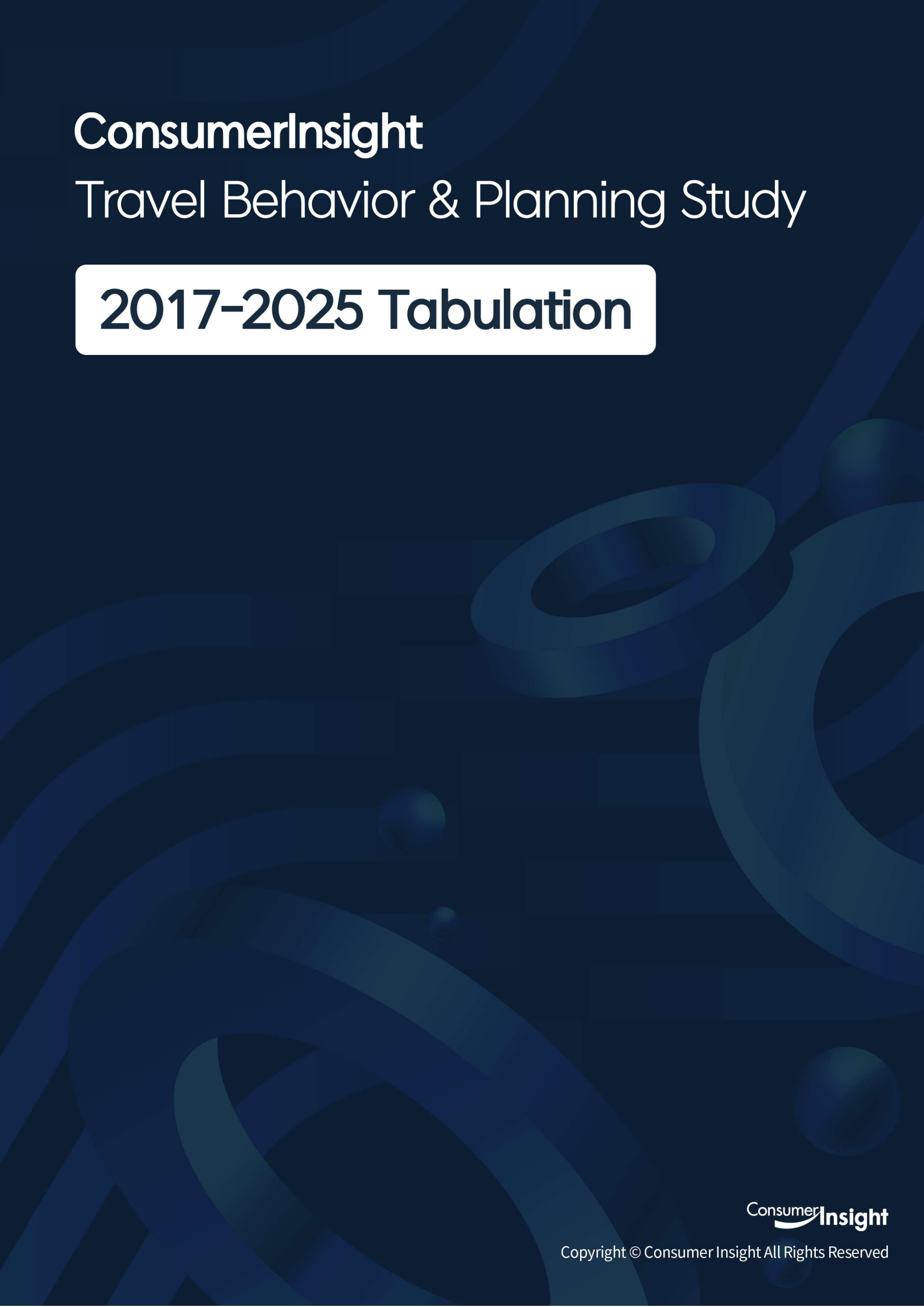




ConsumerInsight

Travel Behavior & Planning Study

2017-2025 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 : (2025 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.

* 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	"		○		
Domestic Travel Plan	Travel Destination Satisfaction	"				○
	Travel Destination Revisit Intent	"				○
	Intent to Recommend Travel Destination	"				○
	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	"			○	

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	"			○
Overseas Travel Plan	Travel Destination Revisit Intent	"			○
	Intent to Recommend Travel Destination	"			○
	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, 2025: Total of 538 week fieldwork, the cumulative total sample size of 254,800 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 2025), 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)

Part I. Study Outline

- 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	2025
Total		(26,000)	(26,500)	(26,000)	(26,000)	(26,000)	(26,000)	(26,000)	(26,500)	(24,500)
Sex	Male	50.8	50.7	50.7	50.7	50.7	50.8	50.9	50.9	50.8
	Female	49.2	49.3	49.3	49.3	49.3	49.2	49.1	49.1	49.2
Age	20s	18.1	18.2	18.2	18.2	18.2	17.9	17.3	16.7	16.2
	30s	21.1	21.0	21.0	21.0	21.0	18.0	17.8	17.8	18.0
	40s	24.2	24.1	24.1	24.1	24.1	21.9	21.7	21.4	21.0
	50s	22.7	22.8	22.8	22.8	22.8	23.1	23.2	23.5	23.6
	60s or above	13.8	13.9	13.9	13.9	13.9	19.2	19.9	20.6	21.2
Sex BY Age	Male/20s	9.6	9.6	9.6	8.9	9.6	9.4	9.1	8.8	8.4
	Male/30s	10.8	10.8	10.8	10.8	10.8	9.3	9.2	9.2	9.4
	Male/40s	12.2	12.2	12.1	12.3	12.2	11.1	11.0	10.8	10.6
	Male/50s	11.4	11.4	11.4	11.6	11.4	11.7	11.8	11.9	12.0
	Male/60s or above	6.8	6.8	6.8	7.1	6.8	9.5	9.8	10.2	10.4
	Female/20s	8.6	8.6	8.6	9.3	8.7	8.5	8.2	8.0	7.8
	Female/30s	10.3	10.2	10.2	10.2	10.2	8.8	8.6	8.6	8.6
	Female/40s	12.0	11.9	12.0	11.9	12.0	10.8	10.8	10.6	10.4
	Female/50s	11.3	11.4	11.4	11.1	11.4	11.4	11.4	11.6	11.6
	Female/60s or above	7.0	7.1	7.0	6.7	7.0	9.7	10.2	10.4	10.8
Marital status	Unmarried	33.7	35.7	36.4	35.1	39.1	34.8	32.9	32.6	32.6
	Married	61.4	61.4	60.3	61.0	57.2	60.9	61.9	62.3	62.1
	Others	4.9	2.9	3.4	3.9	3.7	4.4	5.3	5.1	5.3
Residi ng Regio n	Seoul	20.2	20.2	20.2	20.2	20.2	19.0	19.0	19.0	18.9
	Busan	7.0	7.0	7.0	7.0	7.0	6.5	6.4	6.4	6.3
	Daegu	4.9	4.9	4.9	4.9	4.9	4.6	4.6	4.6	4.6
	Incheon	5.8	5.8	5.8	5.8	5.8	5.8	5.9	6.0	6.0
	Gwangju	2.9	2.9	2.9	2.9	2.9	2.8	2.8	2.8	2.7
	Daejeon	3.1	3.1	3.1	3.1	3.1	2.8	2.8	2.8	2.8
	Ulsan	2.3	2.3	2.3	2.3	2.3	2.2	2.2	2.2	2.2
	Gyeonggi	24.2	24.2	24.2	24.2	24.2	26.6	26.8	27.0	27.2
	Gangwon	2.9	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	3.1
	Chungnam	4.3	4.3	4.3	4.3	4.3	4.6	4.7	4.7	4.7
	Jeonbuk	3.4	3.4	3.4	3.4	3.4	3.3	3.2	3.2	3.2
	Jeonnam	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.3	3.2
	Gyeongbuk	5.1	5.1	5.1	5.1	5.1	4.9	4.8	4.8	4.7
	Gyeongnam	6.4	6.4	6.4	6.4	6.4	6.3	6.2	6.2	6.2
	Jeju	1.1	1.1	1.1	1.1	1.1	1.3	1.3	1.3	1.3

(%)

Classification		2017	2018	2019	2020	2021	2022	2023	2024	2025
Total		(26,000)	(26,500)	(26,000)	(26,000)	(26,000)	(26,000)	(26,000)	(26,500)	(24,500)
Occu- pation	White collar/ workers in technical areas	46.3	47.4	47.4	46.9	46.8	39.9	35.8	37.8	38.1
	Full time housewife	11.4	11.2	10.5	11.0	10.0	12.4	14.2	13.8	12.7
	Business/ management/ professionals	8.3	8.0	8.4	8.3	7.9	6.9	4.9	4.6	4.9
	Self employed	8.1	7.4	7.5	7.4	7.1	7.8	8.2	7.9	8.0
	Undergrad or graduate student	6.5	6.1	5.5	4.2	6.0	6.0	6.2	5.3	4.7
	Sales/service	4.2	4.2	4.6	4.7	4.5	5.1	5.5	5.6	5.7
	Skilled worker/ general manual worker	4.0	4.3	4.5	4.6	4.8	6.7	8.9	8.7	9.1
	Others/ Unemployed	11.3	11.3	11.6	12.9	12.7	15.2	16.4	16.4	16.9
Average Monthly House hold Income	below KRW 3 Million	14.8	14.3	13.3	14.3	14.1	13.8	13.9	13.2	13.2
	KRW 3 Mil to 5 Mil	32.6	32.1	30.3	30.9	29.2	28.6	28.8	27.7	25.0
	KRW 5 Mil to 7 Mil	29.8	29.5	30.1	28.7	28.9	28.2	27.8	27.7	27.7
	KRW 7 Mil or above	22.8	24.1	26.2	26.1	27.8	29.3	29.5	31.4	34.0

* Domestic Travel Experience (in the past 3 months) - 64.4% of the total,

Domestic Travel Planning (in the next 3 months) - 65.9% of the total.

Overseas Travel Experience (in the past 6 months) - 33.7% of the total,

Overseas Travel Planning (in the next 6 months) - 44.4% 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)
Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total travel	41.8	41.3	37.6	19.8	9.8	24.7	40.6	40.6	35.0	93

* 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) 26,500, (2025) 24,500

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

Q. How does the amount that you plan to spend for the next year on tourism-travel (both domestic/overseas expenditure combined) compare with that of the previous year?

[5 Scale: A lot more(1) ~ A lot less(5)]

['% Will spend more' = '% A lot more(1)' + '% Slightly more(2)']

										(Total)
Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	47.3	45.7	42.8	23.0	34.6	50.4	46.3	36.7	32.1	75
Domestic travel	38.5	36.0	34.7	27.3	37.7	47.0	42.8	35.0	30.3	87
Overseas travel	43.2	42.3	39.1	17.8	22.6	41.3	47.3	39.7	34.4	88

* 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) 26,500, (2025) 24,500

3. Travel Experience Rate(% `Yes')

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

(Total)										
Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	79.7	77.4	77.4	61.3	60.7	70.7	75.1	75.0	72.9	94
Domestic travel	71.2	68.1	69.0	58.4	59.9	69.2	68.7	66.5	64.4	93
Overseas travel	27.7	28.5	27.6	10.0	3.6	5.0	17.0	22.2	21.5	78

* 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) 26,500, (2025) 24,500

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)										
Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	84.3	81.7	81.8	68.9	72.3	80.4	80.8	78.5	76.4	93
Domestic travel	73.2	69.8	70.5	65.9	70.9	77.3	72.6	68.3	65.9	93
Overseas travel	35.8	36.8	35.5	10.4	5.7	13.7	25.8	27.3	25.8	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) 26,500, (2025) 24,500

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	2025	TCI
Gangwon	52.0	49.2	46.5	46.3	54.6	54.8	47.3	42.9	40.6	87
Jeju	63.8	57.7	54.4	52.9	63.5	63.6	46.1	35.8	35.1	65
Busan	45.7	43.4	43.8	34.8	43.9	46.7	40.8	35.3	32.9	75
Seoul	28.6	28.5	28.5	21.6	26.0	30.2	28.9	26.4	25.7	90
Jeonnam/Gwangju	29.3	28.0	26.8	25.1	29.2	29.9	26.0	23.8	23.8	89
Chungnam/Daejeon	18.7	17.6	17.7	16.4	21.6	20.7	18.4	19.3	20.8	118
Gyeonggi/Incheon	26.6	26.2	24.7	21.4	26.0	27.2	22.3	20.9	20.0	81
Jeonbuk	25.0	22.5	21.6	21.3	25.8	24.8	19.5	17.5	18.0	83
Gyeongnam/Ulsan	21.8	20.3	21.4	18.2	25.7	25.8	21.1	18.6	17.9	84
Gyeongbuk/Daegu	18.6	18.1	17.9	13.6	21.6	21.9	18.1	16.2	15.4	86
Chungbuk	17.0	16.8	16.5	15.9	20.7	20.1	14.9	13.8	13.7	83

* 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) 13,284, (2025) 12,311

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)
Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Western/Northern Europe	52.1	51.8	48.5	27.7	35.6	46.9	48.1	43.1	38.5	79
Oceania	53.4	51.3	49.3	32.6	39.8	49.4	49.2	43.2	38.1	77
Southern Europe	53.0	54.1	52.1	29.6	35.6	43.6	44.3	40.7	37.9	73
Japan	35.5	34.3	17.4	9.0	17.8	29.2	39.4	37.6	35.8	206
Eastern Europe	48.9	51.2	48.1	28.3	33.5	38.9	39.4	36.4	34.0	71
United States/Canada	41.9	40.5	40.7	24.0	30.5	40.6	41.3	35.9	30.2	74
Southeast Asia	36.3	40.9	39.5	21.6	26.7	34.0	39.4	36.6	28.8	73
Hongkong/Macao	31.6	32.3	27.7	15.0	21.2	22.7	23.5	23.7	23.5	85
Latin America	24.8	24.4	22.2	14.8	16.4	17.2	16.4	14.8	13.5	61
China	15.6	17.6	14.2	5.9	8.1	7.6	6.8	9.0	12.6	89
Central/Southwest Asia	18.1	17.7	15.1	9.8	11.2	13.0	10.8	11.8	12.2	81
Africa	11.8	13.6	10.5	7.2	7.1	7.2	7.4	8.1	7.2	69

* 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) 13,216, (2025) 12,189

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	2025	TCI
YouTube	-	-	-	32.5	38.9	39.3	37.7	35.4	35.0	-
Social media	26.8	26.0	28.6	27.2	31.7	31.5	28.3	25.6	25.2	88
Blogs	33.7	31.5	30.0	26.0	28.6	28.5	24.9	22.1	20.2	67
Recommendation/ Word of mouth	29.9	28.8	27.2	25.2	24.5	25.8	23.9	20.2	19.4	71
Professional travel information sites/app	36.5	32.7	31.8	26.9	28.1	30.2	25.4	18.9	16.2	51
Online community/Cafe	28.8	26.2	25.7	23.1	22.9	23.4	20.9	17.1	15.9	62
Official website of the travel destination	26.9	23.8	22.0	20.0	20.7	21.7	17.2	13.0	11.7	53
TV	21.9	21.8	18.8	15.3	16.1	18.6	17.1	13.4	11.7	62
Travel service/package purchased channel	14.1	12.7	11.2	8.9	10.4	12.3	11.0	8.3	7.0	63

* 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) 12,435, (2025) 11,439

** '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	2025	TCI
YouTube	-	-	-	35.9	41.5	45.1	45.1	40.8	39.8	-
Social media	26.7	26.2	27.3	25.6	29.6	30.5	29.9	26.3	25.3	93
Professional travel information sites/app	45.1	42.7	41.2	32.9	36.2	39.1	33.4	26.7	22.9	56
Blogs	37.9	35.6	33.2	26.6	29.5	30.4	28.1	24.7	22.2	67
Online community/cafe	36.1	34.1	32.7	27.9	27.6	29.4	27.1	23.4	21.2	65
Recommendation/Word of mouth	29.6	29.5	26.3	21.1	20.6	22.4	22.9	20.4	19.2	73
TV	23.3	24.8	19.6	13.6	13.8	17.9	20.4	16.2	13.8	70
Travel service/package purchased channel	23.9	22.9	19.4	14.6	17.3	21.1	19.4	15.6	13.4	69
Official website of the travel destination	28.1	25.8	21.6	18.7	21.6	22.8	18.4	14.2	11.7	54

* 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) 8,248, (2025) 8,140

** 'YouTube' item added in September of 2020

Part III

**Domestic
Travel
Behavior**

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	2025	TCI
Total		71.2	68.1	69.0	58.4	59.9	69.2	68.7	66.5	64.4	93
Sex	Male	72.4	70.0	70.5	62.2	62.4	70.0	68.6	66.6	64.6	92
	Female	69.9	66.2	67.6	54.5	57.4	68.4	68.8	66.3	64.3	95
Age	20s	67.8	64.1	66.0	61.1	63.4	69.8	66.6	61.7	60.1	91
	30s	72.8	70.3	71.3	63.3	65.2	74.2	72.3	69.2	64.2	90
	40s	72.5	70.1	69.9	58.6	59.9	70.7	72.7	70.8	68.6	98
	50s	70.9	67.7	68.5	54.3	54.6	66.9	67.1	66.4	64.6	94
	60s or above	71.5	67.2	69.0	53.8	56.3	65.0	64.8	63.6	63.6	92
Sex BY Age	Male/20s	64.9	62.3	63.8	61.3	60.8	66.2	63.3	59.1	57.4	90
	Male/30s	73.4	71.8	73.3	67.0	67.3	74.5	71.3	68.1	64.5	88
	Male/40s	74.6	73.9	72.4	64.8	64.7	73.8	74.5	72.0	70.0	97
	Male/50s	74.1	70.9	71.3	58.0	58.1	68.4	67.8	66.8	64.2	90
	Male/ 60s or above	74.8	69.4	70.5	58.3	60.0	66.7	65.5	65.7	65.4	93
	Female/20s	71.0	66.0	68.4	61.0	66.2	73.8	70.2	64.6	63.0	92
	Female/30s	72.1	68.7	69.2	59.4	63.0	73.9	73.5	70.3	63.9	92
	Female/40s	70.3	66.2	67.4	52.2	55.0	67.6	70.8	69.6	67.1	100
	Female/50s	67.7	64.6	65.7	50.5	51.1	65.3	66.5	65.9	65.1	99
	Female/ 60s or above	68.2	65.2	67.6	49.0	52.7	63.4	64.1	61.6	61.9	92
Average Monthly House -hold Income	below KRW 3 Million	60.7	57.5	56.9	49.7	50.4	60.0	60.1	59.1	61.1	107
	KRW 3 Mil to 5 Mil	70.4	66.5	67.1	56.2	56.3	66.9	68.5	66.1	65.1	97
	KRW 5 Mil to 7 Mil	74.3	72.1	72.6	61.2	62.7	71.5	71.9	69.4	69.1	95
	KRW 7 Mil or above	76.8	74.3	75.5	64.2	66.9	75.6	72.8	70.8	69.9	93

* 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) 26,500, (2025) 24,500

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
*Domestic Travel Experience ('Yes')	71.2	68.1	69.0	58.4	59.9	69.2	68.7	66.5	64.4	93
1 time	48.9	50.7	50.0	53.6	50.8	48.5	52.9	56.0	59.2	118
2 times	32.3	32.8	33.3	30.8	31.8	31.5	28.9	28.2	26.8	80
More than 3 times	18.8	16.5	16.7	15.6	17.4	19.9	18.2	15.8	13.9	83
Average [unit: times]	1.70	1.66	1.67	1.62	1.67	1.71	1.65	1.60	1.55	88

* 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) 26,500, (2025) 24,500

** 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) 17,614, (2025) 15,784

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Gangwon	20.0	20.7	20.5	20.3	19.5	20.4	21.3	20.8	20.8	101
Gyeonggi	7.3	7.4	7.8	8.2	7.7	8.2	8.6	8.8	8.5	109
Gyeongbuk	7.1	6.7	7.0	7.6	8.3	8.3	8.0	8.0	8.5	121
Jeonnam	8.2	7.8	7.8	8.4	8.0	8.1	8.3	8.1	8.1	104
Busan	9.7	9.8	10.0	8.5	8.5	8.1	7.8	8.2	8.1	81
Jeju	11.1	10.7	9.9	10.6	11.7	10.9	8.7	8.0	7.2	73
Gyeongnam	7.9	6.7	6.8	7.9	7.5	7.3	7.1	6.8	6.7	99
Seoul	5.1	6.2	6.7	5.6	6.0	6.2	6.4	6.4	6.5	97
Chungnam	6.3	6.2	5.9	6.1	5.6	5.6	6.0	6.1	6.1	103
Jeonbuk	5.3	5.1	4.8	4.7	4.5	4.6	4.6	4.7	5.0	-
Chungbuk	3.5	3.5	3.3	3.5	3.6	3.5	3.9	4.1	3.7	-
Incheon	2.3	2.8	3.1	3.0	3.2	3.0	3.1	3.1	3.5	-
Daejeon	1.6	1.6	1.6	1.2	1.3	1.4	1.6	2.1	2.5	-
Daegu	1.8	2.0	2.0	1.6	1.8	1.9	2.0	2.5	2.3	-
Ulsan	1.7	1.4	1.6	1.7	1.7	1.6	1.4	1.4	1.5	-
Gwangju	1.1	1.3	1.1	1.0	1.1	1.0	1.0	1.0	1.1	-

* Number of cases: (2017) 18,509, (2018) 18,043, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862, (2024) 17,614, (2025) 15,784

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Category \ Time										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
1 nights	46.9	49.7	48.8	50.5	49.8	46.9	48.8	49.5	49.5	101
2 nights	31.8	30.9	32.4	29.4	29.4	30.3	27.7	28.3	28.9	89
3 nights	12.1	11.7	11.4	10.8	10.9	12.1	11.8	11.5	11.1	97
4 nights	4.3	3.9	3.7	4.0	4.2	4.1	4.4	4.2	4.6	-
5 nights	1.4	1.3	1.1	1.3	1.3	1.5	1.5	1.6	1.5	-
6 or more nights	3.6	2.5	2.5	4.0	4.3	3.9	3.4	3.7	3.3	-
Average [unit: nights]	2.06	1.92	1.92	2.05	2.11	2.08	2.00	2.01	1.98	105

* Number of cases: (2017) 18,510, (2018) 18,046, (2019) 17,952, (2020) 15,186, (2021) 15,581, (2022) 17,996, (2023) 17,862, (2024) 17,614, (2025) 15,784

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)

Category \ Time										
	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
I did not use my annual leave	56.1	55.2	53.3	53.0	51.0	51.4	51.6	51.1	56.2	105
I used my annual leave	43.9	44.8	46.7	47.0	49.0	48.6	48.4	48.9	43.8	94
Used 1 day	21.2	23.3	24.9	23.9	23.4	23.9	25.1	26.8	24.0	96
Used 2 days	12.5	12.5	12.9	13.0	14.6	14.0	13.8	13.5	12.3	95
Used 3 days	6.5	5.9	5.9	6.3	7.0	6.8	6.2	5.3	4.8	81
Used 4 days	1.8	1.7	1.6	2.0	2.0	1.8	1.6	1.6	1.5	-
Used 5 days	1.0	0.8	0.7	1.0	1.3	1.3	1.0	1.0	0.6	-
Used 6 days	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.2	0.2	-
Used 7 or more days	0.6	0.4	0.4	0.7	0.5	0.6	0.5	0.5	0.4	-

* 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) 10,447, (2025) 9,484

6. Number of Companions(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Alone	9.2	9.4	10.0	9.9	10.6	9.3	8.3	9.0	9.5	95
2 people	31.3	31.6	31.5	33.7	40.3	36.8	35.6	36.5	37.1	118
3 people	16.0	16.5	16.7	16.3	18.0	16.3	16.4	16.2	16.2	97
4 people	19.9	19.9	20.0	21.0	21.2	20.3	19.5	18.3	18.3	92
5 or more people	18.8	17.7	17.5	16.6	9.4	14.9	16.9	16.9	15.8	90
Don't know	4.8	4.8	4.2	2.5	0.5	2.4	3.3	3.0	3.1	-
Average [unit: people]	3.40	3.35	3.32	3.25	2.89	3.15	3.27	3.23	3.17	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) 17,614, (2025) 15,784

7. Companion(% Multiple Answers)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Family (Parents, Siblings, Children, etc.)	39.7	39.7	40.5	40.4	38.9	40.8	42.3	41.4	41.7	103
Spouse	33.1	33.7	34.5	36.6	36.5	33.8	33.0	34.7	36.9	107
Friends	20.4	20.7	20.5	20.2	20.1	20.9	19.7	19.4	18.3	89
Alone	9.2	9.4	10.0	9.9	10.6	9.2	8.3	8.9	9.4	94
Significant other	8.3	8.3	8.3	9.3	9.6	9.1	9.1	9.1	9.1	110
Co-worker	3.8	3.8	3.4	2.4	1.7	2.6	3.4	3.2	3.1	-
Pet	-	-	-	-	0.5	0.9	0.7	0.6	0.7	-
Others	2.3	2.1	1.9	1.5	1.4	1.5	1.6	1.4	1.3	-

* 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) 17,614, (2025) 15,784

** '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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Individual travel	94.4	94.6	94.9	95.7	95.4	94.7	94.3	94.7	94.1	99
Group package travel	2.5	2.6	2.3	1.5	1.5	2.5	2.6	2.3	2.9	-
Airplane+hotel or Airplane+rental car+hotel package travel	3.1	2.8	2.8	2.8	3.1	2.8	3.1	3.0	3.1	-

* 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) 17,614, (2025) 15,784

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Many tourist spots	28.8	26.9	27.6	22.6	24.3	22.7	19.8	19.0	19.1	69
Applicable travel period/schedule	15.5	14.9	14.5	14.5	14.4	15.4	15.8	16.4	15.9	110
Short travel distance	9.4	11.0	11.1	13.1	13.6	12.6	12.3	11.1	11.0	99
Acquaintance's recommendation	7.7	7.4	6.8	10.0	8.9	9.9	10.2	10.0	9.8	144
Many different kinds of food	9.2	9.6	9.8	9.0	8.8	7.9	7.2	8.1	8.8	90
Reasonable travel expenses	4.9	4.6	4.8	5.6	4.7	5.6	7.3	7.3	7.7	-
Many things to do	6.2	6.9	7.1	4.8	5.2	6.1	6.2	6.5	6.2	87
Convenient transportation in destination	2.4	2.8	2.6	3.0	3.0	3.2	4.0	4.1	3.8	-
Much to shop for	1.0	1.1	1.3	1.2	1.5	1.2	0.9	1.0	1.2	-
Low market price	1.1	1.0	1.0	1.3	1.5	0.9	0.7	0.8	0.9	-
Safe place to travel	0.2	0.2	0.2	0.7	0.7	0.4	0.5	0.5	0.6	-
Others	7.9	7.8	7.6	9.0	8.7	8.3	8.3	8.4	8.3	109
I was not the decision-maker	5.6	5.6	5.6	5.2	4.6	5.6	6.8	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) 17,614, (2025) 15,784

10. Main Travel Activities(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
To appreciate natural scenery	25.6	24.2	24.0	24.4	25.1	25.5	24.0	22.9	21.5	90
To relax	21.0	20.9	21.0	25.7	26.7	23.1	21.3	20.2	19.6	93
To enjoy good food and drink	14.7	14.8	15.2	14.6	14.3	13.6	14.0	15.4	16.8	111
To visit family, relatives, and friends, etc.	13.0	13.2	13.5	14.0	12.6	13.4	14.5	15.6	16.1	119
To enjoy theme park, hot spring, etc.	6.3	7.0	6.7	5.1	4.5	6.0	6.6	6.6	6.0	90
To appreciate historic sites and remains	4.9	4.6	4.5	3.7	3.4	4.1	4.2	4.1	4.8	-
To do sports/hobbies	4.4	4.5	4.2	4.8	4.8	4.7	4.8	4.2	4.1	-
To appreciate culture-arts	2.2	2.7	2.9	2.1	2.5	2.4	2.8	2.7	2.9	-
To visit festivals or events	2.8	3.2	2.8	1.1	1.0	2.0	2.6	2.7	2.8	-
To enjoy city landscapes	3.2	3.1	3.2	2.7	2.9	2.9	2.8	2.8	2.7	-
Shopping	1.3	1.1	1.3	1.3	1.6	1.4	1.3	1.6	1.8	-
Others	0.5	0.7	0.7	0.5	0.5	0.9	1.1	1.2	1.1	-

* 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) 17,614, (2025) 15,784

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Hiking	37.4	34.1	33.1	35.0	33.3	37.2	37.7	35.3	35.5	107
Fishing	32.2	31.4	33.2	34.3	30.1	25.7	23.4	20.6	23.0	69
Water sports	18.9	20.3	21.3	20.3	20.0	20.0	19.3	18.4	20.0	94
Golf	15.8	15.7	15.6	17.1	20.7	17.6	16.0	18.5	17.7	113
Winter sports	9.8	10.3	10.5	8.9	5.6	7.0	7.4	8.3	7.4	70
Others	12.3	11.1	10.2	9.9	11.0	10.7	13.6	16.0	14.1	138

* Number of cases: (2017) 1,970, (2018) 1,785, (2019) 1,717, (2020) 1,605, (2021) 1,580, (2022) 1,882, (2023) 1,787, (2024) 1,627, (2025) 1,345

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Sedan car(Incl. rental car)	67.1	67.6	67.2	72.0	70.5	70.4	71.9	72.2	72.6	108
Train	9.2	9.9	10.5	7.6	7.2	8.8	10.0	10.7	10.6	101
Airplane	10.6	10.3	9.8	10.2	11.7	9.8	7.1	6.9	6.2	63
Express/intercity bus	8.8	7.9	8.3	6.2	6.0	6.0	6.0	5.7	5.9	71
Charter/tour bus	2.3	2.1	1.9	1.0	0.9	1.5	2.0	1.8	1.8	-
Walked/bicycle	0.4	0.3	0.5	0.5	0.8	0.7	0.7	0.7	0.7	-
Ferry	0.6	0.6	0.5	0.5	0.6	0.8	0.7	0.5	0.7	-
Other	1.1	1.3	1.3	1.9	2.3	2.0	1.6	1.6	1.5	-

* 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) 17,614, (2025) 15,784

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Sedan car(Incl. rental car)	76.0	76.2	75.4	80.2	78.5	77.7	77.8	77.2	77.2	102
Subway(metro)	7.0	7.5	7.5	5.6	5.7	6.5	7.0	7.2	7.4	99
Taxi	5.1	5.2	5.9	4.6	4.9	5.2	4.8	5.1	4.9	83
Walked/bicycle	3.0	3.0	3.2	3.2	3.8	3.1	3.0	3.2	3.1	-
Express/intercity bus	3.3	2.7	2.7	2.3	2.7	2.7	2.6	2.6	2.7	-
Charter/tour bus	3.0	2.9	2.5	1.2	1.1	2.0	2.5	2.1	2.4	-
Train	0.7	0.6	0.8	0.6	0.8	0.8	0.9	1.0	0.9	-
Other	1.9	1.9	2.0	2.3	2.6	2.1	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) 17,614, (2025) 15,784

14. Accommodation(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Hotel	17.2	21.1	23.8	23.5	29.8	29.6	28.2	29.2	29.9	126
Hotel (Luxury, 4-5 stars)	-	-	-	11.8	16.5	15.1	13.6	14.4	14.2	-
Hotel (1-3 stars)	17.2	21.1	23.8	11.7	13.3	14.5	14.7	14.8	15.7	66
Vacation rental (Pension)	24.5	23.5	22.1	19.6	19.5	20.7	19.9	18.6	18.4	83
Friend's/family house	17.4	17.6	17.6	19.5	16.1	15.4	16.1	16.6	17.5	99
Motel/Inn	14.0	13.1	11.8	12.7	10.2	9.5	10.1	10.2	10.2	86
Condominium	11.1	11.0	10.8	9.9	7.9	9.0	9.4	9.1	8.0	74
Guesthouse	8.3	6.6	6.1	6.0	6.5	6.1	5.3	5.5	5.5	90
Camping	3.5	3.2	3.1	4.4	5.8	5.0	4.7	4.4	4.3	-
Youth hostel	1.5	1.5	1.4	1.7	1.4	1.1	1.4	1.5	1.7	-
Other	2.5	2.5	3.2	2.7	2.8	3.6	4.7	4.9	4.5	-

* 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) 17,614, (2025) 15,784

** '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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Accommodation Cost	16.9	17.4	16.3	18.0	17.7	19.0	20.5	20.6	21.8	134
Distance to the tourist attraction, proximity	23.0	22.9	21.9	16.8	13.5	15.7	16.0	16.2	16.5	75
Surroundings/Scenery of accommodation facilities	18.1	18.2	18.1	15.6	14.6	14.3	14.1	14.0	13.7	76
Cleanliness/Hygiene	-	-	-	8.7	15.5	13.0	11.8	11.7	11.8	-
Room Interior and amenities	11.4	11.5	12.6	11.4	11.3	10.7	9.7	9.1	9.0	71
Facilities within accommodation	6.8	7.3	8.1	6.5	6.0	6.6	6.8	7.8	7.6	94
Recommended by others	7.0	7.2	6.7	6.5	5.1	5.9	7.0	6.4	6.1	91
Transportation/road conditions	5.9	6.3	5.9	4.9	4.5	4.1	4.2	4.3	4.2	71
Online reputation/Blog reviews	8.1	7.1	8.0	6.7	6.3	5.3	4.4	4.3	4.0	50
Safety/security	-	-	-	1.0	1.8	1.3	1.1	1.1	1.2	-
Staff service/friendliness	-	-	-	0.6	1.0	0.9	0.9	0.9	1.0	-
Other	2.8	2.2	2.4	3.3	2.9	3.3	3.6	3.5	3.2	133

* 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) 14,696, (2025) 13,025

** '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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Local specialty cuisine	31.3	30.7	29.1	28.1	27.2	28.3	28.0	28.1	28.8	99
Information/reputation online	20.6	19.9	21.3	21.5	23.8	23.4	23.4	22.3	21.0	99
Recommended by others	16.6	16.4	16.7	18.7	17.0	17.5	18.4	18.7	18.8	113
Proximity to tourist attraction	16.9	17.4	17.0	14.2	13.5	14.5	14.6	15.0	15.1	89
Price	3.9	4.0	4.1	4.6	4.7	4.0	4.2	4.7	4.9	-
Transportation/road status	5.6	6.1	5.9	5.7	5.8	5.2	4.7	4.9	4.7	80
Restaurant interior and atmosphere	3.1	3.5	3.9	4.3	5.0	4.7	4.3	3.9	4.1	-
Other reasons	2.1	2.0	2.1	2.9	3.0	2.3	2.4	2.5	2.5	-

* 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) 17,614, (2025) 15,784

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Time		2020	2021	2022	2023	2024	2025
Category							
Destination	Word of mouth	43.3	39.5	41.4	41.7	41.7	41.1
	Blogs	41.1	42.7	35.3	30.2	29.1	27.9
	YouTube	13.6	21.6	20.3	18.5	20.9	22.4
	Social media	23.9	26.4	23.5	20.3	21.0	21.4
	Online community/cafe	19.5	19.1	16.8	15.9	14.8	15.4
	Professional travel information sites/app	14.8	15.1	14.8	12.3	11.2	10.7
	Official website of the travel destination	15.7	14.3	12.7	10.1	9.4	9.6
	TV	8.5	7.6	7.6	7.2	6.7	7.2
	Travel service/package purchased channel	9.8	10.9	9.3	7.0	6.7	7.0
	Other	6.1	7.3	11.2	12.3	11.5	11.1
	I don't know	9.0	5.7	2.0	2.3	2.3	2.5
Transportation	Word of mouth	24.4	23.2	29.2	32.4	32.4	32.4
	Blogs	18.2	18.7	20.4	21.5	20.9	19.8
	YouTube	6.7	9.6	11.5	12.5	13.9	15.6
	Social media	9.9	10.5	11.0	11.5	11.8	12.5
	Professional travel information sites/app	10.8	11.6	13.7	13.0	11.6	11.0
	Online community/cafe	9.7	9.4	11.0	12.3	10.9	10.7
	Official website of the travel destination	10.6	10.5	11.1	9.8	8.9	9.1
	Travel service/package purchased channel	7.1	8.3	8.1	6.8	6.7	7.2
	TV	3.4	2.8	4.3	5.3	5.4	5.4
	Other	8.5	17.3	24.9	22.9	22.5	22.2
	I don't know	35.0	21.9	5.6	5.1	5.5	5.8
Accommodation	Word of mouth	29.1	26.7	29.7	32.0	32.2	31.7
	Blogs	24.3	24.4	23.6	23.1	21.7	21.7
	Travel service/package purchased channel	24.8	27.7	25.7	20.7	20.8	21.1
	Professional travel information sites/app	18.7	20.2	18.9	16.8	15.2	15.2
	YouTube	4.8	7.1	8.3	10.1	11.3	12.9
	Online community/cafe	13.8	12.6	13.1	13.4	12.3	12.7
	Social media	10.1	10.3	11.3	12.1	12.1	12.7
	Official website of the travel destination	10.9	10.5	10.3	9.4	9.1	8.9
	TV	3.7	3.7	3.7	3.8	3.9	4.2
	Other	8.0	10.2	13.7	13.8	13.5	12.8
	I don't know	12.2	7.5	2.1	2.4	2.4	2.6

* Number of cases: (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862, (2024) 17,614, (2025) 15,784

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Time		2020	2021	2022	2023	2024	2025
Category							
Dining	Blogs	42.0	43.3	41.3	39.4	38.0	36.9
	Word of mouth	35.9	32.1	34.9	36.3	36.1	36.4
	Social media	23.6	25.5	24.5	22.8	23.4	23.3
	YouTube	10.3	15.4	16.4	17.5	19.4	21.8
	Online community/cafe	16.7	15.9	18.2	19.8	18.5	18.4
	Professional travel information sites/app	11.7	11.4	12.5	12.1	11.5	11.0
	Official website of the travel destination	10.9	10.4	9.8	9.1	8.3	8.3
	TV	6.1	5.3	6.3	6.8	6.4	7.2
	Travel service/package purchased channel	4.9	5.6	5.0	4.4	4.7	5.4
	Other	6.1	9.3	12.1	11.3	10.7	9.9
	I don't know	11.6	7.1	1.9	1.9	1.8	2.1
Activities	Word of mouth	24.6	22.2	27.1	30.0	29.3	28.7
	Blogs	28.8	31.6	32.1	31.3	29.6	28.2
	YouTube	8.4	12.8	15.2	17.1	18.4	20.4
	Social media	12.9	13.3	16.4	17.6	17.6	18.0
	Online community/cafe	14.4	14.3	15.8	16.5	14.7	15.3
	Professional travel information sites/app	11.8	12.6	13.6	13.6	12.2	12.1
	Official website of the travel destination	13.8	13.6	13.6	11.6	10.9	10.6
	Travel service/package purchased channel	7.6	8.5	8.2	7.0	6.5	7.3
	TV	7.0	6.6	7.7	7.3	6.8	7.1
	Other	4.8	9.3	13.1	11.9	12.1	11.6
	I don't know	29.4	21.2	10.1	9.8	10.2	10.7
Tourist Attraction	Blogs	46.2	47.9	44.5	41.7	40.5	38.6
	Word of mouth	32.4	28.6	31.3	34.0	32.9	33.1
	YouTube	14.3	21.5	21.9	23.1	25.3	27.7
	Social media	25.0	27.6	26.1	24.3	24.2	24.9
	Online community/cafe	21.2	19.6	20.8	22.1	20.7	20.5
	Professional travel information sites/app	17.9	16.8	18.7	17.7	16.2	15.8
	Official website of the travel destination	21.9	20.7	20.1	17.1	15.5	15.0
	TV	10.6	10.1	10.0	9.3	8.5	9.2
	Travel service/package purchased channel	8.9	9.1	8.7	7.1	7.1	7.9
	Other	5.1	6.6	8.7	8.7	8.0	7.7
	I don't know	9.2	6.7	2.6	2.5	2.7	3.0

* Number of cases: (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862, (2024) 17,614, (2025) 15,784

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	2023	2024	2025	TCI
Accommodation	49.1	48.3	46.5	47.2	50.4	49.6	47.7	47.7	47.1	101
Activities/ticket/tour product	21.5	22.0	14.9	16.0	16.7	19.8	21.4	20.5	19.9	134
Train	7.6	8.8	9.3	7.0	6.7	7.8	8.3	8.7	8.6	92
Rental car	8.2	8.3	8.2	8.9	9.5	8.2	6.8	6.4	6.2	76
Package	5.6	5.4	5.1	4.3	4.6	5.3	5.7	5.3	5.9	116
Express/intercity bus	7.6	8.1	8.0	6.2	6.0	6.2	6.5	6.1	5.8	73
Flights	8.2	7.9	7.8	8.5	10.1	8.6	6.5	6.0	5.6	72
None	20.4	20.4	23.6	24.8	22.0	19.6	18.8	18.8	19.4	82

* 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) 17,614, (2025) 15,784

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	2023	2024	2025	TCI
A c c o m m o d a t i o n	Tour product specialized web/app	20.7	26.8	30.3	37.2	42.3	42.3	42.2	44.8	48.9	161
	Direct from lodging vendors	48.1	46.6	43.5	40.3	36.4	37.0	37.5	36.0	33.9	78
	Social commerce	12.9	10.0	9.3	7.4	6.0	5.7	5.6	5.4	3.8	41
	Open market	5.0	5.6	6.4	4.7	5.0	4.2	3.9	3.9	3.4	53
	Travel agency	3.4	3.1	4.4	3.8	4.0	3.1	2.2	2.1	2.4	-
	TV Homeshopping	0.2	0.3	0.4	0.9	1.2	1.2	0.9	0.8	0.8	-
	Others/Don't Know	9.7	7.7	5.6	5.6	5.0	6.6	7.7	7.1	6.8	121

* 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) 8,406, (2025) 7,437

A c t i v i t i e s	Direct from vendors	38.9	38.4	33.6	36.0	35.2	36.7	35.8	36.2	38.5	115
	Tour product specialized web/app	10.6	12.6	6.7	8.2	22.1	23.1	23.1	24.9	27.3	407
	Social commerce	24.7	23.7	33.2	28.2	18.7	17.0	15.8	16.0	10.2	31
	Open market	8.9	9.7	14.2	11.6	10.0	9.2	9.5	9.0	9.2	65
	Travel agency	3.2	2.8	3.1	3.8	3.8	2.5	2.8	1.8	2.4	-
	TV homeshopping	0.5	0.6	1.2	1.4	1.3	1.0	0.8	0.8	1.0	-
	Others/Don't Know	13.2	12.0	7.9	10.8	9.0	10.5	12.2	11.4	11.5	146

* 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) 3,614, (2025) 3,145

R e n t a l c a r	Car Rental Agency	46.9	50.4	53.1	52.8	58.1	56.9	56.5	56.8	59.1	111
	Tour product specialized web/app	16.2	15.3	9.4	12.2	15.0	16.3	17.3	16.0	17.0	181
	Social Commerce	18.3	17.2	17.1	16.2	10.1	7.8	6.8	6.6	5.6	33
	Travel agency	6.3	5.8	5.4	5.3	5.9	5.5	5.3	4.3	4.7	87
	Open market	3.5	4.4	6.1	6.2	4.3	5.0	3.0	4.7	4.6	75
	Others/Don't Know	8.8	7.0	8.8	7.4	6.7	8.4	11.2	11.6	8.9	101

* 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) 1,122, (2025) 973

F l i g h t s	Airline	49.1	51.5	52.4	54.8	51.9	52.2	52.7	55.7	56.4	108
	Tour product specialized web/app	14.7	16.2	15.0	17.9	20.2	23.6	23.3	23.4	25.4	169
	Travel agency	17.2	14.7	15.3	11.9	13.3	10.6	12.7	9.5	8.0	52
	Open market	7.1	6.7	7.1	6.9	7.0	6.3	3.8	4.0	4.0	56
	Social commerce	10.2	9.4	8.2	6.7	5.8	4.9	4.5	4.7	2.8	34
	TV homeshopping	0.2	0.1	0.4	0.4	0.6	0.3	0.5	0.7	1.0	-
	Others/Don't Know	1.4	1.4	1.6	1.5	1.3	2.0	2.5	2.1	2.4	-

* 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) 1,053, (2025) 883

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)

Time		2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Category											
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	25.1	28.5	143
	Travel agency	33.1	29.9	28.3	29.8	27.9	24.3	23.6	21.8	20.8	73
	Social commerce	10.7	10.4	13.1	14.3	14.2	12.1	10.7	11.8	10.9	83
	Open market	7.8	9.2	10.4	9.8	12.3	9.5	8.7	9.4	9.9	95
	TV homeshopping	3.4	2.9	3.5	7.0	11.0	10.4	8.6	9.3	9.0	-
	Others/Don't Know	22.9	25.4	24.7	16.9	10.5	22.0	25.2	22.6	20.9	85

* Number of cases: (2017) 1,035, (2018) 977, (2019) 915, (2020) 648, (2021) 713, (2022) 956, (2023) 1,018, (2024) 993, (2025) 937

20. Reserving/Purchasing Channel (Change from 2019 to 2025, %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)

Product		Accommo dation	Activities	Rental car	Flights	Package
Category						
C h a n n e l	Direct from vendors	-9.7	4.9	6.1	4.0	-
	Tour prouduct specialized web/app	18.6	20.5	7.6	10.4	8.5
	Social commerce	-5.5	-22.9	-11.5	-5.4	-2.2
	Open market	-3.0	-5.1	-1.5	-3.1	-0.5
	Travel agency	-2.0	-0.8	-0.7	-7.4	-7.5
	TV homeshopping	0.4	-0.2	-	0.7	5.5
	Others/Don't Know	1.1	3.5	0.0	0.7	-3.8

* Number of cases: Accommodation (2019) 8,347, (2025) 7,437; Activities (2019) 2,674, (2025) 3,145;
Rental car (2019) 1,476, (2025) 973;
Flights (2019) 1,396, (2025) 883; Package (2019) 915, (2025) 937

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	2023	2024	2025	TCI
Accommodation	Mobile internet	27.4	34.0	43.4	51.6	57.1	61.5	64.6	68.3	70.2	162
	PC internet	39.8	37.5	34.7	28.8	26.5	21.1	17.2	15.2	14.2	41
	Phone	21.7	19.5	15.3	14.0	11.2	11.3	10.7	9.9	9.5	62
	Visit/direct purchase	9.0	7.5	5.5	4.7	4.2	4.5	5.2	4.5	4.3	78
	Others/Don't know	2.1	1.4	1.1	0.9	1.0	1.5	2.3	2.1	1.8	-

* 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) 8,406, (2025) 7,437

Activities	Mobile internet	30.5	34.1	46.8	47.9	50.3	54.8	57.7	59.8	57.9	124
	Visit/direct purchase	37.8	36.4	26.3	30.0	27.9	29.4	30.3	28.8	31.3	119
	PC internet	26.4	25.6	23.6	19.3	18.2	12.1	8.3	8.0	7.3	31
	Phone	3.3	2.3	2.3	2.2	2.4	1.9	2.0	1.4	1.6	-
	Others/Don't know	2.0	1.8	1.0	0.7	1.2	1.8	1.8	1.9	1.8	-

* 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) 3,614, (2025) 3,145

Train	Mobile internet	60.7	68.6	73.5	78.3	78.0	82.5	84.5	88.0	89.3	121
	PC internet	28.1	23.3	19.7	15.0	14.2	11.4	8.8	7.1	5.9	30
	Visit/direct purchase	9.7	6.9	5.4	5.3	6.5	4.3	5.4	3.9	3.6	67
	Phone	1.2	0.9	1.2	1.1	1.1	1.4	0.8	0.6	1.2	-
	Others/Don't know	0.3	0.3	0.2	0.3	0.2	0.4	0.5	0.5	0.0	-

* 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) 1,530, (2025) 1,363

Rental car	Mobile Internet	31.3	34.5	43.4	50.7	55.8	58.7	64.6	67.9	70.1	162
	PC Internet	46.7	44.7	39.0	34.7	32.8	29.8	20.6	18.5	15.9	41
	Phone	13.6	13.0	10.1	9.1	6.5	6.0	6.7	5.5	6.1	60
	Visit/direct purchase	7.4	6.5	6.3	4.8	4.7	4.5	5.7	5.6	5.9	94
	Others/Don't know	1.0	1.3	1.2	0.6	0.2	1.1	2.4	2.5	2.1	-

* Number of cases: (2017) 1,510, (2018) 1,498, (2019) 1,476, (2020) 1,349, (2021) 1,475, (2022) 1,477, (2023) 1,214, (2024) 1,122, (2025) 973

Flights	Mobile internet	34.5	38.7	47.1	56.0	62.1	64.1	72.8	74.7	77.0	163
	PC internet	61.2	56.2	49.0	41.8	36.0	33.5	24.6	22.3	19.7	40
	Phone	2.8	3.6	3.0	1.5	1.1	1.1	1.0	2.2	0.6	-
	Visit/direct purchase	1.1	1.5	0.6	0.7	0.7	0.6	0.9	0.6	1.7	-
	Others/Don't know	0.4	0.1	0.3	0.1	0.2	0.7	0.7	0.2	1.0	-

* 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) 1,053, (2025) 883

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		2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Category											
Bus	Mobile internet	45.5	54.0	63.1	63.7	67.0	71.0	72.3	74.5	77.2	122
	Visit/direct purchase	29.1	25.0	21.3	20.7	21.3	18.9	17.0	16.6	14.6	69
	PC internet	22.3	18.8	14.0	13.9	10.2	7.9	8.4	7.2	6.4	46
	Phone	2.4	1.8	1.3	1.4	1.3	1.4	2.1	1.3	1.0	-
	Others/Don't know	0.8	0.4	0.4	0.3	0.3	0.8	0.3	0.5	0.8	-
* Number of cases: (2017) 1,399, (2018) 1,457, (2019) 1,434, (2020) 940, (2021) 935, (2022) 1,110, (2023) 1,161, (2024) 1,077, (2025) 918											
Package	Mobile internet	25.9	29.8	37.3	44.1	46.3	43.8	44.2	51.1	52.5	141
	PC internet	37.2	33.6	33.5	29.7	34.3	24.3	22.7	18.4	18.4	55
	Phone	17.8	15.3	11.7	11.7	9.5	14.6	13.4	12.1	10.4	89
	Visit/direct purchase	6.8	6.9	5.8	7.1	4.8	5.3	5.8	5.5	4.8	83
	Others/Don't know	12.2	14.4	11.6	7.4	5.0	12.0	14.0	12.9	14.0	121

* Number of cases: (2017) 1,010, (2018) 977, (2019) 915, (2020) 648, (2021) 713, (2022) 956, (2023) 1,018, (2024) 933, (2025) 937

22. Reserving/Purchasing Method (Change from 2019 to 2025, %p)

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

(Those who purchased the travel package themselves)

Product		Accommodation	Activities	Train	Rental car	Flights	Bus	Package
Category								
Method	Mobile internet	26.8	11.1	15.8	26.7	29.9	14.1	15.1
	PC internet	-20.5	-16.3	-13.8	-23.1	-29.3	-7.6	-15.2
	Visit/direct purchase	-1.2	4.9	-1.8	-0.4	1.1	-6.7	-1.0
	Phone	-5.8	-0.7	-0.1	-4.0	-2.5	-0.3	-1.3
	Others/Don't know	0.7	0.9	-0.2	0.9	0.7	0.4	2.4

* Number of cases: Accommodation (2019) 8,347, (2025) 7,437; Activities (2019) 2,674, (2025) 3,145;

Train (2019) 1,676, (2025) 1,363; Rental car (2019) 1,476, (2025) 973; Flights (2019) 1,396, (2025) 883;

Bus (2019) 1,434, (2025) 918; Package (2019) 915, (2025) 937

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Less than 100,000 won	11.4	11.5	11.3	11.8	10.1	7.8	8.1	8.3	8.0	71
Between 100,000 & 200,000 won	30.8	30.4	31.2	30.9	28.4	27.5	29.6	29.8	28.1	90
Between 200,000 & 300,000 won	16.0	15.6	16.5	15.9	16.6	18.1	19.8	19.6	20.7	125
Between 300,000 & 400,000 won	9.1	8.5	9.1	8.5	9.7	10.7	11.7	11.8	11.9	131
More than 400,000 won	9.6	9.6	9.8	10.4	12.7	15.3	14.1	13.9	13.2	135
Don't Know	23.1	24.3	22.2	22.4	22.5	20.6	16.6	16.7	18.1	82
Average [unit: 10,000 won]	21.11	21.05	21.19	21.62	23.86	26.03	23.74	23.24	23.33	110
Total travel cost per night	10.27	10.95	11.01	10.53	11.33	12.53	11.88	11.56	11.81	107
Total travel cost per a whole day	6.91	7.20	7.25	7.08	7.68	8.46	7.92	7.72	7.84	108

* 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) 17,614, (2025) 15,784

24. Travel Expenses by Category(%)

Q. You responded that you spent 000 won per person for the '000' trip mentioned earlier.
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	2023	2024	2025	TCI
Pro- portion (%)	Food and beverage expenses	32.8	33.2	33.5	34.6	33.8	34.3	34.7	35.1	35.7	107
	Accommodation expenses	27.4	27.9	28.1	29.3	31.4	29.3	27.9	27.9	27.6	98
	Transportation expenses	20.5	20.0	19.8	18.6	18.2	19.0	19.5	19.3	19.1	96
	Entertainment/ cultural/sports expenses	8.8	8.7	8.5	7.6	7.2	8.2	8.6	8.7	8.4	99
	Shopping expenses	6.2	6.0	6.0	5.9	5.8	5.9	6.0	6.2	6.4	107
	Other expenses	4.4	4.2	4.0	4.0	3.6	3.3	3.2	2.8	2.8	-
Aver- age [Unit: 10,000 won]	Food and beverage expenses	6.52	6.59	6.77	7.29	7.45	8.25	7.77	7.68	7.82	115
	Accommodation expenses	5.74	5.82	5.98	6.20	6.93	7.16	6.40	6.27	6.22	103
	Transportation expenses	4.24	4.14	4.19	4.15	4.20	4.83	4.60	4.50	4.43	105
	Entertainment/ cultural/sports expenses	2.00	1.97	1.95	1.97	1.99	2.42	2.22	2.19	2.13	111
	Shopping expenses	1.57	1.51	1.55	1.99	1.72	1.88	1.64	1.62	1.69	106
	Other expenses	1.04	1.01	0.96	0.98	0.96	1.03	0.85	0.74	0.75	70

* 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) 14,671, (2025) 12,927

25. Food and Beverage Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	2.3	2.1	2.0	1.8	2.4	3.6	4.8	4.8	4.4	-
Between 10,000 & 30,000 won	17.2	17.2	16.1	16.0	14.3	11.3	11.2	11.1	10.5	65
Between 30,000 & 50,000 won	21.9	22.1	22.2	22.1	19.5	16.4	16.1	16.0	15.5	70
Between 50,000 & 70,000 won	24.4	24.6	24.5	23.7	24.1	22.9	23.3	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	10.7	106
More than 100,000 won	24.7	24.6	25.1	26.7	30.0	35.9	35.2	34.3	35.7	142
Average [Unit: 10,000 won]	6.52	6.59	6.77	7.29	7.45	8.25	7.77	7.68	7.82	115

* 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) 14,671, (2025) 12,927

26. Accommodation Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	14.7	15.1	15.4	16.6	14.5	17.2	20.6	6.7	6.0	39
Between 10,000 & 30,000 won	15.3	14.4	12.9	11.8	9.3	7.8	8.0	9.0	8.5	66
Between 30,000 & 50,000 won	19.8	20.0	20.2	18.6	16.5	14.0	13.7	17.0	16.4	81
Between 50,000 & 70,000 won	22.1	21.2	21.5	21.1	20.8	21.4	21.1	23.6	25.5	119
Between 70,000 & 100,000 won	7.8	8.2	8.8	8.6	9.3	8.8	8.3	10.2	10.0	114
More than 100,000 won	20.4	21.1	21.2	23.4	29.7	30.7	28.3	33.4	33.5	158
Average [Unit: 10,000 won]	5.74	5.82	5.98	6.20	6.93	7.16	6.40	6.27	6.22	103

* 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) 12,412, (2025) 10,837

27. Transportation Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	9.7	10.1	10.3	12.1	12.4	14.8	17.3	16.8	16.0	155
Between 10,000 & 30,000 won	35.9	36.6	36.6	37.6	35.1	27.7	26.0	26.8	26.8	73
Between 30,000 & 50,000 won	18.0	18.5	18.2	16.9	15.8	15.9	15.3	15.5	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	21.2	120
Between 70,000 & 100,000 won	4.5	4.1	4.5	4.2	4.3	4.2	4.2	4.2	4.6	-
More than 100,000 won	13.6	13.1	12.8	11.9	13.7	17.8	16.9	17.0	16.0	125
Average [Unit: 10,000 won]	4.24	4.14	4.19	4.15	4.20	4.83	4.60	4.50	4.43	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) 14,671, (2025) 12,927

28. Entertainment/Cultural/Sports Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	40.8	42.0	43.9	49.9	52.2	49.4	51.1	51.3	51.8	118
Between 10,000 & 30,000 won	35.1	34.9	32.9	28.7	25.6	23.4	22.0	21.4	21.4	65
Between 30,000 & 50,000 won	9.5	9.3	9.4	7.7	7.7	8.5	8.7	8.7	8.3	88
Between 50,000 & 70,000 won	8.9	8.3	8.1	7.9	8.2	10.3	10.4	10.7	10.9	135
Between 70,000 & 100,000 won	1.1	1.2	1.2	1.1	1.0	1.3	1.1	1.4	1.1	-
More than 100,000 won	4.7	4.4	4.5	4.7	5.4	7.2	6.7	6.5	6.5	-
Average [Unit: 10,000 won]	2.00	1.97	1.95	1.97	1.99	2.42	2.22	2.19	2.13	111

* 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) 14,671, (2025) 12,927

29. Shopping Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	59.3	60.6	60.7	62.5	62.9	64.9	66.5	65.7	64.1	106
Between 10,000 & 30,000 won	21.2	20.4	20.2	18.5	17.4	13.8	13.7	13.8	14.2	70
Between 30,000 & 50,000 won	6.7	6.6	6.6	6.4	5.7	5.6	5.2	5.6	6.0	91
Between 50,000 & 70,000 won	7.5	7.2	7.3	7.1	7.5	8.0	7.8	8.2	9.0	123
Between 70,000 & 100,000 won	1.0	1.0	1.0	1.0	0.9	1.1	0.9	1.0	1.0	-
More than 100,000 won	4.3	4.1	4.2	4.4	5.5	6.6	5.9	5.7	5.8	-
Average [Unit: 10,000 won]	1.57	1.51	1.55	1.99	1.72	1.88	1.64	1.62	1.69	106

* 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) 14,671, (2025) 12,927

30. Other Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
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	2023	2024	2025	TCI
Less than 10,000 won	69.6	71.0	72.9	73.6	76.2	78.1	81.4	83.4	83.7	115
Between 10,000 & 30,000 won	18.3	17.1	15.9	14.9	12.6	10.6	8.8	7.9	7.9	50
Between 30,000 & 50,000 won	5.0	4.9	4.6	4.5	4.1	3.5	3.0	2.5	2.5	-
Between 50,000 & 70,000 won	3.9	3.8	3.5	3.7	3.9	4.1	3.4	3.2	3.1	-
Between 70,000 & 100,000 won	0.9	0.9	0.8	0.8	0.7	0.8	0.8	0.7	0.6	-
More than 100,000 won	2.3	2.3	2.2	2.4	2.4	2.9	2.6	2.2	2.2	-
Average [Unit: 10,000 won]	1.04	1.01	0.96	0.98	0.96	1.03	0.85	0.74	0.75	70

* 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) 14,671, (2025) 12,927

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	3.89	3.88	3.87	3.93	3.97	3.92	3.79	3.76	3.76	97
Gangwon	4.01	3.99	3.98	4.06	4.08	4.02	3.91	3.87	3.85	98
Busan	3.89	3.89	3.90	3.95	3.99	4.01	3.87	3.87	3.84	97
Seoul	3.91	3.84	3.91	3.95	4.02	3.98	3.84	3.82	3.83	97
Jeonnam	3.95	3.93	3.95	4.01	4.03	3.94	3.84	3.80	3.81	95
Jeonbuk	3.85	3.85	3.82	3.90	3.91	3.88	3.80	3.76	3.80	100
Daejeon	3.67	3.62	3.60	3.61	3.76	3.69	3.62	3.68	3.78	106
Jeju	4.00	4.01	3.94	4.04	4.13	4.06	3.78	3.73	3.77	97
Gyeongnam	3.87	3.88	3.86	3.87	3.91	3.86	3.78	3.74	3.73	95
Chungbuk	3.78	3.77	3.85	3.79	3.80	3.82	3.74	3.71	3.72	95
Gyeongbuk	3.81	3.83	3.83	3.88	3.92	3.88	3.74	3.72	3.72	97
Daegu	3.73	3.69	3.71	3.67	3.86	3.75	3.64	3.61	3.67	100
Chungnam	3.78	3.75	3.76	3.82	3.83	3.75	3.58	3.62	3.66	97
Gwangju	3.80	3.79	3.71	3.78	3.78	3.73	3.78	3.67	3.66	100
Incheon	3.65	3.76	3.73	3.77	3.81	3.71	3.66	3.58	3.66	100
Gyeonggi	3.77	3.76	3.75	3.79	3.81	3.80	3.65	3.66	3.64	95
Ulsan	3.68	3.70	3.76	3.79	3.82	3.72	3.69	3.61	3.58	95

* 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) 17,614, (2025) 15,784

** 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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	3.91	3.91	3.91	3.98	4.02	3.97	3.85	3.83	3.81	97
Seoul	4.08	4.04	4.08	4.09	4.16	4.13	3.98	3.98	3.93	95
Busan	3.97	3.95	3.98	4.03	4.08	4.09	3.95	3.91	3.91	98
Gangwon	4.05	4.03	4.03	4.11	4.15	4.10	3.99	3.96	3.90	98
Daejeon	3.70	3.70	3.67	3.68	3.84	3.78	3.65	3.75	3.86	105
Jeju	4.10	4.12	4.06	4.18	4.27	4.16	3.89	3.83	3.85	95
Jeonnam	3.92	3.91	3.88	4.01	4.01	3.94	3.85	3.82	3.82	97
Jeonbuk	3.82	3.79	3.80	3.86	3.88	3.89	3.81	3.79	3.81	100
Daegu	3.75	3.76	3.76	3.81	3.96	3.86	3.77	3.69	3.78	100
Gyeongnam	3.88	3.88	3.87	3.90	3.94	3.91	3.81	3.80	3.77	97
Gwangju	3.86	3.88	3.72	3.88	3.79	3.72	3.84	3.82	3.76	103
Gyeongbuk	3.81	3.80	3.80	3.91	3.94	3.88	3.77	3.77	3.75	97
Chungbuk	3.73	3.71	3.81	3.77	3.82	3.81	3.74	3.76	3.72	97
Gyeonggi	3.73	3.75	3.76	3.83	3.85	3.85	3.73	3.74	3.71	97
Incheon	3.66	3.76	3.77	3.83	3.83	3.70	3.71	3.63	3.70	97
Chungnam	3.73	3.77	3.77	3.83	3.89	3.77	3.62	3.67	3.67	97
Ulsan	3.61	3.69	3.73	3.85	3.83	3.79	3.62	3.65	3.65	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) 17,614, (2025) 15,784

** 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	2023	2024	2025	TCI
	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	3.82	3.81	3.81	3.87	3.91	3.89	3.77	3.75	3.75	97
Busan	3.88	3.86	3.91	3.93	3.99	4.00	3.88	3.87	3.86	100
Gangwon	3.95	3.94	3.94	4.02	4.05	4.01	3.92	3.89	3.85	97
Seoul	3.82	3.83	3.85	3.90	3.98	3.98	3.84	3.83	3.81	97
Jeonnam	3.91	3.88	3.88	3.96	3.96	3.91	3.84	3.79	3.79	97
Jeonbuk	3.79	3.78	3.74	3.80	3.85	3.84	3.77	3.77	3.78	103
Jeju	4.01	4.01	3.93	4.04	4.11	4.09	3.78	3.71	3.74	95
Gyeongnam	3.82	3.81	3.77	3.81	3.86	3.84	3.76	3.74	3.73	97
Chungbuk	3.66	3.65	3.76	3.70	3.73	3.74	3.74	3.67	3.72	97
Gyeongbuk	3.72	3.74	3.75	3.80	3.85	3.82	3.74	3.70	3.70	100
Daejeon	3.46	3.43	3.41	3.48	3.57	3.53	3.51	3.61	3.68	109
Daegu	3.60	3.58	3.57	3.61	3.77	3.64	3.53	3.59	3.64	100
Gwangju	3.65	3.62	3.56	3.65	3.68	3.59	3.65	3.69	3.64	100
Gyeonggi	3.63	3.61	3.66	3.68	3.71	3.75	3.63	3.65	3.61	97
Incheon	3.55	3.64	3.61	3.69	3.72	3.61	3.60	3.54	3.61	100
Chungnam	3.66	3.67	3.66	3.73	3.74	3.64	3.54	3.60	3.59	97
Ulsan	3.55	3.55	3.66	3.69	3.71	3.71	3.55	3.58	3.57	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) 17,614, (2025) 15,784

** 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)'.

Part IV

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.

Time \ Category		(Total)									
		2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total		73.2	69.8	70.5	65.9	70.9	77.3	72.6	68.3	65.9	93
Sex	Male	73.6	70.9	71.4	69.1	72.0	77.3	72.0	68.0	65.7	92
	Female	72.8	68.7	69.7	62.6	69.9	77.2	73.2	68.6	66.2	95
Age	20s	65.9	62.2	63.3	63.6	68.8	70.8	62.5	55.7	52.2	82
	30s	74.3	70.2	71.2	67.0	74.2	78.6	72.8	67.3	62.8	88
	40s	76.2	72.4	73.8	67.1	71.2	80.6	77.0	74.0	71.5	97
	50s	75.2	71.9	71.5	66.0	70.2	77.8	75.3	71.9	69.9	98
	60s or above	72.6	71.5	71.9	65.2	69.7	77.5	73.2	69.4	69.0	96
Sex BY Age	Male/20s	61.3	59.1	59.5	61.8	63.9	66.9	58.7	52.2	50.2	84
	Male/30s	74.5	70.6	72.5	69.9	73.8	76.9	69.3	65.1	59.8	82
	Male/40s	78.0	75.3	75.4	72.6	75.0	81.9	77.1	73.4	71.5	95
	Male/50s	77.7	75.1	74.4	69.3	72.7	79.6	75.8	73.6	69.8	94
	Male/60s or above	75.1	73.6	74.4	70.5	73.9	79.9	76.4	72.2	72.7	98
	Female/20s	71.1	65.7	67.5	65.3	74.3	75.2	66.7	59.6	54.4	81
	Female/30s	74.2	69.8	69.7	64.0	74.5	80.3	76.5	69.7	66.1	95
	Female/40s	74.4	69.4	72.2	61.3	67.4	79.3	76.8	75.6	71.5	99
	Female/50s	72.7	68.7	68.6	62.5	67.7	75.9	74.7	70.1	69.9	102
	Female/60s or above	70.1	69.4	69.4	59.5	65.5	75.2	70.1	66.6	65.5	94
Average Monthly House -hold Income	below KRW 3 Million	64.5	59.6	59.7	54.4	59.3	67.2	64.1	61.9	63.6	107
	KRW 3 Mil to 5 Mil	73.1	70.3	69.2	64.4	67.7	75.7	73.1	68.8	67.7	98
	KRW 5 Mil to 7 Mil	76.5	73.4	74.1	69.5	74.4	80.7	76.1	72.1	71.6	97
	KRW 7 Mil or above	76.9	73.5	75.2	72.4	78.8	83.1	76.9	73.7	72.1	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) 26,500, (2025) 24,500

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
*Domestic Travel Plan ('Yes')	73.2	69.8	70.5	65.9	70.9	77.3	72.6	68.3	65.9	93
1 time	65.4	66.6	67.0	67.9	66.8	65.8	69.5	70.7	71.0	106
2 times	26.2	25.8	25.6	24.7	25.1	24.9	22.3	22.0	21.7	85
More than 3 times	8.3	7.5	7.5	7.4	8.1	9.3	8.2	7.3	7.4	99
Average [unit: times]	1.43	1.41	1.40	1.39	1.41	1.43	1.39	1.37	1.36	100

* 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) 26,500, (2025) 24,500

** 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) 18,096, (2025) 16,148

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Gangwon	20.9	20.7	21.8	23.3	20.9	22.5	23.2	23.2	22.9	105
Jeju	17.8	17.6	16.9	18.2	21.8	18.8	13.3	11.5	10.9	64
Jeonnam	8.7	8.7	8.2	8.9	8.5	8.4	9.9	9.6	9.3	113
Busan	10.3	10.0	10.9	8.6	9.3	9.3	8.8	8.9	8.7	80
Gyeongbuk	6.4	6.2	6.3	6.7	6.9	6.7	7.4	7.0	7.4	117
Gyeonggi	5.3	5.8	5.9	5.4	5.1	5.6	6.9	7.1	7.1	120
Gyeongnam	7.1	7.2	6.4	7.0	6.6	6.5	6.5	6.4	6.5	102
Seoul	4.2	5.3	5.2	4.1	4.2	5.1	5.8	6.0	6.0	115
Chungnam	5.1	4.8	4.7	4.6	4.3	4.4	4.6	5.0	5.1	-
Jeonbuk	5.1	4.4	4.2	3.9	3.7	3.9	4.0	4.3	4.3	-
Chungbuk	2.6	2.4	2.4	2.6	2.4	2.7	2.8	3.0	3.3	-
Incheon	1.6	1.7	1.9	1.7	1.7	1.7	1.9	2.2	2.2	-
Daejeon	1.1	1.2	1.2	1.2	1.1	1.1	1.2	1.9	2.1	-
Daegu	1.4	1.6	1.8	1.2	1.5	1.5	1.6	1.8	1.8	-
Ulsan	1.4	1.3	1.3	1.6	1.3	1.1	1.2	1.3	1.3	-
Gwangju	1.2	1.0	1.0	0.8	0.8	0.7	0.7	0.7	0.9	-

* 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) 18,096, (2025) 16,148

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Reserved/purchased for transportation and/or accommodation, etc.	39.8	37.5	38.9	34.7	37.2	40.1	39.8	39.4	40.2	103
Travel period and destination is finalized	23.7	24.5	23.5	22.8	22.3	21.5	20.8	21.1	21.1	90
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	14.6	107
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	24.7	24.0	100

* 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) 18,096, (2025) 16,148

5. Planned Departure Date for the Trip(%)

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

(Those who planned domestic travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Within 2 weeks	30.4	30.4	33.1	28.9	29.8	32.8	34.0	33.9	34.5	104
3-4 weeks later	21.6	22.4	21.7	20.2	22.3	23.7	22.5	20.2	20.9	96
5-8 weeks later	27.9	29.8	28.1	29.1	28.7	27.8	27.0	27.1	26.9	96
After 9 weeks	20.0	17.4	17.2	21.8	19.2	15.7	16.6	18.8	17.7	103

* Number of cases: (2017) 19,036, (2018) 18,504, (2019) 18,341, (2020) 17,137, (2021) 18,416, (2022) 20,087, (2023) 18,869, (2024) 18,096, (2025) 16,148

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
1 night	41.6	44.8	43.5	41.4	40.7	40.4	42.8	43.3	41.9	96
2 nights	33.9	32.4	34.8	34.4	33.5	32.3	29.8	30.1	32.2	93
3 nights	13.4	13.8	13.2	13.4	14.3	14.6	14.2	14.3	14.0	106
4 nights	5.7	5.0	4.2	5.2	5.5	5.2	5.6	5.6	5.6	-
5 nights	1.6	1.3	1.3	1.5	1.4	1.6	1.9	1.9	1.7	-
6 or more nights	3.7	2.8	3.0	4.1	4.5	4.3	3.6	3.3	3.4	-
Average [unit: nights]	2.16	2.05	2.06	2.20	2.27	2.25	2.14	2.12	2.11	100

* Number of cases: (2017) 19,036, (2018) 18,503, (2019) 18,341, (2020) 17,137, (2021) 18,416, (2022) 20,087, (2023) 18,869, (2024) 18,096, (2025) 16,148

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.

(Those who planned domestic travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
I won't be using my leave	53.9	50.4	49.0	47.7	44.9	47.2	49.4	48.4	53.4	109
I will be using my leave	46.1	49.6	51.0	52.3	55.1	52.8	50.6	51.6	46.6	91
Use 1 day	23.5	25.7	26.7	25.4	24.3	25.2	24.8	26.1	24.7	93
Use 2 days	12.3	14.5	14.2	14.4	17.6	15.3	14.6	15.4	13.0	92
Use 3 days	6.7	6.4	6.7	8.1	8.3	7.9	7.5	6.8	6.1	91
Use 4 days	1.9	1.7	1.7	2.2	2.3	2.2	2.0	1.6	1.5	-
Use 5 days	1.1	0.9	1.1	1.5	1.7	1.5	1.2	1.0	0.8	-
Use 6 days	0.2	0.2	0.1	0.2	0.2	0.3	0.2	0.2	0.1	-
Use 7 or more days	0.4	0.3	0.4	0.4	0.5	0.6	0.4	0.5	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) 10,618, (2025) 9,679

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
To appreciate natural scenery	28.9	27.2	27.6	27.2	27.2	28.3	26.0	25.5	24.1	87
To relax	18.2	19.3	19.1	25.0	25.6	21.8	20.2	19.5	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	18.8	97
To visit family, relatives, and friends, etc.	9.3	9.9	9.9	12.4	9.9	11.5	12.7	13.4	13.7	138
To enjoy theme park, hot spring etc.	5.9	6.3	6.5	3.6	3.9	5.1	5.7	5.6	5.2	80
To do sports/hobbies	4.4	4.4	4.1	5.0	4.9	4.5	4.7	4.8	4.4	-
To appreciate historic sites and remains	4.8	4.6	4.2	3.4	3.7	3.8	3.8	4.0	4.0	-
To enjoy city landscapes	2.9	2.7	3.1	2.7	2.9	2.9	3.1	3.0	2.8	-
To appreciate culture-arts	2.3	2.6	2.3	1.6	2.2	2.3	2.4	2.4	2.7	-
To visit festivals or events	2.4	2.4	2.3	1.2	1.1	1.7	2.3	2.1	2.4	-
Shopping	0.8	0.9	0.9	0.7	1.1	0.9	1.0	1.1	1.2	-
Others	0.6	0.6	0.6	0.6	0.5	0.8	1.1	1.0	1.1	-

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,088, (2023) 18,869, (2024) 18,096, (2025) 16,148

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Hiking	35.7	35.1	32.6	34.5	35.2	38.2	36.0	36.6	34.6	106
Fishing	34.7	34.1	34.9	32.6	32.0	26.8	25.2	25.4	28.5	82
Golf	14.9	15.0	15.5	20.0	21.5	19.1	17.8	20.7	19.5	126
Water sports	21.2	20.6	21.3	20.2	19.8	19.8	18.8	17.7	19.0	89
Winter sports	12.5	12.6	11.8	10.8	9.0	8.9	9.5	10.8	7.6	64
Others	9.2	8.3	9.7	7.8	8.4	7.6	11.3	10.8	11.2	115

* 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) 1,570, (2025) 1,367

Part V

**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	2023	2024	2025	TCI
Total		27.7	28.5	27.6	10.0	3.6	5.0	17.0	22.2	21.5	78
Sex	Male	26.1	27.7	27.3	11.0	4.5	5.8	16.8	21.6	20.8	76
	Female	29.3	29.3	27.8	9.0	2.7	4.2	17.2	22.8	22.1	79
Age	20s	31.1	31.6	30.3	13.4	5.8	7.9	21.1	26.2	27.7	91
	30s	31.6	31.0	31.5	11.5	4.3	6.7	19.7	26.1	23.3	74
	40s	23.8	25.2	24.0	8.0	3.0	4.0	15.3	19.7	20.1	84
	50s	25.3	27.1	25.5	8.7	2.4	3.3	14.2	18.6	17.4	68
	60s or above	27.8	28.3	27.7	8.8	2.5	4.0	16.1	22.2	20.9	75
Sex BY Age	Male/20s	27.7	30.2	27.5	15.4	7.7	9.3	21.3	26.8	28.0	102
	Male/30s	31.2	31.1	31.7	13.0	5.7	7.9	19.2	23.9	22.9	72
	Male/40s	23.4	26.2	26.1	9.3	3.6	5.1	16.5	20.3	20.5	79
	Male/50s	23.0	25.5	25.2	8.8	2.8	3.6	12.8	16.9	16.2	64
	Male/60s or above	25.9	24.7	26.0	8.8	2.1	4.0	15.6	21.7	19.0	73
	Female/20s	35.0	33.2	33.5	11.4	3.7	6.3	20.9	25.5	27.5	82
	Female/30s	32.0	30.8	31.3	9.9	2.9	5.4	20.2	28.4	23.8	76
	Female/40s	24.2	24.0	21.9	6.6	2.4	3.0	14.0	19.1	19.7	90
	Female/50s	27.7	28.7	25.7	8.7	1.9	3.1	15.7	20.2	18.8	73
	Female/60s or above	29.7	31.8	29.2	8.9	2.9	3.9	16.7	22.7	22.8	78
Average Monthly House -hold Income	below KRW 3 Million	19.3	17.6	17.2	6.1	3.2	4.8	12.4	16.1	16.8	98
	KRW 3 Mil to 5 Mil	21.8	22.5	23.0	8.4	3.0	4.0	13.7	18.9	18.3	80
	KRW 5 Mil to 7 Mil	29.6	30.6	28.1	10.6	3.7	4.7	17.2	21.5	20.3	72
	KRW 7 Mil or above	39.4	40.8	38.3	13.4	4.4	6.5	23.0	29.0	27.8	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) 26,500, (2025) 24,500

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	2023	2024	2025	TCI
*Overseas Travel Experience ('Yes')	40.4	42.1	41.5	18.6	5.7	8.1	24.6	34.1	33.7	81
1 time	77.0	76.4	77.3	81.1	81.9	83.5	81.1	78.9	77.6	100
2 times	17.9	18.6	18.0	15.2	14.7	11.8	14.1	15.9	16.5	92
More than 3 times	5.1	5.0	4.7	3.7	3.4	4.6	4.8	5.2	5.9	-
Average [unit: times]	1.28	1.29	1.27	1.23	1.21	1.21	1.24	1.26	1.28	100

* 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) 26,500, (2025) 24,500

** 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) 9,040, (2025) 8,269

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	2023	2024	2025	TCI
Asia	74.1	75.5	74.9	67.8	54.8	57.6	76.4	80.3	80.2	107
Japan	29.1	31.0	24.2	12.9	15.9	15.8	32.2	33.9	33.3	138
Vietnam	7.5	10.8	13.0	16.1	8.7	11.6	16.5	16.0	13.9	107
China	8.8	7.7	8.3	7.5	5.5	3.9	2.7	4.8	8.1	98
Thailand	6.1	5.9	6.5	6.9	4.6	7.5	7.2	6.5	6.0	92
Taiwan	4.8	4.5	5.4	7.1	4.0	1.9	3.7	4.8	4.3	80
Philippines	4.9	4.8	5.5	5.7	2.6	4.3	5.3	4.7	3.7	67
Hongkong	4.7	3.8	4.0	1.9	4.1	2.0	1.2	2.1	3.0	-
Asia others	8.2	7.1	8.0	9.7	9.3	10.6	7.6	7.4	7.9	99
Europe	9.5	9.3	9.4	10.6	8.9	11.2	9.2	7.8	7.7	82
Oceania	7.1	6.6	7.3	8.8	14.8	12.0	6.6	5.1	5.3	73
North America	6.5	5.4	5.4	7.8	13.5	12.1	4.7	4.0	4.0	74
Middle East	0.7	0.6	0.8	0.9	1.2	1.8	0.9	1.0	1.1	-
Latin America	0.3	0.3	0.3	0.9	1.5	1.0	0.5	0.4	0.4	-
Africa	0.6	0.7	0.6	1.3	1.7	1.2	0.5	0.3	0.4	-
Others	1.2	1.5	1.2	1.8	3.6	3.0	1.3	1.1	0.9	-

* 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) 9,040, (2025) 8,269

4. Travel Duration(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
2 nights or under	17.4	16.4	15.3	13.1	26.9	16.5	11.0	11.0	12.8	84
3 nights	25.0	25.8	25.3	21.4	19.0	15.7	20.9	23.8	22.4	89
4 nights	24.1	25.1	25.3	23.9	13.3	15.9	23.5	25.2	24.8	98
5 nights	8.2	8.9	9.4	8.9	5.0	8.0	10.0	11.2	11.3	120
6 nights	4.6	4.4	5.0	6.0	4.4	5.3	5.9	5.8	5.8	116
7 nights	4.8	4.4	4.6	5.6	5.5	6.1	5.0	4.5	4.9	-
8 nights	3.7	3.5	3.5	3.5	3.4	4.1	4.5	4.1	3.9	-
9 nights~14 nights	7.7	7.2	7.3	10.2	7.6	11.5	9.0	9.0	8.8	121
15 or more nights	4.6	4.3	4.1	7.5	15.0	13.4	6.5	4.6	4.3	-
Average [unit: nights]	5.40	5.31	5.31	6.49	7.77	8.04	6.13	5.56	5.42	102

* 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) 9,040, (2025) 8,269

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
I didn't use my annual leave	28.9	28.1	24.8	24.3	25.2	25.8	23.2	22.3	23.1	93
I used my annual leave	71.1	71.9	75.2	75.7	74.8	74.2	76.8	77.7	76.9	102
Used 1 day	13.1	12.5	12.8	10.4	11.8	9.8	9.6	10.2	12.7	99
Used 2 days	19.6	20.2	20.8	19.7	16.5	16.0	19.9	22.5	22.3	107
Used 3 days	15.9	17.0	18.2	17.7	16.5	16.6	19.7	19.3	18.4	101
Used 4 days	7.9	8.5	8.2	8.8	9.1	8.9	9.7	9.4	8.5	104
Used 5 days	8.2	7.6	8.6	9.7	7.1	10.7	9.4	9.0	8.3	97
Used 6 days	1.9	1.6	1.9	2.2	2.8	2.3	2.3	2.0	1.8	-
Used 7 or more days	4.6	4.5	4.8	7.2	10.9	9.9	6.1	5.3	5.0	-

* 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) 5,316, (2025) 4,965

6. Number of Companions(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	8.8	9.2	81
2 people	36.5	36.1	36.3	35.6	38.0	41.2	38.8	37.9	39.3	108
3 people	14.1	15.4	15.1	14.5	11.0	13.1	15.6	15.2	15.1	100
4 people	15.8	15.5	17.2	15.6	11.0	13.0	16.7	17.6	17.5	102
5 or more people	15.5	15.1	13.9	14.2	6.7	9.9	15.1	15.5	14.8	106
Don't know	6.9	6.7	6.0	5.2	1.9	2.2	4.3	5.1	4.2	70
Average [unit: people]	3.14	3.14	3.09	3.02	2.29	2.61	3.16	3.20	3.14	100

* 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) 9,040, (2025) 8,269

7. Companion(% Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Family (Parents, Siblings, Children, etc.)	33.0	34.5	34.7	32.8	23.4	25.4	35.3	38.1	38.7	112
Spouse	29.3	29.1	31.0	31.0	27.6	26.8	28.1	27.9	31.0	100
Friends	23.6	23.7	23.7	22.3	15.8	19.4	22.9	23.4	21.7	92
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	8.8	9.2	81
Significant other	5.2	4.9	5.0	5.0	4.1	6.8	7.0	7.1	7.7	154
Co-worker	7.9	8.0	6.7	5.8	2.9	6.2	7.5	6.9	6.2	93
Others	2.9	2.7	2.4	2.6	2.3	2.7	2.6	2.4	1.9	-

* 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) 9,040, (2025) 8,269

8. Travel Type(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Individual travel	56.4	59.2	61.0	62.0	60.4	60.1	60.1	61.6	64.8	106
Group package travel	35.1	33.5	32.0	30.2	23.8	25.2	31.2	30.5	27.4	86
Airplane+hotel or Airplane+rental car+hotel package travel	8.5	7.3	7.0	7.9	15.7	14.7	8.7	7.9	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) 9,040, (2025) 8,269

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Many tourist spots	29.2	28.7	27.7	27.2	21.8	20.5	18.3	18.2	18.8	68
Reasonable travel expenses	7.9	8.1	7.8	8.9	6.4	10.5	15.7	15.6	13.5	173
Applicable travel period/schedule	13.0	12.8	12.1	11.0	10.3	10.6	12.7	12.0	12.5	103
Short travel distance	7.9	8.0	8.7	7.7	10.3	7.8	8.9	9.7	10.0	115
Acquaintance's recommendation	6.3	6.0	6.1	7.1	4.7	7.2	7.7	7.7	7.4	121
Low market price	6.4	8.0	9.7	9.7	11.8	8.7	7.5	8.4	7.4	76
Many things to do	6.7	6.6	7.4	5.9	6.1	7.1	6.6	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	5.8	97
Much to shop for	4.0	3.8	3.2	3.5	6.8	4.6	2.6	2.7	3.1	-
Safe place to travel	1.1	1.2	1.1	1.2	2.3	3.4	2.9	2.8	2.3	-
Convenient transportation in destination	1.0	0.8	0.9	1.2	3.5	3.3	1.5	1.6	2.1	-
Others	6.2	5.5	4.6	6.0	2.9	5.9	5.9	4.9	5.3	-
I was not the decision-maker	4.9	4.9	4.7	4.4	5.2	5.3	4.9	4.6	5.2	-

* 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) 9,040, (2025) 8,269

10. Main Travel Activities(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
To enjoy good food and drink	12.6	13.6	13.9	12.0	12.5	10.5	14.2	15.8	17.6	127
To relax	19.2	20.3	20.8	22.3	15.1	19.8	20.4	19.6	17.4	84
To appreciate natural scenery	16.6	17.1	17.3	15.6	13.8	14.3	15.5	15.8	15.5	90
To enjoy city landscapes	12.6	11.7	11.4	11.0	10.8	8.9	9.8	10.5	10.9	96
To appreciate historic sites and remains	11.5	10.3	10.2	10.4	7.5	8.4	9.4	9.7	9.6	94
To enjoy theme park, hot spring, etc.	8.0	8.5	8.1	6.3	7.1	7.3	8.9	9.2	8.6	106
Shopping	4.8	4.7	3.9	3.4	6.4	4.2	4.8	5.3	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	5.2	100
To do sports/hobbies	3.2	3.3	3.6	4.4	5.4	5.7	4.9	3.8	4.1	-
To appreciate culture-arts	2.9	2.9	3.3	4.7	5.4	5.4	3.8	3.0	3.2	-
To visit festivals or events	1.7	1.5	1.5	1.9	3.8	3.7	1.7	1.7	1.8	-
Others	0.9	0.7	0.8	0.8	1.4	1.2	0.9	1.0	0.8	-

* 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) 9,040, (2025) 8,269

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Water sports	52.4	51.9	51.7	53.1	46.9	40.2	38.8	41.0	41.4	80
Golf	26.7	26.4	29.3	30.6	34.9	37.6	41.7	35.6	34.2	117
Hiking	19.1	16.9	17.1	19.5	31.6	23.2	17.3	17.9	20.1	118
Winter sports	10.3	11.0	8.1	12.3	24.7	17.6	6.5	8.8	10.2	126
Fishing	12.2	11.9	11.0	13.0	23.4	14.6	8.3	8.3	9.6	87
Others	8.2	7.4	7.7	6.8	0.6	4.0	8.5	8.2	8.1	105

* Number of cases: (2017) 875, (2018) 974, (2019) 984, (2020) 557, (2021) 175, (2022) 271, (2023) 637, (2024) 769, (2025) 727

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Time		2020	2021	2022	2023	2024	2025
Category							
Destination	Blogs	44.3	30.2	29.9	34.1	36.2	34.6
	YouTube	18.1	24.2	24.9	27.9	30.6	33.6
	Word of mouth	34.5	20.7	28.1	33.2	33.9	32.7
	Online community/cafe	28.3	17.2	20.4	24.8	24.7	24.7
	Social media	24.4	26.4	22.3	21.0	22.4	23.8
	Professional travel information sites/app	27.6	25.2	23.3	22.4	19.7	20.2
	Travel service/package purchased channel	29.0	22.0	21.3	20.0	19.4	19.3
	TV	11.0	6.9	9.4	10.4	10.2	11.0
	Official website of the travel destination	14.1	18.3	17.5	9.6	9.1	9.1
	Other	3.6	2.5	5.2	7.2	6.1	5.9
	I don't know	5.1	7.4	4.3	2.0	2.0	2.5
Transportation	Travel service/package purchased channel	38.8	24.6	26.5	30.4	30.4	30.0
	Professional travel information sites/app	30.3	26.5	27.4	29.2	27.9	28.8
	Word of mouth	18.6	13.4	19.6	20.4	19.6	19.7
	Blogs	18.1	16.7	16.0	17.1	17.9	18.0
	YouTube	7.9	16.7	14.3	12.5	14.2	15.5
	Online community/cafe	13.2	14.0	15.8	14.1	14.2	14.0
	Social media	11.5	21.5	15.8	9.6	10.1	10.7
	Official website of the travel destination	11.5	19.0	15.1	7.9	7.7	8.3
	TV	4.7	5.3	6.1	6.2	5.8	5.7
	Other	5.2	3.3	6.8	9.4	9.8	9.4
	I don't know	8.4	7.8	5.2	3.8	3.8	4.2
Accommodation	Travel service/package purchased channel	40.9	24.4	28.0	31.3	30.5	30.1
	Professional travel information sites/app	29.4	28.8	27.2	26.0	24.8	26.6
	Blogs	26.1	22.2	22.5	24.6	26.4	26.0
	Word of mouth	22.1	21.8	22.8	21.0	20.7	21.1
	Online community/cafe	18.3	18.5	19.1	18.1	18.2	18.5
	YouTube	6.6	11.0	14.5	14.3	15.5	17.3
	Social media	9.6	8.8	11.8	11.8	12.9	14.1
	Official website of the travel destination	12.4	18.6	14.7	8.6	7.5	8.1
	TV	5.8	11.0	8.5	4.9	5.4	5.0
	Other	3.5	2.7	5.7	6.8	6.3	6.2
	I don't know	4.8	6.4	4.0	2.9	2.9	3.3

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406, (2024) 9,040, (2025) 8,269

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Time Category		2020	2021	2022	2023	2024	2025
Dining	Blogs	39.1	27.8	30.0	35.4	37.5	36.4
	YouTube	13.1	15.7	19.9	22.7	25.1	28.7
	Word of mouth	27.8	22.0	25.3	25.7	25.6	26.3
	Social media	22.5	20.3	18.9	21.7	22.5	24.3
	Online community/cafe	20.4	16.2	19.8	23.2	23.1	24.0
	Travel service/package purchased channel	25.1	21.6	20.1	20.6	20.4	19.1
	Professional travel information sites/app	19.3	20.1	19.9	16.7	14.9	16.5
	Official website of the travel destination	12.1	19.2	15.3	7.5	7.0	7.7
	TV	6.2	5.5	6.9	6.4	6.9	6.8
	Other	3.7	3.1	5.9	7.3	7.0	6.8
	I don't know	6.0	7.0	4.5	2.8	2.6	2.9
Activity	Blogs	31.4	21.4	25.0	31.9	32.7	31.9
	YouTube	11.1	13.8	17.6	20.5	22.1	25.0
	Travel service/package purchased channel	29.2	22.5	23.6	24.6	24.8	24.0
	Word of mouth	23.1	20.9	23.2	23.6	22.7	22.6
	Online community/cafe	22.1	19.5	20.7	22.3	23.1	22.2
	Professional travel information sites/app	22.4	19.5	21.5	22.1	20.3	21.1
	Social media	13.0	11.5	13.5	15.5	17.4	18.3
	Official website of the travel destination	13.2	23.8	16.1	10.0	9.4	9.8
	TV	7.9	11.1	10.1	6.4	6.1	6.1
	Other	3.0	3.2	5.4	6.3	6.0	5.7
	I don't know	10.8	10.0	6.4	4.3	4.0	5.0
Tourist Attraction	Blogs	44.7	25.3	31.3	40.3	41.2	40.2
	YouTube	17.8	22.4	24.3	29.1	32.1	34.1
	Online community/cafe	26.1	14.4	21.2	27.8	27.5	27.2
	Word of mouth	27.1	21.8	24.4	26.4	25.0	25.8
	Social media	25.6	25.4	22.5	21.7	23.4	24.9
	Travel service/package purchased channel	30.4	23.5	22.0	23.5	23.1	22.4
	Professional travel information sites/app	25.0	21.0	21.8	23.3	21.5	21.3
	Official website of the travel destination	18.5	22.8	19.0	13.5	12.4	12.5
	TV	11.7	12.6	11.0	8.9	9.4	8.7
	Other	3.1	2.9	4.6	4.8	4.7	4.6
	I don't know	4.0	6.3	3.9	2.3	2.0	2.8

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406, (2024) 9,040, (2025) 8,269

13. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Flights	40.3	42.8	41.9	41.1	23.7	31.1	38.2	39.8	42.1	100
Package	33.2	36.4	36.8	34.8	19.7	24.4	33.4	35.5	37.4	102
Accommodation	43.6	40.8	39.0	38.0	39.6	39.9	39.9	38.4	35.2	90
Local transportation	20.1	23.1	19.6	21.7	16.7	19.5	27.6	27.9	29.1	148
Activities/ticket/tour product	-	-	16.6	19.5	8.7	14.0	20.4	21.5	22.6	136
Rental car	6.1	6.4	6.2	6.5	6.5	8.6	5.7	5.4	5.5	89
None	8.7	8.9	8.9	9.0	11.9	10.2	9.5	9.5	10.0	112

* 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) 9,040, (2025) 8,269

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	2023	2024	2025	TCI
Flights	Airline	42.1	39.8	41.2	39.4	42.1	47.4	43.5	43.6	43.4	105
	Tour product specialized web/app	24.3	28.1	28.9	32.1	23.4	29.0	33.7	36.7	39.7	137
	Travel Agency	22.1	18.4	16.0	15.5	15.2	13.0	13.5	10.9	9.9	62
	Open Market	5.0	6.6	6.9	6.8	6.8	5.1	3.9	3.3	2.8	41
	Social Commerce	3.7	4.1	4.4	3.8	7.0	3.5	2.3	2.8	1.8	-
	TV Homeshopping	0.2	0.3	0.4	0.4	2.0	0.7	0.4	0.3	0.2	-
	Others/Don't Know	2.6	2.7	2.2	2.1	3.4	1.4	2.7	2.5	2.2	-
* Number of cases: (2017) 4,239, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444, (2024) 3,595, (2025) 3,477											
Accommodation	Tour product specialized web/app	63.3	70.1	66.8	63.1	42.4	56.1	70.3	69.2	70.8	106
	Direct from lodging vendors	17.0	13.9	14.7	16.2	19.3	21.8	14.9	15.6	14.6	99
	Travel Agency	9.4	7.4	8.9	9.6	16.9	9.7	6.1	5.9	6.7	75
	Open Market	1.7	2.3	2.9	4.1	10.2	3.4	1.5	1.8	1.8	-
	Social Commerce	2.8	2.9	3.3	2.6	7.5	5.1	2.4	2.4	1.8	-
	Others/Don't Know	5.8	3.4	3.4	4.4	3.7	3.8	4.7	5.1	4.3	-
* Number of cases: (2017) 3,494, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143, (2024) 3,213, (2025) 3,092											
Package	Travel Agency	60.3	59.2	57.9	62.6	43.0	45.6	51.7	53.4	52.6	91
	Tour product specialized web/app	8.8	8.0	6.9	8.6	14.4	15.1	12.5	12.5	14.1	204
	TV Homeshopping	8.0	8.5	9.0	7.6	8.8	13.7	12.7	12.3	11.2	124
	Open Market	3.3	3.8	5.1	5.7	14.7	9.6	4.8	4.5	5.2	102
	Social Commerce	5.7	6.0	7.5	5.9	11.7	7.9	6.6	5.9	4.8	64
	Others/Don't Know	14.0	14.5	13.7	9.6	7.4	8.1	11.7	11.4	12.1	88
* Number of cases: (2017) 4,588, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556, (2024) 3,468, (2025) 2,911											
Local transportation	Direct from vendors	20.7	20.1	20.8	24.2	23.6	38.1	41.4	41.1	39.3	189
	Tour product specialized web/app	16.4	22.8	26.7	28.4	17.7	20.8	26.0	27.8	29.3	110
	Travel Agency	17.3	14.7	11.3	10.7	18.0	9.6	6.0	5.0	6.5	58
	Social Commerce	18.5	17.4	12.7	8.6	14.8	9.0	5.5	5.0	4.7	37
	Open Market	11.4	9.3	7.5	7.0	12.8	6.1	2.7	3.1	3.4	45
	Others/Don't Know	15.8	15.7	21.0	21.0	13.2	16.4	18.5	18.1	16.9	80
* Number of cases: (2017) 2,108, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771, (2024) 2,523, (2025) 2,409											

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	2023	2024	2025	TCI
Activities	Tour product specialized web/app	47.6	45.0	53.6	49.9	38.2	45.2	52.3	55.7	52.0	97
	Direct from vendors	23.3	24.9	13.9	18.5	15.4	12.7	12.9	12.3	14.9	107
	Travel Agency	9.7	7.8	8.8	12.7	18.7	12.5	10.2	8.4	8.3	94
	Social Commerce	4.4	5.1	4.8	3.9	11.3	9.1	5.0	3.9	4.8	-
	Open Market	2.4	3.3	5.3	6.9	9.2	10.0	3.0	4.3	3.7	70
	Others/Don't Know	12.5	14.0	13.5	8.1	7.2	10.4	16.6	15.4	16.2	120

* Number of cases: (2019) 1,101, (2020) 573, (2021) 96, (2022) 269, (2023) 1,308, (2024) 1,943, (2025) 1,866

** 'Activities' item added in January of 2019

Rental car	Car Rental Agency	47.6	45.0	53.6	49.9	38.2	45.2	52.3	55.7	52.0	97
	Tour product specialized web/app	23.3	24.9	13.9	18.5	15.4	12.7	12.9	12.3	14.9	107
	Travel Agency	9.7	7.8	8.8	12.7	18.7	12.5	10.2	8.4	8.3	94
	Social Commerce	4.4	5.1	4.8	3.9	11.3	9.1	5.0	3.9	4.8	-
	Open Market	2.4	3.3	5.3	6.9	9.2	10.0	3.0	4.3	3.7	70
	Others/Don't Know	12.5	14.0	13.5	8.1	7.2	10.4	16.6	15.4	16.2	120

* Number of cases: (2017) 640, (2018) 708, (2019) 673, (2020) 315, (2021) 97, (2022) 182, (2023) 363, (2024) 487, (2025) 456

15. Reserving/Purchasing Channel

(Change from 2019 to 2025, %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)

Product		Flights	Accommodation	Package	Local transportation	Activities	Rental car
Category							
Channel	Direct from vendors	2.1	-0.1	-	18.5	9.3	-1.6
	Tour product specialized web/app	10.8	3.9	7.2	2.5	3.3	1.0
	Travel Agency	-6.1	-2.2	-5.3	-4.8	-3.0	-0.5
	Social Commerce	-4.1	-1.5	-2.6	-8.0	-9.6	0.0
	Open Market	-2.6	-1.0	0.1	-4.2	-1.8	-1.6
	TV Homeshopping	-0.1	-	2.2	-	-	-
	Others/Don't Know	0.0	0.9	-1.6	-4.0	1.8	2.8

* Number of cases: Flights (2019) 4,525, (2025) 3,477; Accommodation (2019) 3,976, (2025) 3,092;
 Package (2019) 4,212, (2025) 2,911; Local transportation (2019) 2,117, (2025) 2,409;
 Activities (2019) 1,101, (2025) 1,866; Rental car (2019) 673, (2025) 456

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)

Time Category		2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Flight	Mobile Internet	27.0	33.1	40.3	47.0	49.1	52.7	64.3	67.6	69.4	172
	PC Internet	66.7	62.0	56.0	49.3	41.8	41.9	33.1	30.6	28.5	51
	Phone	1.4	1.4	0.7	1.3	3.1	2.0	0.7	0.4	0.7	-
	Visit/direct purchase	4.3	3.0	2.6	2.0	4.3	2.4	1.0	0.6	0.7	-
	Others/Don't know	0.6	0.5	0.4	0.4	1.7	1.1	0.8	0.9	0.7	-
* Number of cases: (2017) 4,229, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444, (2024) 3,595, (2025) 3,477											
Accommodation	Mobile Internet	29.7	35.4	44.4	48.3	46.1	55.4	63.8	65.7	70.1	158
	PC Internet	65.3	59.9	51.2	47.6	41.4	37.1	32.2	30.5	26.8	52
	Visit/direct purchase	1.8	1.7	1.2	1.7	4.4	3.4	1.7	1.4	1.1	-
	Phone	2.4	1.9	2.1	1.7	5.1	3.5	1.0	0.9	0.8	-
	Others/Don't know	0.8	1.1	1.0	0.7	3.0	0.6	1.3	1.6	1.1	-
* Number of cases: (2017) 3,481, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143, (2024) 3,213, (2025) 3,092											
Package	Mobile Internet	15.4	19.3	24.4	27.1	35.9	40.7	42.9	46.2	48.5	199
	PC Internet	38.3	36.8	35.7	34.7	37.5	33.4	22.2	19.6	19.3	54
	Phone	23.6	22.6	19.2	18.8	10.6	12.0	16.1	15.3	15.3	80
	Visit/direct purchase	13.0	11.5	11.1	12.1	10.2	6.1	7.6	8.6	6.8	61
	Others/Don't know	9.7	9.8	9.6	7.4	5.7	7.8	11.2	10.5	10.1	105
* Number of cases: (2017) 4,536, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556, (2024) 3,468, (2025) 2,911											
Local products	Mobile Internet	23.8	29.8	37.9	44.7	39.3	42.1	48.0	50.5	53.3	141
	Visit/direct purchase	19.0	17.9	18.2	18.9	13.2	26.0	29.9	29.1	27.1	149
	PC Internet	53.2	49.7	39.7	31.8	36.8	23.4	17.1	15.5	14.1	36
	Phone	1.7	1.0	1.6	1.6	4.0	3.4	1.0	1.0	1.0	-
	Others/Don't know	2.2	1.7	2.7	3.0	6.8	5.1	4.0	3.9	4.5	-
* Number of cases: (2017) 2,097, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771, (2024) 2,523, (2025) 2,409											
Activities	Mobile Internet	-	-	49.2	57.7	49.9	49.7	57.0	62.1	65.6	133
	Visit/direct purchase	-	-	7.8	5.6	3.1	17.3	20.1	16.9	16.9	217
	PC Internet	-	-	41.2	34.8	45.0	31.1	20.1	18.0	14.6	35
	Phone	-	-	1.1	1.2	2.0	0.7	0.3	0.4	0.3	-
	Others/Don't know	-	-	0.7	0.7	0.0	0.4	2.5	2.6	2.6	-
* Number of cases: (2019) 1,101, (2020) 573, (2021) 96, (2022) 296, (2023) 1,308, (2024) 1,943, (2025) 1,866											
** 'Activities' item added in January of 2019											
Rental car	Mobile Internet	21.2	27.0	31.4	38.7	39.0	42.6	49.3	51.9	61.0	194
	PC Internet	66.5	61.0	56.6	47.5	36.0	42.3	33.8	31.0	24.8	44
	Visit/direct purchase	8.0	7.8	7.6	9.9	17.7	7.4	11.9	10.7	9.0	118
	Phone	2.9	2.4	2.9	3.6	4.2	3.3	1.7	2.9	1.8	-
	Others/Don't know	1.3	1.8	1.5	0.3	3.1	4.4	3.3	3.5	3.5	-
* Number of cases: (2017) 639, (2018) 708, (2019) 673, (2020) 315, (2021) 97, (2022) 182, (2023) 363, (2024) 487, (2025) 456											

17. Reserving/Purchasing Method

(Change from 2019 to 2025, %p)

Q. How did you reserve/purchase each travel product for your travels to '000'?

(Those who purchased the travel package themselves)

Category \ Product		Flights	Accommodation	Package	Local transportation	Activities	Rental car
Method	Mobile Internet	29.1	25.8	24.1	15.5	16.4	29.6
	PC Internet	-27.5	-24.4	-16.3	-25.6	-26.6	-31.8
	Phone	-1.9	-1.3	-3.9	-0.5	-0.8	-1.2
	Visit/direct purchase	0.0	-0.1	-4.4	8.9	9.1	1.4
	Others/Don't know	0.3	0.1	0.5	1.8	1.9	2.0

* Number of cases: Flights (2019) 4,525, (2025) 3,477; Accommodation (2019) 3,976, (2025) 3,092;
 Package '19년 4,212, (2025) 2,911; Local transportation (2019) 2,117, (2025) 2,409;
 Activities (2019) 1,101, (2025) 1,866; Rental car (2019) 673, (2025) 456

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Below KRW 500 thousand	5.7	6.1	6.4	4.8	5.2	3.3	3.0	2.7	3.4	53
KRW 500 thousand to 1 Million	33.9	35.7	35.7	28.5	22.7	19.0	22.5	23.1	24.1	68
KRW 1 Mil. to 2 Mil.	33.8	34.8	33.4	34.3	28.8	31.2	43.0	44.5	42.5	127
KRW 2 Mil. to 5 Mil.	18.3	16.9	17.4	22.8	22.9	28.3	20.7	20.0	19.7	113
KRW 5 Mil. or above	3.2	3.4	3.2	4.9	6.7	9.9	7.6	6.5	6.8	-
Don't Know	5.1	3.1	4.0	4.6	13.8	8.4	3.2	3.2	3.6	-
Average [unit: 10,000 won]	146.28	142.77	141.13	165.06	183.26	211.70	183.39	175.64	175.43	124
Total travel cost per night	27.10	26.89	26.57	25.42	23.58	26.33	29.89	31.62	32.37	122
Total travel cost per a whole day	22.87	22.63	22.36	22.03	20.89	23.42	25.70	26.79	27.33	122

* 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) 9,040, (2025) 8,269

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total	4.00	3.99	3.96	3.97	3.78	3.85	3.92	3.91	3.89	98
Asia	3.92	3.93	3.93	3.93	3.76	3.80	3.79	3.81	3.82	97
Japan	4.06	4.03	3.96	4.02	3.81	3.90	4.01	3.99	3.98	100
Vietnam	3.95	4.05	4.03	3.96	3.82	3.80	3.87	3.95	3.92	98
Taiwan	3.92	3.95	3.98	3.95	3.74	3.88	3.83	3.85	3.90	98
Thailand	3.99	4.00	3.98	4.04	3.82	3.95	3.89	3.92	3.82	95
Hongkong	3.64	3.64	3.64	3.63	3.64	3.60	3.49	3.69	3.73	103
Philippines	3.89	3.93	3.98	3.99	3.73	3.80	3.82	3.73	3.72	93
China	3.93	3.91	3.89	3.91	3.82	3.86	3.55	3.55	3.68	95
Asia Others	3.97	3.95	3.97	3.94	3.70	3.63	3.83	3.77	3.78	95
Europe	4.30	4.22	4.16	4.15	3.98	4.05	4.10	4.09	4.06	98
Oceania	4.04	4.03	4.00	4.04	3.79	3.72	3.93	3.95	3.90	98
Africa	4.13	3.89	4.13	4.05	3.78	3.72	3.64	3.57	3.86	95
North America	4.13	4.11	4.08	4.00	3.89	4.03	3.97	3.93	3.78	93
Latin America	3.91	3.92	3.78	3.96	3.80	3.81	3.81	3.70	3.78	100
Middle East	3.88	3.97	4.03	3.97	3.72	3.87	3.84	3.80	3.71	93
Others	3.90	4.05	3.85	3.91	3.41	3.46	3.70	3.81	3.62	95

* 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) 9,040, (2025) 8,269

** 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	2023	2024	2025	TCI
Total	3.88	3.90	3.83	3.86	3.74	3.80	3.85	3.83	3.80	100
Asia	3.73	3.80	3.77	3.80	3.66	3.72	3.69	3.67	3.69	97
Japan	4.07	4.02	3.77	3.88	3.79	3.92	4.03	4.02	3.99	105
Vietnam	3.78	3.86	3.88	3.80	3.73	3.78	3.79	3.89	3.85	97
Thailand	3.85	3.93	3.89	3.99	3.85	3.93	3.82	3.78	3.76	97
Philippines	3.77	3.84	3.82	3.85	3.72	3.82	3.82	3.66	3.67	97
Taiwan	3.57	3.76	3.84	3.85	3.47	3.85	3.68	3.63	3.64	95
China	3.57	3.58	3.63	3.57	3.58	3.44	3.46	3.48	3.62	100
Hongkong	3.56	3.70	3.63	3.70	3.64	3.54	3.35	3.45	3.47	97
Asia Others	3.67	3.69	3.71	3.73	3.55	3.48	3.56	3.48	3.49	95
Europe	4.24	4.17	4.17	4.13	3.90	4.03	4.06	4.03	4.02	95
Oceania	3.83	3.88	3.90	3.95	3.80	3.71	3.73	3.79	3.80	97
North America	3.98	3.97	3.97	4.00	3.88	3.97	3.87	3.71	3.57	90
Middle East	3.56	3.52	3.76	3.69	3.62	3.68	3.33	3.36	3.49	92
Africa	3.67	3.57	3.68	3.40	3.83	3.76	3.29	3.23	3.47	95
Latin America	3.62	3.72	3.65	3.81	3.84	3.80	3.33	3.44	3.39	94
Others	3.65	3.71	3.54	3.75	3.29	3.35	3.40	3.40	3.46	100

* 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) 9,040, (2025) 8,269

** 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)'.

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	2023	2024	2025	TCI
Total		3.91	3.91	3.84	3.87	3.72	3.83	3.88	3.86	3.83	100
Asia		3.79	3.82	3.79	3.79	3.65	3.76	3.74	3.73	3.74	97
	Japan	3.98	3.94	3.69	3.76	3.76	3.88	3.95	3.96	3.91	105
	Vietnam	3.85	3.90	3.93	3.82	3.70	3.82	3.85	3.90	3.86	100
	Thailand	3.91	3.94	3.91	3.99	3.72	3.98	3.85	3.84	3.82	97
	Taiwan	3.78	3.82	3.90	3.90	3.55	3.82	3.76	3.79	3.79	97
	Philippines	3.81	3.83	3.81	3.82	3.67	3.80	3.80	3.68	3.63	95
	China	3.53	3.55	3.58	3.55	3.51	3.48	3.47	3.42	3.60	100
	Hongkong	3.67	3.73	3.68	3.65	3.68	3.66	3.45	3.57	3.59	97
	Asia Others	3.84	3.87	3.84	3.84	3.61	3.62	3.75	3.65	3.71	97
	Europe		4.28	4.21	4.19	4.13	4.01	4.06	4.14	4.10	4.09
Middle East		3.73	3.90	4.00	3.90	3.50	3.79	3.70	3.74	3.80	95
North America		4.04	4.07	4.03	4.00	3.87	4.01	3.97	3.85	3.80	95
Oceania		3.97	3.99	3.95	3.95	3.76	3.74	3.87	3.87	3.77	95
Latin America		3.88	3.82	3.83	3.80	3.76	3.76	3.65	3.60	3.62	95
Africa		3.96	3.70	4.08	3.82	3.69	3.72	3.55	3.48	3.49	85
Others		3.76	3.96	3.69	3.76	3.26	3.40	3.62	3.64	3.55	95

* 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) 9,040, (2025) 8,269

** 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)'.

Part VI

Overseas Travel Plan

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

Q. Do you have plans to travel for over 1 night in the next 3 months?

Please answer based on the trip (for touring/relaxing purposes) that has approximate travelling time period and/or destination roughly set.

(Total)											
Category \ Time		2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Total		35.8	36.8	35.5	10.4	5.7	13.7	25.8	27.3	25.8	73
Sex	Male	34.7	36.1	35.6	12.1	7.0	14.8	26.1	27.3	26.1	73
	Female	37.0	37.4	35.3	8.7	4.3	12.5	25.5	27.3	25.5	72
Age	20s	39.7	39.7	37.3	12.6	8.7	17.6	28.3	29.8	30.0	80
	30s	38.5	38.4	38.2	11.5	6.2	15.3	27.4	29.7	27.3	71
	40s	33.0	33.7	33.5	9.5	4.6	12.5	25.4	26.9	24.4	73
	50s	33.6	35.6	33.4	8.9	4.1	11.8	23.8	24.3	23.5	70
	60s or above	35.2	37.6	35.7	10.2	5.5	12.1	24.9	26.9	25.2	71
Sex BY Age	Male/20s	36.7	37.6	36.3	15.2	11.5	18.7	29.3	31.3	31.8	88
	Male/30s	37.7	38.2	38.5	13.4	7.9	16.3	26.2	28.6	27.3	71
	Male/40s	33.6	34.1	34.6	10.8	5.4	14.5	26.6	26.3	25.0	72
	Male/50s	31.9	35.3	33.7	10.2	4.8	12.5	23.4	24.1	22.5	67
	Male/60s or above	33.5	35.6	35.1	11.5	6.1	12.9	25.8	27.4	25.5	73
	Female/20s	43.2	41.9	38.4	10.0	5.5	16.3	27.3	28.1	28.1	73
	Female/30s	39.2	38.5	37.8	9.6	4.4	14.3	28.6	30.9	27.3	72
	Female/40s	32.4	33.3	32.4	8.1	3.8	10.4	24.2	27.4	23.8	73
	Female/50s	35.3	36.0	33.1	7.7	3.3	11.1	24.3	24.6	24.5	74
	Female/ 60s or above	36.9	39.5	36.3	8.7	5.0	11.3	24.1	26.4	25.0	69
Average Monthly House -hold Income	below KRW 3 Million	24.8	25.8	23.2	8.5	5.4	10.8	19.1	20.6	21.2	91
	KRW 3 Mil to 5 Mil	28.9	30.2	29.0	8.8	4.5	11.2	22.4	23.1	21.7	75
	KRW 5 Mil to 7 Mil	38.4	39.2	37.2	10.7	5.8	13.6	25.3	26.7	24.6	66
	KRW 7 Mil or above	50.1	50.0	48.6	13.6	7.0	18.0	34.2	35.3	34.3	71

* 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) 26,500, (2025) 24,500

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
*Overseas Travel Plan ('Yes')	56.0	56.4	55.3	22.9	14.7	28.2	44.4	46.4	44.4	80
1 time	86.1	86.1	86.7	86.5	82.6	87.7	88.6	88.1	88.0	101
2 times	11.9	12.0	11.6	11.4	14.3	10.2	9.5	9.9	9.8	84
More than 3 times	1.9	1.9	1.6	2.0	3.1	2.1	1.9	2.0	2.2	-
Average [unit: times]	1.16	1.16	1.15	1.16	1.20	1.14	1.13	1.14	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) 26,500, (2025) 24,500

** 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) 12,308, (2025) 10,872

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Asia	56.9	59.2	53.3	41.1	35.3	58.3	72.7	75.2	75.8	142
Japan	27.0	26.6	15.1	9.0	13.4	22.5	30.7	29.4	31.1	206
Vietnam	8.3	11.4	14.3	12.0	7.1	9.1	14.1	14.7	13.3	93
China	5.8	6.4	7.0	5.0	2.7	2.0	2.1	4.3	6.7	96
Taiwan	5.0	4.8	6.8	6.0	3.9	2.6	4.5	5.3	5.3	78
Thailand	5.7	5.5	6.1	6.3	5.4	7.9	6.7	6.8	5.1	84
Hongkong	5.2	4.6	4.1	2.9	2.8	1.7	2.2	2.4	3.1	-
Philippines	3.8	4.0	4.5	5.4	3.1	4.1	3.7	4.0	2.7	-
Asia Others	10.2	10.0	11.6	12.0	9.5	8.3	8.7	8.5	8.5	73
Europe	10.2	10.0	10.7	11.3	13.1	12.5	10.0	9.7	9.5	89
Oceania	8.3	7.0	8.4	14.0	17.7	14.0	8.0	6.8	6.5	77
North America	7.7	6.8	7.3	11.2	15.8	10.6	6.1	5.0	4.9	67
Middle East	0.7	0.8	1.1	1.3	1.5	1.6	0.9	1.1	1.2	-
Africa	0.6	0.5	0.6	0.8	0.8	0.6	0.4	0.5	0.5	-
Latin America	0.7	0.8	1.4	1.2	1.1	0.7	0.4	0.4	0.4	-
Others	0.9	1.0	1.2	1.7	2.1	1.8	1.5	1.3	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) 12,308, (2025) 10,872

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Reserved/purchased for transportation and/or accommodation, etc.	41.2	39.8	39.3	34.8	36.7	35.3	37.3	38.6	42.5	108
Travel period and destination is finalized	22.2	22.0	21.8	19.2	15.4	20.8	21.1	22.0	21.9	100
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	15.9	99
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	23.6	19.8	87

* 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) 12,308, (2025) 10,872

5. Planned Departure Date for the Trip(%)

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

(Those who planned overseas travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Within 1 month	15.8	18.8	19.5	17.5	19.1	20.3	22.6	21.0	22.0	113
Within 1 to 2 months	18.3	20.0	19.1	19.2	13.6	21.3	19.6	17.8	18.0	94
Within 2 to 3 months	17.2	17.8	17.5	20.4	13.5	16.1	15.8	15.6	16.1	92
Within 3 to 4 months	15.7	15.2	15.2	17.6	12.1	13.0	12.6	13.3	13.2	87
Within 4 to 5 months	15.5	12.3	12.5	12.6	13.3	12.2	12.4	13.1	12.4	99
After 5 months	17.5	15.9	16.2	12.9	28.4	17.1	17.0	19.2	18.4	114

* 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) 12,308, (2025) 10,872

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
2 nights or under	16.6	17.5	14.8	16.2	18.4	14.3	11.9	10.8	12.7	86
3 nights	24.8	25.9	25.4	20.8	18.1	19.1	23.1	22.4	24.4	96
4 nights	22.9	24.0	24.6	21.5	17.3	18.9	23.5	25.7	22.7	92
5 nights	8.1	8.3	8.5	9.5	7.4	9.7	10.5	11.0	10.7	126
6 nights	5.6	4.5	5.6	6.8	6.8	6.1	5.7	5.8	6.2	111
7 nights	5.5	5.0	5.4	6.5	7.2	6.8	5.4	5.2	5.0	93
8 nights	4.0	3.4	3.8	3.8	3.7	4.6	4.0	4.2	4.2	-
9 nights~14 nights	8.4	7.5	8.0	9.2	10.9	10.6	9.4	9.2	9.0	113
15 or more nights	4.1	3.7	3.8	5.7	10.2	9.1	5.8	5.0	4.5	-
Average [unit: nights]	5.38	5.13	5.31	5.92	6.94	6.89	5.89	5.74	5.55	105

* 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) 12,308, (2025) 10,872

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
I won't be using my leave	26.1	24.0	20.5	21.9	21.8	21.1	20.6	20.5	22.0	107
I will be using my leave	73.9	76.0	79.5	78.1	78.2	78.9	79.4	79.5	78.0	98
Use 1 day	15.4	14.2	13.5	11.2	10.4	10.1	11.3	10.4	13.0	96
Use 2 days	19.5	21.4	22.1	19.0	17.4	18.6	19.7	22.8	21.7	98
Use 3 days	15.4	17.1	17.5	17.3	15.3	16.4	18.9	19.2	18.0	103
Use 4 days	7.9	7.9	8.8	10.2	9.7	9.4	10.0	9.4	9.0	102
Use 5 days	8.6	8.3	9.7	10.9	10.7	11.6	10.5	9.7	8.7	90
Use 6 days	1.8	1.8	2.2	2.5	3.3	2.6	2.2	2.0	1.7	-
Use 7 or more days	5.4	5.2	5.7	7.0	11.4	10.2	6.7	5.9	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) 7,273, (2025) 6,553

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Individual travel	51.0	54.1	55.0	58.4	56.3	54.4	53.9	55.3	56.9	103
Group package travel	31.9	30.5	29.1	24.7	23.6	25.1	28.8	27.9	26.5	91
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	8.5	121
No firm plans yet	9.0	8.9	8.9	10.3	11.6	10.4	8.4	8.6	8.1	91

* 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) 12,308, (2025) 10,872

9. Main Travel Activity Plans(%)

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

(Those who planned overseas travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
To enjoy good food and drink	13.8	16.5	15.4	12.2	11.7	13.9	18.2	17.5	19.8	129
To relax	19.2	20.3	21.8	24.4	21.5	21.0	20.6	20.1	18.3	84
To appreciate natural scenery	18.1	16.8	17.9	17.2	15.7	16.0	15.4	16.7	15.7	88
To enjoy city landscapes	11.4	10.8	11.0	10.2	10.0	9.9	10.8	10.2	10.8	98
To appreciate historic sites and remains	11.3	10.0	9.8	9.5	8.9	8.4	9.0	9.1	8.5	87
To enjoy theme park, hot spring, etc.	7.7	7.8	6.7	4.3	5.3	6.6	7.1	7.3	7.0	104
To visit family, relatives, and friends, etc.	6.2	5.6	5.4	8.8	10.1	9.6	6.2	6.0	6.0	111
Shopping	4.0	4.2	3.5	3.4	4.3	3.5	3.9	4.2	4.5	-
To do sports/hobbies	2.7	3.1	3.1	3.6	4.0	4.4	3.4	3.7	3.7	-
To appreciate culture-arts	3.2	2.8	3.3	3.8	4.6	4.0	3.1	2.7	3.0	-
To visit festivals or events	1.5	1.4	1.4	1.6	2.6	1.9	1.5	1.6	1.7	-
Others	0.9	0.8	0.7	0.9	1.3	0.9	0.9	1.0	1.0	-

* 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) 12,308, (2025) 10,872

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)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	2024	2025	TCI
Golf	31.0	34.3	33.4	35.5	36.4	40.3	41.9	40.4	38.5	115
Water sports	47.8	48.8	47.4	46.5	41.7	40.9	40.3	37.7	35.5	75
Hiking	17.6	16.3	16.4	26.7	27.0	17.6	15.4	14.5	22.7	138
Winter sports	8.9	8.4	10.9	13.5	15.4	10.2	7.4	8.6	9.8	90
Fishing	13.8	13.6	13.1	15.8	17.5	9.8	7.1	8.5	9.3	71
Others	9.2	7.7	8.2	4.4	5.6	6.7	6.7	8.6	7.9	96

* Number of cases: (2017) 1,003, (2018) 1,045, (2019) 1,060, (2020) 564, (2021) 405, (2022) 713, (2023) 861, (2024) 896, (2025) 814

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)					
Category	Time	2020	2021	2022	2023	2024	2025
	Day trip	22.5	26.7	31.5	29.1	29.5	29.3

* Number of cases: (2020) 25,947, (2021) 26,000, (2022) 26,000, (2023) 26,000, (2024) 26,500, (2025) 24,500

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)					
Category	Time	2020	2021	2022	2023	2024	2025
	Gyeonggi	19.5	19.9	20.4	22.4	21.9	21.8
	Seoul	7.9	8.3	10.4	10.3	10.9	11.4
	Gangwon	8.2	7.4	7.8	8.4	8.4	8.4
	Gyeongnam	8.2	8.3	8.0	7.5	7.1	7.5
	Gyeongbuk	7.9	8.0	7.7	7.6	7.2	7.1
	Busan	7.3	7.6	7.1	6.8	6.0	6.1
	Chungnam	6.5	6.0	6.7	6.2	6.4	6.0
	Incheon	5.9	6.0	6.2	5.9	5.6	5.6
	Jeonnam	7.3	6.2	6.2	6.2	5.9	5.4
	Jeonbuk	5.5	4.7	4.1	3.9	4.4	4.3
	Daegu	3.3	4.0	3.3	3.5	3.8	4.2
	Chungbuk	3.8	3.7	3.8	3.4	4.0	3.6
	Daejeon	2.5	2.7	2.4	2.3	2.9	2.9
	Ulsan	3.0	2.8	2.6	2.2	2.3	2.5
	Gwangju	1.1	1.6	1.4	1.7	1.7	1.7
	Jeju	2.0	2.3	1.8	1.6	1.4	1.4
	Non-response	0.0	0.4	0.2	0.0	0.0	0.0

* Number of cases: (2020) 5,851, (2021) 6,950, (2022) 8,183, (2023) 7,562, (2024) 7,821, (2025) 7,167

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)					
Category	Time	2020	2021	2022	2023	2024	2025
To enjoy good food and drink		31.5	27.7	26.1	26.9	27.9	29.4
To appreciate natural scenery		40.0	33.9	30.0	28.2	28.2	26.2
To visit family, relatives, and friends, etc.		14.2	16.6	18.2	17.3	17.7	17.2
To relax		10.1	18.9	18.6	17.1	16.5	14.5
Shopping		12.3	11.3	11.2	11.5	12.6	12.4
Experiencing/amusing facilities and enjoying activities		7.5	7.4	8.4	9.3	8.3	8.8
To appreciate historic sites and remains		10.6	9.1	8.6	8.4	8.1	8.3
To visit festivals or events		3.5	3.5	4.9	7.0	7.4	7.9
To do sports/hobbies		9.2	9.1	9.7	8.5	7.7	7.9
To enjoy city landscapes		9.9	8.3	7.1	6.4	6.9	7.7
Cultural/sports watching		4.8	4.3	4.8	5.4	5.0	5.7
Others		1.5	1.2	1.4	2.0	2.2	2.1

* Number of cases: (2020) 5,851, (2021) 6,950, (2022) 8,183, (2023) 7,562, (2024) 7,821, (2025) 7,167

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

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

		(Total)					
Category	Time	2020	2021	2022	2023	2024	2025
	Business trip	7.7	7.5	7.5	7.2	7.4	7.6

* Number of cases: (2020) 25,999, (2021) 26,000, (2022) 26,000, (2023) 26,000, (2024) 26,500, (2025) 24,500

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)					
Category	Time	2020	2021	2022	2023	2024	2025
	One day trip	58.5	55.2	55.2	52.0	50.8	52.4
	1 night	24.7	24.5	24.5	27.6	25.9	24.1
	2 nights	10.0	12.5	12.7	12.1	13.8	13.3
	3 nights or more	6.8	7.7	7.5	8.3	9.5	10.1

* Number of cases: (2020) 2,006, (2021) 1,940, (2022) 1,956, (2023) 1,879, (2024) 1,948, (2025) 1,873

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)

Category \ Time	2020	2021	2022	2023	2024	2025
Gyeonggi	13.9	14.7	15.4	15.1	16.6	15.9
Seoul	10.6	9.9	9.2	11.8	9.5	10.2
Gyeongbuk	6.7	7.4	7.1	7.6	7.4	7.9
Chungnam	7.6	6.8	8.4	8.2	8.6	7.8
Gangwon	6.7	5.6	8.0	7.0	7.3	7.4
Gyeongnam	7.9	6.9	7.5	7.5	6.1	6.9
Busan	7.7	7.9	7.5	6.3	6.7	6.8
Daejeon	7.0	6.4	5.9	6.0	6.1	6.5
Daegu	4.9	5.4	5.5	3.9	5.1	4.9
Jeonnam	4.7	6.0	5.9	6.8	6.1	4.9
Chungbuk	5.5	4.4	4.1	4.1	4.1	4.5
Jeonbuk	4.3	4.5	3.8	4.8	3.9	4.1
Gwangju	3.6	3.3	3.0	2.8	4.5	3.7
Incheon	2.9	3.3	2.9	2.9	3.0	3.5
Ulsan	3.4	4.4	2.4	2.8	3.1	2.7
Jeju	2.9	3.2	3.3	2.5	1.9	2.3

* Number of cases: (2020) 2,006, (2021) 1,940, (2022) 1,956, (2023) 1,879, (2024) 1,948, (2025) 1,873

