2023 - TRAVEL

ConsumerInsight

Travel Behavior & Planning Study

Introduction

1) This report contains excerpts from the "Weekly Travel Behavior and Planning Study," which was initiated by ConsumerInsight Inc. and has been conducted through weekly surveys since August 2015. The data used in this report can be accessed and purchased, either for free or paid, from the Cultural Big Data Platform (https://www.bigdata-culture.kr), overseen by the Korea Culture Information Service Agency.

2) The content and the data collection of this survey, as well as the data processing and tabulation, are as follows.

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

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

5) 'Travel Plan' results represent those respondents who have a domestic travel plan within the next 3 month or who have overseas travel plan in 6 months, respectively.

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

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

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

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

10) In the survey categories of residence area, interest in travel destinations, planned travel regions, actual travel regions, and evaluation of travel destinations, Sejong City is included as a part of Chungcheongnam-do.

11) The structure of the survey content, including its start period, results announcement, and answer types, is listed in the table below. And the results of items marked with an asterisk (*) are disclosed on the link indicated in 1).

Classification		Study Start Period	Answer Type			Dis-closed*
			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	"	○			
	Travel Type	"	○			*
	Reasons for Choosing Travel Destinations	"	○			
	Main Travel Activities	"	○			*
	Hobby/Sports Activities During Travel	"		○		

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

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

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

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

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

Classification		Study Start Period	Answer Type			Dis-closed*
			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 results, 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 Background

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

☐ Study Objective

○ The primary objective of this study is to identify changes in travel consumers' behavior and attitudes. Measuring parameters are not a concern.

○ To build a timely and diachronic information system capable of offering a comprehensive perspective on the expectations and evaluation of travelers' experiences, aiming to comprehend and predict changes.

○ To provide information that aids in establishing, executing, and evaluating travel poromotion strategies by monitoring travel consumers' recent experiences, evaluations, and future plans in a timely manner.

☐ Study History

○ 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, 2023: Total of 436 week fieldwork, the cumulative total sample size of 203,800 achieved (since August, 2015).

2. Study Design

○ Respondents: 18 years old or older adults, nationwide

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

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

○ Data Collection Method : Email survey by online and/or mobile

○ Survey Frequency/Period: Every week, Monday to Thursday

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

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

3. Sample Design

□ Characteristics of Sampling

○ The sampling frame of the study is ConsumerInsight's proprietary panel with over 860,000 panelists.

○ ConsumerInsight's panel is the one of the largest IBP (Invitation Based Panel) in the world, and the panel is recruited and organized via the probabilitic data collection procedure. ConsumerInsight's panel is recruited during the data collection process of the company's large scale syndicated studies in which social scientific data collection methods are followed.

○ ConsumerInsight's IBP panel acquisition process:
- First, setting quota tables based on sex, age, and province for a large-scale syndicated study (e.g., 100,000 respondents for the annual automotive study).
- Second, probability sampling of the members of large sites/portals, such as Naver, SKT, and etc.

- Third, Survey invitation emailing

- Fourth, Ask for panel enrollment at the end of the survey.

- Fifth, Panel application review & panel registration after the double opt-in process.

□ Importance of IBP

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

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

□ Interpretation of Study Results

○ The primary focus of this study is on detecting changes rather than measuring parameters.

○ The survey invitation email includes the word 'Travel' in its title, so it's highly unlikely that those with no interest in travel at all will participate in the survey. Consequently, the study results tend to over-represent frequent travelers.

4. Sample Composition

(%)

Classification		2022 Total	2023 Total	Domestic Travel Experience (Past 3 months)	Domestic Travel Plan (Next 3 months)	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,000)	(26,000)	(17,862)	(18,869)	(6,406)	(11,549)
Sex	Male	50.8	50.9	50.8	50.4	50.9	51.0
	Female	49.2	49.1	49.2	49.6	49.1	49.0
Age	20s	17.9	17.3	16.8	14.9	20.2	17.5
	30s	18.0	17.8	18.8	17.9	20.1	18.3
	40s	21.9	21.7	23.0	23.1	19.9	21.6
	50s	23.1	23.2	22.7	24.1	20.4	22.9
	60s or above	19.2	19.9	18.8	20.1	19.5	19.7
Sex BY Age	Male/20s	9.4	9.1	8.3	7.3	10.9	9.1
	Male/30s	9.3	9.2	9.6	8.8	10.3	9.2
	Male/40s	11.1	11.0	11.9	11.7	10.9	11.3
	Male/50s	11.7	11.8	11.6	12.3	9.8	11.5
	Male/60s or above	9.5	9.8	9.3	10.3	9.1	9.8
	Female/20s	8.5	8.2	8.4	7.6	9.3	8.4
	Female/30s	8.8	8.6	9.2	9.1	9.8	9.1
	Female/40s	10.8	10.8	11.1	11.4	9.0	10.2
	Female/50s	11.4	11.4	11.0	11.7	10.6	11.4
	Female/60s or above	9.7	10.2	9.5	9.8	10.4	9.9
Marital status	Unmarried	34.8	32.9	31.3	29.3	34.3	33.2
	Married	60.9	61.9	64.2	65.7	62.3	62.4
	Others	4.4	5.3	4.5	5.0	3.5	4.4
Residing Region	Seoul	19.0	19.0	18.8	18.9	22.8	21.9
	Busan	6.5	6.4	6.5	6.4	6.3	7.1
	Daegu	4.6	4.6	4.7	4.7	3.8	4.0
	Incheon	5.8	5.9	6.0	6.0	5.7	6.3
	Gwangju	2.8	2.8	2.8	2.8	2.4	2.4
	Daejeon	2.8	2.8	3.0	3.0	2.8	2.9
	Ulsan	2.2	2.2	2.3	2.2	1.7	1.9
	Gyeonggi	26.6	26.8	26.5	26.5	29.6	27.9
	Gangwon	2.9	2.9	2.8	2.8	2.5	2.8
	Chungbuk	3.0	3.0	3.3	3.2	2.8	2.8
	**Chungnam	4.6	4.7	4.7	4.8	4.4	4.1
	Jeonbuk	3.3	3.2	3.3	3.3	2.7	2.8
	Jeonnam	3.3	3.3	3.2	3.2	3.0	2.7
	Gyeongbuk	4.9	4.8	4.7	4.7	3.9	3.9
	Gyeongnam	6.3	6.2	6.4	6.3	4.6	5.4
	Jeju	1.3	1.3	1.2	1.2	0.9	1.2

(%)

Classification		2022 Total	2023 Total	Domestic Travel Experience (Past 3 months)	Domestic Travel Plan (Next 3 months)	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,000)	(26,000)	(17,862)	(18,869)	(6,406)	(11,549)
Occupation	White collar/workers in technical areas	39.9	**35.8**	38.4	37.6	38.6	38.6
	Full time housewife	12.4	**14.2**	13.9	14.4	13.5	13.5
	Business/management /professionals	6.9	**4.9**	5.3	5.1	6.9	6.2
	Self employed	7.8	**8.2**	8.2	8.4	8.2	8.7
	Undergrad or graduate student	6.0	**6.2**	5.9	5.1	6.8	6.1
	Sales/service	5.1	**5.5**	5.5	5.5	4.9	5.3
	Skilled worker/ general manual worker	6.7	**8.9**	8.3	8.8	6.0	6.9
	Others/Unemployed	15.2	**16.4**	14.6	15.2	15.0	14.7
Average Monthly Household Income	below KRW 3 Million	13.8	**13.9**	12.0	12.1	10.6	10.9
	KRW 3 Mil to 5 Mil	28.6	**28.8**	28.4	28.5	23.4	25.2
	KRW 5 Mil to 7 Mil	28.2	**27.8**	28.7	28.7	27.6	27.7
	KRW 7 Mil or above	29.3	**29.5**	30.9	30.8	38.4	36.2

* Domestic Travel Experience (in the past 3 months) - 68.7% of the total,
  Domestic Travel Planning (in the next 3 months) - 72.6% of the total.
  Overseas Travel Experience (in the past 6 months) - 24.6% 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.

Part II
Travel Trend

1. Travel Spenditure of the Past Year(% `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 point scale; A lot more(1) ~ A lot less(5)]
['% Spent more' = '% A lot more(1)' + '% Slightly more(2)']

(Total)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total travel	24.7	40.6	35.6	39.5	43.6	43.5	15.9

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

2. Travel Spending of the Next Year
(% `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 point scale; A lot more(1) ~ A lot less(5)]
['% Will spend more' = '% A lot more(1)' + '% Slightly more(2)']

(Total)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	50.4	46.3	49.7	49.2	44.6	41.7	-4.1
Domestic travel	47.0	42.8	45.5	45.7	41.8	38.3	-4.2
Overseas travel	41.3	47.3	49.5	48.8	47.4	43.4	6.0

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

3. Travel Experience Rate(% `Yes')

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

(Total)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	70.7	**75.1**	72.8	73.6	76.5	77.4	4.4
Domestic travel	69.2	**68.7**	67.8	67.7	69.4	69.9	-0.5
Overseas travel	5.0	**17.0**	13.0	15.6	19.1	20.3	12.0

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

4. Travel Plan Rate(% `Yes')

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

(Total)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	80.4	**80.8**	79.6	82.5	81.9	79.3	0.4
Domestic travel	77.3	**72.6**	72.6	75.2	73.0	69.5	-4.7
Overseas travel	13.7	**25.8**	23.9	24.5	26.4	28.5	12.1

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

5. Interest in Domestic Travel Destinations (% `Increased')

Q. My desire to go to 'OOO' has increased/decreased compared to before.
   [5 point scale; A lot more(1) ~ A lot less(5)]
   ['% Increased' = '% Increased a lot(1)' + '% Increased a little(2)']

(Total)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	54.8	**47.3**	48.2	47.1	48.4	45.6	**-7.5**
Jeju	63.6	**46.1**	53.7	48.0	42.3	40.2	**-17.5**
Busan	46.7	**40.8**	42.5	41.4	39.6	39.8	**-5.9**
Seoul	30.2	**28.9**	30.5	28.6	27.3	29.2	**-1.3**
Jeonnam/Gwangju	29.9	**26.0**	27.4	26.2	25.1	25.4	**-3.9**
Gyeonggi/Incheon	27.2	**22.3**	21.7	21.6	22.2	23.8	**-4.9**
Gyeongnam/Ulsan	25.8	**21.1**	22.4	21.6	20.4	19.9	**-4.7**
Jeonbuk	24.8	**19.5**	20.5	19.9	19.2	18.5	**-5.3**
Chungnam/Daejeon	20.7	**18.4**	18.5	17.7	18.0	19.2	**-2.3**
Gyeongbuk/Daegu	21.9	**18.1**	19.2	18.0	17.0	18.1	**-3.8**
Chungbuk	20.1	**14.9**	15.7	14.2	15.1	14.7	**-5.2**

* Number of cases: (2022) 13,039, (2023) 12,988, (Q1) 3,244, (Q2) 3,238, (Q3) 3,245, (Q4) 3,260

6. Interest in Overseas Travel Destinations
(% `Increased')

Q. My desire to go to 'OOO' has increased/decreased compared to before.
 [5 point scale; A lot more(1) ~ A lot less(5)]
 ['% Increased' = '% Increased a lot(1)' + '% Increased a little(2)']

(Total)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Oceania	49.4	**49.2**	51.0	50.2	47.8	47.7	-0.2
Western/Northern Europe	46.9	**48.1**	49.1	49.4	47.0	46.9	1.2
Southern Europe	43.6	**44.3**	45.1	45.4	43.1	43.8	0.7
United States/Canada	40.6	**41.3**	42.8	42.9	39.3	40.1	0.7
Southeast Asia	34.0	**39.4**	40.5	40.5	38.4	38.4	5.4
Japan	29.2	**39.4**	39.9	39.0	38.1	40.5	10.2
Eastern Europe	38.9	**39.4**	39.8	39.9	39.2	38.5	0.5
Hongkong/Macao	22.7	**23.5**	21.7	24.8	23.4	24.1	0.8
Latin America	17.2	**16.4**	16.5	16.9	16.0	16.1	-0.8
Central/Southwest Asia	13.0	**10.8**	10.3	10.4	11.2	11.0	-2.2
Africa	7.2	**7.4**	7.6	7.6	6.5	8.0	0.2
China	7.6	**6.8**	6.3	7.6	6.6	6.9	-0.8

* Number of cases: (2022) 12,961, (2023) 13,012, (Q1) 3,256, (Q2) 3,262, (Q3) 3,255, (Q4) 3,240

7. Intent to Search Domestic Travel Information 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)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
YouTube	39.3	37.7	38.7	38.1	37.1	37.0	-1.6
Social media	31.5	28.3	30.3	28.9	28.0	26.0	-3.2
Professional travel information sites/app	30.2	25.4	27.5	25.8	25.3	23.0	-4.8
Blogs	28.5	24.9	25.9	26.1	24.1	23.4	-3.6
Recommendation/ Word of mouth	25.8	23.9	26.0	25.2	23.1	21.3	-1.9
Online community/Cafe	23.4	20.9	23.0	21.5	20.4	18.8	-2.5
Official website of the travel destination	21.7	17.2	18.5	17.9	16.7	15.6	-4.5
TV	18.6	17.1	19.5	17.6	16.6	14.8	-1.5
Travel service/package purchased channel	12.3	11.0	12.3	11.6	10.5	9.7	-1.3

* Number of cases: (2022) 12,068, (2023) 12,101, (Q1) 3,011, (Q2) 3,011, (Q3) 3,039, (Q4) 3,040

8. Intent to Search 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)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
YouTube	45.1	**45.1**	46.2	46.4	44.3	43.8	0.0
Professional travel information sites/app	39.1	**33.4**	36.3	34.2	32.9	30.6	-5.7
Social media	30.5	**29.9**	30.3	30.0	30.4	28.9	-0.6
Blogs	30.4	**28.1**	27.6	29.5	27.3	28.2	-2.3
Online community/cafe	29.4	**27.1**	26.9	27.8	26.8	26.8	-2.3
Recommendation/ Word of mouth	22.4	**22.9**	26.3	23.7	20.9	21.3	0.5
TV	17.9	**20.4**	21.5	22.4	19.6	18.5	2.5
Travel service/package purchased channel	21.1	**19.4**	20.2	21.8	17.5	18.3	-1.7
Official website of the travel destination	22.8	**18.4**	19.4	21.5	16.6	16.5	-4.4

* Number of cases: (2022) 7,206, (2023) 6,703, (Q1) 1,584, (Q2) 1,597, (Q3) 1,713, (Q4) 1,809

Part III
Domestic Travel Behavior

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

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

(Total)

Category \ Time		2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
	Total	69.2	**68.7**	67.8	67.7	69.4	69.9	-0.5
Sex	Male	70.0	**68.6**	68.0	67.8	69.7	68.9	-1.4
Sex	Female	68.4	**68.8**	67.5	67.7	69.1	70.8	0.4
Age	20s	69.8	**66.6**	66.3	63.9	68.5	67.6	-3.2
Age	30s	74.2	**72.3**	72.0	71.3	72.2	73.8	-1.9
Age	40s	70.7	**72.7**	71.6	72.4	73.7	73.0	2.0
Age	50s	66.9	**67.1**	66.5	65.7	68.1	68.2	0.2
Age	60s or above	65.0	**64.8**	62.4	65.1	64.8	66.7	-0.2
Sex BY Age	Male/20s	66.2	**63.3**	62.5	60.4	65.0	65.1	-2.9
Sex BY Age	Male/30s	74.5	**71.3**	70.9	69.6	71.6	73.1	-3.2
Sex BY Age	Male/40s	73.8	**74.5**	73.6	75.3	76.0	73.3	0.7
Sex BY Age	Male/50s	68.4	**67.8**	68.5	66.9	69.2	66.4	-0.6
Sex BY Age	Male/60s or above	66.7	**65.5**	63.6	65.6	66.1	66.6	-1.2
Sex BY Age	Female/20s	73.8	**70.2**	70.4	67.8	72.4	70.4	-3.6
Sex BY Age	Female/30s	73.9	**73.5**	73.2	73.2	72.8	74.7	-0.4
Sex BY Age	Female/40s	67.6	**70.8**	69.7	69.5	71.4	72.7	3.2
Sex BY Age	Female/50s	65.3	**66.5**	64.5	64.5	66.9	70.1	1.2
Sex BY Age	Female/60s or above	63.4	**64.1**	61.3	64.7	63.5	66.8	0.7
Average Monthly Household Income	below KRW 3 Million	60.0	**60.1**	59.1	59.7	59.7	61.9	0.1
Average Monthly Household Income	KRW 3 Mil to 5 Mil	66.9	**68.5**	66.8	67.6	69.4	70.2	1.6
Average Monthly Household Income	KRW 5 Mil to 7 Mil	71.5	**71.9**	70.7	71.2	72.1	73.5	0.4
Average Monthly Household Income	KRW 7 Mil or above	75.6	**72.8**	73.1	71.8	73.6	72.6	-2.8

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

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)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Experience ('Yes')	69.2	68.7	67.8	67.7	69.4	69.9	-0.5
1 time	48.5	52.9	54.1	52.9	52.5	52.2	4.4
2 times	31.5	28.9	28.1	28.5	29.0	29.9	-2.6
More than 3 times	19.9	18.2	17.7	18.5	18.5	17.9	-1.7
Average [unit: times]	1.71	1.65	1.64	1.66	1.66	1.66	-0.06

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500
** Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

3. Travel Destination(%)

Q. Where is the latest domestic travel destination that you have visited? Please select ONE only.

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	20.4	21.3	22.0	20.1	22.0	21.1	0.9
Jeju	10.9	8.7	9.8	10.1	7.9	7.1	-2.2
Gyeonggi	8.2	8.6	8.0	8.9	8.7	8.8	0.4
Jeonnam	8.1	8.3	7.6	8.6	8.0	8.7	0.2
Gyeongbuk	8.3	8.0	7.7	7.9	8.4	8.1	-0.3
Busan	8.1	7.8	8.1	7.5	7.6	8.2	-0.3
Gyeongnam	7.3	7.1	7.5	7.4	7.0	6.6	-0.2
Seoul	6.2	6.4	7.1	6.2	6.2	6.3	0.2
Chungnam	5.6	6.0	5.5	5.9	6.2	6.4	0.4
Jeonbuk	4.6	4.6	4.2	4.5	5.1	4.6	0.0
Chungbuk	3.5	3.9	3.3	3.7	4.1	4.5	0.4
Incheon	3.0	3.1	3.0	3.4	3.0	3.2	0.1
Daegu	1.9	2.0	2.1	1.8	1.8	2.4	0.1
Daejeon	1.4	1.6	1.5	1.6	1.5	1.8	0.2
Ulsan	1.6	1.4	1.5	1.2	1.5	1.3	-0.2
Gwangju	1.0	1.0	1.0	1.0	1.0	0.8	0.0

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 nights	46.9	**48.8**	47.8	49.8	48.0	49.5	1.9
2 nights	30.3	**27.7**	28.9	26.9	26.9	28.1	-2.6
3 nights	12.1	**11.8**	11.9	10.7	12.7	11.7	-0.3
4 nights	4.1	**4.4**	4.1	4.5	4.7	4.4	0.3
5 nights	1.5	**1.5**	1.3	1.4	1.4	1.6	0.0
6 or more nights	3.9	**3.4**	3.1	3.3	3.9	3.3	-0.5
Average [unit: nights]	2.08	**2.00**	1.98	1.99	2.06	1.96	-0.08

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

5. Vacation(Annual Leave) Use(%)

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

(Office workers experienced in domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I did not use my annual leave	51.4	**51.6**	51.7	53.3	47.9	53.3	0.2
I used my annual leave	48.6	**48.4**	48.3	46.7	52.1	46.7	-0.2
Used 1 day	23.9	**25.1**	24.7	25.6	25.2	25.1	1.2
Used 2 days	14.0	**13.8**	14.1	13.3	15.7	12.3	-0.2
Used 3 days	6.8	**6.2**	6.5	5.3	7.2	6.0	-0.6
Used 4 days	1.8	**1.6**	1.4	1.2	1.9	1.7	-0.2
Used 5 days	1.3	**1.0**	1.2	0.7	1.3	0.7	-0.3
Used 6 days	0.2	**0.1**	0.0	0.1	0.2	0.3	-0.1
Used 7 or more days	0.6	**0.5**	0.4	0.5	0.7	0.6	-0.1

* Number of cases: (2022) 10,971, (2023) 10,264, (Q1) 2,503, (Q2) 2,536, (Q3) 2,576, (Q4) 2,649

6. Number of Companions(%)

Q. How many people including yourself were in your traveling group?

(Those who experienced domestic travel)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	9.3	8.3	8.1	7.9	8.9	8.5	-1.0
2 people	36.8	35.6	36.2	36.3	34.0	35.9	-1.2
3 people	16.3	16.4	16.3	16.8	17.0	15.4	0.1
4 people	20.3	19.5	20.4	18.9	19.3	19.2	-0.8
5 or more people	14.9	16.9	16.6	16.8	17.2	17.1	2.0
Don't know	2.4	3.3	2.4	3.3	3.7	3.8	0.9
Average [unit: people]	3.15	3.27	3.27	3.27	3.29	3.27	0.12

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

7. Companion(% Multiple Answers)

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

(Those who experienced domestic travel)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	40.8	42.3	42.6	41.4	42.7	42.7	1.5
Spouse	33.8	33.0	32.5	33.1	32.7	33.7	-0.8
Friends	20.9	19.7	20.0	20.5	19.9	18.3	-1.2
Significant other	9.1	9.1	9.6	9.1	8.8	8.8	0.0
Alone	9.2	8.3	8.0	7.8	8.8	8.5	-0.9
Co-worker	2.6	3.4	3.2	3.8	3.3	3.3	0.8
Others	1.5	1.6	1.1	1.6	1.8	1.7	0.1
Pet	0.9	0.7	0.6	0.7	0.7	0.6	-0.2

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541
** 'Pet' category added in July 2021

8. Travel Type(%)

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

(Those who experienced domestic travel)

Time\Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	94.7	94.3	94.9	94.0	94.1	94.1	-0.4
Group package travel	2.5	2.6	2.3	2.8	2.9	2.5	0.1
Airplane+hotel or Airplane+rental car+hotel package travel	2.8	3.1	2.8	3.2	3.0	3.3	0.3

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced domestic travel)

Time\Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	22.7	19.8	20.1	19.8	18.6	20.5	-2.9
Applicable travel period/schedule	15.4	15.8	16.4	15.8	14.9	16.1	0.4
Short travel distance	12.6	12.3	12.3	13.0	12.3	11.7	-0.3
Acquaintance`s recommendation	9.9	10.2	10.2	10.3	10.4	9.9	0.3
Reasonable travel expenses	5.6	7.3	7.0	7.5	7.5	7.3	1.7
Many different kinds of food	7.9	7.2	7.8	7.0	6.4	7.7	-0.7
Many things to do	6.1	6.2	6.2	5.8	6.7	6.3	0.1
Convenient transportation in destination	3.2	4.0	3.9	4.1	4.5	3.5	0.8
Much to shop for	1.2	0.9	0.9	0.9	0.8	0.8	-0.3
Low market price	0.9	0.7	0.7	0.7	0.7	0.7	-0.2
Safe place to travel	0.4	0.5	0.4	0.4	0.8	0.5	0.1
Others	8.3	8.3	7.8	8.2	9.6	7.6	0.0
I was not the decision-maker	5.6	6.8	6.3	6.6	7.0	7.3	1.2

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

10. Main Travel Purpose(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	25.5	24.0	22.9	24.8	24.0	24.5	-1.5
To relax	23.1	21.3	21.7	21.1	22.6	19.6	-1.8
To visit family, relatives, and friends, etc.	13.4	14.5	14.1	14.4	14.8	14.9	1.1
To enjoy good food and drink	13.6	14.0	15.3	13.7	12.6	14.4	0.4
To enjoy theme park, hot spring, etc.	6.0	6.6	7.4	5.9	7.1	5.9	0.6
To do sports/hobbies	4.7	4.8	4.4	5.1	4.8	4.8	0.1
To appreciate historic sites and remains	4.1	4.2	4.1	4.2	3.7	4.8	0.1
To enjoy city landscapes	2.9	2.8	3.1	3.0	2.4	2.8	-0.1
To appreciate culture-arts	2.4	2.8	2.8	2.8	2.8	2.7	0.4
To visit festivals or events	2.0	2.6	2.1	2.8	2.4	3.3	0.6
Shopping	1.4	1.3	1.4	1.3	1.3	1.1	-0.1
Others	0.9	1.1	0.8	1.0	1.4	1.3	0.2

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

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

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

(Those who engaged hobbies or sports during their travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	37.2	37.7	41.2	40.4	32.9	36.9	0.5
Fishing	25.7	23.4	18.3	27.2	19.8	28.2	-2.3
Water sports	20.0	19.3	12.3	14.4	30.2	19.4	-0.7
Golf	17.6	16.0	14.0	17.8	16.0	16.1	-1.6
Winter sports	7.0	7.4	18.6	4.3	3.2	4.6	0.4
Others	10.7	13.6	12.3	13.1	14.7	14.2	2.9

* Number of cases: (2022) 1,882, (2023) 1,787, (Q1) 415, (Q2) 445, (Q3) 469, (Q4) 458

Consumer Insight

12. Transportation to Destination(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	70.4	71.9	70.7	70.3	72.6	74.0	1.5
Train	8.8	10.0	9.9	10.1	9.9	10.1	1.2
Airplane	9.8	7.1	8.0	8.3	6.5	5.7	-2.7
Express/intercity bus	6.0	6.0	6.3	5.9	6.5	5.4	0.0
Charter/tour bus	1.5	2.0	1.8	2.5	1.7	1.9	0.5
Ferry	0.8	0.7	0.6	0.7	0.7	0.7	-0.1
Walked/bicycle	0.7	0.7	0.6	0.7	0.7	0.6	0.0
Other	2.0	1.6	2.1	1.5	1.4	1.6	-0.4

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

13. Transportation in the Destination Area(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	77.7	77.8	76.6	77.5	78.8	78.3	0.1
Subway(metro)	6.5	7.0	7.7	6.9	6.5	7.1	0.5
Taxi	5.2	4.8	5.3	4.7	4.7	4.5	-0.4
Walked/bicycle	3.1	3.0	3.1	2.9	2.8	3.1	-0.1
Express/intercity bus	2.7	2.6	2.6	2.5	2.7	2.4	-0.1
Charter/tour bus	2.0	2.5	2.3	3.1	2.0	2.4	0.5
Train	0.8	0.9	0.8	1.0	1.0	0.8	0.1
Other	2.1	1.5	1.6	1.4	1.5	1.5	-0.6

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

14. Accommodation(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hotel	29.6	**28.2**	29.7	29.3	27.4	26.6	-1.4
Hotel (Luxury, 4~5 stars)	15.1	**13.6**	13.9	14.0	13.5	12.9	-1.5
Hotel (1~3 stars)	14.5	**14.7**	15.8	15.3	13.9	13.7	0.2
Vacation rental (Pension)	20.7	**19.9**	19.4	20.1	20.7	19.5	-0.8
Friend's/family house	15.4	**16.1**	16.0	16.2	16.2	16.1	0.7
Motel/Inn	9.5	**10.1**	9.7	10.1	9.6	11.1	0.6
Condominium	9.0	**9.4**	10.5	8.0	9.5	9.7	0.4
Guesthouse	6.1	**5.3**	5.5	5.5	5.3	5.0	-0.8
Camping	5.0	**4.7**	3.4	5.0	4.8	5.6	-0.3
Youth hostel	1.1	**1.4**	1.4	1.2	1.6	1.5	0.3
Other	3.6	**4.7**	4.4	4.7	4.8	5.0	1.1

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

15. Criteria for Choosing Accommodation(%)

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

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

Time ／ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Accommodation Cost	19.0	20.5	21.3	19.7	20.5	20.3	1.5
Distance to the tourist attraction, proximity	15.7	16.0	16.8	16.0	15.4	16.0	0.3
Surroundings/Scenery of accommodation facilities	14.3	14.1	13.7	13.3	14.3	15.0	-0.2
Cleanliness/Hygiene	13.0	11.8	11.6	12.5	11.2	12.0	-1.2
Room Interior and amenities	10.7	9.7	10.3	9.5	9.3	9.7	-1.0
Recommended by others	5.9	7.0	6.2	7.7	7.5	6.6	1.1
Facilities within accommodation	6.6	6.8	7.0	6.7	7.1	6.2	0.2
Online reputation/ Blog reviews	5.3	4.4	3.9	4.6	4.8	4.3	-0.9
Transportation/ road conditions	4.1	4.2	3.9	4.4	4.2	4.4	0.1
Safety/security	1.3	1.1	1.1	0.9	1.0	1.4	-0.2
Staff service/friendliness	0.9	0.9	1.1	1.0	0.9	0.7	0.0
Other	3.3	3.6	3.3	3.8	3.7	3.5	0.3

* Number of cases: (2022) 15,230, (2023) 14,984, (Q1) 3,702, (Q2) 3,689, (Q3) 3,783, (Q4) 3,811

16. Criteria for Choosing Restaurant/Food(%)

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

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Local specialty cuisine	28.3	28.0	28.0	28.5	27.7	27.8	-0.3
Information/reputation online	23.4	23.4	24.5	23.4	22.8	22.8	0.0
Recommended by others	17.5	18.4	18.0	18.6	19.0	18.1	0.9
Proximity to tourist attraction	14.5	14.6	14.6	13.8	14.4	15.6	0.1
Transportation/road status	5.2	4.7	4.8	4.7	4.7	4.5	-0.5
Restaurant interior and atmosphere	4.7	4.3	4.5	4.3	4.2	4.2	-0.4
Price	4.0	4.2	3.4	4.4	4.4	4.5	0.2
Other reasons	2.3	2.4	2.2	2.2	2.8	2.5	0.1

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Destination	Word of mouth	41.4	41.7	40.9	41.9	42.8	41.1	0.3
	Blogs	35.3	30.2	31.2	30.0	29.6	30.0	-5.1
	Social media	23.5	20.3	21.4	20.0	19.2	20.7	-3.2
	YouTube	20.3	18.5	18.2	18.4	18.6	18.6	-1.8
	Online community/cafe	16.8	15.9	16.9	15.8	14.7	16.3	-0.9
	Professional travel information sites/app	14.8	12.3	13.2	11.8	12.0	12.0	-2.5
	Official website of the travel destination	12.7	10.1	10.7	10.3	9.3	10.1	-2.6
	TV	7.6	7.2	7.4	7.3	6.7	7.3	-0.4
	Travel service/package purchased channel	9.3	7.0	6.9	6.9	7.3	6.9	-2.3
	Other	11.2	12.3	12.7	12.6	12.0	12.0	1.1
	I don't know	2.0	2.3	2.3	2.0	2.4	2.5	0.3
Transportation	Word of mouth	29.2	32.4	32.3	32.4	32.5	32.2	3.2
	Blogs	20.4	21.5	22.1	21.9	20.8	21.1	1.1
	Professional travel information sites/app	13.7	13.0	14.4	13.5	12.4	11.8	-0.7
	YouTube	11.5	12.5	12.1	12.0	12.6	13.0	1.0
	Online community/cafe	11.0	12.3	13.3	12.5	11.3	12.1	1.3
	Social media	11.0	11.5	12.1	11.1	11.2	11.5	0.5
	Official website of the travel destination	11.1	9.8	10.2	9.3	9.6	9.9	-1.3
	Travel service/package purchased channel	8.1	6.8	6.5	7.2	7.1	6.5	-1.3
	TV	4.3	5.3	5.7	5.8	4.6	5.2	1.0
	Other	24.9	22.9	22.6	22.5	22.9	23.6	-2.0
	I don't know	5.6	5.1	4.8	4.8	5.1	5.5	-0.5
Accommodation	Word of mouth	29.7	32.0	31.6	32.4	32.4	31.6	2.3
	Blogs	23.6	23.1	24.0	24.2	21.9	22.3	-0.5
	Travel service/package purchased channel	25.7	20.7	21.2	20.2	20.6	20.8	-5.0
	Professional travel information sites/app	18.9	16.8	17.5	16.9	16.4	16.4	-2.1
	Online community/cafe	13.1	13.4	14.4	13.6	12.1	13.6	0.3
	Social media	11.3	12.1	12.8	12.0	11.2	12.3	0.8
	YouTube	8.3	10.1	10.5	9.6	10.1	10.1	1.8
	Official website of the travel destination	10.3	9.4	10.3	9.1	9.4	9.0	-0.9
	TV	3.7	3.8	4.2	3.6	3.7	3.6	0.1
	Other	13.7	13.8	13.5	13.9	13.9	14.1	0.1
	I don't know	2.1	2.4	2.1	2.3	2.6	2.6	0.3

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Time / Category		2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blogs	41.3	39.4	41.0	39.3	38.1	39.1	-1.9
	Word of mouth	34.9	36.3	36.5	36.2	37.1	35.4	1.4
	Social media	24.5	22.8	24.3	22.5	22.6	21.9	-1.7
	Online community/cafe	18.2	19.8	20.4	19.6	19.0	20.0	1.6
	YouTube	16.4	17.5	17.6	17.2	17.4	17.8	1.1
	Professional travel information sites/app	12.5	12.1	12.3	12.0	12.1	12.1	-0.4
	Official website of the travel destination	9.8	9.1	9.3	8.8	9.0	9.1	-0.7
	TV	6.3	6.8	7.6	7.1	6.0	6.6	0.5
	Travel service/package purchased channel	5.0	4.4	4.6	4.4	4.2	4.4	-0.6
	Other	12.1	11.3	10.8	11.1	11.1	11.9	-0.8
	I don't know	1.9	1.9	1.5	1.8	2.0	2.1	0.0
Activities	Blogs	32.1	31.3	32.3	31.4	30.5	31.2	-0.8
	Word of mouth	27.1	30.0	30.3	30.2	29.7	29.7	2.9
	Social media	16.4	17.6	18.3	17.5	17.1	17.6	1.2
	YouTube	15.2	17.1	17.2	16.8	16.7	17.6	1.9
	Online community/cafe	15.8	16.5	17.6	16.3	15.5	16.7	0.7
	Professional travel information sites/app	13.6	13.6	14.1	13.6	13.3	13.3	0.0
	Official website of the travel destination	13.6	11.6	11.3	11.6	11.9	11.6	-2.0
	TV	7.7	7.3	8.7	7.4	6.6	6.7	-0.4
	Travel service/package purchased channel	8.2	7.0	7.1	6.8	7.5	6.6	-1.2
	Other	13.1	11.9	12.0	11.6	12.3	11.7	-1.2
	I don't know	10.1	9.8	9.1	9.9	9.6	10.5	-0.3
Tourist Attraction	Blogs	44.5	41.7	43.0	40.9	40.8	42.2	-2.8
	Word of mouth	31.3	34.0	33.6	34.5	34.6	33.5	2.7
	Social media	26.1	24.3	25.1	23.7	25.2	23.4	-1.8
	YouTube	21.9	23.1	22.9	22.3	22.8	24.2	1.2
	Online community/cafe	20.8	22.1	23.0	21.1	21.8	22.7	1.3
	Professional travel information sites/app	18.7	17.7	18.3	17.6	17.6	17.2	-1.0
	Official website of the travel destination	20.1	17.1	17.4	18.2	16.7	16.1	-3.0
	TV	10.0	9.3	9.8	9.4	9.1	9.0	-0.7
	Travel service/package purchased channel	8.7	7.1	7.9	6.9	7.2	6.6	-1.6
	Other	8.7	8.7	8.5	9.1	8.5	8.9	0.0
	I don't know	2.6	2.5	2.1	2.4	2.6	2.8	-0.1

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

18. Items or Commodity Reserved/Purchased (%Multiple Answers)

Q. What are the items or commodity that you personally reserved/purchased?
   Please select ALL.

(Those who experienced domestic travel)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Accommodation	49.6	**47.7**	48.9	47.0	47.4	47.3	-1.9
Activities/ticket/tour product	19.8	**21.4**	22.1	21.1	21.5	20.9	1.6
Train	7.8	**8.3**	8.7	8.0	8.2	8.4	0.5
Rental car	8.2	**6.8**	6.9	7.4	6.3	6.6	-1.4
Flights	8.6	**6.5**	7.4	7.4	5.8	5.5	-2.1
Express/intercity bus	6.2	**6.5**	6.5	6.7	6.8	6.0	0.3
Package	5.3	**5.7**	5.1	6.0	5.9	5.9	0.4
None	19.6	**18.8**	18.1	18.7	18.7	19.8	-0.8

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

19. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each item or commodity 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	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Accommodation Tour prouduct specialized web/app	42.3	42.2	40.4	41.1	43.9	43.3	-0.1
Direct from lodging vendors	37.0	37.5	38.6	37.4	37.1	36.8	0.5
Social commerce	5.7	5.6	6.1	5.8	4.9	5.7	-0.1
Open market	4.2	3.9	3.7	4.1	3.8	3.9	-0.3
Travel agency	3.1	2.2	2.4	2.4	2.0	2.2	-0.9
TV Homeshopping	1.2	0.9	0.8	1.4	0.7	0.9	-0.3
Others/Don`t Know	6.6	7.7	8.1	7.8	7.6	7.2	1.1

* Number of cases: (2022) 8,918, (2023) 8,513, (Q1) 2,154, (Q2) 2,069, (Q3) 2,141, (Q4) 2,149

Time / Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Activities Direct from vendors	36.7	35.8	36.8	36.6	33.4	36.6	-0.9
Tour prouduct specialized web/app	23.1	23.1	24.2	22.3	21.9	24.0	0.0
Social commerce	17.0	15.8	14.7	15.7	17.3	15.5	-1.2
Open market	9.2	9.5	8.9	9.8	10.3	8.9	0.3
Travel agency	2.5	2.8	2.5	2.9	2.5	3.5	0.3
TV homeshopping	1.0	0.8	0.8	0.7	0.5	1.0	-0.2
Others/Don`t Know	10.5	12.2	12.1	11.9	14.1	10.6	1.7

* Number of cases: (2022) 3,568, (2023) 3,817, (Q1) 974, (Q2) 927, (Q3) 969, (Q4) 947

Time / Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Rental car Car Rental Agency	56.9	56.5	55.6	58.2	56.9	55.2	-0.4
Tour prouduct specialized web/app	16.3	17.3	16.6	16.8	17.7	18.3	1.0
Social Commerce	7.8	6.8	8.0	6.7	6.8	5.6	-1.0
Travel Agency	5.5	5.3	5.3	5.8	4.6	5.3	-0.2
Open Market	5.0	3.0	1.0	2.4	4.6	4.0	-2.0
Others/Don`t Know	8.4	11.2	13.5	10.1	9.5	11.6	2.8

* Number of cases: (2022) 1,477, (2023) 1,214, (Q1) 302, (Q2) 328, (Q3) 283, (Q4) 301

Time / Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Flights Airline	52.2	52.7	53.7	51.3	57.1	48.8	0.5
Tour prouduct specialized web/app	23.6	23.3	22.5	22.6	23.4	25.3	-0.3
Travel agency	10.6	12.7	11.1	14.7	11.1	13.6	2.1
Social commerce	4.9	4.5	5.3	5.2	2.3	4.8	-0.4
Open market	6.3	3.8	2.8	3.0	4.2	5.6	-2.5
TV homeshopping	0.3	0.5	0.6	0.9	0.4	0.0	0.2
Others/Don`t Know	2.0	2.5	4.0	2.2	1.5	2.0	0.5

* Number of cases: (2022) 1,543, (2023) 1,164, (Q1) 325, (Q2) 327, (Q3) 261, (Q4) 250

19. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each item or commodity 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	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
P a c k a g e	Travel agency	24.3	23.6	27.3	25.8	21.1	20.8	-0.7
	Tour prouduct specialized web/app	21.8	23.2	25.9	18.6	23.4	25.2	1.4
	Social commerce	12.1	10.7	7.1	11.0	12.8	11.3	-1.4
	Open market	9.5	8.7	8.9	8.4	7.6	10.1	-0.8
	TV homeshopping	10.4	8.6	10.7	9.9	6.8	7.2	-1.8
	Others/Don`t Know	22.0	25.2	20.1	26.2	28.3	25.5	3.2

* Number of cases: (2022) 956, (2023) 1,018, (Q1) 224, (Q2) 263, (Q3) 265, (Q4) 266

20. Reserving/Purchasing Channel
(Change from 2022 to 2023, %p)

Q. Where did you reserve/purchase each item or commodity 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 / Category	Accommodation	Activities	Rental car	Flights	Package
C h a n n e l	Direct from vendors	0.5	-0.9	-0.4	0.5	
	Tour prouduct specialized web/app	-0.1	0.0	1.0	-0.3	1.4
	Social commerce	-0.1	-1.2	-1.0	-0.4	-1.4
	Open market	-0.3	0.3	-2.0	-2.5	-0.8
	Travel agency	-0.9	0.3	-0.2	2.1	-0.7
	TV homeshopping	-0.3	-0.2		0.2	-1.8
	Others/Don`t Know	1.1	1.7	2.8	0.5	3.2

* Number of cases: Accommodation (2022) 8,918, (2023) 8,513; Activities (2022) 3,568, (2023) 3,817; Rental car (2022) 1,477, (2023) 1,214; Flights (2022) 1,543, (2023) 1,164; Package (2022) 956, (2023) 1,018

21. Reserving/Purchasing Method(%)

Q. How did you reserve/purchase each item or commodity for your travels to 'OOO'?

(Those who purchased the travel package themselves)

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Accommodation	Mobile internet	61.5	**64.6**	63.2	64.3	66.1	64.8	3.1
	PC internet	21.1	**17.2**	17.1	18.0	15.9	17.7	-3.9
	Phone	11.3	**10.7**	11.7	10.7	10.8	9.7	-0.6
	Visit/direct purchase	4.5	**5.2**	5.0	5.1	4.7	6.1	0.7
	Others/Don't know	1.5	**2.3**	2.9	2.0	2.5	1.8	0.8

* Number of cases: (2022) 8,918, (2023) 8,513, (Q1) 2,154, (Q2) 2,069, (Q3) 2,141, (Q4) 2,149

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Activities	Mobile internet	54.8	**57.7**	56.7	57.3	59.7	57.2	2.9
	Visit/direct purchase	29.4	**30.3**	32.2	30.0	28.9	30.0	0.9
	PC internet	12.1	**8.3**	6.8	8.3	8.6	9.4	-3.8
	Phone	1.9	**2.0**	2.7	2.2	1.4	1.6	0.1
	Others/Don't know	1.8	**1.8**	1.6	2.2	1.4	1.8	0.0

* Number of cases: (2022) 3,568, (2023) 3,817, (Q1) 974, (Q2) 927, (Q3) 969, (Q4) 947

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Train	Mobile internet	82.5	**84.5**	85.4	84.5	83.8	84.4	2.0
	PC internet	11.4	**8.8**	7.5	9.6	9.7	8.4	-2.6
	Visit/direct purchase	4.3	**5.4**	5.5	5.1	5.2	5.8	1.1
	Phone	1.4	**0.8**	0.8	0.9	0.3	1.3	-0.6
	Others/Don't know	0.4	**0.5**	0.8	0.0	1.1	0.0	0.1

* Number of cases: (2022) 1,402, (2023) 1,486, (Q1) 384, (Q2) 353, (Q3) 370, (Q4) 379

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Rental car	Mobile Internet	58.7	**64.6**	65.1	65.1	63.3	66.8	5.9
	PC Internet	29.8	**20.6**	22.0	22.0	21.2	18.3	-9.2
	Phone	6.0	**6.7**	5.8	5.8	6.7	6.3	0.7
	Visit/direct purchase	4.5	**5.7**	6.1	6.1	6.0	6.3	1.2
	Others/Don't know	1.1	**2.4**	0.9	0.9	2.8	2.3	1.3

* Number of cases: (2022) 1,477, (2023) 1,214, (Q1) 302, (Q2) 328, (Q3) 283, (Q4) 301

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Flights	Mobile internet	64.1	**72.8**	73.2	73.3	74.6	69.8	8.7
	PC internet	33.5	**24.6**	22.9	24.2	24.2	27.7	-8.9
	Phone	1.1	**1.0**	1.5	1.2	0.8	0.4	-0.1
	Visit/direct purchase	0.6	**0.9**	1.2	0.6	0.0	1.6	0.3
	Others/Don't know	0.7	**0.7**	1.2	0.6	0.4	0.4	0.0

* Number of cases: (2022) 1,543, (2023) 1,164, (Q1) 325, (Q2) 327, (Q3) 261, (Q4) 250

21. Reserving/Purchasing Method(%)

Q. How did you reserve/purchase each item or commodity for your travels to 'OOO'?

(Those who purchased the travel package themselves)

Time / Category		2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
B u s	Mobile internet	71.0	**72.3**	70.5	73.2	70.1	75.6	1.3
	Visit/direct purchase	18.9	**17.0**	19.4	13.6	18.8	15.9	-1.9
	PC internet	7.9	**8.4**	8.0	10.2	9.4	5.5	0.5
	Phone	1.4	**2.1**	2.1	2.3	1.3	2.6	0.7
	Others/Don't know	0.8	**0.3**	0.0	0.7	0.3	0.4	-0.5

* Number of cases: (2022) 1,110, (2023) 1,161, (Q1) 288, (Q2) 295, (Q3) 307, (Q4) 270

		2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
P a c k a g e	Mobile internet	43.8	**44.2**	41.0	49.0	42.2	43.9	0.4
	PC internet	24.3	**22.7**	25.0	19.0	24.2	23.0	-1.6
	Phone	14.6	**13.4**	16.5	12.9	11.3	13.2	-1.2
	Visit/direct purchase	5.3	**5.8**	5.0	6.8	4.1	7.2	0.5
	Others/Don't know	12.0	**14.0**	12.5	12.2	18.2	12.7	2.0

* Number of cases: (2022) 956, (2023) 1,018, (Q1) 224, (Q2) 263, (Q3) 265, (Q4) 266

22. Reserving/Purchasing Method
(Change from 2022 to 2023, %p)

Q. How did you reserve/purchase each item or commodity for your travels to 'OOO'?

(Those who purchased the travel package themselves)

Product / Category		Accommodation	Activities	Train	Rental car	Flights	Bus	Package
M e t h o d	Mobile internet	3.1	2.9	2.0	5.9	8.7	1.3	0.4
	PC internet	-3.9	-3.8	-2.6	-9.2	-8.9	0.5	-1.6
	Visit/direct purchase	0.7	0.9	1.1	1.2	0.3	-1.9	0.5
	Phone	-0.6	0.1	-0.6	0.7	-0.1	0.7	-1.2
	Others/Don't know	0.8	0.0	0.1	1.3	0.0	-0.5	2.0

* Number of cases: Accommodation (2022) 8,918, (2023) 8,513; Activities (2022) 3,568, (2023) 3,817; Train (2022) 1,402, (2023) 1,486; Rental car (2022) 1,477, (2023) 1,214; Flights (2022) 1,543, (2023) 1,164; Bus (2022) 1,110, (2023) 1,161; Package (2022) 956, (2023) 1,018

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 purchased the travel package themselves)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 100,000 won	7.8	8.1	8.3	8.9	7.3	8.0	0.3
Between 100,000 & 200,000 won	27.5	29.6	29.7	29.9	29.4	29.6	2.1
Between 200,000 & 300,000 won	18.1	19.8	18.9	19.2	20.6	20.5	1.7
Between 300,000 & 400,000 won	10.7	11.7	11.8	11.8	11.8	11.5	1.0
More than 400,000 won	15.3	14.1	15.3	13.8	14.2	13.0	-1.2
Don`t Know	20.6	16.6	15.9	16.5	16.7	17.4	-4.0
Average [unit: 10,000 won]	26.03	23.74	25.00	23.27	23.60	23.08	-2.29
Total travel cost per night	12.53	11.88	12.60	11.72	11.45	11.76	-0.65
Total travel cost per a whole day	8.46	7.92	8.38	7.79	7.71	7.79	-0.54

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541

24. Travel Expenses by Category(%)

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

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

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Pro-portion (%)	Food and beverage expenses	34.3	34.7	34.8	34.9	34.6	34.6	0.4
	Accommodation expenses	29.3	27.9	27.9	27.9	28.3	27.7	-1.4
	Transportation expenses	19.0	19.5	19.4	19.2	19.4	19.8	0.5
	Entertainment/ cultural/sports expenses	8.2	8.6	8.3	8.4	8.8	8.9	0.4
	Shopping expenses	5.9	6.0	6.0	5.9	5.9	6.3	0.1
	Other expenses	3.3	3.2	3.5	3.6	3.1	2.7	-0.1
Average [Unit: 10,000 won]	Food and beverage expenses	8.25	7.77	8.17	7.66	7.72	7.53	-0.48
	Accommodation expenses	7.16	6.40	6.66	6.17	6.56	6.20	-0.76
	Transportation expenses	4.83	4.60	4.79	4.54	4.54	4.54	-0.23
	Entertainment/ cultural/sports expenses	2.42	2.22	2.29	2.16	2.23	2.18	-0.20
	Shopping expenses	1.88	1.64	1.81	1.57	1.50	1.68	-0.24
	Other expenses	1.03	0.85	1.03	0.90	0.80	0.68	-0.18

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

25. Food and Beverage Expenses(%)

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

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

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	3.6	4.8	4.4	5.7	4.7	4.3	1.2
Between 10,000 & 30,000 won	11.3	11.2	11.5	10.9	10.7	11.9	-0.1
Between 30,000 & 50,000 won	16.4	16.1	15.5	15.8	16.4	16.6	-0.3
Between 50,000 & 70,000 won	22.9	23.3	23.8	23.3	22.3	23.7	0.4
Between 70,000 & 100,000 won	9.9	9.5	9.0	8.7	10.5	9.7	-0.4
More than 100,000 won	35.9	35.2	35.9	35.6	35.5	33.8	-0.7
Average [Unit: 10,000 won]	8.25	7.77	8.17	7.66	7.72	7.53	-0.48

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

26. Accommodation Expenses(%)

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

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

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	17.2	20.6	19.9	20.9	20.7	20.8	3.4
Between 10,000 & 30,000 won	7.8	8.0	7.7	8.2	7.3	8.8	0.2
Between 30,000 & 50,000 won	14.0	13.7	13.8	14.1	13.1	13.5	-0.3
Between 50,000 & 70,000 won	21.4	21.1	21.3	21.2	21.0	21.0	-0.3
Between 70,000 & 100,000 won	8.8	8.3	8.0	8.1	8.3	9.0	-0.5
More than 100,000 won	30.7	28.3	29.2	27.5	29.6	26.9	-2.4
Average [Unit: 10,000 won]	7.16	6.40	6.66	6.17	6.56	6.20	-0.76

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

27. Transportation Expenses(%)

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

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

Time / Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Less than 10,000 won	14.8	17.3	17.0	19.3	16.3	16.9	2.5
Between 10,000 & 30,000 won	27.7	26.0	25.8	25.4	26.2	26.5	-1.7
Between 30,000 & 50,000 won	15.9	15.3	14.6	15.2	15.4	15.8	-0.6
Between 50,000 & 70,000 won	19.5	20.2	20.6	19.3	21.3	19.7	0.7
Between 70,000 & 100,000 won	4.2	4.2	4.0	3.8	4.6	4.5	0.0
More than 100,000 won	17.8	16.9	17.9	17.1	16.3	16.5	-0.9
Average [Unit: 10,000 won]	4.83	4.60	4.79	4.54	4.54	4.54	-0.23

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

28. Entertainment/Cultural/Sports Expenses(%)

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

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

Time / Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Less than 10,000 won	49.4	51.1	51.1	51.9	50.7	50.7	1.7
Between 10,000 & 30,000 won	23.4	22.0	22.3	22.3	20.8	22.5	-1.4
Between 30,000 & 50,000 won	8.5	8.7	8.8	8.2	9.2	8.7	0.2
Between 50,000 & 70,000 won	10.3	10.4	9.7	10.1	11.4	10.5	0.1
Between 70,000 & 100,000 won	1.3	1.1	1.0	1.1	1.1	1.1	-0.2
More than 100,000 won	7.2	6.7	7.2	6.4	6.8	6.5	-0.5
Average [Unit: 10,000 won]	2.42	2.22	2.29	2.16	2.23	2.18	-0.20

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

29. Shopping Expenses(%)

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

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

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	64.9	66.5	66.3	66.9	67.6	65.0	1.6
Between 10,000 & 30,000 won	13.8	13.7	13.5	14.1	12.6	14.6	-0.1
Between 30,000 & 50,000 won	5.6	5.2	4.6	4.5	6.1	5.5	-0.4
Between 50,000 & 70,000 won	8.0	7.8	7.5	7.7	7.7	8.3	-0.2
Between 70,000 & 100,000 won	1.1	0.9	1.0	1.0	1.0	0.7	-0.2
More than 100,000 won	6.6	5.9	7.1	5.7	4.9	5.8	-0.7
Average [Unit: 10,000 won]	1.88	1.64	1.81	1.57	1.50	1.68	-0.24

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

30. Other Expenses(%)

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

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

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	78.1	81.4	79.9	80.1	81.2	84.5	3.3
Between 10,000 & 30,000 won	10.6	8.8	9.1	9.6	8.7	7.8	-1.8
Between 30,000 & 50,000 won	3.5	3.0	3.6	2.9	3.1	2.4	-0.5
Between 50,000 & 70,000 won	4.1	3.4	3.6	3.9	3.5	2.5	-0.7
Between 70,000 & 100,000 won	0.8	0.8	0.8	1.0	0.8	0.6	0.0
More than 100,000 won	2.9	2.6	3.1	2.6	2.6	2.1	-0.3
Average [Unit: 10,000 won]	1.03	0.85	1.03	0.90	0.80	0.68	-0.18

* Number of cases: (2022) 14,292, (2023) 14,893, (Q1) 3,703, (Q2) 3,676, (Q3) 3,761, (Q4) 3,752

31. Travel Destination Satisfaction(Out of 5-point scale)

Q. Overall, how satisfied are you about 'OOO' as a travel destination?
  [5 point scale; Very satisfied(1) ~ Very dissatisfied(5)]

(Those who experienced domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.92	**3.79**	3.82	3.80	3.76	3.76	-0.13
Gangwon	4.02	**3.91**	3.94	3.88	3.91	3.91	-0.11
Busan	4.01	**3.87**	3.86	3.87	3.84	3.92	-0.14
Seoul	3.98	**3.84**	3.87	3.91	3.83	3.74	-0.14
Jeonnam	3.94	**3.84**	3.89	3.87	3.79	3.81	-0.10
Jeonbuk	3.88	**3.80**	3.85	3.84	3.76	3.75	-0.08
Gwangju	3.73	**3.78**	3.73	3.79	3.87	3.73	0.05
Jeju	4.06	**3.78**	3.87	3.76	3.71	3.75	-0.28
Gyeongnam	3.86	**3.78**	3.84	3.82	3.71	3.71	-0.08
Chungbuk	3.82	**3.74**	3.78	3.75	3.76	3.69	-0.08
Gyeongbuk	3.88	**3.74**	3.78	3.80	3.67	3.72	-0.14
Ulsan	3.72	**3.69**	3.75	3.57	3.64	3.80	-0.03
Incheon	3.71	**3.66**	3.56	3.68	3.72	3.66	-0.05
Gyeonggi	3.80	**3.65**	3.70	3.71	3.61	3.58	-0.15
Daegu	3.75	**3.64**	3.73	3.54	3.60	3.65	-0.11
Daejeon	3.69	**3.62**	3.57	3.70	3.53	3.67	-0.07
Chungnam	3.75	**3.58**	3.53	3.61	3.62	3.57	-0.17

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541
** 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-point scale)

Q. How willing are you to revisit 'OOO'?
   [5 point scale; Very willing to(1) ~ Never willing to(5)]

(Those who experienced domestic travel)

Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.97	3.85	3.88	3.86	3.83	3.83	-0.12
Gangwon	4.10	3.99	4.02	3.95	3.98	4.01	-0.11
Seoul	4.13	3.98	4.01	3.98	4.01	3.94	-0.15
Busan	4.09	3.95	3.97	3.95	3.93	3.95	-0.14
Jeju	4.16	3.89	3.98	3.89	3.88	3.79	-0.27
Jeonnam	3.94	3.85	3.88	3.87	3.82	3.85	-0.09
Gwangju	3.72	3.84	3.89	3.79	3.86	3.81	0.12
Gyeongnam	3.91	3.81	3.89	3.87	3.74	3.74	-0.10
Jeonbuk	3.89	3.81	3.82	3.85	3.79	3.77	-0.08
Gyeongbuk	3.88	3.77	3.79	3.80	3.73	3.77	-0.11
Daegu	3.86	3.77	3.77	3.79	3.80	3.73	-0.09
Chungbuk	3.81	3.74	3.80	3.76	3.74	3.70	-0.07
Gyeonggi	3.85	3.73	3.77	3.76	3.68	3.72	-0.12
Incheon	3.70	3.71	3.62	3.76	3.77	3.69	0.01
Daejeon	3.78	3.65	3.56	3.71	3.62	3.68	-0.13
Chungnam	3.77	3.62	3.56	3.65	3.65	3.63	-0.15
Ulsan	3.79	3.62	3.64	3.57	3.54	3.72	-0.17

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541
** 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-point scale)

Q. How willing are you to recommend 'OOO' as a travel destination to others?
[5 point scale; Very willing to(1) ~ Never willing to(5)]

(Those who experienced domestic travel)

Category \ Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.89	3.77	3.81	3.78	3.74	3.76	-0.12
Gangwon	4.01	3.92	3.95	3.88	3.90	3.93	-0.09
Busan	4.00	3.88	3.91	3.91	3.84	3.88	-0.12
Jeonnam	3.91	3.84	3.87	3.85	3.81	3.81	-0.07
Seoul	3.98	3.84	3.83	3.85	3.85	3.81	-0.14
Jeju	4.09	3.78	3.89	3.80	3.71	3.71	-0.31
Jeonbuk	3.84	3.77	3.84	3.82	3.70	3.74	-0.07
Gyeongnam	3.84	3.76	3.83	3.80	3.74	3.68	-0.08
Chungbuk	3.74	3.74	3.76	3.76	3.71	3.74	0.00
Gyeongbuk	3.82	3.74	3.76	3.75	3.69	3.75	-0.08
Gwangju	3.59	3.65	3.73	3.63	3.62	3.60	0.06
Gyeonggi	3.75	3.63	3.67	3.70	3.59	3.58	-0.12
Incheon	3.61	3.60	3.57	3.61	3.64	3.58	-0.01
Ulsan	3.71	3.55	3.64	3.52	3.39	3.67	-0.16
Chungnam	3.64	3.54	3.52	3.56	3.55	3.54	-0.10
Daegu	3.64	3.53	3.59	3.49	3.52	3.52	-0.11
Daejeon	3.53	3.51	3.47	3.43	3.44	3.66	-0.02

* Number of cases: (2022) 17,996, (2023) 17,862, (Q1) 4,404, (Q2) 4,403, (Q3) 4,514, (Q4) 4,541
** 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 1 night or more in the next 3 months?
Please answer based on the trip (for touring/relaxing purposes) that has approximate traveling time period and/or destination roughly set.

(Total)

Category	Time	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
	Total	77.3	**72.6**	72.6	75.2	73.0	69.5	**-4.7**
Sex	Male	77.3	**72.0**	72.3	74.2	72.9	68.5	**-5.3**
	Female	77.2	**73.2**	72.8	76.3	73.1	70.4	**-4.0**
Age	20s	70.8	**62.5**	62.8	65.1	61.5	60.5	**-8.3**
	30s	78.6	**72.8**	74.2	75.2	73.0	68.9	**-5.8**
	40s	80.6	**77.0**	75.9	79.7	78.2	74.0	**-3.6**
	50s	77.8	**75.3**	75.4	77.8	75.5	72.5	**-2.5**
	60s or above	77.5	**73.2**	72.7	76.2	74.6	69.3	**-4.3**
Sex BY Age	Male/20s	66.9	**58.7**	58.6	58.3	59.5	58.2	**-8.2**
	Male/30s	76.9	**69.3**	70.4	70.6	70.6	65.8	**-7.6**
	Male/40s	81.9	**77.1**	76.6	80.7	78.3	72.9	**-4.8**
	Male/50s	79.6	**75.8**	77.5	78.1	76.0	71.7	**-3.8**
	Male/60s or above	79.9	**76.4**	75.6	80.4	77.7	72.0	**-3.5**
	Female/20s	75.2	**66.7**	67.4	72.6	63.6	63.1	**-8.5**
	Female/30s	80.3	**76.5**	78.2	80.1	75.5	72.3	**-3.8**
	Female/40s	79.3	**76.8**	75.2	78.8	78.1	75.1	**-2.5**
	Female/50s	75.9	**74.7**	73.1	77.5	74.9	73.3	**-1.2**
	Female/60s or above	75.2	**70.1**	69.9	72.2	71.6	66.7	**-5.1**
Average Monthly Household Income	below KRW 3 Million	67.2	**64.1**	63.8	66.1	64.3	62.2	**-3.1**
	KRW 3 Mil to 5 Mil	75.7	**73.1**	73.4	75.7	73.1	70.1	**-2.6**
	KRW 5 Mil to 7 Mil	80.7	**76.1**	75.9	78.9	76.1	73.6	**-4.6**
	KRW 7 Mil or above	83.1	**76.9**	77.4	79.9	78.1	72.5	**-6.2**

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

2. Estimated Frequency of Travel(%)

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

(Those who planned domestic travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Plan ('YES')	77.3	72.6	72.6	75.2	73.0	69.5	-4.7
1 time	65.8	69.5	69.2	67.8	69.1	72.2	3.7
2 times	24.9	22.3	21.7	24.0	23.1	20.2	-2.6
More than 3 times	9.3	8.2	9.1	8.3	7.8	7.6	-1.1
Average [unit: times]	1.43	1.39	1.40	1.41	1.39	1.35	-0.04

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500
** Number of cases: (2022) 20,087, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

3. Planned Travel Destination(%)

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

(Those who planned domestic travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	22.5	23.2	21.9	22.9	24.7	23.3	0.7
Jeju	18.8	13.3	16.1	13.1	11.7	12.4	-5.5
Jeonnam	8.4	9.9	10.0	9.5	10.4	9.7	1.5
Busan	9.3	8.8	9.3	8.9	7.9	9.1	-0.5
Gyeongbuk	6.7	7.4	7.1	7.5	8.3	6.6	0.7
Gyeonggi	5.6	6.9	6.5	7.3	7.0	6.9	1.3
Gyeongnam	6.5	6.5	6.6	6.9	6.3	6.0	0.0
Seoul	5.1	5.8	5.3	5.8	5.5	6.7	0.7
Chungnam	4.4	4.6	4.2	5.4	4.1	4.9	0.2
Jeonbuk	3.9	4.0	3.7	3.7	4.7	4.1	0.1
Chungbuk	2.7	2.8	2.6	2.7	3.1	2.9	0.1
Incheon	1.7	1.9	2.0	1.6	1.9	2.3	0.2
Daegu	1.5	1.6	1.8	1.6	1.3	1.8	0.1
Daejeon	1.1	1.2	1.2	1.1	1.2	1.4	0.1
Ulsan	1.1	1.2	1.0	1.2	1.2	1.3	0.1
Gwangju	0.7	0.7	0.7	0.7	0.7	0.7	0.0

* Number of cases: (2022) 20,087, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

4. Development Level of Travel Plan(%)

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

(Those who planned domestic travels)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	40.1	39.8	38.3	41.0	41.2	38.6	-0.3
Travel period and destination is finalized	21.5	20.8	21.4	20.7	20.7	20.4	-0.7
The destination is finalized, but the travel period is yet to be decided	15.6	15.0	16.4	14.4	14.1	15.1	-0.6
The travel period is finalized, but the destination is yet to be decided	22.8	24.4	23.9	23.9	23.9	25.9	1.6

* Number of cases: (2022) 20,087, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

5. Planned Departure Date for the Trip(%)

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

(Those who planned domestic travels)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 2 weeks	32.8	34.0	37.3	30.2	32.4	36.4	1.2
3-4 weeks later	23.7	22.5	24.7	20.3	21.9	23.0	-1.2
5-8 weeks later	27.8	27.0	26.0	28.5	27.0	26.3	-0.8
After 9 weeks	15.7	16.6	12.0	21.0	18.8	14.3	0.9

* Number of cases: (2022) 20,087, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

6. Planned Traveling Time(%)

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

(Those who planned domestic travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 night	40.4	42.8	45.4	39.7	39.9	46.4	2.4
2 nights	32.3	29.8	29.4	28.7	31.8	29.2	-2.5
3 nights	14.6	14.2	13.1	16.2	14.9	12.2	-0.4
4 nights	5.2	5.6	4.5	6.8	6.2	4.8	0.4
5 nights	1.6	1.9	1.5	2.3	2.0	2.0	0.3
6 or more nights	4.3	3.6	3.3	4.1	3.4	3.7	-0.7
Average [unit: nights]	2.25	2.14	2.07	2.24	2.17	2.08	-0.11

* Number of cases: (2022) 20,087, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

7. Vacation(Annual Leave) Plans(%)

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

(Office workers planning domestic travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	47.2	49.4	50.1	47.2	47.5	53.1	2.2
I will be using my leave	52.8	50.6	49.9	52.8	52.5	46.9	-2.2
Use 1 day	25.2	24.8	26.0	25.1	23.5	24.7	-0.4
Use 2 days	15.3	14.6	15.3	13.5	16.4	13.2	-0.7
Use 3 days	7.9	7.5	6.1	9.4	8.4	5.9	-0.4
Use 4 days	2.2	2.0	1.3	2.7	2.4	1.4	-0.2
Use 5 days	1.5	1.2	0.9	1.5	1.1	1.1	-0.3
Use 6 days	0.3	0.2	0.1	0.2	0.3	0.1	-0.1
Use 7 or more days	0.6	0.4	0.3	0.4	0.3	0.6	-0.2

* Number of cases: (2022) 12,213, (2023) 10,747, (Q1) 2,655, (Q2) 2,783, (Q3) 2,686, (Q4) 2,623

8. The Main Purpose of Planned Travel(%)

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

(Those who planned domestic travels)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	28.3	26.0	26.4	26.4	26.8	24.5	-2.3
To relax	21.8	20.2	20.0	20.0	21.3	19.4	-1.6
To enjoy good food and drink	16.4	17.0	18.3	15.7	15.8	18.3	0.6
To visit family, relatives, and friends, etc.	11.5	12.7	11.5	13.1	13.1	13.0	1.2
To enjoy theme park, hot spring, etc.	5.1	5.7	5.6	5.9	5.8	5.6	0.6
To do sports/hobbies	4.5	4.7	4.8	4.9	4.6	4.4	0.2
To appreciate historic sites and remains	3.8	3.8	3.8	3.7	3.6	3.9	0.0
To enjoy city landscapes	2.9	3.1	3.2	3.2	2.5	3.6	0.2
To appreciate culture-arts	2.3	2.4	2.3	2.6	2.3	2.5	0.1
To visit festivals or events	1.7	2.3	2.1	2.5	2.3	2.4	0.6
Shopping	0.9	1.0	1.0	0.9	0.9	1.4	0.1
Others	0.8	1.1	1.0	1.1	1.1	1.1	0.3

* Number of cases: (2022) 20,088, (2023) 18,869, (Q1) 4,717, (Q2) 4,891, (Q3) 4,746, (Q4) 4,515

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

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

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

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	38.2	36.0	36.6	34.4	33.3	40.3	-2.2
Fishing	26.8	25.2	24.7	27.5	27.4	20.5	-1.6
Water sports	19.8	18.8	14.3	26.4	21.8	11.4	-1.0
Golf	19.1	17.8	17.6	21.1	16.4	15.8	-1.3
Winter sports	8.9	9.5	11.2	2.5	6.7	19.0	0.6
Others	7.6	11.3	11.7	9.4	13.3	10.7	3.7

* Number of cases: (2022) 1,867, (2023) 1,627, (Q1) 385, (Q2) 435, (Q3) 422, (Q4) 385

Part V

Overseas Travel Behavior

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

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

(Total)

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		5.0	17.0	13.0	15.6	19.1	20.3	12.0
Sex	Male	5.8	16.8	13.6	15.2	18.1	20.3	11.0
	Female	4.2	17.2	12.4	16.1	20.1	20.2	13.0
Age	20s	7.9	21.1	16.9	18.1	24.0	25.5	13.2
	30s	6.7	19.7	15.2	17.4	22.2	23.8	13.0
	40s	4.0	15.3	11.6	13.9	17.4	18.2	11.3
	50s	3.3	14.2	10.5	13.4	16.6	16.5	10.9
	60s or above	4.0	16.1	12.0	16.3	17.0	19.3	12.1
Sex BY Age	Male/20s	9.3	21.3	17.1	17.9	23.7	26.7	12.0
	Male/30s	7.9	19.2	16.2	16.5	20.9	23.2	11.3
	Male/40s	5.1	16.5	14.0	15.4	17.2	19.5	11.4
	Male/50s	3.6	12.8	9.8	12.2	14.6	14.7	9.2
	Male/60s or above	4.0	15.6	12.3	14.9	15.7	19.5	11.6
	Female/20s	6.3	20.9	16.7	18.4	24.2	24.2	14.6
	Female/30s	5.4	20.2	14.2	18.4	23.6	24.5	14.8
	Female/40s	3.0	14.0	9.2	12.5	17.6	16.8	11.0
	Female/50s	3.1	15.7	11.3	14.7	18.6	18.2	12.6
	Female/60s or above	3.9	16.7	11.8	17.6	18.2	19.1	12.8
Average Monthly Household Income	below KRW 3 Million	4.8	12.4	9.6	11.5	13.0	15.6	7.6
	KRW 3 Mil to 5 Mil	4.0	13.7	10.8	12.4	14.8	16.8	9.7
	KRW 5 Mil to 7 Mil	4.7	17.2	12.9	16.1	19.8	19.8	12.5
	KRW 7 Mil or above	6.5	23.0	17.6	21.6	25.8	26.6	16.5

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

2. Travel Frequency(%)

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

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Experience ('Yes')	8.1	24.6	18.1	22.4	27.7	30.4	16.5
1 time	83.5	81.1	82.5	83.0	80.3	79.8	-2.4
2 times	11.8	14.1	12.7	13.3	14.9	14.9	2.3
More than 3 times	4.6	4.8	4.9	3.7	4.9	5.4	0.2
Average [unit: times]	1.21	1.24	1.22	1.21	1.25	1.26	0.03

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500
** Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

3. Travel Destination(%)

Q. Where is the most recent overseas travel destination that you have visited? Please select ONE only.

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	57.6	76.4	73.2	75.9	77.7	77.4	18.8
Japan	15.8	32.2	31.8	32.5	33.1	31.3	16.4
Vietnam	11.6	16.5	16.1	16.1	16.5	17.0	4.9
Thailand	7.5	7.2	6.6	7.9	7.3	6.8	-0.3
Philippines	4.3	5.3	5.7	5.1	5.7	4.9	1.0
Taiwan	1.9	3.7	2.6	3.8	3.5	4.4	1.8
China	3.9	2.7	1.8	1.1	3.5	3.7	-1.2
Singapore	3.5	2.1	2.5	2.2	2.1	1.9	-1.4
Asia others	9.1	6.7	6.1	7.3	6.0	7.3	-2.4
Europe	11.2	9.2	8.9	9.0	8.9	9.8	-2.0
Oceania	12.0	6.6	7.8	8.3	5.8	5.2	-5.4
North America	12.1	4.7	6.2	4.1	4.1	4.9	-7.4
Middle East	1.8	0.9	1.2	0.7	0.9	0.8	-0.9
Latin America	1.2	0.5	0.6	0.5	0.2	0.6	-0.7
Africa	1.0	0.5	0.5	0.5	0.7	0.3	-0.5
Others	3.0	1.3	1.6	1.0	1.6	1.1	-1.7

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

4. Travel Duration(%)

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

(Those who experienced overseas travel)

Time \\ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	16.5	11.0	12.3	10.7	11.1	10.4	-5.5
3 nights	15.7	20.9	20.5	21.6	19.6	21.7	5.2
4 nights	15.9	23.5	21.3	21.9	23.5	25.8	7.6
5 nights	8.0	10.0	9.4	10.4	10.8	9.3	2.0
6 nights	5.3	5.9	5.9	5.9	5.4	6.3	0.6
7 nights	6.1	5.0	4.7	4.9	4.8	5.5	-1.1
8 nights	4.1	4.5	4.2	4.1	5.0	4.7	0.4
9 nights~14 nights	11.5	9.0	9.1	9.5	8.1	9.5	-2.5
15 or more nights	13.4	6.5	7.8	7.1	6.2	5.5	-6.9
Average [unit: nights]	8.04	6.13	6.38	6.37	6.09	5.86	-1.9

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

5. Vacation(Annual Leave) Use(%)

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

(Office workers experienced in overseas travel)

Time \\ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I didn't use my annual leave	25.8	23.2	23.5	24.7	23.2	22.0	-2.6
I used my annual leave	74.2	76.8	76.5	75.3	76.8	78.0	2.6
Used 1 day	9.8	9.6	9.5	11.0	9.8	8.6	-0.2
Used 2 days	16.0	19.9	17.6	20.3	20.5	20.4	3.9
Used 3 days	16.6	19.7	17.9	20.4	20.3	19.7	3.1
Used 4 days	8.9	9.7	10.8	8.1	9.2	10.7	0.8
Used 5 days	10.7	9.4	10.5	8.3	8.2	10.6	-1.3
Used 6 days	2.3	2.3	2.4	1.8	2.9	2.3	0.0
Used 7 or more days	9.9	6.1	7.8	5.3	5.9	5.8	-3.8

* Number of cases: (2022) 1,295, (2023) 3,615, (Q1) 675, (Q2) 787, (Q3) 1,011, (Q4) 1,142

6. Number of Companions(%)

Q. How many people including yourself were in your traveling group?

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	20.7	**9.5**	9.8	9.5	9.1	9.6	-11.2
2 people	41.2	**38.8**	38.2	37.5	38.8	40.1	-2.4
3 people	13.1	**15.6**	17.7	15.1	14.4	15.9	2.5
4 people	13.0	**16.7**	16.9	17.7	16.8	15.8	3.7
5 or more people	9.9	**15.1**	13.8	15.8	15.8	14.7	5.2
Don't know	2.2	**4.3**	3.7	4.4	5.1	4.0	2.1
Average [unit: people]	2.61	**3.16**	3.09	3.21	3.20	3.13	0.55

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

7. Companion(% Multiple Answers)

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

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	25.4	**35.3**	35.1	35.4	35.5	35.1	9.9
Spouse	26.8	**28.1**	26.2	28.0	27.2	30.0	1.3
Friends	19.4	**22.9**	21.6	22.7	23.9	22.9	3.5
Alone	20.7	**9.5**	9.8	9.5	9.1	9.6	-11.2
Co-worker	6.2	**7.5**	7.7	7.6	8.0	6.8	1.3
Significant other	6.8	**7.0**	7.7	6.5	6.5	7.2	0.2
Others	2.7	**2.6**	2.4	3.1	2.8	2.1	-0.1

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

8. Travel Type(%)

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

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	60.1	60.1	62.2	58.8	60.2	59.7	0.0
Group package travel	25.2	31.2	28.5	31.1	31.7	32.5	6.0
Airplane+hotel or Airplane+rental car+hotel package travel	14.7	8.7	9.3	10.0	8.2	7.8	-6.0

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	20.5	18.3	17.8	16.8	18.5	19.4	-2.2
Reasonable travel expenses	10.5	15.7	15.1	16.0	15.9	15.7	5.2
Applicable travel period/schedule	10.6	12.7	11.6	13.8	12.8	12.4	2.1
Short travel distance	7.8	8.9	9.8	9.0	8.9	8.2	1.1
Acquaintance`s recommendation	7.2	7.7	7.5	7.2	8.4	7.7	0.5
Low market price	8.7	7.5	8.0	5.8	7.2	8.7	-1.2
Many things to do	7.1	6.6	6.4	7.8	6.8	5.8	-0.5
Many different kinds of food	5.2	4.9	4.8	5.7	4.7	4.6	-0.3
Safe place to travel	3.4	2.9	4.0	2.5	2.4	2.8	-0.5
Much to shop for	4.6	2.6	2.6	2.7	2.5	2.5	-2.0
Convenient transportation in destination	3.3	1.5	1.7	1.8	1.5	1.0	-1.8
Others	5.9	5.9	5.9	5.8	5.6	6.2	0.0
I was not the decision-maker	5.3	4.9	4.8	5.1	4.8	5.0	-0.4

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

10. Main Travel Purpose(%)

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

(Those who experienced overseas travel)

Time \ Category	2022 (A)	2023 (B)	2023 1/4	2/4	3/4	4/4	Gap (B-A), %p
To relax	19.8	20.4	21.6	20.7	19.3	20.5	0.6
To appreciate natural scenery	14.3	15.5	12.9	14.1	16.7	17.1	1.2
To enjoy good food and drink	10.5	14.2	13.1	13.7	14.7	14.6	3.7
To enjoy city landscapes	8.9	9.8	8.8	9.3	10.6	10.0	0.9
To appreciate historic sites and remains	8.4	9.4	8.4	10.7	8.9	9.5	1.0
To enjoy theme park, hot spring, etc.	7.3	8.9	10.6	9.0	8.4	8.3	1.6
To visit family, relatives, and friends, etc.	10.6	5.6	6.3	5.4	5.1	5.9	-5.0
To do sports/hobbies	5.7	4.9	5.7	5.6	5.4	3.6	-0.8
Shopping	4.2	4.8	4.8	4.7	4.6	5.1	0.6
To appreciate culture-arts	5.4	3.8	4.7	3.6	3.7	3.4	-1.6
To visit festivals or events	3.7	1.7	2.4	1.9	1.8	1.2	-2.0
Others	1.2	0.9	0.7	1.3	0.9	0.8	-0.3

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

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

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

(Those who engaged hobbies or sports during their travels)

Time \ Category	2022 (A)	2023 (B)	2023 1/4	2/4	3/4	4/4	Gap (B-A), %p
Golf	37.6	41.7	40.5	47.8	40.7	38.3	4.1
Water sports	40.2	38.8	31.0	36.8	40.8	44.3	-1.4
Hiking	23.2	17.3	20.6	13.5	15.4	20.4	-5.9
Fishing	14.6	8.3	6.4	6.5	10.0	9.6	-6.3
Winter sports	17.6	6.5	5.6	7.1	3.7	9.6	-11.1
Others	4.0	8.5	10.3	8.4	6.9	9.0	4.5

* Number of cases: (2022) 271, (2023) 637, (Q1) 126, (Q2) 155, (Q3) 189, (Q4) 167

12. Information Search Channel(%); Included Since 2020

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

(Those who experienced overseas travel)

Time Category		2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Destination	Blogs	29.9	**34.1**	33.0	32.1	35.0	35.4	4.2
	Word of mouth	28.1	**33.2**	31.5	32.8	33.7	34.0	5.1
	YouTube	24.9	**27.9**	26.3	27.1	28.0	29.5	3.0
	Online community/cafe	20.4	**24.8**	24.5	24.2	25.0	25.3	4.4
	Professional travel information sites/app	23.3	**22.4**	20.6	24.0	22.7	22.1	-0.9
	Social media	22.3	**21.0**	22.3	19.0	21.7	21.0	-1.3
	Travel service/package purchased channel	21.3	**20.0**	20.3	20.0	19.3	20.6	-1.3
	TV	9.4	**10.4**	10.0	10.5	11.6	9.5	1.0
	Official website of the travel destination	17.5	**9.6**	9.8	10.0	10.4	8.4	-7.9
	Other	5.2	**7.2**	8.1	7.5	6.9	6.6	2.0
	I don't know	4.3	**2.0**	2.0	2.1	2.2	1.5	-2.3
Transportation	Travel service/package purchased channel	26.5	**30.4**	27.8	26.6	24.5	27.1	3.9
	Professional travel information sites/app	27.4	**29.2**	29.2	26.9	27.7	26.5	1.8
	Word of mouth	19.6	**20.4**	18.2	14.9	22.1	21.3	0.8
	Blogs	16.0	**17.1**	16.2	16.8	15.2	15.9	1.1
	Online community/cafe	15.8	**14.1**	13.1	14.2	18.1	16.8	-1.7
	YouTube	14.3	**12.5**	17.1	15.3	14.4	11.9	-1.8
	Social media	15.8	**9.6**	24.8	23.4	10.2	9.9	-6.2
	Official website of the travel destination	15.1	**7.9**	21.4	20.4	11.9	10.5	-7.2
	TV	6.1	**6.2**	3.5	6.4	5.6	7.6	0.1
	Other	6.8	**9.4**	3.2	4.6	6.6	10.4	2.6
	I don't know	5.2	**3.8**	6.0	8.5	5.2	2.7	-1.4
Accommodation	Travel service/package purchased channel	28.0	**31.3**	30.1	32.0	30.6	32.1	3.3
	Professional travel information sites/app	27.2	**26.0**	25.0	26.8	25.5	26.5	-1.2
	Blog	22.5	**24.6**	23.8	23.8	24.1	26.2	2.1
	Word of mouth	22.8	**21.0**	22.2	21.3	21.3	19.8	-1.8
	Online community/cafe	19.1	**18.1**	19.1	16.3	18.1	18.7	-1.0
	YouTube	14.5	**14.3**	14.4	15.5	13.5	14.0	-0.2
	Social media	11.8	**11.8**	11.9	11.2	12.3	11.7	0.0
	Official website of the travel destination	14.7	**8.6**	10.2	9.0	7.0	8.8	-6.1
	TV	8.5	**4.9**	4.7	4.3	5.5	5.0	-3.6
	Other	5.7	**6.8**	6.1	6.7	7.4	6.6	1.1
	I don't know	4.0	**2.9**	3.2	3.2	2.8	2.6	-1.1

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

Consumer Insight

12. Information Search Channel(%); Included Since 2020

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

(Those who experienced overseas travel)

Time / Category		2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blog	30.0	35.4	33.8	36.9	34.4	36.2	5.4
	Word of mouth	25.3	25.7	28.5	25.8	25.0	24.6	0.4
	Online community/cafe	19.8	23.2	23.8	22.5	22.2	24.3	3.4
	YouTube	19.9	22.7	21.8	23.9	22.9	22.0	2.8
	Social media	18.9	21.7	22.0	21.2	22.1	21.4	2.8
	Travel service/package purchased channel	20.1	20.6	18.9	20.1	20.8	21.6	0.5
	Professional travel information sites/app	19.9	16.7	17.8	17.2	15.6	16.8	-3.2
	Official website of the travel destination	15.3	7.5	9.3	8.4	7.1	6.0	-7.8
	TV	6.9	6.4	6.1	7.1	6.7	5.8	-0.5
	Other	5.9	7.3	6.3	7.4	7.6	7.6	1.4
	I don't know	4.5	2.8	3.0	3.1	3.0	2.4	-1.7
Activity	Blog	25.0	31.9	29.4	32.4	31.2	33.6	6.9
	Travel service/package purchased channel	23.6	24.6	23.1	24.3	24.4	26.0	1.0
	Word of mouth	23.2	23.6	25.3	21.3	24.1	23.7	0.4
	Online community/cafe	20.7	22.3	20.9	22.6	22.0	23.3	1.6
	Professional travel information sites/app	21.5	22.1	20.5	24.6	22.3	21.2	0.6
	YouTube	17.6	20.5	21.2	20.3	20.1	20.5	2.9
	Social media	13.5	15.5	16.8	15.4	15.3	14.9	2.0
	Official website of the travel destination	16.1	10.0	11.0	11.1	9.8	8.6	-6.1
	TV	10.1	6.4	6.9	5.9	6.5	6.3	-3.7
	Other	5.4	6.3	5.6	6.6	6.6	6.3	0.9
	I don't know	6.4	4.3	4.1	4.1	4.5	4.4	-2.1
Tourist Attraction	Blog	31.3	40.3	38.9	40.5	40.3	41.1	9.0
	YouTube	24.3	29.1	28.5	28.4	28.9	30.2	4.8
	Online community/cafe	21.2	27.8	27.8	27.1	27.3	28.9	6.6
	Word of mouth	24.4	26.4	27.2	25.2	27.9	25.3	2.0
	Travel service/package purchased channel	22.0	23.5	21.4	23.0	23.9	24.6	1.5
	Professional travel information sites/app	21.8	23.3	22.8	24.3	22.6	23.4	1.5
	Social media	22.5	21.7	22.3	22.0	22.5	20.3	-0.8
	Official website of the travel destination	19.0	13.5	14.3	15.3	13.5	11.8	-5.5
	TV	11.0	8.9	8.6	8.3	9.7	8.8	-2.1
	Other	4.6	4.8	4.2	5.2	4.7	5.0	0.2
	I don't know	3.9	2.3	2.4	2.5	2.1	2.2	-1.6

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

13. Items or Commodity Reserved/Purchased (%Multiple Answers)

Q. What are the items or commodity that you personally reserved/purchased?
Please select ALL.

(Those who experienced overseas travel)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Package	39.9	**39.9**	37.8	41.2	39.8	40.3	0.0
Flights	31.1	**38.2**	35.5	38.2	38.3	39.6	7.1
Accommodation	24.4	**33.4**	32.3	33.7	32.4	34.8	9.0
Local transportation	19.5	**27.6**	28.0	26.3	27.8	28.3	8.1
Activities/ticket/tour product	14.0	**20.4**	18.7	20.3	21.2	20.8	6.4
Rental car	8.6	**5.7**	6.5	5.8	5.0	5.6	-2.9
None	10.2	**9.5**	10.8	9.6	9.9	8.3	-0.7

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

14. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each item or commodity 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	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Package	Travel Agency	45.6	51.7	55.3	49.3	49.4	53.7	6.1
	TV Homeshopping	13.7	12.7	12.0	12.3	13.9	12.3	-1.0
	Tour prouduct specialized web/app	15.1	12.5	10.2	13.2	12.0	13.7	-2.6
	Social Commerce	7.9	6.6	7.9	7.2	7.0	5.1	-1.3
	Open Market	9.6	4.8	4.3	6.5	3.1	5.4	-4.8
	Others/Don`t Know	8.1	11.7	10.4	11.5	14.6	9.8	3.6

* Number of cases: (2022) 843, (2023) 2,556, (Q1) 444, (Q2) 598, (Q3) 717, (Q4) 796

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Flights	Airline	47.4	43.5	44.0	41.9	43.6	44.1	-3.9
	Tour prouduct specialized web/app	29.0	33.7	29.7	34.9	34.1	34.7	4.7
	Travel Agency	13.0	13.5	16.7	13.7	13.3	11.9	0.5
	Open Market	5.1	3.9	5.0	3.4	3.8	3.8	-1.2
	Social Commerce	3.5	2.3	1.2	2.9	1.9	2.8	-1.2
	TV Homeshopping	0.7	0.4	0.5	0.5	0.6	0.3	-0.3
	Others/Don`t Know	1.4	2.7	2.9	2.7	2.8	2.4	1.3

* Number of cases: (2022) 659, (2023) 2,444, (Q1) 417, (Q2) 555, (Q3) 690, (Q4) 781

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Accommodation	Tour prouduct specialized web/app	56.1	70.3	66.2	71.2	71.1	71.2	14.2
	Direct from lodging vendors	21.8	14.9	17.6	14.6	15.2	13.5	-6.9
	Travel Agency	9.7	6.1	6.8	6.3	5.8	5.8	-3.6
	Social Commerce	5.1	2.4	1.3	2.9	1.7	3.3	-2.7
	Open Market	3.4	1.5	2.4	2.0	1.5	0.6	-1.9
	Others/Don`t Know	3.8	4.7	5.8	2.9	4.6	5.5	0.9

* Number of cases: (2022) 516, (2023) 2,143, (Q1) 380, (Q2) 490, (Q3) 584, (Q4) 688

Category	Time	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap (B-A), %p
Local transportation	Direct from vendors	38.1	41.4	39.7	44.4	40.0	41.5	3.3
	Tour prouduct specialized web/app	20.8	26.0	24.8	24.8	27.1	26.5	5.2
	Travel Agency	9.6	6.0	7.0	5.7	4.6	6.8	-3.6
	Social Commerce	9.0	5.5	6.1	4.9	6.0	5.0	-3.5
	Open Market	6.1	2.7	2.7	2.6	3.2	2.1	-3.4
	Others/Don`t Know	16.4	18.5	19.7	17.5	19.1	18.1	2.1

* Number of cases: (2022) 412, (2023) 1,771, (Q1) 329, (Q2) 382, (Q3) 500, (Q4) 559

14. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each item or commodity 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	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Activities	Tour prouduct specialized web/app	32.9	41.2	40.9	41.0	41.8	41.0	8.3
	Direct from vendors	26.4	26.0	26.4	23.4	24.8	28.8	-0.4
	Social Commerce	8.2	5.9	5.5	7.1	5.2	5.9	-2.3
	Travel Agency	13.2	5.0	5.5	7.5	3.2	4.6	-8.2
	Open Market	7.6	3.7	4.5	4.4	4.5	2.2	-3.9
	Others/Don`t Know	11.8	18.1	17.2	16.6	20.4	17.5	6.3

* Number of cases: (2022) 269, (2023) 1,308, (Q1) 220, (Q2) 295, (Q3) 382, (Q4) 412

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Rental car	Car Rental Agency	45.2	52.3	58.5	45.8	53.8	51.8	7.1
	Tour prouduct specialized web/app	12.7	12.9	13.0	15.2	7.7	15.4	0.2
	Travel Agency	12.5	10.2	13.0	8.4	13.2	7.3	-2.3
	Social Commerce	9.1	5.0	2.6	3.5	6.6	6.4	-4.1
	Open Market	10.0	3.0	3.9	3.5	4.4	0.9	-7.0
	Others/Don`t Know	1.4	2.7	2.9	2.7	2.8	2.4	1.3

* Number of cases: (2022) 182, (2023) 363, (Q1) 77, (Q2) 85, (Q3) 91, (Q4) 110

15. Reserving/Purchasing Channel
(Change from 2022 to 2023, %p)

Q. Where did you reserve/purchase each travel product for your travels to 'OOO'?
   If you used more than one channel, please answer based on where you purchased most.

(Those who purchased the travel package themselves)

Category \ Product	Package	Flights	Accomm odation	Local trans- portation	Activities	Rental car
Direct from vendors		-3.9	-6.9	3.3	-0.4	7.1
Tour prouduct specialized web/app	-2.6	4.7	14.2	5.2	8.3	0.2
Travel Agency	6.1	0.5	-3.6	-3.6	-8.2	-2.3
Social Commerce	-1.3	-1.2	-2.7	-3.5	-2.3	-4.1
Open Market	-4.8	-1.2	-1.9	-3.4	-3.9	-7.0
TV Homeshopping	-1.0	-0.3				
Others/Don`t Know	3.6	1.3	0.9	2.1	6.3	6.2

* Number of cases: Package (2022) 843, (2023) 2,556; Flights (2022) 659, (2023) 2,444;
        Accommodation (2022) 516, (2023) 2,143;
        Local transportation (2022) 412, (2023) 1,771;
        Activities (2022) 269, (2023) 1,308; Rental car (2022) 182, (2023) 363

16. Reserving/Purchasing Method(%)

Q. How did you reserve/purchase each item or commodity for your travels to 'OOO'?

(Those who purchased the travel package themselves)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Package Mobile Internet	40.7	**42.9**	39.8	42.2	44.4	43.7	**2.2**
PC Internet	33.4	**22.2**	23.7	23.4	20.1	22.5	**-11.2**
Phone	12.0	**16.1**	18.9	15.9	15.2	15.4	**4.1**
Visit/direct purchase	6.1	**7.6**	8.1	7.0	7.4	8.1	**1.5**
Others/Don't know	7.8	**11.2**	9.5	11.5	13.0	10.3	**3.4**

* Number of cases: (2022) 843, (2023) 2,556, (Q1) 444, (Q2) 598, (Q3) 717, (Q4) 796

Time / Category	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
Flights Mobile Internet	52.7	**64.3**	60.4	63.7	65.8	65.6	**11.6**
PC Internet	41.9	**33.1**	35.8	33.6	31.6	32.7	**-8.8**
Phone	2.4	**1.0**	1.2	1.3	0.9	0.8	**-1.4**
Visit/direct purchase	2.0	**0.7**	1.7	0.5	0.7	0.4	**-1.3**
Others/Don't know	1.1	**0.8**	1.0	0.9	1.0	0.5	**-0.3**

* Number of cases: (2022) 659, (2023) 2,444, (Q1) 417, (Q2) 555, (Q3) 690, (Q4) 781

Time / Category	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
Accommo-dation Mobile Internet	55.4	**63.8**	60.9	63.3	63.6	66.0	**8.4**
PC Internet	37.1	**32.2**	34.1	33.0	32.5	30.3	**-4.9**
Visit/direct purchase	3.4	**1.7**	2.1	1.8	1.5	1.5	**-1.7**
Phone	3.5	**1.0**	1.6	0.8	1.0	0.7	**-2.5**
Others/Don't know	0.6	**1.3**	1.3	1.0	1.4	1.5	**0.7**

* Number of cases: (2022) 516, (2023) 2,143, (Q1) 380, (Q2) 490, (Q3) 584, (Q4) 688

Time / Category	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
Local transportation Mobile Internet	42.1	**48.0**	46.4	46.2	49.1	49.0	**5.9**
Visit/direct purchase	26.0	**29.9**	30.3	29.8	30.5	29.4	**3.9**
PC Internet	23.4	**17.1**	17.6	18.3	16.2	17.0	**-6.3**
Phone	3.4	**1.0**	1.5	1.3	1.0	0.5	**-2.4**
Others/Don't know	5.1	**4.0**	4.2	4.4	3.2	4.1	**-1.1**

* Number of cases: (2022) 412, (2023) 1,771, (Q1) 329, (Q2) 382, (Q3) 500, (Q4) 559

Time / Category	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
Activities Mobile Internet	49.7	**57.0**	56.8	60.3	53.9	57.5	**7.3**
Visit/direct purchase	17.3	**20.1**	19.6	16.3	22.0	21.3	**2.8**
PC Internet	31.1	**20.1**	20.4	19.7	21.2	19.2	**-11.0**
Phone	0.7	**0.3**	0.0	0.7	0.3	0.2	**-0.4**
Others/Don't know	0.4	**2.5**	3.2	3.0	2.6	1.7	**2.1**

* Number of cases: (2022) 269, (2023) 1,308, (Q1) 220, (Q2) 295, (Q3) 382, (Q4) 412

Time / Category	2022 (A)	2023 (B)	1/4	2/4	3/4	4/4	Gap
Rental car Mobile Internet	42.6	**49.3**	44.1	51.7	49.5	51.0	**6.7**
PC Internet	42.3	**33.8**	37.7	25.8	36.2	35.4	**-8.5**
Visit/direct purchase	7.4	**11.9**	15.7	15.3	9.9	8.2	**4.5**
Phone	3.3	**1.7**	1.3	2.4	2.2	0.9	**-1.6**
Others/Don't know	4.4	**3.3**	1.3	4.7	2.2	4.5	**-1.1**

* Number of cases: (2022) 182, (2023) 363, (Q1) 77, (Q2) 85, (Q3) 91, (Q4) 110

17. Reserving/Purchasing Method
   ## (Change from 2022 to 2023, %p)

Q. How did you reserve/purchase each item or commodity for your travels to 'OOO'?

(Those who purchased the travel package themselves)

	Product / Category	Package	Flights	Accommodation	Local transportation	Activities	Rental car
M e t h o d	Mobile Internet	2.2	11.6	8.4	5.9	7.3	6.7
	PC Internet	-11.2	-8.8	-4.9	-6.3	-11.0	-8.5
	Phone	4.1	-1.4	-2.5	-2.4	-0.4	-1.6
	Visit/direct purchase	1.5	-1.3	-1.7	3.9	2.8	4.5
	Others/Don't know	3.4	-0.3	0.7	-1.1	2.1	-1.1

* Number of cases: Package (2022) 843, (2023) 2,556; Flights (2022) 659, (2023) 2,444;
               Accommodation (2022) 516, (2023) 2,143;
               Local transportation (2022) 412, (2023) 1,771;
               Activities (2022) 269, (2023) 1,308; Rental car (2022) 182, (2023) 363

18. 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 overseas travel)

Time \ Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Below KRW 500 thousand	3.3	3.0	2.5	3.0	2.8	3.4	-0.3
KRW 500 thousand to 1 Million	19.0	22.5	20.4	21.3	23.8	23.6	3.5
KRW 1 Mil. to 2 Mil.	31.2	43.0	43.8	44.4	43.1	41.5	11.8
KRW 2 Mil. to 5 Mil.	28.3	20.7	22.9	21.3	19.8	19.8	-7.6
KRW 5 Mil. or above	9.9	7.6	7.1	7.4	7.4	8.2	-2.3
Don`t Know	8.4	3.2	3.3	2.6	3.2	3.5	-5.2
Average [unit: 10,000 won]	211.70	183.39	186.23	183.70	180.27	184.31	-28.31
Total travel cost per night	26.33	29.89	29.19	28.84	29.59	31.45	3.56
Total travel cost per a whole day	23.42	25.70	25.23	24.92	25.42	26.86	2.28

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975

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

Q. Overall, how satisfied are you about 'OOO' as a travel destination?
[5 point scale; Very satisfied(1) ~ Very dissatisfied(5)]

(Those who experienced overseas travel)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.85	3.92	3.92	3.93	3.90	3.95	0.07
Asia	3.79	3.83	3.87	3.79	3.81	3.83	0.04
Japan	3.90	4.01	4.01	3.95	3.99	4.09	0.11
Singapore	3.80	3.94	4.11	3.97	3.92	3.81	0.14
Thailand	3.95	3.89	3.87	3.89	3.91	3.88	-0.06
Vietnam	3.88	3.87	3.91	3.84	3.89	3.85	-0.01
Taiwan	3.80	3.83	3.87	3.87	3.76	3.85	0.03
Philippines	3.86	3.82	3.87	3.69	3.85	3.84	-0.04
China	3.60	3.55	3.57	3.25	3.52	3.63	-0.05
Asia Others	3.57	3.74	3.75	3.84	3.64	3.73	0.17
Europe	4.05	4.10	4.07	4.08	4.10	4.13	0.05
North America	4.03	3.97	3.82	4.23	3.94	3.95	-0.06
Oceania	3.72	3.93	3.72	4.06	3.87	4.03	0.21
Middle East	3.87	3.84	3.64	4.00	3.70	4.06	-0.03
Latin America	3.81	3.81	4.00	4.13	3.00	3.75	0.00
Africa	3.72	3.64	4.00	3.99	3.46	3.20	-0.08
Others	3.46	3.70	4.00	3.65	3.43	3.81	0.24

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975
** 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 point scale; Very willing to(1) ~ Never willing to(5)]

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.80	3.85	3.86	3.83	3.83	3.87	0.05
Asia	3.72	3.71	3.69	3.70	3.71	3.73	-0.01
Japan	3.92	4.03	4.04	3.96	4.01	4.10	0.11
Thailand	3.93	3.82	3.74	3.81	3.85	3.85	-0.11
Philippines	3.82	3.82	3.73	3.63	3.92	3.91	0.00
Vietnam	3.78	3.79	3.84	3.71	3.82	3.79	0.01
Taiwan	3.85	3.68	3.78	3.62	3.70	3.67	-0.17
Singapore	3.56	3.55	3.59	3.65	3.43	3.54	-0.01
China	3.44	3.46	3.23	3.63	3.44	3.51	0.02
Asia Others	3.46	3.52	3.59	3.61	3.51	3.44	0.06
Europe	4.03	4.06	4.06	4.03	4.09	4.07	0.03
North America	3.97	3.87	3.78	4.15	3.77	3.84	-0.10
Oceania	3.71	3.73	3.76	3.83	3.59	3.72	0.02
Middle East	3.68	3.33	3.50	3.60	3.06	3.31	-0.35
Latin America	3.80	3.33	3.57	3.13	3.25	3.34	-0.47
Africa	3.76	3.29	3.00	3.71	3.00	3.80	-0.47
Others	3.35	3.40	3.84	3.43	3.25	3.19	0.05

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975
** 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 point scale; Very willing to(1) ~ Never willing to(5)]

(Those who experienced overseas travel)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.83	3.88	3.87	3.87	3.87	3.90	0.05
Asia	3.77	3.78	3.75	3.75	3.79	3.79	0.01
Japan	3.88	3.95	3.95	3.87	3.94	4.01	0.07
Singapore	3.81	3.87	3.97	3.87	3.86	3.78	0.06
Vietnam	3.82	3.85	3.85	3.77	3.92	3.85	0.03
Thailand	3.98	3.85	3.71	3.87	3.90	3.86	-0.13
Philippines	3.80	3.80	3.81	3.62	3.84	3.88	0.00
Taiwan	3.82	3.76	3.74	3.78	3.73	3.77	-0.06
China	3.48	3.47	3.33	3.50	3.48	3.51	-0.01
Asia Others	3.55	3.66	3.65	3.74	3.62	3.63	0.11
Europe	4.06	4.14	4.11	4.16	4.14	4.14	0.08
North America	4.01	3.97	3.88	4.25	3.82	3.97	-0.04
Oceania	3.74	3.87	3.89	3.96	3.80	3.81	0.13
Middle East	3.79	3.70	3.50	3.80	3.59	3.93	-0.09
Latin America	3.76	3.65	3.43	3.88	3.25	3.75	-0.11
Africa	3.72	3.55	3.33	3.85	3.54	3.40	-0.17
Others	3.40	3.62	3.84	3.79	3.40	3.62	0.22

* Number of cases: (2022) 2,115, (2023) 6,406, (Q1) 1,176, (Q2) 1,454, (Q3) 1,801, (Q4) 1,975
** The numerical values in the table represent the average score on a 5-point scale,
   calculated by converting from 'Absolutely do not recommend (1)' to 'Definitely recommend (5)'.

Overseas Travel Plan

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

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

(Total)

Category	Time	2022 (A)	2023 (B)	2023				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Total	13.7	25.8	23.9	24.5	26.4	28.5	12.1
Sex	Male	14.8	26.1	24.6	24.8	27.6	27.5	11.3
	Female	12.5	25.5	23.2	24.2	25.2	29.4	13.0
Age	20s	17.6	28.3	25.7	26.1	29.3	32.2	10.7
	30s	15.3	27.4	24.5	27.0	28.4	29.6	12.1
	40s	12.5	25.4	23.8	25.7	24.9	27.3	12.9
	50s	11.8	23.8	22.1	22.1	23.8	27.4	12.0
	60s or above	12.1	24.9	23.9	22.4	26.6	26.7	12.8
Sex BY Age	Male/20s	18.7	29.3	26.7	26.5	31.7	32.2	10.6
	Male/30s	16.3	26.2	24.7	24.7	28.7	26.6	9.9
	Male/40s	14.5	26.6	25.0	27.7	26.3	27.6	12.1
	Male/50s	12.5	23.4	23.6	21.4	23.1	25.7	10.9
	Male/60s or above	12.9	25.8	23.1	24.2	29.5	26.2	12.9
	Female/20s	16.3	27.3	24.7	25.7	26.6	32.2	11.0
	Female/30s	14.3	28.6	24.2	29.5	28.1	32.8	14.3
	Female/40s	10.4	24.2	22.5	23.6	23.6	27.1	13.8
	Female/50s	11.1	24.3	20.5	22.9	24.5	29.1	13.2
	Female/60s or above	11.3	24.1	24.8	20.8	23.8	27.1	12.8
Average Monthly Household Income	below KRW 3 Million	10.8	19.1	18.5	18.3	18.9	20.6	8.3
	KRW 3 Mil to 5 Mil	11.2	22.4	20.9	21.3	24.4	22.9	11.2
	KRW 5 Mil to 7 Mil	13.6	25.3	22.4	24.1	25.9	28.6	11.7
	KRW 7 Mil or above	18.0	34.2	32.1	33.0	33.2	38.2	16.2

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

2. Expected Number of Trips(%)

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

(Those who planned overseas travels)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Plan ('YES')	28.2	44.4	41.7	43.1	45.5	47.4	16.2
1 time	87.7	88.6	88.6	89.3	89.1	87.5	0.9
2 times	10.2	9.5	9.3	8.9	9.0	10.6	-0.7
More than 3 times	2.1	1.9	2.1	1.8	1.9	1.9	-0.2
Average [unit: times]	1.14	1.13	1.14	1.13	1.13	1.14	-0.01

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500
** Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

3. Travel Planned Destination(%)

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

(Those who planned overseas travels)

Time Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	58.3	72.7	69.3	70.7	74.9	75.3	14.4
Japan	22.5	30.7	30.1	28.9	29.9	33.5	8.2
Vietnam	9.1	14.1	13.2	13.6	15.6	13.9	5.0
Thailand	7.9	6.7	6.8	7.1	6.8	6.3	-1.2
Taiwan	2.6	4.5	3.9	4.2	4.9	5.1	1.9
Philippines	4.1	3.7	3.6	4.0	3.3	3.8	-0.4
Singapore	2.8	2.7	3.1	2.8	2.8	2.3	-0.1
China	2.0	2.1	1.4	2.0	2.9	2.1	0.1
Asia Others	7.3	8.1	7.2	8.1	8.8	8.3	0.8
Europe	12.5	10.0	11.2	11.6	8.3	9.2	-2.5
Oceania	14.0	8.0	9.4	8.3	7.6	6.9	-6.0
North America	10.6	6.1	6.4	6.3	5.9	5.7	-4.5
Middle East	1.6	0.9	1.1	0.7	0.9	0.9	-0.7
Africa	0.6	0.4	0.5	0.4	0.3	0.5	-0.2
Latin America	0.7	0.4	0.4	0.3	0.5	0.4	-0.3
Others	1.8	1.5	1.8	1.6	1.6	1.2	-0.3

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

4. Development Level of Travel Plan(%)

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

(Those who planned overseas travels)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	35.3	37.3	36.5	37.2	38.2	37.1	2.0
Travel period and destination is finalized	20.8	21.1	20.8	22.6	20.8	20.2	0.3
The destination is finalized, but the travel period is yet to be decided	19.6	16.3	17.1	15.5	15.4	17.1	-3.3
The travel period is finalized, but the destination is yet to be decided	24.2	25.4	25.5	24.6	25.6	25.6	1.2

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

5. Planned Departure Date for the Trip(%)

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

(Those who planned overseas travels)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 1 month	20.3	22.6	30.4	18.2	18.8	23.3	2.3
Within 1 to 2 months	21.3	19.6	23.1	16.4	16.6	22.3	-1.7
Within 2 to 3 months	16.1	15.8	11.5	12.9	16.8	21.3	-0.3
Within 3 to 4 months	13.0	12.6	9.5	12.4	18.3	10.2	-0.4
Within 4 to 5 months	12.2	12.4	10.5	13.9	14.4	10.7	0.2
After 5 months	17.1	17.0	15.0	26.2	15.2	12.3	-0.1

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

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	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	14.3	11.9	12.8	10.5	11.8	12.6	-2.4
3 nights	19.1	23.1	23.2	21.9	23.4	23.6	4.0
4 nights	18.9	23.5	22.6	22.7	23.6	25.0	4.6
5 nights	9.7	10.5	9.2	10.9	12.2	9.7	0.8
6 nights	6.1	5.7	5.8	6.6	5.6	4.7	-0.4
7 nights	6.8	5.4	5.0	6.2	5.3	5.2	-1.4
8 nights	4.6	4.0	4.1	4.3	3.8	3.7	-0.6
9 nights~14 nights	10.6	9.4	9.0	10.6	9.1	9.0	-1.2
15 or more nights	9.1	5.8	7.1	5.5	4.9	5.8	-3.3
Average [unit: nights]	6.89	5.89	6.16	6.01	5.64	5.79	-1.00

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

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	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	21.1	20.6	19.9	19.5	20.3	22.4	-0.5
I will be using my leave	78.9	79.4	80.1	80.5	79.7	77.6	0.5
Use 1 day	10.1	11.3	12.7	12.0	11.2	9.5	1.2
Use 2 days	18.6	19.7	20.9	17.3	19.4	21.2	1.1
Use 3 days	16.4	18.9	17.9	20.4	18.1	19.3	2.5
Use 4 days	9.4	10.0	8.5	10.8	10.9	9.6	0.6
Use 5 days	11.6	10.5	10.9	10.9	11.3	8.9	-1.1
Use 6 days	2.6	2.2	2.5	2.3	2.5	1.7	-0.4
Use 7 or more days	10.2	6.7	6.6	6.7	6.2	7.3	-3.5

* Number of cases: (2022) 4,404, (2023) 6,586, (Q1) 1,539, (Q2) 1,587, (Q3) 1,664, (Q4) 1,796

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	54.4	**53.9**	53.6	54.9	54.5	52.8	-0.5
Group package travel	25.1	**28.8**	28.1	28.9	27.7	30.3	3.7
Airplane+hotel or Airplane+rental car+hotel package travel	10.1	**8.9**	9.4	9.0	9.0	8.3	-1.2
No firm plans yet	10.4	**8.4**	8.9	7.2	8.8	8.6	-2.0

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

9. The Main Purpose of Planned Travel(%)

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

(Those who planned overseas travels)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	21.0	**20.6**	20.4	20.2	22.7	19.1	-0.4
To enjoy good food and drink	13.9	**18.2**	18.4	18.7	17.7	17.8	4.3
To appreciate natural scenery	16.0	**15.4**	14.6	16.7	15.0	15.5	-0.6
To enjoy city landscapes	9.9	**10.8**	11.0	11.0	10.4	10.7	0.9
To appreciate historic sites and remains	8.4	**9.0**	9.7	8.6	8.7	8.9	0.6
To enjoy theme park, hot spring, etc.	6.6	**7.1**	6.5	6.7	7.7	7.5	0.5
To visit family, relatives, and friends, etc.	9.6	**6.2**	6.5	5.9	5.7	6.6	-3.4
Shopping	3.5	**3.9**	3.8	4.0	3.7	4.0	0.4
To do sports/hobbies	4.4	**3.4**	3.4	3.2	3.2	3.8	-1.0
To appreciate culture-arts	4.0	**3.1**	3.4	2.8	2.7	3.4	-0.9
To visit festivals or events	1.9	**1.5**	1.7	1.3	1.5	1.6	-0.4
Others	0.9	**0.9**	0.6	1.0	0.9	1.1	0.0

* Number of cases: (2022) 7,335, (2023) 11,549, (Q1) 2,710, (Q2) 2,800, (Q3) 2,960, (Q4) 3,078

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

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

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

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Golf	40.3	41.9	42.1	37.3	40.8	46.6	1.6
Water sports	40.9	40.3	39.4	38.7	45.6	37.8	-0.6
Hiking	17.6	15.4	17.1	14.5	13.7	16.0	-2.2
Winter sports	10.2	7.4	5.1	8.9	5.8	9.7	-2.8
Fishing	9.8	7.1	7.9	6.0	5.3	8.9	-2.7
Others	6.7	6.7	7.9	7.5	7.3	4.6	0.0

* Number of cases: (2022) 713, (2023) 861, (Q1) 216, (Q2) 201, (Q3) 206, (Q4) 238

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)?
>   *Day trip refers to activities such as tourism/leisure outside your daily living area but not staying overnight. Going for simple activities such as dining, shopping or watching movies don't count.

(Total)

Time \ Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Day trip	31.5	29.1	27.5	32.0	27.1	29.7	-2.4

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

2. Day Trip Destination(%)

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

(Those who experienced day trip)

Time \ Category	2022 (A)	2023 (B)	2023 1/4	2023 2/4	2023 3/4	2023 4/4	Gap (B-A), %p
Gyeonggi	20.4	22.4	22.3	21.8	22.8	22.8	2.0
Seoul	10.4	10.3	9.9	10.5	9.4	11.2	-0.1
Gangwon	7.8	8.4	9.5	7.6	9.5	7.0	0.6
Gyeongbuk	7.7	7.6	7.6	7.8	7.6	7.3	-0.1
Gyeongnam	8.0	7.5	7.3	8.2	6.8	7.6	-0.5
Busan	7.1	6.8	6.1	6.2	8.0	6.9	-0.3
Chungnam	6.7	6.2	6.5	6.3	5.5	6.6	-0.5
Jeonnam	6.2	6.2	5.9	6.6	6.1	6.2	0.0
Incheon	6.2	5.9	6.2	6.2	5.6	5.6	-0.3
Jeonbuk	4.1	3.9	3.6	3.7	3.9	4.5	-0.2
Daegu	3.3	3.5	3.5	3.4	3.2	3.7	0.2
Chungbuk	3.8	3.4	3.1	3.7	3.8	3.1	-0.4
Daejeon	2.4	2.3	3.0	2.1	1.9	2.3	-0.1
Ulsan	2.6	2.2	2.0	2.5	2.3	1.8	-0.4
Gwangju	1.4	1.7	2.1	1.6	1.5	1.8	0.3
Jeju	1.8	1.6	1.3	1.7	1.9	1.6	-0.2
Non-response	0.2	0.0	0.0	0.0	0.0	0.0	-0.2

* Number of cases: (2022) 8,183, (2023) 7,562, (Q1) 1,785, (Q2) 2,083, (Q3) 1,761, (Q4) 1,933

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

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

(Those who experienced day trip)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	30.0	28.2	25.7	29.2	28.7	29.0	-1.8
To enjoy good food and drink	26.1	26.9	27.9	25.7	28.0	26.3	0.8
To visit family, relatives, and friends, etc.	18.2	17.3	18.6	15.6	16.8	18.3	-0.9
To relax	18.6	17.1	17.3	16.9	18.7	15.5	-1.5
Shopping	11.2	11.5	13.3	11.0	10.4	11.5	0.3
Experiencing/amusing facilities and enjoying activities	8.4	9.3	10.1	8.1	10.6	8.5	0.9
To do sports/hobbies	9.7	8.5	7.9	9.4	7.9	8.6	-1.2
To appreciate historic sites and remains	8.6	8.4	8.7	8.6	8.1	8.3	-0.2
To visit festivals or events	4.9	7.0	4.5	8.0	6.1	9.0	2.1
To enjoy city landscapes	7.1	6.4	7.2	5.7	6.4	6.5	-0.7
Cultural/sports watching	4.8	5.4	5.4	5.2	5.8	5.3	0.6
Others	1.4	2.0	1.8	2.3	2.3	1.5	0.6

* Number of cases: (2022) 8,183, (2023) 7,562, (Q1) 1,785, (Q2) 2,083, (Q3) 1,761, (Q4) 1,933

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

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

(Total)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Business trip	7.5	7.2	6.9	7.4	7.0	7.6	-0.3

* Number of cases: (2022) 26,000, (2023) 26,000, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 6,500

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)

Time \ Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
One day trip	55.2	52.0	54.1	47.5	52.0	54.3	-3.2
1 night	24.5	27.6	27.7	30.9	25.5	26.3	3.1
2 nights	12.7	12.1	12.9	12.2	11.9	11.5	-0.6
3 nights or more	7.5	8.3	5.3	9.4	10.6	7.9	0.8

* Number of cases: (2022) 1,958, (2023) 1,879, (Q1) 451, (Q2) 478, (Q3) 455, (Q4) 495

6. Business Trip Destination(%)

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

(Those who went on a business trip)

Time / Category	2022 (A)	2023 (B)	2023				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gyeonggi	15.4	15.1	13.5	14.0	17.5	15.5	-0.3
Seoul	9.2	11.8	12.2	10.5	11.7	12.6	2.6
Chungnam	8.4	8.2	8.2	8.8	9.2	6.5	-0.2
Gyeongbuk	7.1	7.6	8.0	8.0	6.8	7.7	0.5
Gyeongnam	7.5	7.5	7.8	8.2	6.6	7.3	0.0
Gangwon	8.0	7.0	8.3	7.7	6.3	5.8	-1.0
Jeonnam	5.9	6.8	7.6	7.1	5.3	7.3	0.9
Busan	7.5	6.3	6.9	6.9	5.1	6.3	-1.2
Daejeon	5.9	6.0	4.2	5.4	6.2	7.9	0.1
Jeonbuk	3.8	4.8	4.0	5.4	4.8	4.8	1.0
Chungbuk	4.1	4.1	3.8	5.4	3.1	4.0	0.0
Daegu	5.5	3.9	3.5	2.5	5.3	4.2	-1.6
Incheon	2.9	2.9	2.4	2.5	4.1	2.6	0.0
Ulsan	2.4	2.8	3.6	2.3	3.5	2.0	0.4
Gwangju	3.0	2.8	3.3	2.7	2.9	2.2	-0.2
Jeju	3.3	2.5	2.7	2.5	1.5	3.2	-0.8

* Number of cases: (2022) 1,956, (2023) 1,879, (Q1) 451, (Q2) 478, (Q3) 455, (Q4) 495