

2025 – TRAVEL

ConsumerInsight

Travel Behavior & Planning Study

Introduction

- 1) This report contains excerpts from the 'Weekly Travel Behavior and Planning Study,' initiated by ConsumerInsight Inc. and conducted through weekly surveys since August 2015. The data used in this report is accessible either free or paid via the Cultural Big Data Platform (<https://www.bigdata-culture.kr>), managed by the Korea Culture Information Service Agency.
- 2) The content and response method of this survey, as well as the data processing and presentation style, are as follows.
- 3) 'Travel' refers to overnight stays for purely tourism purposes and day trips, excluding those for business, academic, or similar objectives.
- 4) 'Travel Behavior' classifies respondents who had domestic travel within the past three months as 'Domestic' and those who had overseas travel within the past six months as 'Overseas', based on the date of questionnaire completion. However, the 'Overseas Travel Experience Rate' in this report is limited to respondents who had overseas travel within the past three months to allow for comparison with domestic travel.
- 5) 'Travel Plan' results represent respondents who have plans for domestic travel within the next three months or plans for overseas travel within the next six months, respectively.
- 6) The figures in the statistical tables are rounded to the first or second decimal place, so the total may not equal 100%. Additionally, differences compared to the previous year or the same quarter of the previous year may not match the values in the tables.
- 7) The sum of multiple answers could exceed 100%.
- 8) Travel duration, number of companions, and travel expenses were analyzed excluding outliers.
- 9) In residence areas, travel destination interest, planned travel regions, travel regions, and destination evaluations, Sejong City is included in Chungcheongnam-do.

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

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

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

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

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

12) The tables, in part, are posted on 'Leisure Travel' of the homepage.

<https://www.consumerinsight.co.kr/leisure-travel>

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

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Part I

Study Outline

1. Study Outline & Objective

☐ Study Outline

- Existing tourism industry data, which focus on past behaviors, provide an overall understanding of market conditions. However, their annual or quarterly survey cycles lack timeliness, presenting significant limitations in:
 - Capturing market changes promptly,
 - Developing and implementing reasonable countermeasures, and
 - Evaluating the effectiveness of those measures.

☐ Study Objective

- To develop an information system that sequentially captures travel consumers' experiences, evaluations, and expectations, enabling a comprehensive understanding of their behaviors.
- To provide data to assist in establishing, executing, and evaluating consistent tourism activation strategies by examining recent experiences and evaluations, as well as measuring future plans and intentions.

☐ Study Design

- August, 2015: Launched as Domestic & Overseas Travel Plan Study, with the weekly sample size of 300.
- January, 2017 : Increased the sample size to 500 per week.
- December, 2025: Total of 538 week fieldwork, the cumulative total sample size of 254,800 achieved (since August, 2015).

2. Study Design

- Study Target: 18 years old or above adults, nationwide
- Sample Extraction : Random sampling from ConsumerInsight's IBP (Invitation Based Panel with more than 860,000 panelists).
- Sample Composition: Quota sampling proportionate to sex*age*region based on national census.
- Study Method : Email survey by online, mobile
- Survey Frequency/Period: Weekly (until the second week of December 2025), Monday to Thursday.
- Sample Size : 2,000 to 2,500 per month (500 per week)
- Study Contents : Travel Trend, Travel Behavior, Travel Plan

3. Sample Design

□ Characteristics of Sampling Base

- The sampling base of the study is ConsumerInsight's proprietary panel with over 860,000 panelists.
- ConsumerInsight's panel is the world's largest IBP (Invitation-Based Panel), built using entirely different methods and procedures from other panels. ConsumerInsight conducts large-scale annual and semi-annual syndicated studies in industries such as automotive, telecommunications, and alcoholic beverages. The panel was recruited through the data collection process of these syndicated studies.
- The sampling for our syndicated studies follows a process of quota allocation based on gender, age, and residence, followed by probability-proportional sampling. The procedure is as follows:
 - First, Quota table setting (target sample size)
 - Second, probability sampling of the members of large sites/portals (top 30)

- Third, send survey participation invitation emails
- Fourth, encourage panel participation after survey completion
- Fifth, panel application review & panel registration

□ Importance of IBP

- Our IBP is built following meticulously designed procedures to ensure the independence of data collection processes and results.
- Generally, existing survey panels are recruited solely to maximize numbers, without consideration for probabilistic sampling. They are indiscriminately gathered through banner ads, partnerships with specific websites, site visitors, referrals from existing panelists, and giveaways, exposing the sampling frame to self-selection bias. This sampling frame cannot be used for studies requiring objectivity and neutrality.

□ Factors Affecting the Representativeness of a Study Sample

- The representativeness of this survey is influenced by biases in the sampling frame and data collection procedures.
- Our IBP sampling frame excludes individuals who do not use online or mobile platforms or whose use is highly restricted.
- Since the invitation email subject includes the word "travel," individuals who feel they have no interest in travel are less likely to participate.

4. Sample Composition

(%)

Classification		2024 Total	2025 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		(26,500)	(24,500)	(15,784)	(16,148)	(8,269)	(10,872)
Sex	Male	50.9	50.8	51.0	50.7	49.2	50.8
	Female	49.1	49.2	49.0	49.3	50.8	49.2
Age	20s	16.7	16.2	15.1	12.8	19.2	16.4
	30s	17.8	18.0	17.9	17.1	19.1	18.0
	40s	21.4	21.0	22.3	22.8	20.4	21.2
	50s	23.5	23.6	23.7	25.1	20.5	23.1
	60s or above	20.6	21.2	21.0	22.2	20.8	21.3
Sex BY Age	Male/20s	8.8	8.4	7.5	6.4	10.2	9.0
	Male/30s	9.2	9.4	9.4	8.5	9.8	9.2
	Male/40s	10.8	10.6	11.5	11.5	10.2	10.6
	Male/50s	11.9	12.0	12.0	12.7	9.8	11.4
	Male/60s or above	10.2	10.4	10.6	11.5	9.3	10.6
	Female/20s	8.0	7.8	7.6	6.4	9.0	7.4
	Female/30s	8.6	8.6	8.5	8.6	9.4	8.8
	Female/40s	10.6	10.4	10.8	11.3	10.2	10.5
	Female/50s	11.6	11.6	11.7	12.3	10.7	11.7
	Female/60s or above	10.4	10.8	10.4	10.7	11.6	10.7
Marital status	Unmarried	32.6	32.6	29.9	27.8	33.7	32.2
	Married	62.3	62.1	65.1	67.0	62.3	63.3
	Others	5.1	5.3	5.0	5.2	4.0	4.5
Residing Region	Seoul	19.0	18.9	18.5	18.4	23.7	22.0
	Busan	6.4	6.3	6.2	6.3	6.1	6.5
	Daegu	4.6	4.6	4.7	4.5	4.1	4.2
	Incheon	6.0	6.0	6.1	6.0	6.2	6.2
	Gwangju	2.8	2.7	3.0	2.9	2.2	2.2
	Daejeon	2.8	2.8	3.0	3.0	3.0	3.1
	Ulsan	2.2	2.2	2.2	2.2	2.2	2.0
	Gyeonggi	27.0	27.2	26.8	27.2	28.3	28.6
	Gangwon	2.9	2.9	2.7	2.8	2.8	2.5
	Chungbuk	3.1	3.1	3.2	3.3	2.6	2.7
	Chungnam	4.7	4.7	4.9	4.9	4.5	4.5
	Jeonbuk	3.2	3.2	3.1	3.3	2.5	2.8
	Jeonnam	3.3	3.2	3.3	3.0	2.5	2.6
	Gyeongbuk	4.8	4.7	4.9	4.8	3.5	3.6
	Gyeongnam	6.2	6.2	6.3	6.3	5.0	5.6
	Jeju	1.3	1.3	1.2	1.2	0.8	1.0

(%)

Classification		2024 Total	2025 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		(26,500)	(24,500)	(15,784)	(16,148)	(8,269)	(10,872)
Occupation	White collar/workers in technical areas	37.8	38.1	40.0	39.5	41.3	40.5
	Full time housewife	13.8	12.7	12.7	12.8	12.9	12.2
	Business/management /professionals	4.6	4.9	5.3	5.2	6.5	6.3
	Self employed	7.9	8.0	8.1	8.3	7.1	8.0
	Undergrad or graduate student	5.3	4.7	4.1	3.5	5.4	4.5
	Sales/service	5.6	5.7	5.7	5.8	5.6	5.7
	Skilled worker/ general manual worker	8.7	9.1	9.1	9.4	6.7	7.7
	Others/Unemployed	16.4	16.9	15.1	15.5	14.5	15.0
Average Monthly Household Income	below KRW 3 Million	13.2	13.2	12.0	12.0	10.6	10.9
	KRW 3 Mil to 5 Mil	27.7	25.0	24.2	24.3	20.8	21.4
	KRW 5 Mil to 7 Mil	27.7	27.7	28.5	28.5	26.8	26.8
	KRW 7 Mil or above	31.4	34.0	35.4	35.2	41.8	40.9

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

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

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

Overseas Travel Planning (in the next 6 months) - 44.4% of the total.

** Sejong included in Chungnam of residing region.

*** 'Don't know' excluded in monthly household income.

Part II

Travel Trend

1. Travel Spending Behavior(% `Spent more')

Q. How does your total expenditure on tourism-travel (both domestic-overseas expenditure combined) spent over the past year compare to that of the previous year?

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

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

							(Total)
Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total travel	40.6	35.0	36.0	34.6	34.2	35.4	-5.6

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

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

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

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

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

							(Total)
Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	36.7	32.1	30.9	32.6	32.4	32.6	-4.6
Domestic travel	35.0	30.3	28.4	31.6	29.9	31.5	-4.7
Overseas travel	39.7	34.4	33.1	34.6	35.0	35.2	-5.3

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

3. Travel Experience Rate(% `Yes')

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

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Total	75.0	72.9	71.4	72.3	73.8	74.4	-2.1
	Domestic travel	66.5	64.4	61.9	64.2	66.1	65.9	-2.1
	Overseas travel	22.2	21.5	22.7	20.5	20.6	22.2	-0.7

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

4. Travel Plan Rate(% `Yes')

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

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

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Total	78.5	76.4	73.7	78.6	78.1	74.6	-2.1
	Domestic travel	68.3	65.9	63.2	69.3	67.9	62.5	-2.4
	Overseas travel	27.3	25.8	25.2	24.7	25.8	28.0	-1.5

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

5. Domestic Travel Destination Interest(% 'Increased')

Q. My desire to go to 'OOO' became ... compared to before.

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

['% Increased' = '% Increased a lot(1)' + '% Increased a little(2)']

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Gangwon	42.9	40.6	40.7	40.8	42.5	37.9	-2.3
	Jeju	35.8	35.1	34.4	35.5	35.8	34.7	-0.7
	Busan	35.3	32.9	32.3	32.2	34.1	33.1	-2.4
	Seoul	26.4	25.7	24.8	25.8	25.8	26.6	-0.7
	Jeonnam/Gwangju	23.8	23.8	24.4	24.8	22.9	23.1	0.0
	Chungnam/Daejeon	19.3	20.8	19.5	20.4	22.0	21.7	1.5
	Gyeonggi/Incheon	20.9	20.0	20.2	19.5	20.4	20.2	-0.9
	Jeonbuk	17.5	18.0	16.9	19.5	17.6	18.0	0.5
	Gyeongnam/Ulsan	18.6	17.9	18.0	17.6	18.6	17.6	-0.7
	Gyeongbuk/Daegu	16.2	15.4	15.0	15.5	15.5	15.7	-0.8
	Chungbuk	13.8	13.7	12.9	13.7	14.9	13.3	-0.1

* Number of cases: (2024) 13,284, (2025) 12,311, (Q1) 3,255, (Q2) 3,259, (Q3) 3,267, (Q4) 2,530

6. Overseas Travel Destination Interest(% `Increased')

Q. My desire to go to 'OOO' became ... compared to before.

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

['% Increased' = '% Increased a lot(1)' + '% Increased a little(2)']

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Western/Northern Europe		43.1	38.5	40.4	37.9	38.3	37.1	-4.6
Oceania		43.2	38.1	38.1	39.0	39.2	35.5	-5.1
Southern Europe		40.7	37.9	37.5	38.7	38.1	37.2	-2.8
Japan		37.6	35.8	37.9	33.1	35.1	37.4	-1.8
Eastern Europe		36.4	34.0	34.0	33.1	34.8	34.4	-2.4
United States/Canada		35.9	30.2	31.4	29.6	31.5	27.6	-5.7
Southeast Asia		36.6	28.8	32.0	29.8	29.8	22.2	-7.8
Hongkong/Macao		23.7	23.5	24.4	22.7	24.1	22.6	-0.2
Latin America		14.8	13.5	13.1	13.4	14.1	13.3	-1.3
China		9.0	12.6	12.9	11.5	12.1	14.0	3.6
Central/Southwest Asia		11.8	12.2	11.7	12.3	12.8	11.8	0.4
Africa		8.1	7.2	6.8	7.0	7.5	7.5	-0.9

* Number of cases: (2024) 13,216, (2025) 12,189, (Q1) 3,245, (Q2) 3,241, (Q3) 3,233, (Q4) 2,470

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

Q. If you plan to travel domestically in the future, how do you think obtaining information from 'OOO' will be compared to before?

[It will increase(1), It will be similar(2), It will decrease(3)]

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
YouTube		35.4	35.0	33.9	35.3	35.5	35.4	-0.4
Social media		25.6	25.2	24.3	25.7	25.7	24.7	-0.4
Blogs		22.1	20.2	19.2	20.9	20.4	20.1	-1.9
Recommendation/ Word of mouth		20.2	19.4	18.9	19.6	19.3	20.0	-0.8
Professional travel information sites/app		18.9	16.2	16.1	16.4	16.0	16.3	-2.7
Online community/Cafe		17.1	15.9	15.6	16.1	16.2	15.7	-1.2
Official website of the travel destination		13.0	11.7	11.0	11.8	12.5	11.6	-1.3
TV		13.4	11.7	10.5	11.6	12.8	12.1	-1.7
Travel service/package purchased channel		8.3	7.0	7.1	7.2	6.5	7.3	-1.3

* Number of cases: (2024) 12,435, (2025) 11,439, (Q1) 3,046, (Q2) 3,021, (Q3) 3,030, (Q4) 2,343

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

Q. If you plan to travel abroad in the future, how do you think obtaining information from 'OOO' will be compared to before?

[It will increase(1), It will be similar(2), It will decrease(3)]

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
YouTube		40.8	39.8	39.0	39.4	42.6	37.8	-1.0
Social media		26.3	25.3	25.8	24.5	25.6	25.5	-1.0
Professional travel information sites/app		26.7	22.9	22.7	23.6	23.3	21.6	-3.8
Blogs		24.7	22.2	20.9	23.2	23.5	20.9	-2.5
Online community/cafe		23.4	21.2	20.7	21.1	22.1	21.0	-2.2
Recommendation/ Word of mouth		20.4	19.2	18.4	20.0	19.6	18.6	-1.2
TV		16.2	13.8	12.6	15.1	14.1	13.4	-2.4
Travel service/package purchased channel		15.6	13.4	12.5	14.1	13.5	13.5	-2.2
Official website of the travel destination		14.2	11.7	10.7	11.9	12.1	12.2	-2.5

* Number of cases: (2024) 8,248, (2025) 8,140, (Q1) 2,155, (Q2) 2,160, (Q3) 2,176, (Q4) 1,649

Part III

Domestic Travel Behavior

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

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

Time Category		2024 (A)	2025 (B)	2025				(Total) Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		66.5	64.4	61.9	64.2	66.1	65.9	-2.1
Sex	Male	66.6	64.6	62.7	64.5	65.7	65.7	-2.0
	Female	66.3	64.3	61.0	64.0	66.5	66.0	-2.0
Age	20s	61.7	60.1	60.2	57.3	60.6	63.1	-1.6
	30s	69.2	64.2	62.8	64.3	66.2	63.2	-5.0
	40s	70.8	68.6	67.0	68.0	71.5	67.5	-2.2
	50s	66.4	64.6	61.7	65.9	64.7	66.8	-1.8
	60s or above	63.6	63.6	57.5	63.9	66.4	67.5	0.0
Sex BY Age	Male/20s	59.1	57.4	59.0	54.9	56.6	59.8	-1.7
	Male/30s	68.1	64.5	64.8	65.0	65.4	62.1	-3.6
	Male/40s	72.0	70.0	67.8	69.3	72.3	70.7	-2.0
	Male/50s	66.8	64.2	61.8	65.4	64.9	65.0	-2.6
	Male/ 60s or above	65.7	65.4	59.8	65.7	67.6	69.5	-0.3
	Female/20s	64.6	63.0	61.5	59.8	64.8	66.6	-1.6
	Female/30s	70.3	63.9	60.6	63.6	67.1	64.4	-6.4
	Female/40s	69.6	67.1	66.1	66.6	70.8	64.2	-2.5
	Female/50s	65.9	65.1	61.6	66.5	64.5	68.7	-0.8
	Female/ 60s or above	61.6	61.9	55.3	62.1	65.2	65.7	0.3
Average Monthly Household Income	below KRW 3 Million	59.1	61.1	60.4	63.6	59.9	60.2	2.0
	KRW 3 Mil to 5 Mil	66.1	65.1	61.1	65.2	67.2	67.4	-1.0
	KRW 5 Mil to 7 Mil	69.4	69.1	65.5	70.1	70.2	71.4	-0.3
	KRW 7 Mil or above	70.8	69.9	65.9	70.4	71.4	72.6	-0.9

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

2. Travel Frequency(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Experience ('Yes')	66.5	64.4	61.9	64.2	66.1	65.9	-2.1
1 time	56.0	59.2	61.3	58.6	58.3	58.7	3.2
2 times	28.2	26.8	25.8	27.1	27.6	26.8	-1.4
More than 3 times	15.8	13.9	12.9	14.3	14.1	14.5	-1.9
Average [unit: times]	1.60	1.55	1.52	1.56	1.56	1.56	-0.10

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

** Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

3. Travel Destination(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	20.8	20.8	20.7	19.5	22.2	20.4	0.0
Gyeonggi	8.8	8.5	8.9	8.5	7.9	8.7	-0.3
Gyeongbuk	8.0	8.5	8.1	8.2	9.1	8.5	0.5
Jeonnam	8.1	8.1	7.6	8.9	7.5	8.5	0.0
Busan	8.2	8.1	8.6	7.7	8.0	7.9	-0.1
Jeju	8.0	7.2	7.8	7.1	6.8	7.3	-0.8
Gyeongnam	6.8	6.7	6.7	6.9	6.6	6.4	-0.1
Seoul	6.4	6.5	7.7	6.4	5.8	5.9	0.1
Chungnam	6.1	6.1	5.1	6.5	6.2	6.7	0.0
Jeonbuk	4.7	5.0	4.4	5.9	5.1	4.5	0.3
Chungbuk	4.1	3.7	3.4	3.4	3.9	4.2	-0.4
Incheon	3.1	3.5	3.4	3.3	3.8	3.7	0.4
Daejeon	2.1	2.5	2.6	2.6	2.3	2.4	0.4
Daegu	2.5	2.3	2.5	2.7	2.0	2.2	-0.2
Ulsan	1.4	1.5	1.5	1.3	1.6	1.6	0.1
Gwangju	1.0	1.1	1.2	1.1	1.0	1.2	0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 nights	49.5	49.5	50.1	51.7	46.6	49.8	0.0
2 nights	28.3	28.9	27.5	28.3	31.2	28.5	0.6
3 nights	11.5	11.1	11.4	10.6	11.7	10.6	-0.4
4 nights	4.2	4.6	5.1	4.0	4.6	4.8	0.4
5 nights	1.6	1.5	1.7	1.2	1.5	1.4	-0.1
6 or more nights	3.7	3.3	3.1	2.9	3.4	4.0	-0.4
Average [unit: nights]	2.01	1.98	1.97	1.91	2.01	2.02	-0.03

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

5. Vacation(Annual Leave) Use(%)

Q. Did you use vacation(annual leave) for traveling to 'OOO'?

Please select the number of days used.

(Office workers experienced in domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I did not use my annual leave	51.1	56.2	54.0	60.8	52.7	57.7	5.1
I used my annual leave	48.9	43.8	46.0	39.2	47.3	42.3	-5.1
Used 1 day	26.8	24.0	25.5	23.4	23.6	23.4	-2.8
Used 2 days	13.5	12.3	13.1	10.1	14.0	12.0	-1.2
Used 3 days	5.3	4.8	4.6	4.3	5.8	4.4	-0.5
Used 4 days	1.6	1.5	1.5	1.0	2.1	1.3	-0.1
Used 5 days	1.0	0.6	0.8	0.2	1.0	0.5	-0.4
Used 6 days	0.2	0.2	0.2	0.1	0.2	0.3	0.0
Used 7 or more days	0.5	0.4	0.4	0.2	0.6	0.4	-0.1

* Number of cases: (2024) 10,447, (2025) 9,484, (Q1) 2,415, (Q2) 2,489, (Q3) 2,611, (Q4) 1,970

6. Number of Companions(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	9.0	9.5	9.8	9.8	8.7	9.7	0.5
2 people	36.5	37.1	37.4	37.6	36.7	36.8	0.6
3 people	16.2	16.2	16.5	16.0	16.1	16.2	0.0
4 people	18.3	18.3	19.6	17.7	18.4	17.5	0.0
5 or more people	16.9	15.8	14.3	15.6	16.8	16.6	-1.1
Don't know	3.0	3.1	2.5	3.3	3.3	3.3	0.1
Average [unit: people]	3.23	3.17	3.12	3.14	3.22	3.20	-0.06

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

7. Companion(% Multiple Answers)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	41.4	41.7	41.6	40.5	43.0	41.8	0.3
Spouse	34.7	36.9	36.1	35.8	38.6	37.2	2.2
Friends	19.4	18.3	18.1	18.3	18.9	17.5	-1.1
Alone	8.9	9.4	9.8	9.8	8.6	9.5	0.5
Significant other	9.1	9.1	9.5	9.2	9.0	8.9	0.0
Co-worker	3.2	3.1	2.7	3.6	2.8	3.4	-0.1
Pet	0.6	0.7	0.7	0.6	0.9	0.8	0.1
Others	1.4	1.3	1.0	1.4	1.5	1.4	-0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

8. Travel Type(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	94.7	94.1	94.8	93.6	94.3	93.4	-0.6
Group package travel	2.3	2.9	2.4	3.0	2.8	3.2	0.6
Airplane+hotel or Airplane+rental car+hotel package travel	3.0	3.1	2.8	3.4	2.9	3.4	0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	19.0	19.1	18.6	19.4	18.2	20.4	0.1
Applicable travel period/schedule	16.4	15.9	16.2	15.5	16.4	15.4	-0.5
Short travel distance	11.1	11.0	11.1	10.8	10.9	11.1	-0.1
Acquaintance's recommendation	10.0	9.8	10.3	10.0	9.1	9.9	-0.2
Many different kinds of food	8.1	8.8	9.7	8.9	8.1	8.5	0.7
Reasonable travel expenses	7.3	7.7	7.9	8.1	7.5	7.3	0.4
Many things to do	6.5	6.2	5.9	6.2	7.1	5.5	-0.3
Convenient transportation in destination	4.1	3.8	3.8	3.6	3.7	3.9	-0.3
Much to shop for	1.0	1.2	1.1	1.2	1.2	1.2	0.2
Low market price	0.8	0.9	0.7	1.0	1.0	0.8	0.1
Safe place to travel	0.5	0.6	0.5	0.7	0.7	0.7	0.1
Others	8.4	8.3	8.0	8.5	8.7	8.1	-0.1
I was not the decision-maker	6.8	6.7	6.4	6.0	7.4	7.1	-0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

10. Main Travel Activities(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	22.9	21.5	19.7	21.1	22.5	22.8	-1.4
To relax	20.2	19.6	20.3	18.5	20.5	18.8	-0.6
To enjoy good food and drink	15.4	16.8	18.3	16.7	15.6	16.5	1.4
To visit family, relatives, and friends, etc.	15.6	16.1	16.7	16.9	14.8	15.8	0.5
To enjoy theme park, hot spring, etc.	6.6	6.0	6.3	5.5	7.0	4.9	-0.6
To appreciate historic sites and remains	4.1	4.8	4.4	5.0	4.4	5.8	0.7
To do sports/hobbies	4.2	4.1	3.5	4.5	4.4	4.1	-0.1
To appreciate culture-arts	2.7	2.9	3.4	2.8	2.7	2.4	0.2
To visit festivals or events	2.7	2.8	2.4	3.1	2.5	3.2	0.1
To enjoy city landscapes	2.8	2.7	2.5	3.2	2.1	3.0	-0.1
Shopping	1.6	1.8	1.8	1.7	1.7	1.9	0.2
Others	1.2	1.1	0.8	0.9	1.8	0.8	-0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

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

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

(Those who engaged hobbies or sports during their travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	35.3	35.5	38.4	35.2	32.7	36.2	0.2
Fishing	20.6	23.0	18.9	22.7	21.4	29.6	2.4
Water sports	18.4	20.0	13.7	15.8	32.4	16.1	1.6
Golf	18.5	17.7	13.0	19.3	18.8	19.2	-0.8
Winter sports	8.3	7.4	16.9	5.6	5.1	2.8	-0.9
Others	16.0	14.1	14.0	17.4	11.3	13.6	-1.9

* Number of cases: (2024) 1,627, (2025) 1,345, (Q1) 307, (Q2) 378, (Q3) 373, (Q4) 287

12. Transportation to Destination(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	72.2	72.6	71.7	71.4	73.8	73.7	0.4
Train	10.7	10.6	10.8	11.5	10.1	9.6	-0.1
Airplane	6.9	6.2	6.7	6.0	5.9	6.1	-0.7
Express/intercity bus	5.7	5.9	6.6	6.3	5.5	4.9	0.2
Charter/tour bus	1.8	1.8	1.5	2.2	1.3	2.6	0.0
Walked/bicycle	0.7	0.7	0.8	0.5	0.7	0.9	0.0
Ferry	0.5	0.7	0.4	0.8	0.8	0.8	0.2
Other	1.6	1.5	1.6	1.3	1.7	1.4	-0.1

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

13. Transportation in the Destination Area(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	77.2	77.2	76.7	76.0	79.1	77.0	0.0
Subway(metro)	7.2	7.4	7.9	7.4	7.0	7.2	0.2
Taxi	5.1	4.9	5.2	4.9	4.8	4.5	-0.2
Walked/bicycle	3.2	3.1	3.1	3.3	2.7	3.4	-0.1
Express/intercity bus	2.6	2.7	2.9	3.1	2.4	2.2	0.1
Charter/tour bus	2.1	2.4	1.7	2.7	2.1	3.3	0.3
Train	1.0	0.9	1.0	1.0	0.7	0.9	-0.1
Other	1.6	1.4	1.5	1.5	1.3	1.4	-0.2

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

14. Accommodation(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hotel	29.2	29.9	31.2	29.1	29.4	30.2	0.7
Hotel (Luxury, 4~5 stars)	14.4	14.2	14.9	13.7	14.3	13.9	-0.2
Hotel (1~3 stars)	14.8	15.7	16.3	15.4	15.0	16.3	0.9
Vacation rental (Pension)	18.6	18.4	17.0	18.8	19.2	18.6	-0.2
Friend's/family house	16.6	17.5	17.9	18.4	16.5	17.1	0.9
Motel/Inn	10.2	10.2	10.2	10.8	9.7	9.9	0.0
Condominium	9.1	8.0	8.8	7.5	8.4	7.1	-1.1
Guesthouse	5.5	5.5	5.9	5.1	5.5	5.5	0.0
Camping	4.4	4.3	2.8	4.6	4.9	4.8	-0.1
Youth hostel	1.5	1.7	1.7	1.4	1.6	2.0	0.2
Other	4.9	4.5	4.5	4.3	4.7	4.8	-0.4

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

15. Criteria for Choosing Accommodation(%)

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

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Accommodation Cost	20.6	21.8	22.2	22.0	21.9	21.1	1.2
Distance to the tourist attraction, proximity	16.2	16.5	15.7	16.9	16.5	17.1	0.3
Surroundings/Scenery of accommodation facilities	14.0	13.7	13.3	14.0	13.4	14.1	-0.3
Cleanliness/Hygiene	11.7	11.8	12.5	11.7	11.6	11.3	0.1
Room Interior and amenities	9.1	9.0	9.0	8.9	9.0	9.2	-0.1
Facilities within accommodation	7.8	7.6	7.4	7.3	8.2	7.3	-0.2
Recommended by others	6.4	6.1	6.1	6.2	5.5	6.5	-0.3
Transportation/road conditions	4.3	4.2	4.5	4.4	3.6	4.1	-0.1
Online reputation/Blog reviews	4.3	4.0	3.9	4.1	4.1	3.7	-0.3
Safety/security	1.1	1.2	1.2	1.1	1.3	1.2	0.1
Staff service/friendliness	0.9	1.0	1.1	0.7	1.2	0.9	0.1
Other	3.5	3.2	3.0	2.7	3.7	3.4	-0.3

* Number of cases: (2024) 14,696, (2025) 13,025, (Q1) 3,300, (Q2) 3,406, (Q3) 3,589, (Q4) 2,731

16. Criteria for Choosing Restaurant/Food(%)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Local specialty cuisine	28.1	28.8	28.5	29.1	29.0	28.6	0.7
Information/reputation online	22.3	21.0	21.8	20.9	21.5	19.7	-1.3
Recommended by others	18.7	18.8	18.4	19.5	18.8	18.4	0.1
Proximity to tourist attraction	15.0	15.1	15.0	14.4	15.5	15.7	0.1
Price	4.7	4.9	5.4	4.9	4.5	4.9	0.2
Transportation/road status	4.9	4.7	4.3	4.9	4.4	5.5	-0.2
Restaurant interior and atmosphere	3.9	4.1	4.1	4.0	3.8	4.5	0.2
Other reasons	2.5	2.5	2.5	2.4	2.4	2.6	0.0

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Time Category		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
D e s t i n a t i o n	Word of mouth	41.7	41.1	40.8	42.2	40.6	40.8	-0.6
	Blogs	29.1	27.9	27.8	28.9	28.0	26.7	-1.2
	YouTube	20.9	22.4	22.2	21.9	23.2	22.5	1.5
	Social media	21.0	21.4	21.7	21.3	21.0	21.7	0.4
	Online community/cafe	14.8	15.4	14.9	15.3	15.6	16.0	0.6
	Professional travel information sites/app	11.2	10.7	10.7	11.2	10.5	10.2	-0.5
	Official website of the travel destination	9.4	9.6	9.5	9.2	9.8	10.0	0.2
	TV	6.7	7.2	6.7	7.3	7.7	7.0	0.5
	Travel service/package purchased channel	6.7	7.0	7.7	6.5	7.1	6.9	0.3
	Other	11.5	11.1	11.2	10.8	10.7	12.1	-0.4
	I don't know	2.3	2.5	2.3	2.3	2.8	2.3	0.2
T r a n s p o r t a t i o n	Word of mouth	32.4	32.4	31.7	32.4	33.0	32.6	0.0
	Blogs	20.9	19.8	20.0	20.1	19.9	19.2	-1.1
	YouTube	13.9	15.6	15.2	15.1	16.5	15.6	1.7
	Social media	11.8	12.5	12.5	12.6	12.5	12.3	0.7
	Professional travel information sites/app	11.6	11.0	10.7	11.7	10.5	11.3	-0.6
	Online community/cafe	10.9	10.7	11.0	10.8	10.9	10.1	-0.2
	Official website of the travel destination	8.9	9.1	8.6	9.4	9.3	9.0	0.2
	Travel service/package purchased channel	6.7	7.2	7.6	7.0	6.8	7.4	0.5
	TV	5.4	5.4	4.5	6.0	5.6	5.5	0.0
	Other	22.5	22.2	22.1	22.4	22.6	21.4	-0.3
	I don't know	5.5	5.8	5.9	5.3	5.8	6.5	0.3
A c c o m m o d a t i o n	Word of mouth	32.2	31.7	31.2	32.1	31.9	31.3	-0.5
	Blogs	21.7	21.7	21.8	21.8	22.4	20.6	0.0
	Travel service/package purchased channel	20.8	21.1	20.8	20.7	21.4	21.6	0.3
	Professional travel information sites/app	15.2	15.2	15.5	15.5	14.6	15.1	0.0
	YouTube	11.3	12.9	12.5	12.6	13.7	12.9	1.6
	Online community/cafe	12.3	12.7	13.4	12.9	12.5	12.0	0.4
	Social media	12.1	12.7	13.5	12.4	12.6	12.1	0.6
	Official website of the travel destination	9.1	8.9	8.9	8.9	8.4	9.5	-0.2
	TV	3.9	4.2	3.6	4.4	4.7	4.0	0.3
	Other	13.5	12.8	12.1	13.3	13.0	12.6	-0.7
	I don't know	2.4	2.6	2.5	2.2	3.1	2.6	0.2

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blogs	38.0	36.9	37.0	37.2	38.2	34.9	-1.1
	Word of mouth	36.1	36.4	35.3	37.1	36.0	37.4	0.3
	Social media	23.4	23.3	23.8	22.4	23.6	23.3	-0.1
	YouTube	19.4	21.8	21.6	21.2	22.6	21.7	2.4
	Online community/cafe	18.5	18.4	18.3	19.0	18.4	17.9	-0.1
	Professional travel information sites/app	11.5	11.0	11.2	11.1	11.1	10.6	-0.5
	Official website of the travel destination	8.3	8.3	8.3	8.6	7.9	8.4	0.0
	TV	6.4	7.2	6.5	7.9	7.4	7.0	0.8
	Travel service/package purchased channel	4.7	5.4	4.9	5.5	5.2	5.8	0.7
	Other	10.7	9.9	9.6	10.2	10.0	9.7	-0.8
	I don't know	1.8	2.1	1.7	2.0	2.6	2.4	0.3
Activities	Word of mouth	29.3	28.7	27.6	29.1	28.9	29.4	-0.6
	Blogs	29.6	28.2	28.2	29.3	28.3	26.6	-1.4
	YouTube	18.4	20.4	19.8	20.4	20.3	21.1	2.0
	Social media	17.6	18.0	18.7	17.1	18.3	18.0	0.4
	Online community/cafe	14.7	15.3	15.5	14.9	14.9	15.8	0.6
	Professional travel information sites/app	12.2	12.1	12.9	12.4	10.7	12.5	-0.1
	Official website of the travel destination	10.9	10.6	10.3	10.5	10.8	11.1	-0.3
	Travel service/package purchased channel	6.5	7.3	7.0	7.1	7.3	7.8	0.8
	TV	6.8	7.1	6.5	7.2	7.6	6.9	0.3
	Other	12.1	11.6	11.3	11.3	12.2	11.5	-0.5
	I don't know	10.2	10.7	10.5	10.5	11.2	10.7	0.5
Tourist Attraction	Blogs	40.5	38.6	39.0	39.5	39.1	36.6	-1.9
	Word of mouth	32.9	33.1	32.2	33.2	33.1	34.3	0.2
	YouTube	25.3	27.7	26.9	27.5	28.5	28.0	2.4
	Social media	24.2	24.9	25.7	24.4	24.8	24.5	0.7
	Online community/cafe	20.7	20.5	20.6	20.6	20.0	20.9	-0.2
	Professional travel information sites/app	16.2	15.8	16.2	15.7	15.5	15.8	-0.4
	Official website of the travel destination	15.5	15.0	14.8	14.7	15.3	15.3	-0.5
	TV	8.5	9.2	8.6	9.0	9.9	9.4	0.7
	Travel service/package purchased channel	7.1	7.9	8.0	7.5	7.6	8.4	0.8
	Other	8.0	7.7	7.4	7.9	7.8	7.6	-0.3
	I don't know	2.7	3.0	2.9	2.5	3.3	3.3	0.3

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

18. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Accommodation	47.7	47.1	47.9	46.1	47.7	46.6	-0.6
Activities/ticket/tour product	20.5	19.9	20.0	19.8	20.6	19.1	-0.6
Train	8.7	8.6	8.9	9.7	8.0	7.8	-0.1
Rental car	6.4	6.2	6.5	6.4	6.0	5.6	-0.2
Package	5.3	5.9	5.2	6.4	5.7	6.6	0.6
Express/intercity bus	6.1	5.8	6.4	6.6	5.3	4.7	-0.3
Flights	6.0	5.6	6.1	5.6	5.3	5.4	-0.4
None	18.8	19.4	18.4	18.5	19.7	21.5	0.6

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

19. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each travel product for your travels to '000'?
If you used more than one channel, please answer based on where you purchased most.

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
A c c o m m o d a t i o n	Tour prouduct specialized web/app	44.8	48.9	47.9	48.9	49.1	50.0	4.1
	Direct from lodging vendors	36.0	33.9	34.8	33.8	32.9	34.0	-2.1
	Social commerce	5.4	3.8	3.9	4.1	4.0	2.8	-1.6
	Open market	3.9	3.4	3.7	4.3	2.7	2.9	-0.5
	Travel agency	2.1	2.4	2.3	2.2	2.6	2.6	0.3
	TV Homeshopping	0.8	0.8	0.8	0.9	0.9	0.7	0.0
	Others/Don't Know	7.1	6.8	6.5	5.8	7.7	7.0	-0.3

* Number of cases: (2024) 8,406, (2025) 7,437, (Q1) 1,926, (Q2) 1,925, (Q3) 2,051, (Q4) 1,535

A c t i v i t i e s	Direct from vendors	36.2	38.5	36.9	41.0	36.5	40.1	2.3
	Tour prouduct specialized web/app	24.9	27.3	29.7	24.2	28.2	26.9	2.4
	Social commerce	16.0	10.2	9.9	9.7	11.4	9.7	-5.8
	Open market	9.0	9.2	10.6	8.1	8.3	10.0	0.2
	Travel agency	1.8	2.4	3.2	1.9	1.9	2.4	0.6
	TV homeshopping	0.8	1.0	0.5	0.7	1.6	1.3	0.2
	Others/Don't Know	11.4	11.5	9.2	14.3	12.1	9.7	0.1

* Number of cases: (2024) 3,614, (2025) 3,145, (Q1) 805, (Q2) 827, (Q3) 884, (Q4) 629

R e n t a l c a r	Car Rental Agency	56.8	59.1	58.9	56.4	61.5	60.1	2.3
	Tour prouduct specialized web/app	16.0	17.0	17.1	18.8	14.0	18.3	1.0
	Social Commerce	6.6	5.6	6.1	7.1	4.3	4.9	-1.0
	Travel agency	4.3	4.7	3.8	5.6	4.7	4.9	0.4
	Open market	4.7	4.6	6.8	5.2	4.3	1.1	-0.1
	Others/Don't Know	11.6	8.9	7.2	6.8	11.3	10.8	-2.7

* Number of cases: (2024) 1,122, (2025) 973, (Q1) 263, (Q2) 266, (Q3) 258, (Q4) 185

F l i g h t s	Airline	55.7	56.4	56.4	57.6	55.2	56.3	0.7
	Tour prouduct specialized web/app	23.4	25.4	26.0	22.5	24.9	29.2	2.0
	Travel agency	9.5	8.0	7.8	8.3	8.4	7.3	-1.5
	Open market	4.0	4.0	3.7	6.5	2.6	2.8	0.0
	Social commerce	4.7	2.8	2.4	3.1	4.4	1.1	-1.9
	TV homeshopping	0.7	1.0	1.2	0.4	1.8	0.6	0.3
	Others/Don't Know	2.1	2.4	2.4	1.7	2.7	2.8	0.3

* Number of cases: (2024) 1,053, (2025) 883, (Q1) 244, (Q2) 232, (Q3) 228, (Q4) 179

19. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Package	Tour product	25.1	28.5	30.6	27.5	24.8	31.8	3.4
	specialized web/app	21.8	20.8	22.5	21.0	20.0	19.8	-1.0
	Travel agency	11.8	10.9	11.5	10.9	11.4	9.7	-0.9
	Social commerce	9.4	9.9	8.6	10.1	11.4	9.2	0.5
	Open market	9.3	9.0	8.1	8.7	13.1	5.6	-0.3
	TV homeshopping	22.6	20.9	18.6	21.8	19.2	24.0	-1.7
	Others/Don't Know							

* Number of cases: (2024) 933, (2025) 937, (Q1) 209, (Q2) 266, (Q3) 245, (Q4) 217

20. Reserving/Purchasing Channel (Change from 2024 to 2025, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Accommodation	Activities	Rental car	Flights	Package
Channel	Direct from vendors	-2.1	2.3	2.4	0.7	-
	Tour product	4.1	2.4	1.0	2.0	3.4
	specialized web/app	-1.6	-5.8	-0.9	-1.5	-0.9
	Social commerce	-0.5	0.2	-0.1	-1.8	0.5
	Open market	0.4	0.6	0.5	0.0	-1.0
	Travel agency	0.1	0.2	-	0.4	-0.3
	TV homeshopping	-0.3	0.0	-2.8	0.3	-1.7
	Others/Don't Know					

* Number of cases: Accommodation (2024) 8,406, (2025) 7,437; Activities (2024) 3,614, (2025) 3,145;
Rental car (2024) 1,122, (2025) 973; Flights (2024) 1,053, (2025) 883;
Package (2024) 933, (2025) 937

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Accommodation	Mobile internet	68.3	70.2	69.8	71.2	69.7	70.2	1.9
	PC internet	15.2	14.2	15.3	14.0	13.3	14.4	-1.0
	Phone	9.9	9.5	8.2	9.4	10.3	10.0	-0.4
	Visit/direct purchase	4.5	4.3	4.7	4.2	4.8	3.3	-0.2
	Others/Don't know	2.1	1.8	2.0	1.2	1.8	2.1	-0.3

* Number of cases: (2024) 8,406, (2025) 7,437, (Q1) 1,926, (Q2) 1,925, (Q3) 2,051, (Q4) 1,535

Activities	Mobile internet	59.8	57.9	61.7	53.3	60.1	56.3	-1.9
	Visit/direct purchase	28.8	31.3	28.9	35.7	28.5	32.3	2.5
	PC internet	8.0	7.3	6.9	7.0	7.4	7.9	-0.7
	Phone	1.4	1.6	1.0	1.7	1.8	2.1	0.2
	Others/Don't know	1.9	1.8	1.4	2.3	2.2	1.4	-0.1

* Number of cases: (2024) 3,614, (2025) 3,145, (Q1) 805, (Q2) 827, (Q3) 884, (Q4) 629

Train	Mobile internet	88.0	89.3	88.0	88.4	91.0	90.3	1.3
	PC internet	7.1	5.9	6.7	5.7	5.5	5.8	-1.2
	Visit/direct purchase	3.9	3.6	4.2	4.2	2.9	2.7	-0.3
	Phone	0.6	1.2	1.1	1.7	0.6	1.2	0.6
	Others/Don't know	0.5	0.0	0.0	0.0	0.0	0.0	-0.5

* Number of cases: (2024) 1,363, (2025) 1,363, (Q1) 358, (Q2) 406, (Q3) 343, (Q4) 257

Rental car	Mobile Internet	67.9	70.1	74.1	71.8	67.6	65.3	2.2
	PC Internet	18.5	15.9	13.3	14.7	17.1	19.5	-2.6
	Phone	5.5	6.1	6.9	5.7	5.1	7.1	0.6
	Visit/direct purchase	5.6	5.9	4.2	5.6	7.8	6.0	0.3
	Others/Don't know	2.5	2.1	1.5	2.2	2.3	2.2	-0.4

* Number of cases: (2024) 1,122, (2025) 973, (Q1) 263, (Q2) 266, (Q3) 258, (Q4) 185

Flights	Mobile internet	74.7	77.0	77.7	78.8	73.6	78.1	2.3
	PC internet	22.3	19.7	19.8	17.3	22.9	18.6	-2.6
	Phone	2.2	0.6	0.4	0.4	0.9	0.6	-1.6
	Visit/direct purchase	0.6	1.7	1.7	2.2	1.8	1.1	1.1
	Others/Don't know	0.2	1.0	0.4	1.3	0.9	1.7	0.8

* Number of cases: (2024) 1,053, (2025) 883, (Q1) 244, (Q2) 232, (Q3) 228, (Q4) 179

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
B u s	Mobile internet	74.5	77.2	78.7	73.7	79.2	78.2	2.7
	Visit/direct purchase	16.6	14.6	16.6	15.5	12.8	12.2	-2.0
	PC internet	7.2	6.4	3.1	8.6	6.6	7.7	-0.8
	Phone	1.3	1.0	0.8	1.1	0.4	1.9	-0.3
	Others/Don't know	0.5	0.8	0.8	1.1	0.9	0.0	0.3
P a c k a g e	Mobile internet	51.1	52.5	57.4	51.5	46.8	55.2	1.4
	PC internet	18.4	18.4	16.8	18.0	22.1	16.1	0.0
	Phone	12.1	10.4	10.5	12.0	10.6	7.8	-1.7
	Visit/direct purchase	5.5	4.8	3.8	5.2	4.9	5.1	-0.7
	Others/Don't know	12.9	14.0	11.5	13.2	15.5	15.7	1.1

* Number of cases: (2024) 1,077, (2025) 918, (Q1) 259, (Q2) 277, (Q3) 226, (Q4) 156

* Number of cases: (2024) 933, (2025) 937, (Q1) 209, (Q2) 266, (Q3) 245, (Q4) 217

22. Reserving/Purchasing Method (Change from 2024 to 2025, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Accommodation	Activities	Train	Rental car	Flights	Bus	Package
M e t h o d	Mobile internet	1.9	-1.8	1.3	2.2	2.3	2.8	1.4
	PC internet	-0.9	-0.7	-1.1	-2.6	-2.6	-0.7	-0.1
	Visit/direct purchase	-0.2	2.5	-0.3	0.3	1.1	-2.0	-0.7
	Phone	-0.4	0.2	0.6	0.6	-1.6	-0.3	-1.8
	Others/Don't know	-0.3	-0.1	-0.5	-0.4	0.8	0.3	1.1

* Number of cases: Accommodation (2024) 8,406, (2025) 7,437; Activities (2024) 3,614, (2025) 3,145; Train (2024) 1,530, (2025) 1,363; Rental car (2024) 1,122, (2025) 973; Flights (2024) 1,053; (2025) 883; Bus (2024) 1,077, (2025) 918; Package (2024) 933, (2025) 937

23. Total Travel Spending(per person, %)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 100,000 won	8.3	8.0	8.6	8.6	6.7	7.9	-0.3
Between 100,000 & 200,000 won	29.8	28.1	28.8	29.1	27.9	26.5	-1.7
Between 200,000 & 300,000 won	19.6	20.7	20.8	20.9	21.4	19.3	1.1
Between 300,000 & 400,000 won	11.8	11.9	12.0	11.4	12.0	12.4	0.1
More than 400,000 won	13.9	13.2	12.7	12.7	13.4	14.3	-0.7
Don't Know	16.7	18.1	17.1	17.4	18.6	19.6	1.4
Average [unit: 10,000 won]	23.24	23.33	22.98	22.60	23.81	24.11	0.09
Total travel cost per night	11.56	11.81	11.67	11.83	11.83	11.94	0.25
Total travel cost per a whole day	7.72	7.84	7.74	7.76	7.90	7.98	0.12

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

24. Travel Expenses by Category(%)

Q. You responded that you spent 000 won per person for the '000' trip mentioned earlier.
Please enter the estimated expenses for each item.

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

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Pro- portion (%)	Food and beverage expenses	35.1	35.7	35.5	36.0	35.5	35.5	0.6
	Accommodation expenses	27.9	27.6	27.5	26.7	28.4	27.9	-0.3
	Transportation expenses	19.3	19.1	19.3	19.5	18.8	18.9	-0.2
	Entertainment/ cultural/sports expenses	8.7	8.4	8.4	8.3	8.5	8.3	-0.3
	Shopping expenses	6.2	6.4	6.4	6.7	6.0	6.7	0.2
	Other expenses	2.8	2.8	2.9	2.9	2.7	2.7	0.0
Average [Unit: 10,000 won]	Food and beverage expenses	7.68	7.82	7.72	7.66	7.88	8.06	0.14
	Accommodation expenses	6.27	6.22	6.02	5.89	6.58	6.42	-0.05
	Transportation expenses	4.50	4.43	4.41	4.30	4.46	4.60	-0.07
	Entertainment/ cultural/sports expenses	2.19	2.13	2.01	2.04	2.24	2.27	-0.06
	Shopping expenses	1.62	1.69	1.71	1.70	1.62	1.73	0.07
	Other expenses	0.74	0.75	0.79	0.76	0.73	0.71	0.01

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

25. Food and Beverage Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	4.8	4.4	4.6	4.8	4.3	3.6	-0.4
Between 10,000 & 30,000 won	11.1	10.5	11.1	11.1	9.7	10.3	-0.6
Between 30,000 & 50,000 won	16.0	15.5	15.3	15.7	14.8	16.3	-0.5
Between 50,000 & 70,000 won	23.3	23.2	23.9	22.7	23.2	22.9	-0.1
Between 70,000 & 100,000 won	10.5	10.7	10.3	10.8	11.4	10.1	0.2
More than 100,000 won	34.3	35.7	34.9	34.9	36.6	36.7	1.4
Average [Unit: 10,000 won]	7.68	7.82	7.72	7.66	7.88	8.06	0.14

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

26. Accommodation Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	6.7	6.0	6.0	6.9	5.8	5.2	-0.7
Between 10,000 & 30,000 won	9.0	8.5	8.7	8.7	8.4	8.4	-0.5
Between 30,000 & 50,000 won	17.0	16.4	16.6	17.8	15.7	15.2	-0.6
Between 50,000 & 70,000 won	23.6	25.5	26.2	25.5	24.7	25.9	1.9
Between 70,000 & 100,000 won	10.2	10.0	10.2	9.0	10.1	10.6	-0.2
More than 100,000 won	33.4	33.5	32.3	32.1	35.3	34.6	0.1
Average [Unit: 10,000 won]	6.27	6.22	6.02	5.89	6.58	6.42	-0.05

* Number of cases: (2024) 12,412, (2025) 10,837, (Q1) 2,790, (Q2) 2,854, (Q3) 2,975, (Q4) 2,217

27. Transportation Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	16.8	16.0	16.4	16.7	15.8	15.0	-0.8
Between 10,000 & 30,000 won	26.8	26.8	26.5	27.0	26.4	27.3	0.0
Between 30,000 & 50,000 won	15.5	15.4	15.6	15.1	16.5	14.2	-0.1
Between 50,000 & 70,000 won	19.7	21.2	21.1	20.3	21.5	22.2	1.5
Between 70,000 & 100,000 won	4.2	4.6	5.0	5.0	3.9	4.3	0.4
More than 100,000 won	17.0	16.0	15.4	15.8	16.0	17.0	-1.0
Average [Unit: 10,000 won]	4.50	4.43	4.41	4.30	4.46	4.60	-0.07

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

28. Entertainment/Cultural/Sports Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	51.3	51.8	51.8	51.7	52.1	51.6	0.5
Between 10,000 & 30,000 won	21.4	21.4	22.0	23.2	19.3	21.0	0.0
Between 30,000 & 50,000 won	8.7	8.3	8.5	7.8	8.8	8.0	-0.4
Between 50,000 & 70,000 won	10.7	10.9	10.6	10.6	11.7	10.9	0.2
Between 70,000 & 100,000 won	1.4	1.1	1.2	1.2	1.3	0.8	-0.3
More than 100,000 won	6.5	6.5	5.9	5.5	6.9	7.7	0.0
Average [Unit: 10,000 won]	2.19	2.13	2.01	2.04	2.24	2.27	-0.06

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

29. Shopping Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	65.7	64.1	64.4	63.4	65.9	62.1	-1.6
Between 10,000 & 30,000 won	13.8	14.2	13.8	15.1	13.5	14.4	0.4
Between 30,000 & 50,000 won	5.6	6.0	5.9	6.2	5.2	6.8	0.4
Between 50,000 & 70,000 won	8.2	9.0	8.8	8.6	9.2	9.4	0.8
Between 70,000 & 100,000 won	1.0	1.0	0.9	1.0	0.8	1.1	0.0
More than 100,000 won	5.7	5.8	6.2	5.8	5.4	6.1	0.1
Average [Unit: 10,000 won]	1.62	1.69	1.71	1.70	1.62	1.73	0.07

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

30. Other Expenses(%)

Q. You mentioned earlier that you spent 000 won per person for the '000' trip.
Please enter the estimated expenses for each item.

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	83.4	83.7	83.6	83.6	84.1	83.7	0.3
Between 10,000 & 30,000 won	7.9	7.9	7.8	8.2	7.5	8.0	0.0
Between 30,000 & 50,000 won	2.5	2.5	2.2	2.6	2.8	2.5	0.0
Between 50,000 & 70,000 won	3.2	3.1	3.4	2.8	3.2	2.9	-0.1
Between 70,000 & 100,000 won	0.7	0.6	0.7	0.6	0.5	0.6	-0.1
More than 100,000 won	2.2	2.2	2.2	2.1	1.9	2.5	0.0
Average [Unit: 10,000 won]	0.74	0.75	0.79	0.76	0.73	0.71	0.01

* Number of cases: (2024) 14,671, (2025) 12,927, (Q1) 3,332, (Q2) 3,450, (Q3) 3,497, (Q4) 2,647

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

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.76	3.76	3.77	3.77	3.75	3.77	0.00
Gangwon	3.87	3.85	3.91	3.85	3.82	3.84	-0.02
Busan	3.87	3.84	3.83	3.77	3.89	3.88	-0.03
Seoul	3.82	3.83	3.83	3.79	3.89	3.80	0.01
Jeonnam	3.80	3.81	3.81	3.79	3.81	3.81	0.01
Jeonbuk	3.76	3.80	3.82	3.79	3.79	3.81	0.04
Daejeon	3.68	3.78	3.70	3.79	3.86	3.76	0.10
Jeju	3.73	3.77	3.77	3.74	3.72	3.85	0.04
Gyeongnam	3.74	3.73	3.70	3.79	3.72	3.74	-0.01
Chungbuk	3.71	3.72	3.72	3.75	3.72	3.72	0.01
Gyeongbuk	3.72	3.72	3.68	3.77	3.72	3.71	0.00
Daegu	3.61	3.67	3.64	3.72	3.64	3.70	0.06
Chungnam	3.62	3.66	3.70	3.69	3.57	3.70	0.04
Gwangju	3.67	3.66	3.82	3.73	3.50	3.56	-0.01
Incheon	3.58	3.66	3.59	3.65	3.62	3.78	0.08
Gyeonggi	3.66	3.64	3.63	3.63	3.64	3.66	-0.02
Ulsan	3.61	3.58	3.75	3.68	3.47	3.44	-0.03

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

** The numerical values in the table represent the average score on a 5-point scale, calculated by converting from 'Very Dissatisfied (1)' to 'Very Satisfied (5)'.

32. Travel Destination Revisit Intent(Out of 5 pt scale)

Q. How willing are you to revisit 'OOO'?

[5 Scale: Very willing to(1) ~ Never willing to(5)]

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.83	3.81	3.82	3.81	3.81	3.82	-0.02
Seoul	3.98	3.93	3.95	3.88	3.98	3.88	-0.05
Busan	3.91	3.91	3.86	3.83	3.99	3.94	0.00
Gangwon	3.96	3.90	3.97	3.88	3.89	3.84	-0.06
Daejeon	3.75	3.86	3.74	3.91	3.95	3.85	0.11
Jeju	3.83	3.85	3.85	3.85	3.77	3.96	0.02
Jeonnam	3.82	3.82	3.81	3.84	3.83	3.80	0.00
Jeonbuk	3.79	3.81	3.81	3.78	3.82	3.87	0.02
Daegu	3.69	3.78	3.75	3.84	3.70	3.82	0.09
Gyeongnam	3.80	3.77	3.70	3.79	3.79	3.82	-0.03
Gwangju	3.82	3.76	3.88	3.77	3.71	3.63	-0.06
Gyeongbuk	3.77	3.75	3.74	3.79	3.71	3.77	-0.02
Chungbuk	3.76	3.72	3.73	3.74	3.70	3.71	-0.04
Gyeonggi	3.74	3.71	3.66	3.69	3.77	3.74	-0.03
Incheon	3.63	3.70	3.62	3.73	3.66	3.82	0.07
Chungnam	3.67	3.67	3.71	3.66	3.62	3.68	0.00
Ulsan	3.65	3.65	3.90	3.71	3.54	3.42	0.00

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

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

33. Intent to Recommend Travel Destination (Out of 5 pt scale)

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

(Those who experienced domestic travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.75	3.75	3.76	3.74	3.73	3.76	0.00
Busan	3.87	3.86	3.84	3.81	3.90	3.87	-0.01
Gangwon	3.89	3.85	3.91	3.85	3.82	3.80	-0.04
Seoul	3.83	3.81	3.86	3.74	3.84	3.80	-0.02
Jeonnam	3.79	3.79	3.81	3.78	3.80	3.77	0.00
Jeonbuk	3.77	3.78	3.78	3.77	3.80	3.78	0.01
Jeju	3.71	3.74	3.75	3.71	3.65	3.86	0.03
Gyeongnam	3.74	3.73	3.64	3.76	3.76	3.76	-0.01
Chungbuk	3.67	3.72	3.73	3.78	3.69	3.71	0.05
Gyeongbuk	3.70	3.70	3.70	3.71	3.67	3.71	0.00
Daejeon	3.61	3.68	3.63	3.72	3.64	3.74	0.07
Daegu	3.59	3.64	3.61	3.68	3.62	3.67	0.05
Gwangju	3.69	3.64	3.65	3.61	3.66	3.63	-0.05
Gyeonggi	3.65	3.61	3.61	3.58	3.60	3.67	-0.04
Incheon	3.54	3.61	3.54	3.61	3.58	3.72	0.07
Chungnam	3.60	3.59	3.60	3.59	3.53	3.65	-0.01
Ulsan	3.58	3.57	3.78	3.53	3.54	3.40	-0.01

* Number of cases: (2024) 17,614, (2025) 15,784, (Q1) 4,021, (Q2) 4,175, (Q3) 4,296, (Q4) 3,293

** The numerical values in the table represent the average score on a 5-point scale, calculated by converting from 'Absolutely do not recommend (1)' to 'Definitely recommend (5)'.

Part IV

Domestic Travel Plan

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

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

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

								(Total)
Category	Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		68.3	65.9	63.2	69.3	67.9	62.5	-2.4
Sex	Male	68.0	65.7	63.9	68.5	66.8	62.8	-2.3
	Female	68.6	66.2	62.4	70.1	69.1	62.2	-2.4
Age	20s	55.7	52.2	51.7	55.4	52.8	48.1	-3.5
	30s	67.3	62.8	59.0	66.3	66.1	59.1	-4.5
	40s	74.0	71.5	68.6	75.4	73.8	67.5	-2.5
	50s	71.9	69.9	66.5	74.2	71.2	66.8	-2.0
	60s or above	69.4	69.0	66.5	70.8	71.6	66.7	-0.4
Sex BY Age	Male/20s	52.2	50.2	51.3	53.8	49.2	45.3	-2.0
	Male/30s	65.1	59.8	57.9	62.8	61.0	56.6	-5.3
	Male/40s	73.4	71.5	70.2	74.0	72.7	68.5	-1.9
	Male/50s	73.6	69.8	65.9	74.8	71.4	66.3	-3.8
	Male/60s or above	72.2	72.7	70.6	72.4	74.9	72.9	0.5
	Female/20s	59.6	54.4	52.1	57.0	56.7	51.2	-5.2
	Female/30s	69.7	66.1	60.1	70.1	71.6	61.9	-3.6
	Female/40s	75.6	71.5	66.9	76.8	74.8	66.5	-4.1
	Female/50s	70.1	69.9	67.1	73.6	71.0	67.3	-0.2
	Female/60s or above	66.6	65.5	62.5	69.3	68.4	60.7	-1.1
Average Monthly Household Income	below KRW 3 Million	61.9	63.6	59.7	68.6	66.4	58.9	1.7
	KRW 3 Mil to 5 Mil	68.8	67.7	64.6	70.9	69.6	65.2	-1.1
	KRW 5 Mil to 7 Mil	72.1	71.6	69.3	74.2	72.8	69.7	-0.5
	KRW 7 Mil or above	73.7	72.1	69.3	75.7	74.2	68.3	-1.6

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

2. Estimated Frequency of Travel(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Plan ('Yes')	68.3	65.9	63.2	69.3	67.9	62.5	-2.4
1 time	70.7	71.0	71.9	69.8	70.1	72.8	0.3
2 times	22.0	21.7	20.8	22.4	22.4	20.7	-0.3
More than 3 times	7.3	7.4	7.3	7.8	7.5	6.5	0.1
Average [unit: times]	1.37	1.36	1.35	1.38	1.37	1.34	-0.01

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

** Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

3. Planned Travel Destination/Region(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	23.2	22.9	21.9	23.7	23.3	22.5	-0.3
Jeju	11.5	10.9	11.2	10.8	10.6	11.2	-0.6
Jeonnam	9.6	9.3	9.8	9.6	8.9	9.0	-0.3
Busan	8.9	8.7	8.4	9.6	8.3	8.1	-0.2
Gyeongbuk	7.0	7.4	7.6	7.1	7.8	7.1	0.4
Gyeonggi	7.1	7.1	7.3	6.6	7.7	6.4	0.0
Gyeongnam	6.4	6.5	6.2	6.5	6.6	6.9	0.1
Seoul	6.0	6.0	5.9	5.5	5.8	7.2	0.0
Chungnam	5.0	5.1	5.2	5.0	5.3	5.0	0.1
Jeonbuk	4.3	4.3	4.9	4.5	3.8	4.1	0.0
Chungbuk	3.0	3.3	3.2	3.0	3.7	3.4	0.3
Incheon	2.2	2.2	2.0	2.1	2.3	2.5	0.0
Daejeon	1.9	2.1	2.0	1.9	2.3	2.2	0.2
Daegu	1.8	1.8	2.1	1.8	1.4	2.1	0.0
Ulsan	1.3	1.3	1.4	1.2	1.3	1.5	0.0
Gwangju	0.7	0.9	1.0	1.0	0.9	0.9	0.2

* Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

4. Development Level of Travel Plan(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	39.4	40.2	37.5	40.0	43.7	39.2	0.8
Travel period and destination is finalized	21.1	21.1	21.7	20.8	21.2	20.8	0.0
The destination is finalized, but the travel period is yet to be decided	14.8	14.6	15.3	14.5	13.4	15.8	-0.2
The travel period is finalized, but the destination is yet to be decided	24.7	24.0	25.5	24.7	21.7	24.2	-0.7

* Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

5. Planned Departure Date for the Trip(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 2 weeks	33.9	34.5	32.4	33.1	37.7	34.8	0.6
3-4 weeks later	20.2	20.9	19.9	18.9	20.6	25.5	0.7
5-8 weeks later	27.1	26.9	30.7	26.9	24.1	26.1	-0.2
After 9 weeks	18.8	17.7	17.0	21.1	17.6	13.7	-1.1

* Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

6. Planned Traveling Time(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 night	43.3	41.9	42.3	39.6	39.9	47.5	-1.4
2 nights	30.1	32.2	33.5	32.3	33.3	28.9	2.1
3 nights	14.3	14.0	13.2	15.2	14.4	12.7	-0.3
4 nights	5.6	5.6	6.0	6.1	5.4	4.7	0.0
5 nights	1.9	1.7	1.2	2.0	2.0	1.8	-0.2
6 or more nights	3.3	3.4	2.7	3.6	4.1	3.2	0.1
Average [unit: nights]	2.12	2.11	2.05	2.19	2.16	2.01	-0.01

* Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

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)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	48.4	53.4	57.3	52.8	53.3	49.2	5.0
I will be using my leave	51.6	46.6	42.7	47.2	46.7	50.8	-5.0
Use 1 day	26.1	24.7	25.3	22.2	24.0	28.6	-1.4
Use 2 days	15.4	13.0	10.4	12.9	13.6	15.4	-2.4
Use 3 days	6.8	6.1	4.6	8.5	6.1	4.7	-0.7
Use 4 days	1.6	1.5	1.3	1.8	1.6	1.2	-0.1
Use 5 days	1.0	0.8	0.7	1.1	0.8	0.4	-0.2
Use 6 days	0.2	0.1	0.1	0.1	0.1	0.1	-0.1
Use 7 or more days	0.5	0.4	0.3	0.5	0.5	0.5	-0.1

* Number of cases: (2024) 10,618, (2025) 9,679, (Q1) 2,453, (Q2) 2,681, (Q3) 2,662, (Q4) 1,884

8. The Main Purpose of Planned Travel(%)

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

(Those who planned domestic travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	25.5	24.1	24.3	26.3	23.0	22.3	-1.4
To relax	19.5	19.6	18.5	20.9	20.6	18.0	0.1
To enjoy good food and drink	17.7	18.8	19.9	17.9	17.8	20.2	1.1
To visit family, relatives, and friends, etc.	13.4	13.7	13.4	13.2	14.0	14.4	0.3
To enjoy theme park, hot spring, etc.	5.6	5.2	5.3	4.9	5.3	5.1	-0.4
To do sports/hobbies	4.8	4.4	4.1	4.5	4.6	4.6	-0.4
To appreciate historic sites and remains	4.0	4.0	4.4	3.4	3.9	4.7	0.0
To enjoy city landscapes	3.0	2.8	2.9	2.4	3.2	2.8	-0.2
To appreciate culture-arts	2.4	2.7	2.6	2.5	2.8	2.9	0.3
To visit festivals or events	2.1	2.4	2.4	2.0	2.7	2.4	0.3
Shopping	1.1	1.2	1.0	1.2	1.1	1.4	0.1
Others	1.0	1.1	1.1	0.9	1.1	1.2	0.1

* Number of cases: (2024) 18,096, (2025) 16,148, (Q1) 4,106, (Q2) 4,502, (Q3) 4,414, (Q4) 3,126

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

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

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	36.6	34.6	33.9	36.1	31.0	38.5	-2.0
Fishing	25.4	28.5	28.0	29.2	29.3	26.9	3.1
Golf	20.7	19.5	20.4	20.2	19.2	17.9	-1.2
Water sports	17.7	19.0	15.3	22.5	23.1	11.7	1.3
Winter sports	10.8	7.6	9.9	4.4	3.8	15.6	-3.2
Others	10.8	11.2	11.1	10.6	12.6	10.1	0.4

* Number of cases: (2024) 1,570, (2025) 1,367, (Q1) 315, (Q2) 405, (Q3) 390, (Q4) 257

Part V

Overseas Travel Behavior

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

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

Category \ Time		2024 (A)	2025 (B)	2025				(Total) Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		22.2	21.5	22.7	20.5	20.6	22.2	-0.7
Sex	Male	21.6	20.8	21.8	19.5	20.3	22.0	-0.8
	Female	22.8	22.1	23.5	21.6	21.0	22.5	-0.7
Age	20s	26.2	27.7	30.0	24.9	26.8	29.6	1.5
	30s	26.1	23.3	24.6	21.5	23.1	24.2	-2.8
	40s	19.7	20.1	21.5	19.1	19.6	20.2	0.4
	50s	18.6	17.4	18.9	16.8	15.8	18.5	-1.2
	60s or above	22.2	20.9	20.6	21.8	20.2	21.1	-1.3
Sex BY Age	Male/20s	26.8	28.0	29.1	23.6	27.1	33.1	1.2
	Male/30s	23.9	22.9	23.1	20.5	23.8	24.5	-1.0
	Male/40s	20.3	20.5	23.7	19.5	20.8	17.6	0.2
	Male/50s	16.9	16.2	18.3	15.0	13.6	18.2	-0.7
	Male/60s or above	21.7	19.0	17.0	20.4	19.1	19.6	-2.7
	Female/20s	25.5	27.5	31.0	26.3	26.4	25.9	2.0
	Female/30s	28.4	23.8	26.3	22.7	22.3	24.0	-4.6
	Female/40s	19.1	19.7	19.4	18.8	18.5	22.9	0.6
	Female/50s	20.2	18.8	19.5	18.7	18.2	18.8	-1.4
	Female/60s or above	22.7	22.8	24.1	23.1	21.4	22.6	0.1
Average Monthly Household Income	below KRW 3 Million	16.1	16.8	15.8	17.3	16.7	17.8	0.7
	KRW 3 Mil to 5 Mil	18.9	18.3	20.5	18.3	16.4	18.0	-0.6
	KRW 5 Mil to 7 Mil	21.5	20.3	21.8	18.9	19.5	21.2	-1.2
	KRW 7 Mil or above	29.0	27.8	28.6	25.9	26.9	30.2	-1.2

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

2. Travel Frequency(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Experience ('Yes')	34.1	33.7	35.0	33.4	32.4	34.4	-0.4
1 time	78.9	77.6	77.2	78.8	76.4	78.0	-1.3
2 times	15.9	16.5	16.9	16.0	16.9	15.9	0.6
More than 3 times	5.2	5.9	5.9	5.2	6.6	6.1	0.7
Average [unit: times]	1.26	1.28	1.29	1.26	1.30	1.28	0.02

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

** Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

3. Travel Destination/Regions(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	80.3	80.2	80.8	82.2	78.8	78.4	-0.1
Japan	33.9	33.3	34.5	34.3	32.1	32.1	-0.6
Vietnam	16.0	13.9	13.7	14.0	13.5	14.5	-2.1
China	4.8	8.1	6.9	7.7	8.4	9.7	3.3
Thailand	6.5	6.0	6.3	6.2	5.9	5.3	-0.5
Taiwan	4.8	4.3	4.1	5.8	3.8	3.4	-0.5
Philippines	4.7	3.7	4.2	3.7	3.9	2.7	-1.0
Hongkong	2.1	3.0	3.1	3.1	3.0	2.7	0.9
Asia others	7.4	7.9	8.1	7.5	8.1	8.0	0.5
Europe	7.8	7.7	7.2	7.0	8.0	8.9	-0.1
Oceania	5.1	5.3	5.4	5.0	5.1	5.7	0.2
North America	4.0	4.0	3.1	3.5	5.2	4.1	0.0
Middle East	1.0	1.1	1.1	0.8	1.3	1.5	0.1
Latin America	0.4	0.4	0.7	0.3	0.3	0.4	0.0
Africa	0.3	0.4	0.5	0.3	0.4	0.2	0.1
Others	1.1	0.9	1.1	0.9	0.9	0.8	-0.2

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

4. Travel Duration(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	11.0	12.8	12.3	12.5	13.7	12.9	1.8
3 nights	23.8	22.4	21.2	24.3	21.1	23.1	-1.4
4 nights	25.2	24.8	26.5	24.1	25.4	22.8	-0.4
5 nights	11.2	11.3	12.2	10.7	11.1	10.9	0.1
6 nights	5.8	5.8	6.2	6.2	5.2	5.4	0.0
7 nights	4.5	4.9	4.7	4.5	5.3	5.2	0.4
8 nights	4.1	3.9	3.5	3.8	3.9	4.5	-0.2
9 nights~14 nights	9.0	8.8	8.6	8.2	8.7	10.1	-0.2
15 or more nights	4.6	4.3	4.1	4.7	4.5	3.6	-0.3
Average [unit: nights]	5.56	5.42	5.39	5.47	5.45	5.36	-0.14

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

5. Vacation(Annual Leave) Use(%)

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

(Office workers experienced in overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I didn't use my annual leave	22.3	23.1	23.9	23.1	23.3	21.9	0.8
I used my annual leave	77.7	76.9	76.1	76.9	76.7	78.1	-0.8
Used 1 day	10.2	12.7	11.8	12.9	12.3	13.9	2.5
Used 2 days	22.5	22.3	23.4	23.3	20.6	21.7	-0.2
Used 3 days	19.3	18.4	18.3	18.2	18.7	18.4	-0.9
Used 4 days	9.4	8.5	8.3	8.1	8.8	8.9	-0.9
Used 5 days	9.0	8.3	8.1	8.1	8.7	8.4	-0.7
Used 6 days	2.0	1.8	1.9	1.7	2.1	1.3	-0.2
Used 7 or more days	5.3	5.0	4.3	4.7	5.4	5.6	-0.3

* Number of cases: (2024) 5,316, (2025) 4,965, (Q1) 1,340, (Q2) 1,314, (Q3) 1,259, (Q4) 1,051

6. Number of Companions(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	8.8	9.2	9.2	8.4	10.0	9.1	0.4
2 people	37.9	39.3	38.4	40.4	38.4	40.0	1.4
3 people	15.2	15.1	15.7	15.1	14.9	14.6	-0.1
4 people	17.6	17.5	18.9	16.7	17.2	16.8	-0.1
5 or more people	15.5	14.8	14.6	15.0	14.6	15.2	-0.7
Don't know	5.1	4.2	3.3	4.4	4.9	4.3	-0.9
Average [unit: people]	3.20	3.14	3.15	3.14	3.14	3.13	-0.06

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

7. Companion(% Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	38.1	38.7	41.0	38.2	36.9	38.6	0.6
Spouse	27.9	31.0	30.3	30.5	31.1	32.5	3.1
Friends	23.4	21.7	20.6	23.0	22.6	20.5	-1.7
Alone	8.8	9.2	9.2	8.4	10.0	9.1	0.4
Significant other	7.1	7.7	7.8	7.7	7.6	7.8	0.6
Co-worker	6.9	6.2	5.7	6.4	6.4	6.5	-0.7
Others	2.4	1.9	1.3	1.8	2.2	2.2	-0.5

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

8. Travel Type(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	61.6	64.8	64.4	65.3	64.8	64.7	3.2
Group package travel	30.5	27.4	27.5	27.5	27.2	27.4	-3.1
Airplane+hotel or Airplane+rental car+hotel package travel	7.9	7.8	8.0	7.2	8.0	7.9	-0.1

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	18.2	18.8	18.4	18.9	18.3	20.0	0.6
Reasonable travel expenses	15.6	13.5	13.4	12.9	14.1	13.6	-2.1
Applicable travel period/schedule	12.0	12.5	12.8	12.6	12.6	11.9	0.5
Short travel distance	9.7	10.0	10.1	10.9	9.6	9.4	0.3
Acquaintance's recommendation	7.7	7.4	7.3	7.3	7.9	7.2	-0.3
Low market price	8.4	7.4	7.9	8.0	6.8	6.7	-1.0
Many things to do	6.6	6.7	6.5	7.0	7.0	6.5	0.1
Many different kinds of food	5.3	5.8	5.8	6.5	5.1	5.6	0.5
Much to shop for	2.7	3.1	3.2	3.0	3.1	2.9	0.4
Safe place to travel	2.8	2.3	2.5	1.9	2.4	2.4	-0.5
Convenient transportation in destination	1.6	2.1	2.2	1.7	2.4	1.7	0.5
Others	4.9	5.3	5.6	4.7	4.9	6.2	0.4
I was not the decision-maker	4.6	5.2	4.4	4.6	5.8	6.0	0.6

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

10. Main Travel Activities(%)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To enjoy good food and drink	15.8	17.6	17.6	18.1	17.5	16.9	1.8
To relax	19.6	17.4	16.8	18.0	16.7	18.4	-2.2
To appreciate natural scenery	15.8	15.5	15.2	14.8	16.5	15.5	-0.3
To enjoy city landscapes	10.5	10.9	10.3	11.4	11.1	10.8	0.4
To appreciate historic sites and remains	9.7	9.6	10.0	10.0	9.1	9.0	-0.1
To enjoy theme park, hot spring, etc.	9.2	8.6	9.1	8.9	7.8	8.4	-0.6
Shopping	5.3	5.4	5.6	4.9	5.9	5.2	0.1
To visit family, relatives, and friends, etc.	4.6	5.2	5.4	4.6	5.3	5.5	0.6
To do sports/hobbies	3.8	4.1	4.3	4.0	3.8	4.1	0.3
To appreciate culture-arts	3.0	3.2	3.3	2.9	3.7	2.9	0.2
To visit festivals or events	1.7	1.8	1.7	2.0	1.3	2.4	0.1
Others	1.0	0.8	0.7	0.5	1.3	0.9	-0.2

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

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

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	41.0	41.4	41.0	33.9	46.5	43.8	0.4
Golf	35.6	34.2	31.8	42.9	32.5	29.1	-1.4
Hiking	17.9	20.1	19.5	19.8	18.0	23.9	2.2
Winter sports	8.8	10.2	8.7	11.9	10.5	9.7	1.4
Fishing	8.3	9.6	8.2	9.6	10.6	10.4	1.3
Others	8.2	8.1	7.7	7.3	11.0	5.8	-0.1

* Number of cases: (2024) 769, (2025) 727, (Q1) 195, (Q2) 177, (Q3) 200, (Q4) 155

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Time Category		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
D e s t i n a t i o n	Blogs	36.2	34.6	36.7	34.3	33.2	33.7	-1.6
	YouTube	30.6	33.6	34.0	33.3	33.7	33.2	3.0
	Word of mouth	33.9	32.7	32.1	33.9	32.8	32.1	-1.2
	Online community/cafe	24.7	24.7	26.1	25.1	23.3	23.8	0.0
	Social media	22.4	23.8	24.6	23.7	23.6	23.0	1.4
	Professional travel information sites/app	19.7	20.2	20.6	19.3	21.0	19.7	0.5
	Travel service/package purchased channel	19.4	19.3	18.7	19.7	19.3	19.6	-0.1
	TV	10.2	11.0	10.8	10.6	11.3	11.2	0.8
	Official website of the travel destination	9.1	9.1	8.5	8.8	10.0	9.3	0.0
	Other	6.1	5.9	5.4	5.7	6.0	6.5	-0.2
	I don't know	2.0	2.5	2.2	2.5	2.8	2.6	0.5
T r a n s p o r t a t i o n	Travel service/package purchased channel	30.4	30.0	30.1	30.3	29.9	29.5	-0.4
	Professional travel information sites/app	27.9	28.8	29.7	28.6	29.4	27.2	0.9
	Word of mouth	19.6	19.7	18.3	21.0	20.4	19.2	0.1
	Blogs	17.9	18.0	18.2	18.0	17.6	18.2	0.1
	YouTube	14.2	15.5	14.7	15.6	16.3	15.5	1.3
	Online community/cafe	14.2	14.0	13.9	13.7	14.5	14.0	-0.2
	Social media	10.1	10.7	10.5	9.8	10.8	11.8	0.6
	Official website of the travel destination	7.7	8.3	8.1	7.8	8.9	8.6	0.6
	TV	5.8	5.7	5.4	6.0	5.8	5.7	-0.1
	Other	9.8	9.4	9.5	9.1	9.7	9.2	-0.4
	I don't know	3.8	4.2	4.3	3.6	4.2	5.0	0.4
A c c o m m o d a t i o n	Travel service/package purchased channel	30.5	30.1	30.4	30.6	30.0	29.1	-0.4
	Professional travel information sites/app	24.8	26.6	26.4	27.7	26.9	24.9	1.8
	Blogs	26.4	26.0	26.6	26.4	25.9	24.9	-0.4
	Word of mouth	20.7	21.1	20.6	22.2	20.8	20.8	0.4
	Online community/cafe	18.2	18.5	19.0	17.8	18.6	18.4	0.3
	YouTube	15.5	17.3	16.6	17.3	17.5	18.2	1.8
	Social media	12.9	14.1	14.6	13.9	13.2	14.8	1.2
	Official website of the travel destination	7.5	8.1	8.2	8.1	7.7	8.3	0.6
	TV	5.4	5.0	4.8	5.5	4.7	4.9	-0.4
	Other	6.3	6.2	5.2	6.0	6.7	7.0	-0.1
	I don't know	2.9	3.3	3.1	2.8	3.4	4.1	0.4

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blog	37.5	36.4	36.9	38.1	35.4	35.0	-1.1
	YouTube	25.1	28.7	29.0	28.0	28.4	29.5	3.6
	Word of mouth	25.6	26.3	25.2	27.2	26.4	26.6	0.7
	Social media	22.5	24.3	24.9	24.1	24.4	23.6	1.8
	Online community/cafe	23.1	24.0	24.2	24.2	23.8	23.8	0.9
	Travel service/package purchased channel	20.4	19.1	19.2	19.2	19.0	18.9	-1.3
	Professional travel information sites/app	14.9	16.5	17.3	16.6	16.6	15.1	1.6
	Official website of the travel destination	7.0	7.7	7.0	8.0	8.3	7.4	0.7
	TV	6.9	6.8	6.1	7.0	7.4	6.7	-0.1
	Other	7.0	6.8	6.3	6.7	7.3	6.7	-0.2
	I don't know	2.6	2.9	2.8	2.7	3.4	2.9	0.3
Activity	Blog	32.7	31.9	32.9	32.8	31.0	30.5	-0.8
	YouTube	22.1	25.0	24.8	25.2	24.8	25.2	2.9
	Travel service/package purchased channel	24.8	24.0	24.0	24.5	24.3	23.2	-0.8
	Word of mouth	22.7	22.6	21.9	22.3	23.5	22.8	-0.1
	Online community/cafe	23.1	22.2	22.6	22.7	22.1	21.3	-0.9
	Professional travel information sites/app	20.3	21.1	21.5	21.2	21.1	20.5	0.8
	Social media	17.4	18.3	18.8	18.4	17.8	18.2	0.9
	Official website of the travel destination	9.4	9.8	10.0	9.9	10.3	9.0	0.4
	TV	6.1	6.1	5.8	5.9	6.2	6.7	0.0
	Other	6.0	5.7	5.1	5.7	6.7	5.2	-0.3
	I don't know	4.0	5.0	4.7	4.8	4.6	6.2	1.0
Tourist Attraction	Blog	41.2	40.2	41.2	41.2	39.3	38.7	-1.0
	YouTube	32.1	34.1	34.0	34.9	32.9	35.0	2.0
	Online community/cafe	27.5	27.2	27.6	26.7	27.0	27.5	-0.3
	Word of mouth	25.0	25.8	25.1	26.8	26.0	25.1	0.8
	Social media	23.4	24.9	25.7	24.8	23.9	25.3	1.5
	Travel service/package purchased channel	23.1	22.4	22.3	22.8	22.2	22.2	-0.7
	Professional travel information sites/app	21.5	21.3	22.0	20.5	21.9	20.7	-0.2
	Official website of the travel destination	12.4	12.5	11.6	11.9	13.7	12.7	0.1
	TV	9.4	8.7	9.1	8.2	8.7	9.0	-0.7
	Other	4.7	4.6	4.2	4.6	5.4	4.1	-0.1
	I don't know	2.0	2.8	2.5	3.0	2.9	2.8	0.8

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

13. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Flights	39.8	42.1	43.0	43.4	41.2	40.0	2.3
Package	35.5	37.4	38.8	37.6	36.7	36.2	1.9
Accommodation	38.4	35.2	35.6	34.7	35.2	35.3	-3.2
Local transportation	27.9	29.1	29.7	30.3	28.6	27.6	1.2
Activities/ticket/tour product	21.5	22.6	23.4	23.3	22.0	21.3	1.1
Rental car	5.4	5.5	5.1	5.8	5.5	5.8	0.1
None	9.5	10.0	9.3	9.8	9.8	11.4	0.5

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

14. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each travel product for your travels to '000'?
If you used more than one channel, please answer based on where you purchased most.

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Flights	Airline	43.6	43.4	42.0	41.9	47.0	42.8	-0.2
	Tour product specialized web/app	36.7	39.7	41.4	40.4	37.7	38.6	3.0
	Travel Agency	10.9	9.9	8.7	11.1	8.7	11.3	-1.0
	Open Market	3.3	2.8	2.7	2.4	3.2	3.2	-0.5
	Social Commerce	2.8	1.8	2.0	1.5	1.1	2.5	-1.0
	TV Homeshopping	0.3	0.2	0.3	0.3	0.2	0.0	-0.1
	Others/Don't Know	2.5	2.2	2.9	2.3	2.0	1.6	-0.3
* Number of cases: (2024) 3,595, (2025) 3,477, (Q1) 978, (Q2) 943, (Q3) 869, (Q4) 688								
Accommodation	Tour product specialized web/app	69.2	70.8	70.0	71.0	71.9	70.1	1.6
	Direct from lodging vendors	15.6	14.6	14.9	14.1	14.2	15.3	-1.0
	Travel Agency	5.9	6.7	6.9	6.7	6.2	7.1	0.8
	Open Market	1.8	1.8	1.9	1.5	2.1	1.8	0.0
	Social Commerce	2.4	1.8	1.6	1.6	2.2	1.8	-0.6
	Others/Don't Know	5.1	4.3	4.6	5.1	3.4	4.1	-0.8
* Number of cases: (2024) 3,213, (2025) 3,092, (Q1) 881, (Q2) 817, (Q3) 773, (Q4) 622								
Package	Travel Agency	53.4	52.6	52.7	53.7	50.0	54.2	-0.8
	Tour product specialized web/app	12.5	14.1	14.4	11.2	16.7	14.1	1.6
	TV Homeshopping	12.3	11.2	10.6	12.8	11.6	9.4	-1.1
	Open Market	4.5	5.2	5.7	4.5	4.7	6.1	0.7
	Social Commerce	5.9	4.8	5.1	5.7	4.9	3.5	-1.1
	Others/Don't Know	11.4	12.1	11.6	12.2	12.1	12.7	0.7
* Number of cases: (2024) 3,468, (2025) 2,911, (Q1) 808, (Q2) 753, (Q3) 742, (Q4) 607								
Transportation	Direct from vendors	41.1	39.3	40.4	39.1	37.2	40.6	-1.8
	Tour product specialized web/app	27.8	29.3	29.7	32.3	26.1	28.4	1.5
	Travel Agency	5.0	6.5	7.1	5.2	7.0	6.7	1.5
	Social Commerce	5.0	4.7	5.6	3.3	5.8	3.8	-0.3
	Open Market	3.1	3.4	2.7	2.6	4.8	3.6	0.3
	Others/Don't Know	18.1	16.9	14.5	17.5	19.1	16.9	-1.2
* Number of cases: (2024) 2,523, (2025) 2,409, (Q1) 676, (Q2) 657, (Q3) 602, (Q4) 475								

14. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Activities	Tour product specialized web/app	44.9	47.5	47.9	48.5	46.7	46.7	2.6
	Direct from vendors	26.8	24.3	22.9	24.3	23.3	27.6	-2.5
	Travel Agency	6.1	6.9	6.4	7.5	6.3	7.4	0.8
	Social Commerce	5.7	4.3	4.5	4.2	5.2	3.0	-1.4
	Open Market	3.2	4.1	4.1	3.7	4.7	3.8	0.9
	Others/Don't Know	13.3	12.9	14.1	11.7	13.8	11.5	-0.4

* Number of cases: (2024) 1,943, (2025) 1,866, (Q1) 532, (Q2) 505, (Q3) 463, (Q4) 366

Rental car	Car Rental Agency	55.7	52.0	53.5	46.8	47.9	61.5	-3.7
	Tour product specialized web/app	12.3	14.9	12.9	18.2	17.4	10.1	2.6
	Travel Agency	8.4	8.3	5.2	11.1	9.6	7.1	-0.1
	Social Commerce	3.9	4.8	4.3	6.3	4.3	4.1	0.9
	Open Market	4.3	3.7	6.0	3.2	2.6	3.0	-0.6
	Others/Don't Know	15.4	16.2	18.1	14.3	18.3	14.2	0.8

* Number of cases: (2024) 487, (2025) 456, (Q1) 116, (Q2) 126, (Q3) 115, (Q4) 99

15. Reserving/Purchasing Channel

(Change from 2024 to 2025, %p)

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

(Those who purchased the travel package themselves)

Product		Flights	Accommodation	Package	Local transportation	Activities	Rental car
Category							
Channel	Direct from vendors	-0.2	-1.0	-	-1.8	-2.5	-3.7
	Tour product specialized web/app	3.0	1.6	1.6	1.5	2.6	2.6
	Travel Agency	-1.0	0.8	-0.8	1.5	0.8	-0.1
	Social Commerce	-1.1	-0.6	-1.0	-0.3	-1.4	0.9
	Open Market	-0.4	0.0	0.7	0.3	0.9	-0.6
	TV Homeshopping	-0.1	-	-1.1	-	-	-
	Others/Don't Know	-0.3	-0.8	0.7	-1.2	-0.4	0.8

* Number of cases: Flights (2024) 3,595, (2025) 3,477; Accommodation (2024) 3,213, (2025) 3,092;
Package (2024) 3,468, (2025) 2,911; Local transportation (2024) 2,523, (2025) 2,409;
Activities (2024) 1,943, (2025) 1,866; Rental car (2024) 487, (2025) 456

16. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
F-i-i-g-h-t-s	Mobile Internet	67.6	69.4	70.3	68.9	71.8	65.6	1.8
	PC Internet	30.6	28.5	27.4	28.6	26.4	32.7	-2.1
	Phone	0.4	0.7	0.7	0.7	0.5	1.2	0.3
	Visit/direct purchase	0.6	0.7	0.6	0.7	0.8	0.4	0.1
	Others/Don't know	0.9	0.7	0.9	1.0	0.6	0.1	-0.2
* Number of cases: (2024) 3,595, (2025) 3,477, (Q1) 978, (Q2) 943, (Q3) 869, (Q4) 688								
A-c-c-o-m-m-o-d-i-o-n	Mobile Internet	65.7	70.1	68.9	71.0	70.6	70.1	4.4
	PC Internet	30.5	26.8	27.5	25.8	26.9	27.1	-3.7
	Visit/direct purchase	1.4	1.1	1.0	0.9	1.2	1.4	-0.3
	Phone	0.9	0.8	1.1	0.9	0.5	0.6	-0.1
	Others/Don't know	1.6	1.1	1.5	1.5	0.8	0.7	-0.5
* Number of cases: (2024) 3,213, (2025) 3,092, (Q1) 881, (Q2) 817, (Q3) 773, (Q4) 622								
P-a-c-k-a-g-e	Mobile Internet	46.2	48.5	48.3	48.5	51.3	45.3	2.3
	PC Internet	19.6	19.3	22.2	18.7	17.9	18.1	-0.3
	Phone	15.3	15.3	14.9	15.3	14.4	17.1	0.0
	Visit/direct purchase	8.6	6.8	6.6	6.4	6.2	8.2	-1.8
	Others/Don't know	10.5	10.1	8.2	11.2	10.3	11.2	-0.4
* Number of cases: (2024) 3,468, (2025) 2,911, (Q1) 808, (Q2) 753, (Q3) 742, (Q4) 607								
L-o-o-d-i-n-g	Mobile Internet	50.5	53.3	54.1	51.0	53.8	54.9	2.8
	Visit/direct purchase	29.1	27.1	26.7	27.1	26.3	28.6	-2.0
	PC Internet	15.5	14.1	14.3	15.2	13.8	12.4	-1.4
	Phone	1.0	1.0	1.3	0.9	1.2	0.6	0.0
	Others/Don't know	3.9	4.5	3.5	5.8	5.0	3.4	0.6
* Number of cases: (2024) 2,523, (2025) 2,409, (Q1) 676, (Q2) 657, (Q3) 602, (Q4) 475								
A-c-t-i-v-i-t-i-e-s	Mobile Internet	62.1	65.6	66.7	69.1	64.8	60.4	3.5
	Visit/direct purchase	16.9	16.9	15.6	13.7	18.6	21.1	0.0
	PC Internet	18.0	14.6	14.5	13.9	14.2	16.4	-3.4
	Phone	0.4	0.3	0.4	0.0	0.6	0.0	-0.1
	Others/Don't know	2.6	2.6	2.8	3.4	1.7	2.2	0.0
* Number of cases: (2024) 1,943, (2025) 1,866, (Q1) 532, (Q2) 505, (Q3) 463, (Q4) 366								
R-e-n-t-a-l	Mobile Internet	51.9	61.0	56.2	67.5	56.6	63.7	9.1
	PC Internet	31.0	24.8	24.0	16.7	33.0	26.3	-6.2
	Visit/direct purchase	10.7	9.0	12.0	11.1	6.9	5.0	-1.7
	Phone	2.9	1.8	1.7	2.4	1.7	1.0	-1.1
	Others/Don't know	3.5	3.5	6.0	2.4	1.7	4.0	0.0

* Number of cases: (2024) 487, (2025) 456, (Q1) 116, (Q2) 126, (Q3) 115, (Q4) 99

17. Reserving/Purchasing Method (Change from 2024 to 2025, %p)

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

(Those who purchased the travel package themselves)

Product		Flights	Accommodation	Package	Local transportation	Activities	Rental car
Category							
Method	Mobile Internet	1.8	4.4	2.3	2.8	3.5	9.1
	PC Internet	-2.1	-3.7	-0.3	-1.4	-3.4	-6.2
	Phone	0.1	-0.1	0.0	0.0	-0.1	-1.1
	Visit/direct purchase	0.3	-0.3	-1.8	-2.0	0.0	-1.7
	Others/Don't know	-0.2	-0.5	-0.4	0.6	0.0	0.0

* Number of cases: Flights (2024) 3,595, (2025) 3,477; Accommodation (2024) 3,213, (2025) 3,092;
 Package (2024) 3,468, (2025) 2,911;
 Local transportation (2024) 2,523, (2025) 2,409;
 Activities (2024) 1,943, (2025) 1,866; Rental car (2024) 487, (2025) 456

18. Total Travel Spending(per person, %)

Q. How much did you spend per person on your travels to/at 'OOO'?

Please enter the total travel expenses including accommodation, transportation, shopping and food.

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Below KRW 500 thousand	2.7	3.4	2.9	3.0	3.8	3.7	0.7
KRW 500 thousand to 1 Million	23.1	24.1	23.0	24.1	25.7	23.4	1.0
KRW 1 Mil. to 2 Mil.	44.5	42.5	44.4	42.8	40.8	41.7	-2.0
KRW 2 Mil. to 5 Mil.	20.0	19.7	20.3	20.4	19.0	18.8	-0.3
KRW 5 Mil. or above	6.5	6.8	5.9	5.8	7.2	8.6	0.3
Don't Know	3.2	3.6	3.4	3.8	3.5	3.7	0.4
Average [unit: 10,000 won]	175.64	175.43	173.22	170.55	175.41	184.54	-0.21
Total travel cost per night	31.62	32.37	32.15	31.17	32.18	34.44	0.75
Total travel cost per a whole day	26.79	27.33	27.12	26.36	27.19	29.02	0.54

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

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

Q. Overall, how satisfied are you about 'OOO' as a travel destination?

[5 Scale: Very satisfied(1) ~ Very dissatisfied(5)]

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.91	3.89	3.91	3.88	3.90	3.86	-0.02
Asia	3.81	3.82	3.86	3.81	3.80	3.79	0.01
Japan	3.99	3.98	3.99	3.95	4.01	3.96	-0.01
Vietnam	3.95	3.92	3.94	3.92	3.99	3.84	-0.03
Taiwan	3.85	3.90	4.04	3.93	3.68	3.93	0.05
Thailand	3.92	3.82	3.85	3.81	3.81	3.82	-0.10
Hongkong	3.69	3.73	3.79	3.70	3.83	3.53	0.04
Philippines	3.73	3.72	3.78	3.71	3.65	3.76	-0.01
China	3.55	3.68	3.65	3.69	3.71	3.67	0.13
Asia Others	3.77	3.78	3.79	3.77	3.77	3.78	0.01
Europe	4.09	4.06	4.09	4.12	4.03	4.01	-0.03
Oceania	3.95	3.90	3.87	3.75	4.04	3.87	-0.05
Africa	3.57	3.86	4.19	3.67	3.84	3.17	0.29
North America	3.93	3.78	3.72	3.79	3.75	3.89	-0.15
Latin America	3.70	3.78	3.75	3.83	3.78	3.75	0.08
Middle East	3.80	3.71	4.13	3.76	3.68	3.31	-0.09
Others	3.81	3.62	3.88	3.63	3.39	3.42	-0.19

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

** The numerical values in the table represent the average score on a 5-point scale, calculated by converting from 'Very Dissatisfied (1)' to 'Very Satisfied (5)'.

20. Travel Destination Revisit Intent(Out of 5 pt scale)

Q. How willing are you to revisit 'OOO'?

[5 Scale: Very willing to(1) ~ Never willing to(5)]

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.83	3.80	3.82	3.79	3.79	3.80	-0.03
Asia	3.67	3.69	3.71	3.68	3.66	3.69	0.02
Japan	4.02	3.99	4.01	3.95	4.00	3.99	-0.03
Vietnam	3.89	3.85	3.86	3.86	3.89	3.76	-0.04
Thailand	3.78	3.76	3.78	3.75	3.73	3.79	-0.02
Philippines	3.66	3.67	3.79	3.63	3.59	3.67	0.01
Taiwan	3.63	3.64	3.78	3.59	3.52	3.69	0.01
China	3.48	3.62	3.57	3.66	3.65	3.59	0.14
Hongkong	3.45	3.47	3.40	3.51	3.52	3.47	0.02
Asia Others	3.48	3.49	3.47	3.51	3.42	3.57	0.01
Europe	4.03	4.02	4.05	4.08	3.97	4.00	-0.01
Oceania	3.79	3.80	3.84	3.65	3.92	3.75	0.01
North America	3.71	3.57	3.57	3.54	3.52	3.65	-0.14
Middle East	3.36	3.49	3.50	3.58	3.39	3.52	0.13
Africa	3.23	3.47	3.63	3.00	3.50	3.50	0.24
Latin America	3.44	3.39	3.33	3.67	3.11	3.75	-0.05
Others	3.40	3.46	3.54	3.58	3.28	3.35	0.06

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

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

21. Intent to Recommend Travel Destination (Out of 5 pt scale)

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

(Those who experienced overseas travel)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.86	3.83	3.85	3.83	3.80	3.82	-0.03
Asia	3.73	3.74	3.76	3.76	3.69	3.74	0.01
Japan	3.96	3.91	3.96	3.89	3.90	3.90	-0.05
Vietnam	3.90	3.86	3.89	3.86	3.90	3.78	-0.04
Thailand	3.84	3.82	3.85	3.82	3.73	3.89	-0.02
Taiwan	3.79	3.79	3.89	3.81	3.57	3.86	0.00
Philippines	3.68	3.63	3.73	3.67	3.50	3.61	-0.05
China	3.42	3.60	3.51	3.63	3.63	3.63	0.18
Hongkong	3.57	3.59	3.57	3.68	3.59	3.49	0.02
Asia Others	3.65	3.71	3.70	3.74	3.66	3.75	0.06
Europe	4.10	4.09	4.14	4.18	4.04	4.01	-0.01
Middle East	3.74	3.80	4.00	3.82	3.78	3.59	0.06
North America	3.85	3.80	3.73	3.69	3.91	3.82	-0.05
Oceania	3.87	3.77	3.77	3.75	3.68	3.87	-0.10
Latin America	3.60	3.62	3.88	3.34	3.50	3.33	0.02
Africa	3.48	3.49	3.67	3.33	3.23	3.75	0.01
Others	3.64	3.55	3.69	3.53	3.45	3.42	-0.09

* Number of cases: (2024) 9,040, (2025) 8,269, (Q1) 2,273, (Q2) 2,170, (Q3) 2,106, (Q4) 1,719

** The numerical values in the table represent the average score on a 5-point scale, calculated by converting from 'Absolutely do not recommend (1)' to 'Definitely recommend (5)'.

Part VI

Overseas Travel Plan

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

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

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

Category \ Time		(Total)						
		2024 (A)	2025 (B)	2025				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		27.3	25.8	25.2	24.7	25.8	28.0	-1.5
Sex	Male	27.3	26.1	25.1	24.5	26.9	28.3	-1.2
	Female	27.3	25.5	25.3	24.8	24.7	27.8	-1.8
Age	20s	29.8	30.0	28.3	26.8	31.4	34.8	0.2
	30s	29.7	27.3	27.4	26.3	28.2	27.4	-2.4
	40s	26.9	24.4	23.1	24.7	23.8	26.6	-2.5
	50s	24.3	23.5	23.0	22.0	22.4	27.5	-0.8
	60s or above	26.9	25.2	25.6	24.6	25.4	25.4	-1.7
Sex BY Age	Male/20s	31.3	31.8	30.4	26.0	34.8	37.4	0.5
	Male/30s	28.6	27.3	27.8	27.1	27.3	27.0	-1.3
	Male/40s	26.3	25.0	23.8	24.8	25.4	26.4	-1.3
	Male/50s	24.1	22.5	22.6	20.1	21.4	27.1	-1.6
	Male/60s or above	27.4	25.5	22.8	25.9	28.0	25.2	-1.9
	Female/20s	28.1	28.1	26.1	27.6	27.6	32.0	0.0
	Female/30s	30.9	27.3	26.9	25.5	29.2	27.9	-3.6
	Female/40s	27.4	23.8	22.3	24.6	22.1	26.7	-3.6
	Female/50s	24.6	24.5	23.4	24.0	23.5	28.0	-0.1
	Female/ 60s or above	26.4	25.0	28.3	23.4	22.9	25.6	-1.4
Average Monthly Household Income	below KRW 3 Million	20.6	21.2	20.7	20.1	21.8	22.9	0.6
	KRW 3 Mil to 5 Mil	23.1	21.7	20.8	20.8	23.2	22.2	-1.4
	KRW 5 Mil to 7 Mil	26.7	24.6	23.5	23.7	24.5	27.3	-2.1
	KRW 7 Mil or above	35.3	34.3	32.3	32.9	34.3	38.5	-1.0

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

2. Expected Number of Trips(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Plan ('Yes')	46.4	44.4	43.7	44.2	44.4	45.4	-2.0
1 time	88.1	88.0	87.8	87.9	88.3	88.0	-0.1
2 times	9.9	9.8	9.9	9.7	9.8	9.7	-0.1
More than 3 times	2.0	2.2	2.3	2.4	1.9	2.3	0.2
Average [unit: times]	1.14	1.14	1.15	1.14	1.14	1.14	0.00

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

3. Travel Planned Destination/Regions(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	75.2	75.8	75.2	74.9	75.3	78.1	0.6
Japan	29.4	31.1	29.9	29.1	31.2	35.2	1.7
Vietnam	14.7	13.3	13.3	13.8	14.1	11.5	-1.4
China	4.3	6.7	6.6	7.0	6.4	6.9	2.4
Taiwan	5.3	5.3	5.1	4.4	5.0	6.9	0.0
Thailand	6.8	5.1	4.5	5.8	5.4	4.4	-1.7
Hongkong	2.4	3.1	3.8	2.7	2.7	3.2	0.7
Philippines	4.0	2.7	3.0	2.9	2.4	2.5	-1.3
Asia Others	8.5	8.5	8.9	9.2	8.2	7.4	0.0
Europe	9.7	9.5	10.3	10.2	9.0	8.2	-0.2
Oceania	6.8	6.5	6.6	6.7	6.7	5.9	-0.3
North America	5.0	4.9	5.1	4.7	5.3	4.3	-0.1
Middle East	1.1	1.2	1.1	1.2	1.4	1.4	0.1
Africa	0.5	0.5	0.3	0.5	0.4	0.6	0.0
Latin America	0.4	0.4	0.3	0.4	0.4	0.5	0.0
Others	1.3	1.3	1.1	1.5	1.4	1.1	0.0

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

4. Development Level of Travel Plan(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	38.6	42.5	41.9	42.5	43.4	41.9	3.9
Travel period and destination is finalized	22.0	21.9	21.2	21.2	22.4	22.8	-0.1
The destination is finalized, but the travel period is yet to be decided	15.8	15.9	15.8	16.4	15.4	15.8	0.1
The travel period is finalized, but the destination is yet to be decided	23.6	19.8	21.1	19.8	18.8	19.5	-3.8

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

5. Planned Departure Date for the Trip(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 1 month	21.0	22.0	22.2	19.7	20.8	26.0	1.0
Within 1 to 2 months	17.8	18.0	16.0	15.1	17.6	24.7	0.2
Within 2 to 3 months	15.6	16.1	14.7	11.8	18.8	19.7	0.5
Within 3 to 4 months	13.3	13.2	11.6	13.7	16.4	10.5	-0.1
Within 4 to 5 months	13.1	12.4	13.6	13.5	13.1	8.5	-0.7
After 5 months	19.2	18.4	21.9	26.1	13.4	10.6	-0.8

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

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	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	10.8	12.7	12.3	12.2	11.7	15.4	1.9
3 nights	22.4	24.4	25.4	22.5	23.7	26.6	2.0
4 nights	25.7	22.7	22.9	23.0	23.0	21.8	-3.0
5 nights	11.0	10.7	10.8	10.7	11.3	10.1	-0.3
6 nights	5.8	6.2	5.9	7.5	6.4	4.9	0.4
7 nights	5.2	5.0	4.7	5.5	4.7	4.9	-0.2
8 nights	4.2	4.2	3.3	4.3	5.2	4.0	0.0
9 nights~14 nights	9.2	9.0	9.1	9.8	9.1	7.8	-0.2
15 or more nights	5.0	4.5	5.3	4.0	4.5	4.2	-0.5
Average [unit: nights]	5.74	5.55	5.68	5.55	5.61	5.31	-0.19

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

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	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	20.5	22.0	20.6	23.4	22.2	21.6	1.5
I will be using my leave	79.5	78.0	79.4	76.6	77.8	78.4	-1.5
Use 1 day	10.4	13.0	12.7	12.4	12.8	14.4	2.6
Use 2 days	22.8	21.7	21.4	21.3	20.4	24.1	-1.1
Use 3 days	19.2	18.0	17.8	17.0	19.2	17.8	-1.2
Use 4 days	9.4	9.0	10.5	8.2	8.7	8.7	-0.4
Use 5 days	9.7	8.7	8.6	10.4	8.4	7.2	-1.0
Use 6 days	2.0	1.7	1.6	1.7	1.9	1.4	-0.3
Use 7 or more days	5.9	5.9	6.9	5.5	6.3	5.0	0.0

* Number of cases: (2024) 7,273, (2025) 6,553, (Q1) 1,677, (Q2) 1,736, (Q3) 1,744, (Q4) 1,396

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	55.3	56.9	56.7	56.2	57.5	57.5	1.6
Group package travel	27.9	26.5	27.1	27.2	25.5	26.0	-1.4
Airplane+hotel or Airplane+rental car+hotel package travel	8.2	8.5	8.5	8.4	8.9	8.0	0.3
No firm plans yet	8.6	8.1	7.7	8.2	8.1	8.5	-0.5

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

9. Main Travel Activity Plans(%)

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

(Those who planned overseas travels)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To enjoy good food and drink	17.5	19.8	19.7	19.7	19.3	20.5	2.3
To relax	20.1	18.3	18.5	18.5	19.3	16.5	-1.8
To appreciate natural scenery	16.7	15.7	15.6	17.0	15.2	14.9	-1.0
To enjoy city landscapes	10.2	10.8	10.3	11.0	10.9	11.1	0.6
To appreciate historic sites and remains	9.1	8.5	8.8	8.3	7.9	9.1	-0.6
To enjoy theme park, hot spring, etc.	7.3	7.0	7.5	5.9	7.4	7.4	-0.3
To visit family, relatives, and friends, etc.	6.0	6.0	5.6	5.7	6.5	6.1	0.0
Shopping	4.2	4.5	4.4	4.3	4.4	5.0	0.3
To do sports/hobbies	3.7	3.7	4.1	3.8	3.3	3.6	0.0
To appreciate culture-arts	2.7	3.0	2.7	3.2	3.1	3.0	0.3
To visit festivals or events	1.6	1.7	1.4	1.7	1.9	1.7	0.1
Others	1.0	1.0	1.2	1.0	0.8	1.1	0.0

** Number of cases: (2024) 12,308, (2025) 10,872, (Q1) 2,843, (Q2) 2,872, (Q3) 2,885, (Q4) 2,271

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

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

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

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Golf	40.4	38.5	35.7	35.4	40.4	44.3	-1.9
Water sports	37.7	35.5	33.3	34.5	41.3	32.0	-2.2
Hiking	14.5	22.7	19.9	27.2	21.1	22.4	8.2
Winter sports	8.6	9.8	7.4	12.2	11.8	7.1	1.2
Fishing	8.5	9.3	8.3	11.8	7.5	9.6	0.8
Others	8.6	7.9	8.4	9.6	8.9	3.2	-0.7

* Number of cases: (2024) 896, (2025) 814, (Q1) 216, (Q2) 229, (Q3) 213, (Q4) 156

Part VII

**Day Trip and
Business
Trip**

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

Q. Have you engaged in a *Day trip in the past week (1 to 7 days ago)?

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

Category \ Time		(Total)					
		2024 (A)	2025 (B)	2025			
				1/4	2/4	3/4	4/4
Day trip		29.5	29.3	27.3	31.7	28.3	29.8
		Gap (B-A), %p					
		-0.2					

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

2. Day Trip Destination/Regions(%)

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

Category \ Time		(Those who experienced day trip)					
		2024 (A)	2025 (B)	2025			
				1/4	2/4	3/4	4/4
Gyeonggi		21.9	21.8	21.7	23.0	22.1	20.1
Seoul		10.9	11.4	12.5	10.6	10.7	12.4
Gangwon		8.4	8.4	9.1	7.8	8.6	8.2
Gyeongnam		7.1	7.5	7.3	7.5	7.4	7.9
Gyeongbuk		7.2	7.1	6.2	6.9	7.2	8.2
Busan		6.0	6.1	6.6	5.7	6.5	5.7
Chungnam		6.4	6.0	5.6	6.5	5.5	6.5
Incheon		5.6	5.6	5.2	6.3	5.5	5.3
Jeonnam		5.9	5.4	5.2	6.0	4.7	5.8
Jeonbuk		4.4	4.3	4.6	3.8	4.6	4.4
Daegu		3.8	4.2	4.0	4.2	4.3	4.3
Chungbuk		4.0	3.6	3.1	3.8	4.0	3.4
Daejeon		2.9	2.9	3.1	3.3	2.7	2.5
Ulsan		2.3	2.5	2.7	1.8	3.1	2.3
Gwangju		1.7	1.7	1.9	1.3	1.6	2.1
Jeju		1.4	1.4	1.2	1.7	1.6	1.0
Non-response		0.0	0.0	0.0	0.0	0.0	0.0

* Number of cases: (2024) 7,821, (2025) 7,167, (Q1) 1,775, (Q2) 2,059, (Q3) 1,841, (Q4) 1,492

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

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

(Those who experienced day trip)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To enjoy good food and drink	27.9	29.4	32.3	28.1	29.8	27.2	1.5
To appreciate natural scenery	28.2	26.2	23.2	27.9	25.1	29.0	-2.0
To visit family, relatives, and friends, etc.	17.7	17.2	18.6	17.1	17.5	15.1	-0.5
To relax	16.5	14.5	14.0	14.6	16.1	13.1	-2.0
Shopping	12.6	12.4	14.2	12.0	11.6	11.7	-0.2
Experiencing/amusing facilities and enjoying activities	8.3	8.8	8.7	7.8	10.5	8.1	0.5
To appreciate historic sites and remains	8.1	8.3	7.8	8.8	7.2	9.8	0.2
To visit festivals or events	7.4	7.9	4.7	8.7	7.2	11.7	0.5
To do sports/hobbies	7.7	7.9	6.8	9.7	7.8	6.8	0.2
To enjoy city landscapes	6.9	7.7	7.6	7.8	6.5	9.4	0.8
Cultural/sports watching	5.0	5.7	4.8	5.3	6.7	6.2	0.7
Others	2.2	2.1	1.8	2.2	2.2	1.9	-0.1

* Number of cases: (2024) 7,821, (2025) 7,167, (Q1) 1,775, (Q2) 2,059, (Q3) 1,841, (Q4) 1,492

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

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

							(Total)
Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Business trip	7.4	7.6	7.0	8.2	7.8	7.5	0.2

* Number of cases: (2024) 26,500, (2025) 24,500, (Q1) 6,500, (Q2) 6,500, (Q3) 6,500, (Q4) 5,000

5. Business Trip Duration(%)

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

(Those who went on a business trip)								
Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p	
			1/4	2/4	3/4	4/4		
One day trip	50.8	52.4	53.4	51.7	50.7	54.7	1.6	
1 night	25.9	24.1	24.7	24.6	23.2	24.0	-1.8	
2 nights	13.8	13.3	14.0	13.5	14.5	10.7	-0.5	
3 nights or more	9.5	10.1	7.9	10.2	11.6	10.7	0.6	

* Number of cases: (2024) 1,948, (2025) 1,873, (Q1) 458, (Q2) 532, (Q3) 509, (Q4) 375

6. Business Trip Destination/Regions(%)

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

(Those who went on a business trip)

Category \ Time	2024 (A)	2025 (B)	2025				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gyeonggi	16.6	15.9	17.5	14.1	16.9	14.9	-0.7
Seoul	9.5	10.2	8.7	11.9	10.8	8.8	0.7
Gyeongbuk	7.4	7.9	5.9	7.9	8.8	9.3	0.5
Chungnam	8.6	7.8	7.9	6.8	8.3	8.6	-0.8
Gangwon	7.3	7.4	8.6	7.4	6.5	7.2	0.1
Gyeongnam	6.1	6.9	8.9	7.3	5.1	6.4	0.8
Busan	6.7	6.8	5.2	7.7	6.5	7.7	0.1
Daejeon	6.1	6.5	8.6	6.0	6.1	5.3	0.4
Daegu	5.1	4.9	3.3	5.1	6.5	4.5	-0.2
Jeonnam	6.1	4.9	4.6	4.5	5.1	5.3	-1.2
Chungbuk	4.1	4.5	4.8	5.1	3.7	4.3	0.4
Jeonbuk	3.9	4.1	4.2	3.8	5.1	3.2	0.2
Gwangju	4.5	3.7	3.3	4.3	3.3	4.0	-0.8
Incheon	3.0	3.5	3.3	4.1	2.4	4.3	0.5
Ulsan	3.1	2.7	2.4	1.9	2.5	4.5	-0.4
Jeju	1.9	2.3	2.9	2.2	2.4	1.6	0.4

* Number of cases: (2024) 1,948, (2025) 1,873, (Q1) 458, (Q2) 532, (Q3) 509, (Q4) 375

