

Consumer Research Expert



ConsumerInsight Report

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Leaving for Summer Vacation in the late July or early August? It was only in the old days as people are leaving on holidays

- ConsumerInsight's 'Weekly travel behavior and planning study'
- Domestic travel during the peak season reduced to 27.7%, 8.5% points down in the past 2 years.
- Travel demand splitting up over alternate holidays such as National Independence Day.
- Traditional travel seasons deteriorating, with holidays getting more and more important

Vacation time is splitting up as travel demand during the peak travel periods of late July and early August, is shrinking. The number of people planning summer vacation for the periods dropped to 27.7% this year, 8.5% points down, from 36.2% in 2017. Instead, the trend of going abroad on holidays such as Korean thanks giving days increased, which was more visible among those in their 30s. However, the overseas travel that had continued to grow till the last year slowed down, with the domestic travel also showing no sign of recovery.

■ Domestic travel - 7% in the 1st week of August, reaching below the average

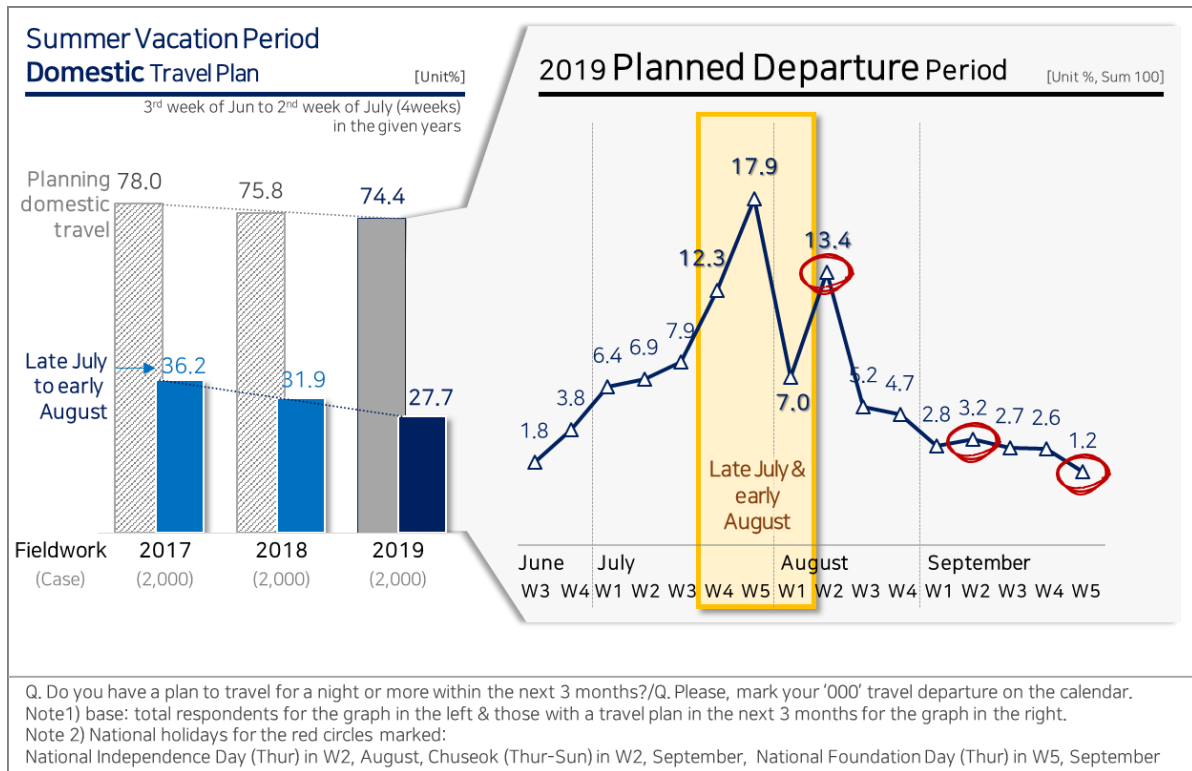
The response for 'planning a domestic travel for a night or more within the next 3 month' continued to drop by more than 1~2% points every year, from 78.0% in 2017, to 75.8% in 2018, and to 74.4% in 2019 [Figure 1]. Of the same, planning summer vacations during the 3 weeks from late July to early August plunged by some 4~5% points, from 36.2% to 31.9% to 27.7% over the past three years. Adding to the domestic travel market's overall downturn, the concentration on the peak travel periods eased greatly.

When it comes to planning travels during late July and early August by traveler, those in their 30s and 40s dropped by 7.7% points and 9.7% points, respectively, against the previous year, with those households with infant/elementary schooler child(-8.3%p) and mid/high school child(-9.3%p) having gone down badly, in particular[Appendix]. On the other hand, those in their 50s rose 1.0% point year on year, the only increase across all the age groups, on the same measure.

Travel departures were the most concentrated on the 5th week of July with 17.9% among those planning travels in the next 3 months (3rd week of June to 5th week of September). The period is the time when children's vacations such as nurseries, kindergartens, and private institutes (or Hakwon) are very concentrated. The 2nd week of August, outside the late July and early August period, marked

13.4%, indicating that many travelers planned their travels, using the alternating holidays around the National Independence Day on Thursday. The 4th week of July marked 12.3% and the 1st week of August 7.0%, below the average, embarrassing the period of 'early July and early August' as the peak summer vacation season.

<Figure1. Domestic travel plan & Departure for Summer Vacation>

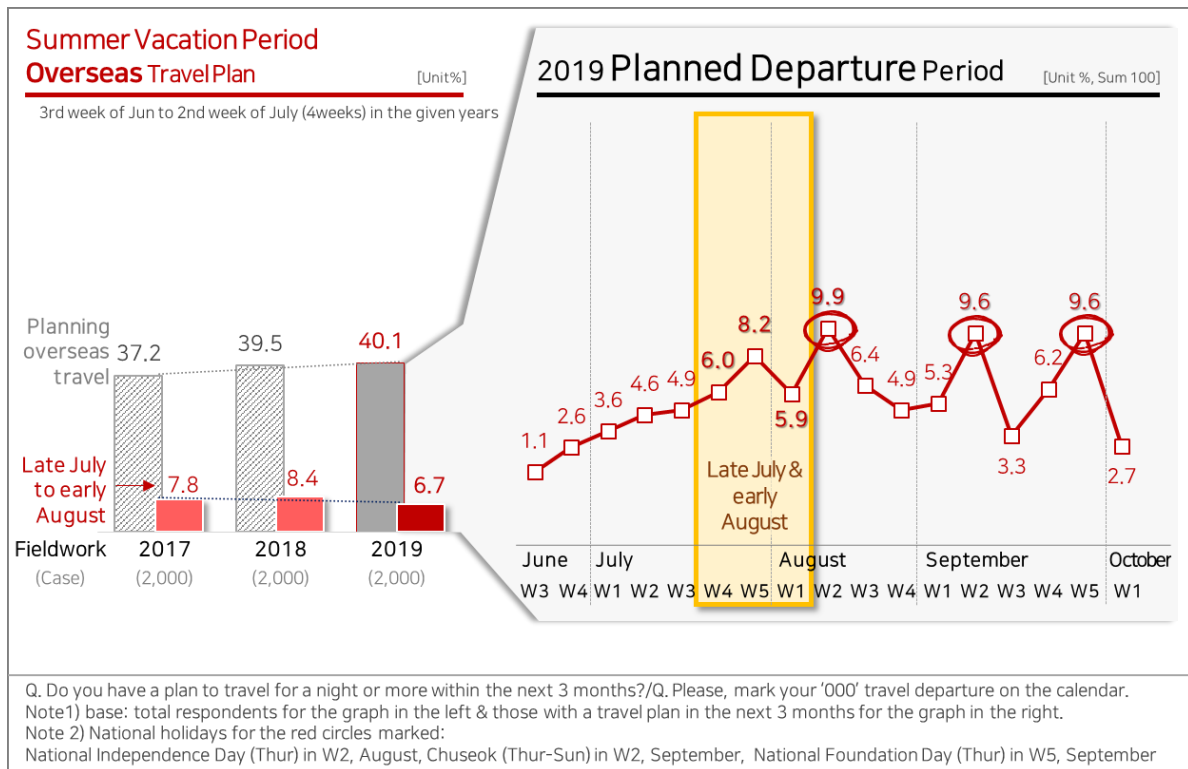


■ Overseas travel-Peaked in the 2nd week of August around National Independence Day

Overseas travel planning increased from 37.2% in 2017, to 39.5% in 2018, to 40.1% in 2019, but its increase trend slowed down greatly [Figure 2]. In particular, departures during the 3 weeks from late July to early August rather declined in the past 3 years, from 7.8% to 8.4% to 6.7%, respectively.

Intended departures were the most for the 2nd week of August with 9.9%, followed by the 2nd week of September with Korean Thanksgiving holidays (or Chuseok), and the 5th week of September with the National Foundation Day, each at 9.6%. The departures were more than 1% point higher when there were holidays, than the 5th week of July (8.2%), the period with the largest departures amid late July and early August. The gap can become larger as travel planning can increase when it gets closer to Chuseok and the National Foundation day.

<Figure2. Overseas travel plan & Departure for Summer Vacation>



The reason that the traditional travel periods of late July and early August is getting dispersed is because of travelers' desire to use their holidays more efficiently. They want to maximize their holidays while using their annual leave from work less, by utilizing alternate holidays, etc. The same is not an exception for domestic travels that are done in relatively shorter terms. It is time to attract travelers who move under the motto 'Time is gold.'

These results are based on a weekly joint-survey of 'Weekly travel behavior and planning study' conducted by Sejong University Tourism Industry Research Lab. and ConsumerInsight Consumer Trend Research Lab with a weekly sample of 500 travelers (26,000 respondents per year). Weekly updated survey results and analysis reports can be viewed at www.consumerinsight.co.kr/travel and the summary of the survey results by year can be downloaded. ([Download the reports](#))

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For-more-Information

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<Appendix. Travel Planning by Demographics>

Travel Planning by **Demographics**

(fielded from the 3rd week of June to the 2nd week of July, Unit %)

	Domestic Travel				Overseas Travel			
	Total Periods		From late July to early August		Total Periods		From late July to early August	
	2019	Against 2018(%p)	2019	Against 2018(%p)	2019	Against 2018(%p)	2019	Against 2018(%p)
Total	74.4	-1.4	27.7	-4.2	40.1	+0.6	6.7	-1.7
Male	76.0	-0.2	28.1	-4.2	41.6	+1.3	6.9	-1.8
Female	72.9	-2.4	27.2	-4.4	38.5	-0.1	6.4	-1.6
20s	71.2	+2.6	22.0	-3.7	42.6	-1.9	8.0	-1.6
30s	71.3	-5.9	22.8	-7.7	44.6	+4.9	8.6	+1.2
40s	79.1	+0.9	32.8	-9.7	39.5	-1.1	7.2	-2.1
50s or older	72.1	-4.8	30.0	+1.0	39.3	+3.1	4.5	-3.3
Not married	68.4	-0.2	21.7	-3.3	43.6	-0.2	6.5	-2.4
Married	78.1	-2.0	31.4	-4.7	38.7	+1.3	7.0	-1.1
▼The youngest child								
Newly wed (no child)	70.2	-1.8	18.0	-7.3	45.9	+0.8	9.3	+0.3
Infant & elementary	85.1	+0.2	36.7	-8.3	38.8	+2.0	8.7	+0.1
Mid/high school	75.9	-6.9	38.5	-9.3	28.1	-6.7	5.2	-3.6
Adult	74.5	-2.3	27.5	+1.5	38.9	3.1	5.2	-1.9

Q. Do you have a plan to travel for a night or more within the next 3 months?/Q. Please, mark your '000' travel departure on the calendar.
 Note1) Based on ConsumerInsight's 'Weekly travel behavior & planning study(Weekly 500 sample, 26,000 sample per year.
 Note2) Triangles marked for similar results the total plan results statistically (Red>Total; Blue<Total, Significance level=0.05)