

Consumer Research Expert



ConsumerInsight Report

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“Still refer to TV Travel shows?” ...Travel Information shows lose popularity

- ConsumerInsight ‘Weekly travel behavior and planning study’
- “To get travel information via TV shows” declined by 5%p within a year
- Travelers in their 20s noticeably turning to social media
- Travel agencies & related organizations needing changes in their PR strategies

The influence of TV broadcasting, which had been the most popular travel information channel among Koreans for the past few years, has reduced. The response of ‘to get travel information via TV’ reached its peak in the 1st half of 2018, but the trend failed to continue and declined significantly this year. The given change was the largest for overseas travel and among those in their 20s by age.

The following are the results of ‘Weekly travel behavior and planning study’ (weekly sample of 500, 26,000 respondents per year) conducted by Sejong University Tourism Industry Research Lab. and ConsumerInsight’ Consumer Trend Research Lab, that compare changes in information channel influence in the recent 3 years.

■ The popularity of TV Travel shows dropped significantly

In the 1st half of last year, TV broadcasting was the only channel that increased(24%→27%) in ‘use intention’ among the 8 travel information channels (travel information site/app, blog, community/café, social media, word of mouth/recommendation, travel destinations’ official sites, TV shows, and travel product channel, etc). However, the ‘intention to use the channel’ fell by 5 % points, to 22% this year, decreasing almost twice as much as the last year’s increase [Figure 1].

■ A bigger fall in overseas travel than domestic travel

By overseas vs domestic travel, ▲ the response of ‘to get information via TV shows more than before’ increased from 25% in 2017 to 28% in 2018, 3% points up, but plunged by 6% points to 22% in 2019 as of the 1st half of each year mentioned. ▲ As for the domestic travel, the response increased by 2% points to 25% in 2018 from 23% in 2017, then, came to 21%, 4% points down, lower than 2 years ago on the same measure. The overseas travel rose and fell more on the measure than its domestic counterpart.

■ A larger decline among those in their 20s

Changes were more visible among those in their 20s in particular. The age group referred to the TV shows ▲6% points more for the overseas travel, 3% points more for the domestic travel, leading the popularity of the TV shows in the 1st half of 2018, against the 1st half of 2017 ▲but showed the biggest decline amongst all the age groups this year, with 9% point drop for the overseas travel and 5% point drop for the domestic travel. Considering that the age group's intent to use 'Social Media more' increased to 46%, 2% points up, for the overseas travel and 51%, 3% points up, for the domestic travel, it is indicated that the influence of Social Media is appealing to this age group more than TV.

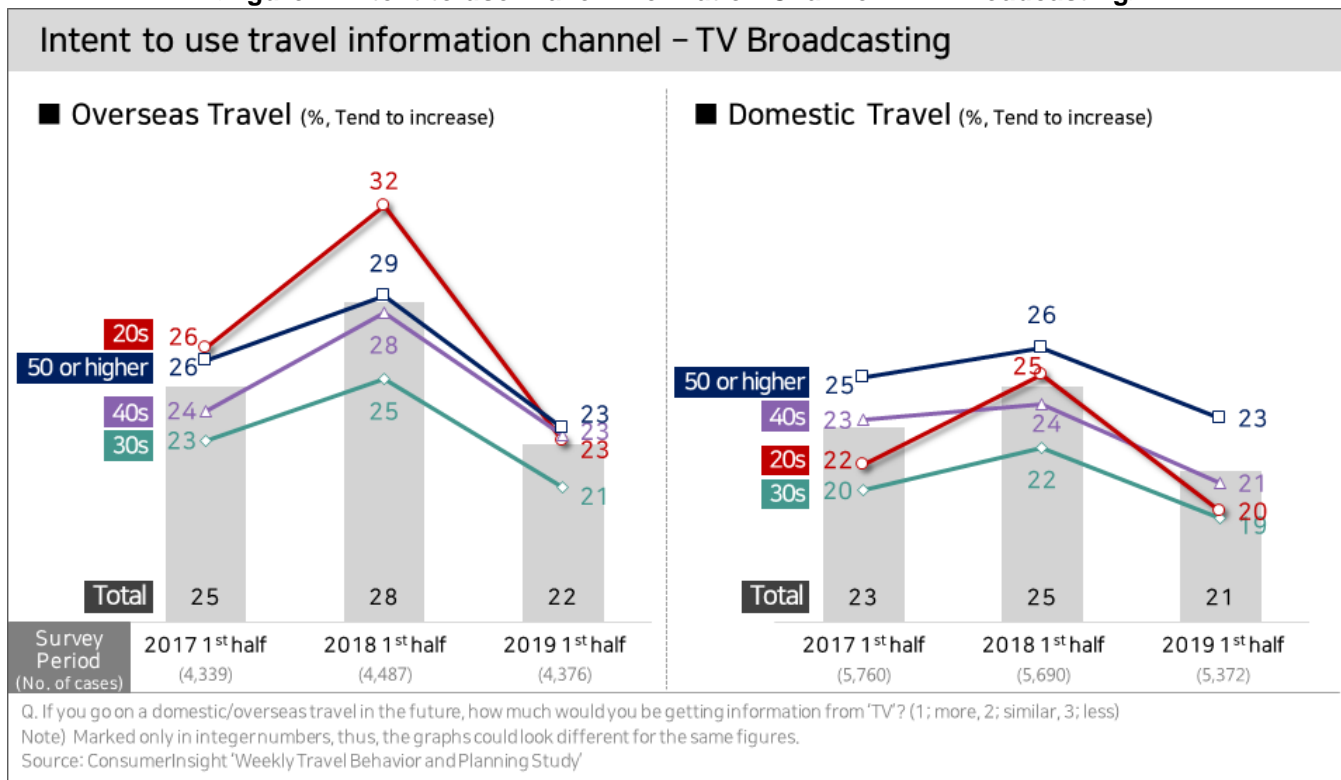
■ Marketing strategies need to be staged on more sold ground

TV shows contributed to making such countries as Taiwan, Vietnam, Russia, and Eastern-Europe popular travel destinations at a stretch, launching similar programs competitively, but showed its limit in becoming a major information source as they fell behind in their competition against video services such as YouTube that provide quick and various search.

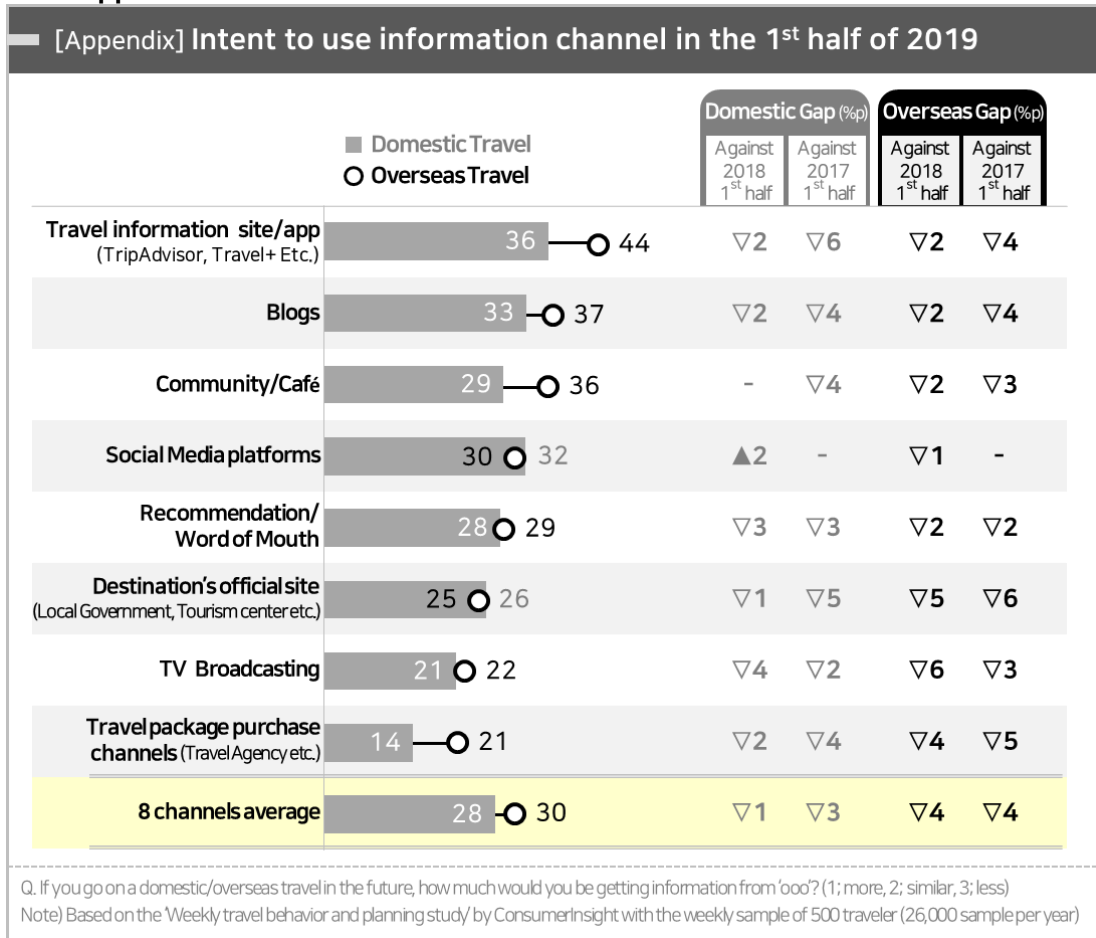
TV shows that require heavy investments such as broadcasters, travel agencies, travel destinations and famous celebrities surely have advantages in terms of its structure and entertainment. However, they are not competitive enough against the contents of Social Media or/and YouTube that really focus on information. While considering the reduced consumers' intent to use information channels, travel agencies, local governments, travel offices, and central governments will need to keep a close eye on changes in the market, and stage customized promotions rather than massive/multi-faceted PR activities.

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](#))

<Figure 1. Intent to use Travel Information Channel – TV Broadcasting>



<Appendix. Intent to use Travel information Channel in the 1st half of 2019>



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For-more-Information

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