

ConsumerInsight

Travel Behavior & Planning Study

2017-2023 Result Tables



Introduction

- 1) This report contains excerpts from the "Weekly Travel Behavior and Planning Study," which was initiated by ConsumerInsight Inc. and has been conducted through weekly surveys since August 2015. The data used in this report can be accessed and purchased, either for free or paid, from the Cultural Big Data Platform (<https://www.bigdata-culture.kr>), overseen by the Korea Culture Information Service Agency.
- 2) The content and the data collection of this survey, as well as the data processing and tabulation, are as follows.
- 3) 'Travel' refers to day trips and/or overnight stays for purely tourism purposes, excluding those for business or academic objectives.
- 4) Travelers classified those who had a domestic travel within the past 3 months as Domestic and those who had an overseas within the past 6 months as Overseas, from the point of the questionnaire completion. Overseas Travel Experience Rate in the report, however, confined only those who had an overseas travel within the past 3 month as Overseas, to acquire the comparability with Domestic travel.
- 5) 'Travel Plan' results represent those respondents who have a domestic travel plan within the next 3 month or who have overseas travel plan in 6 months, respectively.
- 6) Figures in the tables might not sum up to 100.0% as each figure was rounded off at the first or second decimal place.
- 7) The figures in the tables were rounded off at the second decimal place, thus, the difference between the two figures could be inconsistent due to round off error.
- 8) The sum of multiple answers could exceed 100%.
- 9) Outliers in Travel Duration, Number of Companions, Travel Expense, were treated as missing value.
- 10) In the survey categories of residence area, interest in travel destinations, planned travel regions, actual travel regions, and evaluation of travel destinations, Sejong City is included as a part of Chungcheongnam-do.

11) The Travel Corona Index (TCI), is a metric calculated by dividing the results from 2023 by the pre-pandemic (2019) results of COVID-19 occurrences.

- Calculation Method : (2023 result ÷ 2019 result) × 100

※ For values below 5.0% in the year 2019, the TCI (Travel Corona Index) is not calculated and is indicated with a '-' symbol.

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

Classification	Study Start Period	Answer Type			Dis-closed*	
		Single Answer	Multiple Answer	5 point scale		
Travel Trend	Travel pending Behavior	February,2016 ~			○	
	Travel Spending of the Next Year	"			○	*
	Travel Experience Rate	January,2017 ~	○			*
	Domestic Travel Experience Rate	"	○			*
	Overseas Travel Experience Rate	"	○			*
	Travel plan rate	August,2015 ~	○			*
	Domestic travel plan rate	"	○			*
	Overseas travel plan rate	"	○			*
	Travel Destination Interest	February,2016 ~			○	*
	Intention to Use Channels for Exploring Domestic Travel Information	December,2016 ~	○			
	Intention to Use Channels for Exploring Overseas Travel Information	"	○			
	Domestic Travel Behavior	Travel Frequency	January,2017 ~	○		
Travel Destination		"	○			*
Travel Duration		"	○			
Vacation (Annual Leave) Use		"	○			
Companion		"		○		
Number of Companions		"	○			

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

Classification	Study Start Period	Answer Type			Dis-closed*	
		Single Answer	Multiple Answer	5 point scale		
Domestic Travel Behavior	Travel Type	January,2017 ~	○			*
	Reasons for Choosing Travel Destinations	"	○			
	Main Travel Activities	"	○			*
	Hobby/Sports Activities During Travel	"		○		
	Transportation to Destination	"	○			
	Transportation in the Destination Area	"	○			
	Accommodation	"	○			*
	Criteria for selecting Accommodation	"	○			*
	Criteria for Selecting Restaurants/food	"	○			
	Information Search Channel	January,2020 ~	○			
	Product Reserved/Purchased	January,2017 ~		○		*
	Reserving/Purchasing Channel	"	○			*
	Reserving/Purchasing Method	"	○			
	Total Travel Spending	"	○			
	Travel Cost by Item	"	○			
	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 Purpose	"	○			
Hobby/Sports Activities During Travel Plan	"		○			

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

Classification	Study Start Period	Answer Type			Dis-closed*
		Single Answer	Multiple Answer	5 point scale	
Overseas Travel Behavior	Travel Frequency	January,2017 ~	○		
	Travel Destination	"	○		*
	Travel Duration	"	○		
	Vacation(Annual Leave) Use	"	○		
	Companion	"		○	
	Number of Companions	"	○		
	Travel Type	"	○		*
	Reasons for Choosing Travel Destinations	"	○		
	Main Travel Purpose	"	○		*
	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 Purpose	"	○		
	Hobby/Sports Activities During Travel Plan	"		○	

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

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

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

13) The tables, in part, are posted on 'Leisure·Travel' of the homepage <https://www.consumerinsight.co.kr/leisure-travel>.

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

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Part I
**Study
Outline**

1. Study Outline & Objective

□ Study Background

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

□ Study Objective

- The primary objective of this study is to identify changes in travel consumers' behavior and attitudes. Measuring parameters are not a concern.
- To build a timely and diachronic information system capable of offering a comprehensive perspective on the expectations and evaluation of travelers' experiences, aiming to comprehend and predict changes.
- To provide information that aids in establishing, executing, and evaluating travel promotion strategies by monitoring travel consumers' recent experiences, evaluations, and future plans in a timely manner.

□ Study History

- August, 2015: Launched as Domestic & Overseas Travel Plan Study, with the weekly sample size of 300.
- January, 2017 : Increased the sample size to 500 per week.
- December, 2023: Total of 436 week fieldwork, the cumulative total sample size of 203,800 achieved (since August, 2015).

2. Study Design

- Respondents: 18 years old or older adults, nationwide
- Sample Frame : ConsumerInsight's IBP
(Invitation Based Panel with more than 860,000 panelists).
- Sampling : Quota sampling proportionate to sex×age×region based on national census.
- Data Collection Method : Email survey by online and/or mobile
- Survey Frequency/Period: Every week, Monday to Thursday
- Sample Size : 2,000 to 2,500 per month(weekly 500)
- Study Contents : Travel Trend, Travel Behavior, Travel Plan

3. Sample Design

□ Characteristics of Sampling

- The sampling frame of the study is ConsumerInsight's proprietary panel with over 860,000 panelists.
- ConsumerInsight's panel is the one of the largest IBP (Invitation Based Panel) in the world, and the panel is recruited and organized via the probabilistic data collection procedure. ConsumerInsight's panel is recruited during the data collection process of the company's large scale syndicated studies in which social scientific data collection methods are followed.
- ConsumerInsight's IBP panel acquisition process:
 - First, setting quota tables based on sex, age, and province for a large-scale syndicated study (e.g., 100,000 respondents for the annual automotive study).
 - Second, probability sampling of the members of large sites/portals, such as Naver, SKT, and etc.

- Third, Survey invitation emailing
- Fourth, Ask for panel enrollment at the end of the survey.
- Fifth, Panel application review & panel registration after the double opt-in process.

□ Importance of IBP

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

□ Interpretation of Study Results

- The primary focus of this study is on detecting changes rather than measuring parameters.
- The survey invitation email includes the word 'Travel' in its title, so it's highly unlikely that those with no interest in travel at all will participate in the survey. Consequently, the study results tend to over-represent frequent travelers.

4. Sample Composition

(%)

Classification		2017	2018	2019	2020	2021	2022	2023
Total		(26,000)	(26,500)	(26,000)	(26,000)	(26,000)	(26,000)	(26,000)
Sex	Male	50.8	50.7	50.7	50.7	50.7	50.8	50.9
	Female	49.2	49.3	49.3	49.3	49.3	49.2	49.1
Age	20s	18.1	18.2	18.2	18.2	18.2	17.9	17.3
	30s	21.1	21.0	21.0	21.0	21.0	18.0	17.8
	40s	24.2	24.1	24.1	24.1	24.1	21.9	21.7
	50s	22.7	22.8	22.8	22.8	22.8	23.1	23.2
	60s or above	13.8	13.9	13.9	13.9	13.9	19.2	19.9
Sex BY Age	Male/20s	9.6	9.6	9.6	8.9	9.6	9.4	9.1
	Male/30s	10.8	10.8	10.8	10.8	10.8	9.3	9.2
	Male/40s	12.2	12.2	12.1	12.3	12.2	11.1	11.0
	Male/50s	11.4	11.4	11.4	11.6	11.4	11.7	11.8
	Male/60s or above	6.8	6.8	6.8	7.1	6.8	9.5	9.8
	Female/20s	8.6	8.6	8.6	9.3	8.7	8.5	8.2
	Female/30s	10.3	10.2	10.2	10.2	10.2	8.8	8.6
	Female/40s	12.0	11.9	12.0	11.9	12.0	10.8	10.8
	Female/50s	11.3	11.4	11.4	11.1	11.4	11.4	11.4
	Female/60s or above	7.0	7.1	7.0	6.7	7.0	9.7	10.2
Marital status	Unmarried	33.7	35.7	36.4	35.1	39.1	34.8	32.9
	Married	61.4	61.4	60.3	61.0	57.2	60.9	61.9
	Others	4.9	2.9	3.4	3.9	3.7	4.4	5.3
Residing Region	Seoul	20.2	20.2	20.2	20.2	20.2	19.0	19.0
	Busan	7.0	7.0	7.0	7.0	7.0	6.5	6.4
	Daegu	4.9	4.9	4.9	4.9	4.9	4.6	4.6
	Incheon	5.8	5.8	5.8	5.8	5.8	5.8	5.9
	Gwangju	2.9	2.9	2.9	2.9	2.9	2.8	2.8
	Daejeon	3.1	3.1	3.1	3.1	3.1	2.8	2.8
	Ulsan	2.3	2.3	2.3	2.3	2.3	2.2	2.2
	Gyeonggi	24.2	24.2	24.2	24.2	24.2	26.6	26.8
	Gangwon	2.9	2.9	2.9	2.9	2.9	2.9	2.9
	Chungbuk	3.0	3.0	3.0	3.0	3.0	3.0	3.0
	**Chungnam	4.3	4.3	4.3	4.3	4.3	4.6	4.7
	Jeonbuk	3.4	3.4	3.4	3.4	3.4	3.3	3.2
	Jeonnam	3.3	3.3	3.3	3.3	3.3	3.3	3.3
	Gyeongbuk	5.1	5.1	5.1	5.1	5.1	4.9	4.8
	Gyeongnam	6.4	6.4	6.4	6.4	6.4	6.3	6.2
Jeju	1.1	1.1	1.1	1.1	1.1	1.3	1.3	

(%)

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

* Domestic Travel Experience (in the past 3 months) - 68.7% of the total,
 Domestic Travel Planning (in the next 3 months) - 72.6% of the total.
 Overseas Travel Experience (in the past 6 months) - 24.6% of the total,
 Overseas Travel Planning (in the next 6 months) - 44.4% of the total.

** Sejong included in Chungnam of residing region.

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

**** Since 2022, there have been changes to the sample composition design by gender and age.

Part II
**Travel
Trend**

1. Travel Spenditure of the Past Year(% `Spent more')

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

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCl ⁺ (`23/'19)
		Total travel	41.8	41.3	37.6	19.8	9.8	24.7	40.6

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000
 + Travel Corona Index : (2023 result ÷ 2019 result) × 100

2. Travel Spending of the Next Year (% `Will spend more')

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

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCl (`23/'19)
		Total	47.3	45.7	42.8	23.0	34.6	50.4	46.3
	Domestic travel	38.5	36.0	34.7	27.3	37.7	47.0	42.8	123
	Overseas travel	43.2	42.3	39.1	17.8	22.6	41.3	47.3	121

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

3. Travel Experience Rate(% 'Yes')

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Total	79.7	77.4	77.4	61.3	60.7	70.7	75.1
	Domestic travel	71.2	68.1	69.0	58.4	59.9	69.2	68.7	100
	Overseas travel	27.7	28.5	27.6	10.0	3.6	5.0	17.0	62

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

4. Travel Plan Rate(% 'Yes')

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Total	84.3	81.7	81.8	68.9	72.3	80.4	80.8
	Domestic travel	73.2	69.8	70.5	65.9	70.9	77.3	72.6	103
	Overseas travel	35.8	36.8	35.5	10.4	5.7	13.7	25.8	73

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

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

Q. My desire to go to 'OOO' has increased/decreased compared to before.

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

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

Category	Time								(Total)
		2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Gangwon	52.0	49.2	46.5	46.3	54.6	54.8	47.3	102
	Jeju	63.8	57.7	54.4	52.9	63.5	63.6	46.1	85
	Busan	45.7	43.4	43.8	34.8	43.9	46.7	40.8	93
	Seoul	28.6	28.5	28.5	21.6	26.0	30.2	28.9	101
	Jeonnam/Kwangju	29.3	28.0	26.8	25.1	29.2	29.9	26.0	97
	Gyeonggi/Incheon	26.6	26.2	24.7	21.4	26.0	27.2	22.3	90
	Gyeongnam/Ulsan	21.8	20.3	21.4	18.2	25.7	25.8	21.1	99
	Jeonbuk	25.0	22.5	21.6	21.3	25.8	24.8	19.5	90
	Chungnam/Daejeon	18.7	17.6	17.7	16.4	21.6	20.7	18.4	104
	Gyeongbuk/Daegu	18.6	18.1	17.9	13.6	21.6	21.9	18.1	101
	Chungbuk	17.0	16.8	16.5	15.9	20.7	20.1	14.9	90

* Number of cases: (2017) 13,071, (2018) 13,391, (2019) 13,093, (2020) 13,128, (2021) 13,038, (2022) 13,039, (2023) 12,988

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

Q. My desire to go to 'OOO' has increased/decreased compared to before.

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Oceania	53.4	51.3	49.3	32.6	39.8	49.4	49.2
	Western/Northern Europe	52.1	51.8	48.5	27.7	35.6	46.9	48.1	99
	Southern Europe	53.0	54.1	52.1	29.6	35.6	43.6	44.3	85
	United States/Canada	41.9	40.5	40.7	24.0	30.5	40.6	41.3	101
	Southeast Asia	36.3	40.9	39.5	21.6	26.7	34.0	39.4	100
	Japan	35.5	34.3	17.4	9.0	17.8	29.2	39.4	226
	Eastern Europe	48.9	51.2	48.1	28.3	33.5	38.9	39.4	82
	Hongkong/Macao	31.6	32.3	27.7	15.0	21.2	22.7	23.5	85
	Latin America	24.8	24.4	22.2	14.8	16.4	17.2	16.4	74
	Central/Southwest Asia	18.1	17.7	15.1	9.8	11.2	13.0	10.8	72
	Africa	11.8	13.6	10.5	7.2	7.1	7.2	7.4	70
	China	15.6	17.6	14.2	5.9	8.1	7.6	6.8	48

* Number of cases: (2017) 12,928, (2018) 13,109, (2019) 12,907, (2020) 12,871, (2021) 12,962, (2022) 12,961, (2023) 13,012

7. Intent to Search Domestic Travel Information Channels (% 'Will increase')

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		YouTube	0.0	0.0	0.0	32.5	38.9	39.3	37.7
	Social media	26.8	26.0	28.6	27.2	31.7	31.5	28.3	99
	Professional travel information sites/app	36.5	32.7	31.8	26.9	28.1	30.2	25.4	80
	Blogs	33.7	31.5	30.0	26.0	28.6	28.5	24.9	83
	Recommendation/Word of mouth	29.9	28.8	27.2	25.2	24.5	25.8	23.9	88
	Online community/Cafe	28.8	26.2	25.7	23.1	22.9	23.4	20.9	81
	Official website of the travel destination	26.9	23.8	22.0	20.0	20.7	21.7	17.2	78
	TV	21.9	21.8	18.8	15.3	16.1	18.6	17.1	91
	Travel service/package purchased channel	14.1	12.7	11.2	8.9	10.4	12.3	11.0	98

* Number of cases: (2017) 12,509, (2018) 12,689, (2019) 12,386, (2020) 12,455, (2021) 12,171, (2022) 12,068, (2023) 12,101

** 'YouTube' item added in September of 2020

8. Intent to Search Overseas Travel Information Search Channels (% 'Will increase')

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

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

									(Total)
Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		YouTube	0.0	0.0	0.0	35.9	41.5	45.1	45.1
	Professional travel information sites/app	45.1	42.7	41.2	32.9	36.2	39.1	33.4	81
	Social media	26.7	26.2	27.3	25.6	29.6	30.5	29.9	110
	Blogs	37.9	35.6	33.2	26.6	29.5	30.4	28.1	85
	Online community/cafe	36.1	34.1	32.7	27.9	27.6	29.4	27.1	83
	Recommendation/Word of mouth	29.6	29.5	26.3	21.1	20.6	22.4	22.9	87
	TV	23.3	24.8	19.6	13.6	13.8	17.9	20.4	104
	Travel service/package purchased channel	23.9	22.9	19.4	14.6	17.3	21.1	19.4	100
	Official website of the travel destination	28.1	25.8	21.6	18.7	21.6	22.8	18.4	85

* Number of cases: (2017) 9,490, (2018) 9,944, (2019) 9,976, (2020) 9,767, (2021) 9,085, (2022) 7,206, (2023) 6,703

** 'YouTube' item added in September of 2020

Part III
**Domestic
Travel
Behavior**

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

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

Category		Time							(Total)	
			2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Total			71.2	68.1	69.0	58.4	59.9	69.2	68.7	100
Sex	Male		72.4	70.0	70.5	62.2	62.4	70.0	68.6	97
	Female		69.9	66.2	67.6	54.5	57.4	68.4	68.8	102
Age	20s		67.8	64.1	66.0	61.1	63.4	69.8	66.6	101
	30s		72.8	70.3	71.3	63.3	65.2	74.2	72.3	101
	40s		72.5	70.1	69.9	58.6	59.9	70.7	72.7	104
	50s		70.9	67.7	68.5	54.3	54.6	66.9	67.1	98
	60s or above		71.5	67.2	69.0	53.8	56.3	65.0	64.8	94
	Sex BY Age	Male/20s		64.9	62.3	63.8	61.3	60.8	66.2	63.3
	Male/30s		73.4	71.8	73.3	67.0	67.3	74.5	71.3	97
	Male/40s		74.6	73.9	72.4	64.8	64.7	73.8	74.5	103
	Male/50s		74.1	70.9	71.3	58.0	58.1	68.4	67.8	95
	Male/60s or above		74.8	69.4	70.5	58.3	60.0	66.7	65.5	93
	Female/20s		71.0	66.0	68.4	61.0	66.2	73.8	70.2	103
	Female/30s		72.1	68.7	69.2	59.4	63.0	73.9	73.5	106
	Female/40s		70.3	66.2	67.4	52.2	55.0	67.6	70.8	105
	Female/50s		67.7	64.6	65.7	50.5	51.1	65.3	66.5	101
	Female/60s or above		68.2	65.2	67.6	49.0	52.7	63.4	64.1	95
Average Monthly Household Income	below KRW 3 Million		60.7	57.5	56.9	49.7	50.4	60.0	60.1	106
	KRW 3 Mil to 5 Mil		70.4	66.5	67.1	56.2	56.3	66.9	68.5	102
	KRW 5 Mil to 7 Mil		74.3	72.1	72.6	61.2	62.7	71.5	71.9	99
	KRW 7 MI or above		76.8	74.3	75.5	64.2	66.9	75.6	72.8	96

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

2. Travel Frequency(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
*Domestic Travel Experience ("Yes")	71.2	68.1	69.0	58.4	59.9	69.2	68.7	100
1 time	48.9	50.7	50.0	53.6	50.8	48.5	52.9	106
2 times	32.3	32.8	33.3	30.8	31.8	31.5	28.9	87
More than 3 times	18.8	16.5	16.7	15.6	17.4	19.9	18.2	109
Average [unit: times]	1.70	1.66	1.67	1.62	1.67	1.71	1.65	99

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

** Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

3. Travel Destination(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Gangwon	20.0	20.7	20.5	20.3	19.5	20.4	21.3	104
Jeju	11.1	10.7	9.9	10.6	11.7	10.9	8.7	88
Gyeonggi	7.3	7.4	7.8	8.2	7.7	8.2	8.6	110
Jeonnam	8.2	7.8	7.8	8.4	8.0	8.1	8.3	106
Gyeongbuk	7.1	6.7	7.0	7.6	8.3	8.3	8.0	114
Busan	9.7	9.8	10.0	8.5	8.5	8.1	7.8	78
Gyeongnam	7.9	6.7	6.8	7.9	7.5	7.3	7.1	104
Seoul	5.1	6.2	6.7	5.6	6.0	6.2	6.4	96
Chungnam	6.3	6.2	5.9	6.1	5.6	5.6	6.0	102
Jeonbuk	5.3	5.1	4.8	4.7	4.5	4.6	4.6	-
Chungbuk	3.5	3.5	3.3	3.5	3.6	3.5	3.9	-
Incheon	2.3	2.8	3.1	3.0	3.2	3.0	3.1	-
Daegu	1.8	2.0	2.0	1.6	1.8	1.9	2.0	-
Daejeon	1.6	1.6	1.6	1.2	1.3	1.4	1.6	-
Ulsan	1.7	1.4	1.6	1.7	1.7	1.6	1.4	-
Kwangju	1.1	1.3	1.1	1.0	1.1	1.0	1.0	-

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

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		1 night	46.9	49.7	48.8	50.5	49.8	46.9	48.8
2 nights	31.8	30.9	32.4	29.4	29.4	30.3	27.7	85	
3 nights	12.1	11.7	11.4	10.8	10.9	12.1	11.8	104	
4 nights	4.3	3.9	3.7	4.0	4.2	4.1	4.4	-	
5 nights	1.4	1.3	1.1	1.3	1.3	1.5	1.5	-	
6 or more nights	3.6	2.5	2.5	4.0	4.3	3.9	3.4	-	
Average [unit: nights]		2.06	1.92	1.92	2.05	2.11	2.08	2.00	104

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

5. Vacation(Annual Leave) Use(%)

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

Please select the number of days used.

(Office workers experienced in domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		I did not use my annual leave	56.1	55.2	53.3	53.0	51.0	51.4	51.6
I used my annual leave	43.9	44.8	46.7	47.0	49.0	48.6	48.4	104	
Used 1 day	21.2	23.3	24.9	23.9	23.4	23.9	25.1	101	
Used 2 days	12.5	12.5	12.9	13.0	14.6	14.0	13.8	107	
Used 3 days	6.5	5.9	5.9	6.3	7.0	6.8	6.2	105	
Used 4 days	1.8	1.7	1.6	2.0	2.0	1.8	1.6	-	
Used 5 days	1.0	0.8	0.7	1.0	1.3	1.3	1.0	-	
Used 6 days	0.2	0.2	0.2	0.2	0.2	0.2	0.1	-	
Used 7 or more days	0.6	0.4	0.4	0.7	0.5	0.6	0.5	-	

* Number of cases: (2017) 12,107, (2018) 12,061, (2019) 12,122, (2020) 10,365, (2021) 10,548, (2022) 10,971, (2023) 10,246

6. Number of Companions(%)

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Alone	9.2	9.4	10.0	9.9	10.6	9.3	8.3
2 people		31.3	31.6	31.5	33.7	40.3	36.8	35.6	113
3 people		16.0	16.5	16.7	16.3	18.0	16.3	16.4	98
4 people		19.9	19.9	20.0	21.0	21.2	20.3	19.5	98
5 or more people		18.8	17.7	17.5	16.6	9.4	14.9	16.9	97
Don't know		4.8	4.8	4.2	2.5	0.5	2.4	3.3	-
Average [unit: people]		3.40	3.35	3.32	3.25	2.89	3.15	3.27	98

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

7. Companion(% Multiple Answers)

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Family (Parents, Siblings, Children, etc.)	39.7	39.7	40.5	40.4	38.9	40.8	42.3
Spouse		33.1	33.7	34.5	36.6	36.5	33.8	33.0	96
Friends		20.4	20.7	20.5	20.2	20.1	20.9	19.7	96
Significant other		8.3	8.3	8.3	9.3	9.6	9.1	9.1	110
Alone		9.2	9.4	10.0	9.9	10.6	9.2	8.3	83
Co-worker		3.8	3.8	3.4	2.4	1.7	2.6	3.4	-
Others		2.3	2.1	1.9	1.5	1.4	1.5	1.6	-
Pet		0.0	0.0	0.0	0.0	0.5	0.9	0.7	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

** 'Pet' category added in July 2021

8. Travel Type(%)

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

(Those who experienced domestic travel)

Category \ Time								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Individual travel	94.4	94.6	94.9	95.7	95.4	94.7	94.3	99
Group package travel	2.5	2.6	2.3	1.5	1.5	2.5	2.6	-
Airplane+hotel or Airplane+rental car+hotel package travel	3.1	2.8	2.8	2.8	3.1	2.8	3.1	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Many tourist spots	28.8	26.9	27.6	22.6	24.3	22.7	19.8	72
Applicable travel period/schedule	15.5	14.9	14.5	14.5	14.4	15.4	15.8	109
Short travel distance	9.4	11.0	11.1	13.1	13.6	12.6	12.3	111
Acquaintance`s recommendation	7.7	7.4	6.8	10.0	8.9	9.9	10.2	150
Reasonable travel expenses	4.9	4.6	4.8	5.6	4.7	5.6	7.3	-
Many different kinds of food	9.2	9.6	9.8	9.0	8.8	7.9	7.2	73
Many things to do	6.2	6.9	7.1	4.8	5.2	6.1	6.2	87
Convenient transportation in destination	2.4	2.8	2.6	3.0	3.0	3.2	4.0	-
Much to shop for	1.0	1.1	1.3	1.2	1.5	1.2	0.9	-
Low market price	1.1	1.0	1.0	1.3	1.5	0.9	0.7	-
Safe place to travel	0.2	0.2	0.2	0.7	0.7	0.4	0.5	-
Others	7.9	7.8	7.6	9.0	8.7	8.3	8.3	-
I was not the decision-maker	5.6	5.6	5.6	5.2	4.6	5.6	6.8	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

10. Main Travel Purpose(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
To appreciate natural scenery	25.6	24.2	24.0	24.4	25.1	25.5	24.0	100
To relax	21.0	20.9	21.0	25.7	26.7	23.1	21.3	101
To visit family, relatives, and friends, etc.	13.0	13.2	13.5	14.0	12.6	13.4	14.5	107
To enjoy good food and drink	14.7	14.8	15.2	14.6	14.3	13.6	14.0	92
To enjoy theme park, hot spring, etc.	6.3	7.0	6.7	5.1	4.5	6.0	6.6	99
To do sports/hobbies	4.4	4.5	4.2	4.8	4.8	4.7	4.8	-
To appreciate historic sites and remains	4.9	4.6	4.5	3.7	3.4	4.1	4.2	-
To enjoy city landscapes	3.2	3.1	3.2	2.7	2.9	2.9	2.8	-
To appreciate culture-arts	2.2	2.7	2.9	2.1	2.5	2.4	2.8	-
To visit festivals or events	2.8	3.2	2.8	1.1	1.0	2.0	2.6	-
Shopping	1.3	1.1	1.3	1.3	1.6	1.4	1.3	-
Others	0.5	0.7	0.7	0.5	0.5	0.9	1.1	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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

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

(Those who engaged hobbies or sports during their travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Hiking	37.4	34.1	33.1	35.0	33.3	37.2	37.7	114
Fishing	32.2	31.4	33.2	34.3	30.1	25.7	23.4	70
Water sports	18.9	20.3	21.3	20.3	20.0	20.0	19.3	91
Golf	15.8	15.7	15.6	17.1	20.7	17.6	16.0	103
Winter sports	9.8	10.3	10.5	8.9	5.6	7.0	7.4	70
Others	12.3	11.1	10.2	9.9	11.0	10.7	13.6	133

* Number of cases: (2017) 1,970, (2018) 1,758, (2019) 1,717, (2020) 1,605, (2021) 1,580, (2022) 1,882, (2023) 1,787

12. Transportation to Destination(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Sedan car(Incl. rental car)	67.1	67.6	67.2	72.0	70.5	70.4	71.9	107
Train	9.2	9.9	10.5	7.6	7.2	8.8	10.0	95
Airplane	10.6	10.3	9.8	10.2	11.7	9.8	7.1	72
Express/intercity bus	8.8	7.9	8.3	6.2	6.0	6.0	6.0	72
Charter/tour bus	2.3	2.1	1.9	1.0	0.9	1.5	2.0	-
Ferry	0.6	0.6	0.5	0.5	0.6	0.8	0.7	-
Walked/bicycle	0.4	0.3	0.5	0.5	0.8	0.7	0.7	-
Other	1.1	1.3	1.3	1.9	2.3	2.0	1.6	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

13. Transportation in the Destination Area(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Sedan car(Incl. rental car)	76.0	76.2	75.4	80.2	78.5	77.7	77.8	103
Subway(metro)	7.0	7.5	7.5	5.6	5.7	6.5	7.0	93
Taxi	5.1	5.2	5.9	4.6	4.9	5.2	4.8	81
Walked/bicycle	3.0	3.0	3.2	3.2	3.8	3.1	3.0	-
Express/intercity bus	3.3	2.7	2.7	2.3	2.7	2.7	2.6	-
Charter/tour bus	3.0	2.9	2.5	1.2	1.1	2.0	2.5	-
Train	0.7	0.6	0.8	0.6	0.8	0.8	0.9	-
Other	1.9	1.9	2.0	2.3	2.6	2.1	1.5	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

14. Accommodation(%)

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI (*23/19)
		Hotel	17.2	21.1	23.8	23.5	29.8	29.6	28.2
Hotel (Luxury, 4-5 stars)		0.0	0.0	0.0	11.8	16.5	15.1	13.6	-
Hotel (1-3 stars)		17.2	21.1	23.8	11.7	13.3	14.5	14.7	62
Vacation rental (Pension)		24.5	23.5	22.1	19.6	19.5	20.7	19.9	90
Friend's/family house		17.4	17.6	17.6	19.5	16.1	15.4	16.1	91
Motel/Inn		14.0	13.1	11.8	12.7	10.2	9.5	10.1	86
Condominium		11.1	11.0	10.8	9.9	7.9	9.0	9.4	87
Guesthouse		8.3	6.6	6.1	6.0	6.5	6.1	5.3	87
Camping		3.5	3.2	3.1	4.4	5.8	5.0	4.7	-
Youth hostel		1.5	1.5	1.4	1.7	1.4	1.1	1.4	-
Other		2.5	2.5	3.2	2.7	2.8	3.6	4.7	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

** 'Hotel (Luxury, 4-5 stars)' added in January of 2020

15. Criteria for Choosing Accommodation(%)

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

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

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Accommodation Cost		16.9	17.4	16.3	18.0	17.7	19.0	20.5
Distance to the tourist attraction, proximity		23.0	22.9	21.9	16.8	13.5	15.7	16.0	73
Surroundings/Scenery of accommodation facilities		18.1	18.2	18.1	15.6	14.6	14.3	14.1	78
Cleanliness/Hygiene		0.0	0.0	0.0	8.7	15.5	13.0	11.8	-
Room Interior and amenities		11.4	11.5	12.6	11.4	11.3	10.7	9.7	77
Recommended by others		7.0	7.2	6.7	6.5	5.1	5.9	7.0	104
Facilities within accommodation		6.8	7.3	8.1	6.5	6.0	6.6	6.8	84
Online reputation/ Blog reviews		8.1	7.1	8.0	6.7	6.3	5.3	4.4	55
Transportation/ road conditions		5.9	6.3	5.9	4.9	4.5	4.1	4.2	71
Safety/security		0.0	0.0	0.0	1.0	1.8	1.3	1.1	-
Staff service/friendliness		0.0	0.0	0.0	0.6	1.0	0.9	0.9	-
Other		2.8	2.2	2.4	3.3	2.9	3.3	3.6	-

* Number of cases: (2017) 15,288, (2018) 14,875, (2019) 14,784, (2020) 12,219, (2021) 12,984, (2022) 15,230, (2023) 14,984

** 'Cleanliness/Hygiene,' 'Safety/Security,' and 'Staff Service/Friendliness' items added in June of 2020

16. Criteria for Choosing Restaurant/Food(%)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Local specialty cuisine	31.3	30.7	29.1	28.1	27.2	28.3	28.0	96
Information/reputation online	20.6	19.9	21.3	21.5	23.8	23.4	23.4	110
Recommended by others	16.6	16.4	16.7	18.7	17.0	17.5	18.4	110
Proximity to tourist attraction	16.9	17.4	17.0	14.2	13.5	14.5	14.6	86
Transportation/road status	5.6	6.1	5.9	5.7	5.8	5.2	4.7	80
Restaurant interior and atmosphere	3.1	3.5	3.9	4.3	5.0	4.7	4.3	-
Price	3.9	4.0	4.1	4.6	4.7	4.0	4.2	-
Other reasons	2.1	2.0	2.1	2.9	3.0	2.3	2.4	-

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

17. Information Search Channel(%): Included Since 2020

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

(Those who experienced domestic travel)

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

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

17. Information Search Channel(%): Included Since 2020

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

(Those who experienced domestic travel)

Time Category		2020	2021	2022	2023
Dining	Blogs	42.0	43.3	41.3	39.4
	Word of mouth	35.9	32.1	34.9	36.3
	Social media	23.6	25.5	24.5	22.8
	Online community/cafe	16.7	15.9	18.2	19.8
	YouTube	10.3	15.4	16.4	17.5
	Professional travel information sites/app	11.7	11.4	12.5	12.1
	Official website of the travel destination	10.9	10.4	9.8	9.1
	TV	6.1	5.3	6.3	6.8
	Travel service/package purchased channel	4.9	5.6	5.0	4.4
	Other	6.1	9.3	12.1	11.3
I don't know	11.6	7.1	1.9	1.9	
Activities	Blogs	28.8	31.6	32.1	31.3
	Word of mouth	24.6	22.2	27.1	30.0
	Social media	12.9	13.3	16.4	17.6
	YouTube	8.4	12.8	15.2	17.1
	Online community/cafe	14.4	14.3	15.8	16.5
	Professional travel information sites/app	11.8	12.6	13.6	13.6
	Official website of the travel destination	13.8	13.6	13.6	11.6
	TV	7.0	6.6	7.7	7.3
	Travel service/package purchased channel	7.6	8.5	8.2	7.0
	Other	4.8	9.3	13.1	11.9
I don't know	29.4	21.2	10.1	9.8	
Tourist Attraction	Blogs	46.2	47.9	44.5	41.7
	Word of mouth	32.4	28.6	31.3	34.0
	Social media	25.0	27.6	26.1	24.3
	YouTube	14.3	21.5	21.9	23.1
	Online community/cafe	21.2	19.6	20.8	22.1
	Professional travel information sites/app	17.9	16.8	18.7	17.7
	Official website of the travel destination	21.9	20.7	20.1	17.1
	TV	10.6	10.1	10.0	9.3
	Travel service/package purchased channel	8.9	9.1	8.7	7.1
	Other	5.1	6.6	8.7	8.7
I don't know	9.2	6.7	2.6	2.5	

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

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

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Accommodation		49.1	48.3	46.5	47.2	50.4	49.6	47.7
Activities/ticket/tour product		21.5	22.0	14.9	16.0	16.7	19.8	21.4	144
Train		7.6	8.8	9.3	7.0	6.7	7.8	8.3	89
Rental car		8.2	8.3	8.2	8.9	9.5	8.2	6.8	83
Flights		8.2	7.9	7.8	8.5	10.1	8.6	6.5	83
Express/intercity bus		7.6	8.1	8.0	6.2	6.0	6.2	6.5	81
Package		5.6	5.4	5.1	4.3	4.6	5.3	5.7	112
None		20.4	20.4	23.6	24.8	22.0	19.6	18.8	80

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

19. Reserving/Purchasing Channel(%)

Q. Where did you reserve/purchase each item or commodity 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	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
A c c o m m o d i t y	Tour product specialized web/app		20.7	26.8	30.3	37.2	42.3	42.3	42.2	139
	Direct from lodging vendors		48.1	46.6	43.5	40.3	36.4	37.0	37.5	86
	Social commerce		12.9	10.0	9.3	7.4	6.0	5.7	5.6	60
	Open market		5.0	5.6	6.4	4.7	5.0	4.2	3.9	61
	Travel agency		3.4	3.1	4.4	3.8	4.0	3.1	2.2	-
	TV Homeshopping		0.2	0.3	0.4	0.9	1.2	1.2	0.9	-
	Others/Don't Know		9.7	7.7	5.6	5.6	5.0	6.6	7.7	138
* Number of cases: (2017) 9,085, (2018) 8,722, (2019) 8,347, (2020) 7,172, (2021) 7,847, (2022) 8,918, (2023) 8,513										
A c t i v i t i e s	Direct from vendors		38.9	38.4	33.6	36.0	35.2	36.7	35.8	107
	Tour product specialized web/app		10.6	12.6	6.7	8.2	22.1	23.1	23.1	345
	Social commerce		24.7	23.7	33.2	28.2	18.7	17.0	15.8	48
	Open market		8.9	9.7	14.2	11.6	10.0	9.2	9.5	67
	Travel agency		3.2	2.8	3.1	3.8	3.8	2.5	2.8	-
	TV homeshopping		0.5	0.6	1.2	1.4	1.3	1.0	0.8	-
	Others/Don't Know		13.2	12.0	7.9	10.8	9.0	10.5	12.2	154
* Number of cases: (2017) 3,977, (2018) 3,978, (2019) 2,674, (2020) 2,429, (2021) 2,609, (2022) 3,568, (2023) 3,817										
R e n t a l c a r	Car Rental Agency		46.9	50.4	53.1	52.8	58.1	56.9	56.5	106
	Tour product specialized web/app		16.2	15.3	9.4	12.2	15.0	16.3	17.3	184
	Social Commerce		18.3	17.2	17.1	16.2	10.1	7.8	6.8	40
	Travel Agency		6.3	5.8	5.4	5.3	5.9	5.5	5.3	98
	Open Market		3.5	4.4	6.1	6.2	4.3	5.0	3.0	49
	Others/Don't Know		8.8	7.0	8.8	7.4	6.7	8.4	11.2	127
* Number of cases: (2017) 1,525, (2018) 1,498, (2019) 1,476, (2020) 1,349, (2021) 1,349, (2022) 1,477, (2023) 1,214										
F l i g h t s	Airline		49.1	51.5	52.4	54.8	51.9	52.2	52.7	101
	Tour product specialized web/app		14.7	16.2	15.0	17.9	20.2	23.6	23.3	155
	Travel agency		17.2	14.7	15.3	11.9	13.3	10.6	12.7	83
	Social commerce		10.2	9.4	8.2	6.7	5.8	4.9	4.5	55
	Open market		7.1	6.7	7.1	6.9	7.0	6.3	3.8	54
	TV homeshopping		0.2	0.1	0.4	0.4	0.6	0.3	0.5	-
	Others/Don't Know		1.4	1.4	1.6	1.5	1.3	2.0	2.5	-
* Number of cases: (2017) 1,515, (2018) 1,427, (2019) 1,396, (2020) 1,295, (2021) 1,570, (2022) 1,543, (2023) 1,164										

19. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		P a c k a g e	Travel agency		33.1	29.9	28.3	29.8	27.9	24.3
Tour product specialized web/app			22.1	22.1	20.0	22.2	24.0	21.8	23.2	116
Social commerce			10.7	10.4	13.1	14.3	14.2	12.1	10.7	82
Open market			7.8	9.2	10.4	9.8	12.3	9.5	8.7	84
TV homeshopping			3.4	2.9	3.5	7.0	11.0	10.4	8.6	-
Others/Don't Know			22.9	25.4	24.7	16.9	10.5	22.0	25.2	102

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

20. Reserving/Purchasing Channel (Change from 2019 to 2023, %p)

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

(Those who purchased the travel package themselves)

Category		Product	Accommodation	Activities	Rental car	Flights	Package
		C h a n n e l	Direct from vendors		-6.0	2.2	3.4
Tour product specialized web/app			11.9	16.4	7.9	8.3	3.2
Social commerce			-3.7	-17.4	-10.3	-3.7	-2.4
Open market			-2.5	-4.7	-3.1	-3.3	-1.7
Travel agency			-2.2	-0.3	-0.1	-2.6	-4.7
TV homeshopping			0.5	-0.4		0.1	5.1
Others/Don't Know			2.1	4.3	2.4	0.9	0.5

* Number of cases: Accommodation (2019) 8,347, (2023) 8,513; Activities (2019) 2,674, (2023) 3,817;
Rental car (2019) 1,476, (2023) 1,214; Flights (2019) 1,396, (2023) 1,164;
Package (2019) 915, (2023) 1,018

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Accommodation								
		Mobile internet	27.4	34.0	43.4	51.6	57.1	61.5	64.6	149
		PC internet	39.8	37.5	34.7	28.8	26.5	21.1	17.2	50
		Phone	21.7	19.5	15.3	14.0	11.2	11.3	10.7	70
		Visit/direct purchase	9.0	7.5	5.5	4.7	4.2	4.5	5.2	95
		Others/Don't know	2.1	1.4	1.1	0.9	1.0	1.5	2.3	-
* Number of cases: (2017) 8,969, (2018) 8,722, (2019) 8,347, (2020) 7,172, (2021) 7,847, (2022) 8,918, (2023) 8,513										
Activities										
		Mobile internet	30.5	34.1	46.8	47.9	50.3	54.8	57.7	123
		Visit/direct purchase	37.8	36.4	26.3	30.0	27.9	29.4	30.3	115
		PC internet	26.4	25.6	23.6	19.3	18.2	12.1	8.3	35
		Phone	3.3	2.3	2.3	2.2	2.4	1.9	2.0	-
		Others/Don't know	2.0	1.8	1.0	0.7	1.2	1.8	1.8	-
* Number of cases: (2017) 3,947, (2018) 3,978, (2019) 2,674, (2020) 2,429, (2021) 2,609, (2022) 3,568, (2023) 3,817										
Train										
		Mobile internet	60.7	68.6	73.5	78.3	78.0	82.5	84.5	115
		PC internet	28.1	23.3	19.7	15.0	14.2	11.4	8.8	45
		Visit/direct purchase	9.7	6.9	5.4	5.3	6.5	4.3	5.4	100
		Phone	1.2	0.9	1.2	1.1	1.1	1.4	0.8	-
		Others/Don't know	0.3	0.3	0.2	0.3	0.2	0.4	0.5	-
* Number of cases: (2017) 1,409, (2018) 1,583, (2019) 1,676, (2020) 1,070, (2021) 1,040, (2022) 1,402, (2023) 1,486										
Rental car										
		Mobile Internet	31.3	34.5	43.4	50.7	55.8	58.7	64.6	149
		PC Internet	46.7	44.7	39.0	34.7	32.8	29.8	20.6	53
		Phone	13.6	13.0	10.1	9.1	6.5	6.0	6.7	66
		Visit/direct purchase	7.4	6.5	6.3	4.8	4.7	4.5	5.7	90
		Others/Don't know	1.0	1.3	1.2	0.6	0.2	1.1	2.4	-
* Number of cases: (2017) 1,510, (2018) 1,498, (2019) 1,476, (2020) 1,349, (2021) 1,475, (2022) 1,477, (2023) 1,214										
Flights										
		Mobile internet	34.5	38.7	47.1	56.0	62.1	64.1	72.8	155
		PC internet	61.2	56.2	49.0	41.8	36.0	33.5	24.6	50
		Phone	2.8	3.6	3.0	1.5	1.1	1.1	1.0	-
		Visit/direct purchase	1.1	1.5	0.6	0.7	0.7	0.6	0.9	-
		Others/Don't know	0.4	0.1	0.3	0.1	0.2	0.7	0.7	-
* Number of cases: (2017) 1,514, (2018) 1,427, (2019) 1,396, (2020) 1,295, (2021) 1,570, (2022) 1,543, (2023) 1,164										

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		B u s	Mobile internet		45.5	54.0	63.1	63.7	67.0	71.0
Visit/direct purchase			29.1	25.0	21.3	20.7	21.3	18.9	17.0	80
PC internet			22.3	18.8	14.0	13.9	10.2	7.9	8.4	60
Phone			2.4	1.8	1.3	1.4	1.3	1.4	2.1	-
Others/Don't know			0.8	0.4	0.4	0.3	0.3	0.8	0.3	-
P a c k a g e	Mobile internet		25.9	29.8	37.3	44.1	46.3	43.8	44.2	118
	PC internet		37.2	33.6	33.5	29.7	34.3	24.3	22.7	68
	Phone		17.8	15.3	11.7	11.7	9.5	14.6	13.4	115
	Visit/direct purchase		6.8	6.9	5.8	7.1	4.8	5.3	5.8	100
	Others/Don't know		12.2	14.4	11.6	7.4	5.0	12.0	14.0	121

* Number of cases: (2017) 1,399, (2018) 1,457, (2019) 1,434, (2020) 940, (2021) 935, (2022) 1,110, (2023) 1,161

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

22. Reserving/Purchasing Method (Change from 2019 to 2023, %p)

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

(Those who purchased the travel package themselves)

Category		Product	Accommodation	Activities	Train	Rental car	Flights	Bus	Package
		M e t h o d	Mobile internet		21.2	10.9	11.0	21.2	25.7
PC internet			-17.5	-15.3	-10.9	-18.4	-24.4	-5.6	-10.8
Visit/direct purchase			-0.3	4.0	0.0	-0.6	0.3	-4.3	0.0
Phone			-4.6	-0.3	-0.4	-3.4	-2.0	0.8	1.7
Others/Don't know			1.2	0.8	0.3	1.2	0.4	-0.1	2.4

* Number of cases: Accommodation (2019) 8,347, (2023) 8,513; Activities (2019) 2,674, (2023) 3,817; Train (2019) 1,676, (2023) 1,486; Rental car (2019) 1,476, (2023) 1,214; Flights (2019) 1,396, (2023) 1,164; Bus (2019) 1,434, (2023) 1,161; Package (2019) 915, (2023) 1,018

23. Total Travel Spending(per person, %)

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 100,000 won	11.4	11.5	11.3	11.8	10.1	7.8	8.1	72
Between 100,000 & 200,000 won	30.8	30.4	31.2	30.9	28.4	27.5	29.6	95
Between 200,000 & 300,000 won	16.0	15.6	16.5	15.9	16.6	18.1	19.8	120
Between 300,000 & 400,000 won	9.1	8.5	9.1	8.5	9.7	10.7	11.7	129
More than 400,000 won	9.6	9.6	9.8	10.4	12.7	15.3	14.1	144
Don't Know	23.1	24.3	22.2	22.4	22.5	20.6	16.6	75
Average [unit: 10,000 won]	21.11	21.05	21.19	21.62	23.86	26.03	23.74	112
Total travel cost per night	10.27	10.95	11.01	10.53	11.33	12.53	11.88	108
Total travel cost per a whole day	6.91	7.20	7.25	7.08	7.68	8.46	7.92	109

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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		2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Pro-portion (%)	Food and beverage expenses	32.8	33.2	33.5	34.6	33.8	34.3	34.7	104
	Accommodation expenses	27.4	27.9	28.1	29.3	31.4	29.3	27.9	99
	Transportation expenses	20.5	20.0	19.8	18.6	18.2	19.0	19.5	98
	Entertainment/cultural/sports expenses	8.8	8.7	8.5	7.6	7.2	8.2	8.6	101
	Shopping expenses	6.2	6.0	6.0	5.9	5.8	5.9	6.0	100
	Other expenses	4.4	4.2	4.0	4.0	3.6	3.3	3.2	-
Average [Unit: 10,000 won]	Food and beverage expenses	6.52	6.59	6.77	7.29	7.45	8.25	7.77	115
	Accommodation expenses	5.74	5.82	5.98	6.20	6.93	7.16	6.40	107
	Transportation expenses	4.24	4.14	4.19	4.15	4.20	4.83	4.60	110
	Entertainment/cultural/sports expenses	2.00	1.97	1.95	1.97	1.99	2.42	2.22	114
	Shopping expenses	1.57	1.51	1.55	1.99	1.72	1.88	1.64	106
	Other expenses	1.04	1.01	0.96	0.98	0.96	1.03	0.85	89

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

25. Food and Beverage Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	2.3	2.1	2.0	1.8	2.4	3.6	4.8	-
Between 10,000 & 30,000 won	17.2	17.2	16.1	16.0	14.3	11.3	11.2	70
Between 30,000 & 50,000 won	21.9	22.1	22.2	22.1	19.5	16.4	16.1	73
Between 50,000 & 70,000 won	24.4	24.6	24.5	23.7	24.1	22.9	23.3	95
Between 70,000 & 100,000 won	9.4	9.4	10.1	9.8	9.7	9.9	9.5	94
More than 100,000 won	24.7	24.6	25.1	26.7	30.0	35.9	35.2	140
Average [Unit: 10,000 won]	6.52	6.59	6.77	7.29	7.45	8.25	7.77	115

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

26. Accommodation Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	14.7	15.1	15.4	16.6	14.5	17.2	20.6	134
Between 10,000 & 30,000 won	15.3	14.4	12.9	11.8	9.3	7.8	8.0	62
Between 30,000 & 50,000 won	19.8	20.0	20.2	18.6	16.5	14.0	13.7	68
Between 50,000 & 70,000 won	22.1	21.2	21.5	21.1	20.8	21.4	21.1	98
Between 70,000 & 100,000 won	7.8	8.2	8.8	8.6	9.3	8.8	8.3	94
More than 100,000 won	20.4	21.1	21.2	23.4	29.7	30.7	28.3	133
Average [Unit: 10,000 won]	5.74	5.82	5.98	6.20	6.93	7.16	6.40	107

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

27. Transportation Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	9.7	10.1	10.3	12.1	12.4	14.8	17.3	168
Between 10,000 & 30,000 won	35.9	36.6	36.6	37.6	35.1	27.7	26.0	71
Between 30,000 & 50,000 won	18.0	18.5	18.2	16.9	15.8	15.9	15.3	84
Between 50,000 & 70,000 won	18.3	17.5	17.7	17.4	18.6	19.5	20.2	114
Between 70,000 & 100,000 won	4.5	4.1	4.5	4.2	4.3	4.2	4.2	-
More than 100,000 won	13.6	13.1	12.8	11.9	13.7	17.8	16.9	132
Average [Unit: 10,000 won]	4.24	4.14	4.19	4.15	4.20	4.83	4.60	110

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

28. Entertainment/Cultural/Sports Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	40.8	42.0	43.9	49.9	52.2	49.4	51.1	116
Between 10,000 & 30,000 won	35.1	34.9	32.9	28.7	25.6	23.4	22.0	67
Between 30,000 & 50,000 won	9.5	9.3	9.4	7.7	7.7	8.5	8.7	93
Between 50,000 & 70,000 won	8.9	8.3	8.1	7.9	8.2	10.3	10.4	128
Between 70,000 & 100,000 won	1.1	1.2	1.2	1.1	1.0	1.3	1.1	-
More than 100,000 won	4.7	4.4	4.5	4.7	5.4	7.2	6.7	-
Average [Unit: 10,000 won]	2.00	1.97	1.95	1.97	1.99	2.42	2.22	114

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

29. Shopping Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	59.3	60.6	60.7	62.5	62.9	64.9	66.5	110
Between 10,000 & 30,000 won	21.2	20.4	20.2	18.5	17.4	13.8	13.7	68
Between 30,000 & 50,000 won	6.7	6.6	6.6	6.4	5.7	5.6	5.2	79
Between 50,000 & 70,000 won	7.5	7.2	7.3	7.1	7.5	8.0	7.8	107
Between 70,000 & 100,000 won	1.0	1.0	1.0	1.0	0.9	1.1	0.9	-
More than 100,000 won	4.3	4.1	4.2	4.4	5.5	6.6	5.9	-
Average [Unit: 10,000 won]	1.57	1.51	1.55	1.99	1.72	1.88	1.64	106

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

30. Other Expenses(%)

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Less than 10,000 won	69.6	71.0	72.9	73.6	76.2	78.1	81.4	112
Between 10,000 & 30,000 won	18.3	17.1	15.9	14.9	12.6	10.6	8.8	55
Between 30,000 & 50,000 won	5.0	4.9	4.6	4.5	4.1	3.5	3.0	-
Between 50,000 & 70,000 won	3.9	3.8	3.5	3.7	3.9	4.1	3.4	-
Between 70,000 & 100,000 won	0.9	0.9	0.8	0.8	0.7	0.8	0.8	-
More than 100,000 won	2.3	2.3	2.2	2.4	2.4	2.9	2.6	-
Average [Unit: 10,000 won]	1.04	1.01	0.96	0.98	0.96	1.03	0.85	89

* Number of cases: (2017) 14,228, (2018) 13,653, (2019) 13,966, (2020) 11,785, (2021) 12,076, (2022) 14,292, (2023) 14,893

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

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

(Those who experienced domestic travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Total	3.89	3.88	3.87	3.93	3.97	3.92	3.79	98
Gangwon	4.01	3.99	3.98	4.06	4.08	4.02	3.91	98
Busan	3.89	3.89	3.90	3.95	3.99	4.01	3.87	99
Seoul	3.91	3.84	3.91	3.95	4.02	3.98	3.84	98
Jeonnam	3.95	3.93	3.95	4.01	4.03	3.94	3.84	97
Jeonbuk	3.85	3.85	3.82	3.90	3.91	3.88	3.80	99
Gwangju	3.80	3.79	3.71	3.78	3.78	3.73	3.78	102
Jeju	4.00	4.01	3.94	4.04	4.13	4.06	3.78	96
Gyeongnam	3.87	3.88	3.86	3.87	3.91	3.86	3.78	98
Chungbuk	3.78	3.77	3.85	3.79	3.80	3.82	3.74	97
Gyeongbuk	3.81	3.83	3.83	3.88	3.92	3.88	3.74	98
Ulsan	3.68	3.70	3.76	3.79	3.82	3.72	3.69	98
Incheon	3.65	3.76	3.73	3.77	3.81	3.71	3.66	98
Gyeonggi	3.77	3.76	3.75	3.79	3.81	3.80	3.65	97
Daegu	3.73	3.69	3.71	3.67	3.86	3.75	3.64	98
Daejeon	3.67	3.62	3.60	3.61	3.76	3.69	3.62	101
Chungnam	3.78	3.75	3.76	3.82	3.83	3.75	3.58	95

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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

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

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Total		3.91	3.91	3.91	3.98	4.02	3.97	3.85
Gangwon		4.05	4.03	4.03	4.11	4.15	4.10	3.99	99
Seoul		4.08	4.04	4.08	4.09	4.16	4.13	3.98	98
Busan		3.97	3.95	3.98	4.03	4.08	4.09	3.95	99
Jeju		4.10	4.12	4.06	4.18	4.27	4.16	3.89	96
Jeonnam		3.92	3.91	3.88	4.01	4.01	3.94	3.85	99
Gwangju		3.86	3.88	3.72	3.88	3.79	3.72	3.84	103
Gyeongnam		3.88	3.88	3.87	3.90	3.94	3.91	3.81	98
Jeonbuk		3.82	3.79	3.80	3.86	3.88	3.89	3.81	100
Gyeongbuk		3.81	3.80	3.80	3.91	3.94	3.88	3.77	99
Daegu		3.75	3.76	3.76	3.81	3.96	3.86	3.77	100
Chungbuk		3.73	3.71	3.81	3.77	3.82	3.81	3.74	98
Gyeonggi		3.73	3.75	3.76	3.83	3.85	3.85	3.73	99
Incheon		3.66	3.76	3.77	3.83	3.83	3.70	3.71	98
Daejeon		3.70	3.70	3.67	3.68	3.84	3.78	3.65	99
Chungnam		3.73	3.77	3.77	3.83	3.89	3.77	3.62	96
Ulsan		3.61	3.69	3.73	3.85	3.83	3.79	3.62	97

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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

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

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

(Those who experienced domestic travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Total		3.82	3.81	3.81	3.87	3.91	3.89	3.77
Gangwon		3.95	3.94	3.94	4.02	4.05	4.01	3.92	99
Busan		3.88	3.86	3.91	3.93	3.99	4.00	3.88	99
Jeonnam		3.91	3.88	3.88	3.96	3.96	3.91	3.84	99
Seoul		3.82	3.83	3.85	3.90	3.98	3.98	3.84	100
Jeju		4.01	4.01	3.93	4.04	4.11	4.09	3.78	96
Jeonbuk		3.79	3.78	3.74	3.80	3.85	3.84	3.77	101
Gyeongnam		3.82	3.81	3.77	3.81	3.86	3.84	3.76	100
Chungbuk		3.66	3.65	3.76	3.70	3.73	3.74	3.74	99
Gyeongbuk		3.72	3.74	3.75	3.80	3.85	3.82	3.74	100
Gwangju		3.65	3.62	3.56	3.65	3.68	3.59	3.65	103
Gyeonggi		3.63	3.61	3.66	3.68	3.71	3.75	3.63	99
Incheon		3.55	3.64	3.61	3.69	3.72	3.61	3.60	100
Ulsan		3.55	3.55	3.66	3.69	3.71	3.71	3.55	97
Chungnam		3.66	3.67	3.66	3.73	3.74	3.64	3.54	97
Daegu		3.60	3.58	3.57	3.61	3.77	3.64	3.53	99
Daejeon		3.46	3.43	3.41	3.48	3.57	3.53	3.51	103

* Number of cases: (2017) 18,510, (2018) 18,047, (2019) 17,952, (2020) 15,186, (2021) 15,582, (2022) 17,996, (2023) 17,862

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

Part IV
**Domestic
Travel
Plan**

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

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

Category		Time							(Total)	
			2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Total			73.2	69.8	70.5	65.9	70.9	77.3	72.6	103
Sex	Male		73.6	70.9	71.4	69.1	72.0	77.3	72.0	101
	Female		72.8	68.7	69.7	62.6	69.9	77.2	73.2	105
Age	20s		65.9	62.2	63.3	63.6	68.8	70.8	62.5	99
	30s		74.3	70.2	71.2	67.0	74.2	78.6	72.8	102
	40s		76.2	72.4	73.8	67.1	71.2	80.6	77.0	104
	50s		75.2	71.9	71.5	66.0	70.2	77.8	75.3	105
	60s or above		72.6	71.5	71.9	65.2	69.7	77.5	73.2	102
Sex BY Age	Male/20s		61.3	59.1	59.5	61.8	63.9	66.9	58.7	99
	Male/30s		74.5	70.6	72.5	69.9	73.8	76.9	69.3	96
	Male/40s		78.0	75.3	75.4	72.6	75.0	81.9	77.1	102
	Male/50s		77.7	75.1	74.4	69.3	72.7	79.6	75.8	102
	Male/60s or above		75.1	73.6	74.4	70.5	73.9	79.9	76.4	103
	Female/20s		71.1	65.7	67.5	65.3	74.3	75.2	66.7	99
	Female/30s		74.2	69.8	69.7	64.0	74.5	80.3	76.5	110
	Female/40s		74.4	69.4	72.2	61.3	67.4	79.3	76.8	106
	Female/50s		72.7	68.7	68.6	62.5	67.7	75.9	74.7	109
	Female/60s or above		70.1	69.4	69.4	59.5	65.5	75.2	70.1	101
Average Monthly Household Income	below KRW 3 Million		64.5	59.6	59.7	54.4	59.3	67.2	64.1	107
	KRW 3 Mil to 5 Mil		73.1	70.3	69.2	64.4	67.7	75.7	73.1	106
	KRW 5 Mil to 7 Mil		76.5	73.4	74.1	69.5	74.4	80.7	76.1	103
	KRW 7 Mil or above		76.9	73.5	75.2	72.4	78.8	83.1	76.9	102

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

2. Estimated Frequency of Travel(%)

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

(Those who planned domestic travels)

Category \ Time	Time							TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
*Domestic Travel Plan ('YES')	73.2	69.8	70.5	65.9	70.9	77.3	72.6	103
1 time	65.4	66.6	67.0	67.9	66.8	65.8	69.5	104
2 times	26.2	25.8	25.6	24.7	25.1	24.9	22.3	87
More than 3 times	8.3	7.5	7.5	7.4	8.1	9.3	8.2	109
Average [unit: times]	1.43	1.41	1.40	1.39	1.41	1.43	1.39	99

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

** Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869

3. Planned Travel Destination(%)

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

(Those who planned domestic travels)

Category \ Time	Time							TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Gangwon	20.9	20.7	21.8	23.3	20.9	22.5	23.2	106
Jeju	17.8	17.6	16.9	18.2	21.8	18.8	13.3	79
Jeonnam	8.7	8.7	8.2	8.9	8.5	8.4	9.9	121
Busan	10.3	10.0	10.9	8.6	9.3	9.3	8.8	81
Gyeongbuk	6.4	6.2	6.3	6.7	6.9	6.7	7.4	117
Gyeonggi	5.3	5.8	5.9	5.4	5.1	5.6	6.9	117
Gyeongnam	7.1	7.2	6.4	7.0	6.6	6.5	6.5	102
Seoul	4.2	5.3	5.2	4.1	4.2	5.1	5.8	112
Chungnam	5.1	4.8	4.7	4.6	4.3	4.4	4.6	-
Jeonbuk	5.1	4.4	4.2	3.9	3.7	3.9	4.0	-
Chungbuk	2.6	2.4	2.4	2.6	2.4	2.7	2.8	-
Incheon	1.6	1.7	1.9	1.7	1.7	1.7	1.9	-
Daegu	1.4	1.6	1.8	1.2	1.5	1.5	1.6	-
Daejeon	1.1	1.2	1.2	1.2	1.1	1.1	1.2	-
Ulsan	1.4	1.3	1.3	1.6	1.3	1.1	1.2	-
Gwangju	1.2	1.0	1.0	0.8	0.8	0.7	0.7	-

* Number of cases: (2017) 19,036, (2018) 18,503, (2019) 18,340, (2020) 17,136, (2021) 18,446, (2022) 20,087, (2023) 18,869

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								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Reserved/purchased for transportation and/or accommodation, etc.	39.8	37.5	38.9	34.7	37.2	40.1	39.8	102
Travel period and destination is finalized	23.7	24.5	23.5	22.8	22.3	21.5	20.8	89
The destination is finalized, but the travel period is yet to be decided	13.0	13.3	13.7	16.5	16.0	15.6	15.0	109
The travel period is finalized, but the destination is yet to be decided	23.4	24.7	23.9	26.0	24.5	22.8	24.4	102

* Number of cases: (2017) 19,036, (2018) 18,505, (2019) 18,341, (2020) 17,137, (2021) 18,446, (2022) 20,087, (2023) 18,869

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								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Within 2 weeks	30.4	30.4	33.1	28.9	29.8	32.8	34.0	103
3-4 weeks later	21.6	22.4	21.7	20.2	22.3	23.7	22.5	104
5-8 weeks later	27.9	29.8	28.1	29.1	28.7	27.8	27.0	96
After 9 weeks	20.0	17.4	17.2	21.8	19.2	15.7	16.6	97

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

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								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
1 night	41.6	44.8	43.5	41.4	40.7	40.4	42.8	98
2 nights	33.9	32.4	34.8	34.4	33.5	32.3	29.8	86
3 nights	13.4	13.8	13.2	13.4	14.3	14.6	14.2	108
4 nights	5.7	5.0	4.2	5.2	5.5	5.2	5.6	-
5 nights	1.6	1.3	1.3	1.5	1.4	1.6	1.9	-
6 or more nights	3.7	2.8	3.0	4.1	4.5	4.3	3.6	-
Average [unit: nights]	2.16	2.05	2.06	2.20	2.27	2.25	2.14	104

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

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								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
I won't be using my leave	53.9	50.4	49.0	47.7	44.9	47.2	49.4	101
I will be using my leave	46.1	49.6	51.0	52.3	55.1	52.8	50.6	99
Use 1 day	23.5	25.7	26.7	25.4	24.3	25.2	24.8	93
Use 2 days	12.3	14.5	14.2	14.4	17.6	15.3	14.6	103
Use 3 days	6.7	6.4	6.7	8.1	8.3	7.9	7.5	112
Use 4 days	1.9	1.7	1.7	2.2	2.3	2.2	2.0	-
Use 5 days	1.1	0.9	1.1	1.5	1.7	1.5	1.2	-
Use 6 days	0.2	0.2	0.1	0.2	0.2	0.3	0.2	-
Use 7 or more days	0.4	0.3	0.4	0.4	0.5	0.6	0.4	-

* Number of cases: (2017) 12,409, (2018) 12,323, (2019) 12,372, (2020) 11,689, (2021) 12,433, (2022) 12,213, (2023) 10,747

8. The Main Purpose of Planned Travel(%)

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

(Those who planned domestic travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
To appreciate natural scenery	28.9	27.2	27.6	27.2	27.2	28.3	26.0	94
To relax	18.2	19.3	19.1	25.0	25.6	21.8	20.2	106
To enjoy good food and drink	19.5	19.0	19.3	16.5	16.9	16.4	17.0	88
To visit family, relatives, and friends, etc.	9.3	9.9	9.9	12.4	9.9	11.5	12.7	128
To enjoy theme park, hot spring, etc.	5.9	6.3	6.5	3.6	3.9	5.1	5.7	88
To do sports/hobbies	4.4	4.4	4.1	5.0	4.9	4.5	4.7	-
To appreciate historic sites and remains	4.8	4.6	4.2	3.4	3.7	3.8	3.8	-
To enjoy city landscapes	2.9	2.7	3.1	2.7	2.9	2.9	3.1	-
To appreciate culture-arts	2.3	2.6	2.3	1.6	2.2	2.3	2.4	-
To visit festivals or events	2.4	2.4	2.3	1.2	1.1	1.7	2.3	-
Shopping	0.8	0.9	0.9	0.7	1.1	0.9	1.0	-
Others	0.6	0.6	0.6	0.6	0.5	0.8	1.1	-

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

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

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Hiking	35.7	35.1	32.6	34.5	35.2	38.2	36.0	110
Fishing	34.7	34.1	34.9	32.6	32.0	26.8	25.2	72
Water sports	21.2	20.6	21.3	20.2	19.8	19.8	18.8	88
Golf	14.9	15.0	15.5	20.0	21.5	19.1	17.8	115
Winter sports	12.5	12.6	11.8	10.8	9.0	8.9	9.5	81
Others	9.2	8.3	9.7	7.8	8.4	7.6	11.3	116

* Number of cases: (2017) 1,843, (2018) 1,722, (2019) 1,638, (2020) 1,785, (2021) 1,907, (2022) 1,867, (2023) 1,627

Part V

**Overseas
Travel
Behavior**

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

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

Category \ Time									(Total)
		2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Total		27.7	28.5	27.6	10.0	3.6	5.0	17.0	62
Sex	Male	26.1	27.7	27.3	11.0	4.5	5.8	16.8	62
	Female	29.3	29.3	27.8	9.0	2.7	4.2	17.2	62
Age	20s	31.1	31.6	30.3	13.4	5.8	7.9	21.1	70
	30s	31.6	31.0	31.5	11.5	4.3	6.7	19.7	63
	40s	23.8	25.2	24.0	8.0	3.0	4.0	15.3	64
	50s	25.3	27.1	25.5	8.7	2.4	3.3	14.2	56
	60s or above	27.8	28.3	27.7	8.8	2.5	4.0	16.1	58
Sex BY Age	Male/20s	27.7	30.2	27.5	15.4	7.7	9.3	21.3	77
	Male/30s	31.2	31.1	31.7	13.0	5.7	7.9	19.2	61
	Male/40s	23.4	26.2	26.1	9.3	3.6	5.1	16.5	63
	Male/50s	23.0	25.5	25.2	8.8	2.8	3.6	12.8	51
	Male/60s or above	25.9	24.7	26.0	8.8	2.1	4.0	15.6	60
	Female/20s	35.0	33.2	33.5	11.4	3.7	6.3	20.9	62
	Female/30s	32.0	30.8	31.3	9.9	2.9	5.4	20.2	65
	Female/40s	24.2	24.0	21.9	6.6	2.4	3.0	14.0	64
	Female/50s	27.7	28.7	25.7	8.7	1.9	3.1	15.7	61
	Female/60s or above	29.7	31.8	29.2	8.9	2.9	3.9	16.7	57
Average Monthly Household Income	below KRW 3 Million	19.3	17.6	17.2	6.1	3.2	4.8	12.4	72
	KRW 3 Mil to 5 Mil	21.8	22.5	23.0	8.4	3.0	4.0	13.7	60
	KRW 5 Mil to 7 Mil	29.6	30.6	28.1	10.6	3.7	4.7	17.2	61
	KRW 7 Mil or above	39.4	40.8	38.3	13.4	4.4	6.5	23.0	60

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

2. Travel Frequency(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
*Overseas Travel Experience ('Yes')	40.4	42.1	41.5	18.6	5.7	8.1	24.6	59
1 time	77.0	76.4	77.3	81.1	81.9	83.5	81.1	105
2 times	17.9	18.6	18.0	15.2	14.7	11.8	14.1	78
More than 3 times	5.1	5.0	4.7	3.7	3.4	4.6	4.8	-
Average [unit: times]	1.28	1.29	1.27	1.23	1.21	1.21	1.24	98

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

** Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

3. Travel Destination(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Asia	74.1	75.5	74.9	67.8	54.8	57.6	76.4	102
Japan	29.1	31.0	24.2	12.9	15.9	15.8	32.2	133
Vietnam	7.5	10.8	13.0	16.1	8.7	11.6	16.5	127
Thailand	6.1	5.9	6.5	6.9	4.6	7.5	7.2	111
Philippines	4.9	4.8	5.5	5.7	2.6	4.3	5.3	96
Taiwan	4.8	4.5	5.4	7.1	4.0	1.9	3.7	69
China	8.8	7.7	8.3	7.5	5.5	3.9	2.7	33
Singapore	1.7	1.7	2.1	2.2	2.9	3.5	2.1	-
Asia others	11.2	9.3	9.9	9.4	10.5	9.1	6.7	68
Europe	9.5	9.3	9.4	10.6	8.9	11.2	9.2	98
Oceania	7.1	6.6	7.3	8.8	14.8	12.0	6.6	90
North America	6.5	5.4	5.4	7.8	13.5	12.1	4.7	87
Middle East	0.7	0.6	0.8	0.9	1.2	1.8	0.9	-
Latin America	0.6	0.7	0.6	1.3	1.7	1.2	0.5	-
Africa	0.3	0.3	0.3	0.9	1.5	1.0	0.5	-
Others	1.2	1.5	1.2	1.8	3.6	3.0	1.3	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

4. Travel Duration(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
2 nights or under	17.4	16.4	15.3	13.1	26.9	16.5	11.0	72
3 nights	25.0	25.8	25.3	21.4	19.0	15.7	20.9	83
4 nights	24.1	25.1	25.3	23.9	13.3	15.9	23.5	93
5 nights	8.2	8.9	9.4	8.9	5.0	8.0	10.0	106
6 nights	4.6	4.4	5.0	6.0	4.4	5.3	5.9	118
7 nights	4.8	4.4	4.6	5.6	5.5	6.1	5.0	-
8 nights	3.7	3.5	3.5	3.5	3.4	4.1	4.5	-
9 nights~14 nights	7.7	7.2	7.3	10.2	7.6	11.5	9.0	123
15 or more nights	4.6	4.3	4.1	7.5	15.0	13.4	6.5	-
Average [unit: nights]	5.40	5.31	5.31	6.49	7.77	8.04	6.13	115

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

5. Vacation(Annual Leave) Use(%)

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

(Office workers experienced in overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
I didn't use my annual leave	28.9	28.1	24.8	24.3	25.2	25.8	23.2	94
I used my annual leave	71.1	71.9	75.2	75.7	74.8	74.2	76.8	102
Used 1 day	13.1	12.5	12.8	10.4	11.8	9.8	9.6	75
Used 2 days	19.6	20.2	20.8	19.7	16.5	16.0	19.9	96
Used 3 days	15.9	17.0	18.2	17.7	16.5	16.6	19.7	108
Used 4 days	7.9	8.5	8.2	8.8	9.1	8.9	9.7	118
Used 5 days	8.2	7.6	8.6	9.7	7.1	10.7	9.4	109
Used 6 days	1.9	1.6	1.9	2.2	2.8	2.3	2.3	-
Used 7 or more days	4.6	4.5	4.8	7.2	10.9	9.9	6.1	-

* Number of cases: (2017) 6,939, (2018) 7,460, (2019) 7,441, (2020) 3,306, (2021) 1,059, (2022) 1,295, (2023) 3,615

6. Number of Companions(%)

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

(Those who experienced overseas travel)

Category \ Time								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	83
2 people	36.5	36.1	36.3	35.6	38.0	41.2	38.8	107
3 people	14.1	15.4	15.1	14.5	11.0	13.1	15.6	103
4 people	15.8	15.5	17.2	15.6	11.0	13.0	16.7	97
5 or more people	15.5	15.1	13.9	14.2	6.7	9.9	15.1	109
Don't know	6.9	6.7	6.0	5.2	1.9	2.2	4.3	72
Average [unit: people]	3.14	3.14	3.09	3.02	2.29	2.61	3.16	102

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

7. Companion(% Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time								TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Family (Parents, Siblings, Children, etc.)	33.0	34.5	34.7	32.8	23.4	25.4	35.3	102
Spouse	29.3	29.1	31.0	31.0	27.6	26.8	28.1	91
Friends	23.6	23.7	23.7	22.3	15.8	19.4	22.9	97
Alone	11.2	11.1	11.4	14.9	31.4	20.7	9.5	83
Co-worker	7.9	8.0	6.7	5.8	2.9	6.2	7.5	112
Significant other	5.2	4.9	5.0	5.0	4.1	6.8	7.0	140
Others	2.9	2.7	2.4	2.6	2.3	2.7	2.6	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

8. Travel Type(%)

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Individual travel		56.4	59.2	61.0	62.0	60.4	60.1	60.1
Group package travel		35.1	33.5	32.0	30.2	23.8	25.2	31.2	98
Airplane+hotel or Airplane+rental car+hotel package travel		8.5	7.3	7.0	7.9	15.7	14.7	8.7	124

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

9. Reasons for Choosing Travel Destinations(%)

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Many tourist spots		29.2	28.7	27.7	27.2	21.8	20.5	18.3
Reasonable travel expenses		7.9	8.1	7.8	8.9	6.4	10.5	15.7	201
Applicable travel period/schedule		13.0	12.8	12.1	11.0	10.3	10.6	12.7	105
Short travel distance		7.9	8.0	8.7	7.7	10.3	7.8	8.9	102
Acquaintance`s recommendation		6.3	6.0	6.1	7.1	4.7	7.2	7.7	126
Low market price		6.4	8.0	9.7	9.7	11.8	8.7	7.5	77
Many things to do		6.7	6.6	7.4	5.9	6.1	7.1	6.6	89
Many different kinds of food		5.4	5.6	6.0	6.3	8.0	5.2	4.9	82
Safe place to travel		1.1	1.2	1.1	1.2	2.3	3.4	2.9	-
Much to shop for		4.0	3.8	3.2	3.5	6.8	4.6	2.6	-
Convenient transportation in destination		1.0	0.8	0.9	1.2	3.5	3.3	1.5	-
Others		6.2	5.5	4.6	6.0	2.9	5.9	5.9	-
I was not the decision-maker		4.9	4.9	4.7	4.4	5.2	5.3	4.9	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

10. Main Travel Purpose(%)

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

(Those who experienced overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
To relax	19.2	20.3	20.8	22.3	15.1	19.8	20.4	98
To appreciate natural scenery	16.6	17.1	17.3	15.6	13.8	14.3	15.5	90
To enjoy good food and drink	12.6	13.6	13.9	12.0	12.5	10.5	14.2	102
To enjoy city landscapes	12.6	11.7	11.4	11.0	10.8	8.9	9.8	86
To appreciate historic sites and remains	11.5	10.3	10.2	10.4	7.5	8.4	9.4	92
To enjoy theme park, hot spring, etc.	8.0	8.5	8.1	6.3	7.1	7.3	8.9	110
To visit family, relatives, and friends, etc.	5.9	5.5	5.2	7.2	10.6	10.6	5.6	108
To do sports/hobbies	3.2	3.3	3.6	4.4	5.4	5.7	4.9	-
Shopping	4.8	4.7	3.9	3.4	6.4	4.2	4.8	-
To appreciate culture-arts	2.9	2.9	3.3	4.7	5.4	5.4	3.8	-
To visit festivals or events	1.7	1.5	1.5	1.9	3.8	3.7	1.7	-
Others	0.9	0.7	0.8	0.8	1.4	1.2	0.9	-

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

(Those who engaged hobbies or sports during their travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Golf	26.7	26.4	29.3	30.6	34.9	37.6	41.7	142
Water sports	52.4	51.9	51.7	53.1	46.9	40.2	38.8	75
Hiking	19.1	16.9	17.1	19.5	31.6	23.2	17.3	101
Fishing	12.2	11.9	11.0	13.0	23.4	14.6	8.3	75
Winter sports	10.3	11.0	8.1	12.3	24.7	17.6	6.5	80
Others	8.2	7.4	7.7	6.8	0.6	4.0	8.5	110

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

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

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

(Those who experienced overseas travel)

Category		Time	2020	2021	2022	2023
D e s t i n a t i o n	Blogs		44.3	30.2	29.9	34.1
	Word of mouth		34.5	20.7	28.1	33.2
	YouTube		18.1	24.2	24.9	27.9
	Online community/cafe		28.3	17.2	20.4	24.8
	Professional travel information sites/app		27.6	25.2	23.3	22.4
	Social media		24.4	26.4	22.3	21.0
	Travel service/package purchased channel		29.0	22.0	21.3	20.0
	TV		11.0	6.9	9.4	10.4
	Official website of the travel destination		14.1	18.3	17.5	9.6
	Other		3.6	2.5	5.2	7.2
I don't know		5.1	7.4	4.3	2.0	
T r a n s p o r t a t i o n	Travel service/package purchased channel		38.8	24.6	26.5	30.4
	Professional travel information sites/app		30.3	26.5	27.4	29.2
	Word of mouth		18.6	13.4	19.6	20.4
	Blogs		18.1	16.7	16.0	17.1
	Online community/cafe		13.2	14.0	15.8	14.1
	YouTube		7.9	16.7	14.3	12.5
	Social media		11.5	21.5	15.8	9.6
	Official website of the travel destination		11.5	19.0	15.1	7.9
	TV		4.7	5.3	6.1	6.2
	Other		5.2	3.3	6.8	9.4
I don't know		8.4	7.8	5.2	3.8	
A c c o m m o d a t i o n	Travel service/package purchased channel		40.9	24.4	28.0	31.3
	Professional travel information sites/app		29.4	28.8	27.2	26.0
	Blog		26.1	22.2	22.5	24.6
	Word of mouth		22.1	21.8	22.8	21.0
	Online community/cafe		18.3	18.5	19.1	18.1
	YouTube		6.6	11.0	14.5	14.3
	Social media		9.6	8.8	11.8	11.8
	Official website of the travel destination		12.4	18.6	14.7	8.6
	TV		5.8	11.0	8.5	4.9
	Other		3.5	2.7	5.7	6.8
I don't know		4.8	6.4	4.0	2.9	

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

(Those who experienced overseas travel)

Time Category		2020	2021	2022	2023
Dining	Blog	39.1	27.8	30.0	35.4
	Word of mouth	27.8	22.0	25.3	25.7
	Online community/cafe	20.4	16.2	19.8	23.2
	YouTube	13.1	15.7	19.9	22.7
	Social media	22.5	20.3	18.9	21.7
	Travel service/package purchased channel	25.1	21.6	20.1	20.6
	Professional travel information sites/app	19.3	20.1	19.9	16.7
	Official website of the travel destination	12.1	19.2	15.3	7.5
	TV	6.2	5.5	6.9	6.4
	Other	3.7	3.1	5.9	7.3
I don't know	6.0	7.0	4.5	2.8	
Activity	Blog	31.4	21.4	25.0	31.9
	Travel service/package purchased channel	29.2	22.5	23.6	24.6
	Word of mouth	23.1	20.9	23.2	23.6
	Online community/cafe	22.1	19.5	20.7	22.3
	Professional travel information sites/app	22.4	19.5	21.5	22.1
	YouTube	11.1	13.8	17.6	20.5
	Social media	13.0	11.5	13.5	15.5
	Official website of the travel destination	13.2	23.8	16.1	10.0
	TV	7.9	11.1	10.1	6.4
	Other	3.0	3.2	5.4	6.3
I don't know	10.8	10.0	6.4	4.3	
Tourist Attraction	Blog	44.7	25.3	31.3	40.3
	YouTube	17.8	22.4	24.3	29.1
	Online community/cafe	26.1	14.4	21.2	27.8
	Word of mouth	27.1	21.8	24.4	26.4
	Travel service/package purchased channel	30.4	23.5	22.0	23.5
	Professional travel information sites/app	25.0	21.0	21.8	23.3
	Social media	25.6	25.4	22.5	21.7
	Official website of the travel destination	18.5	22.8	19.0	13.5
	TV	11.7	12.6	11.0	8.9
	Other	3.1	2.9	4.6	4.8
I don't know	4.0	6.3	3.9	2.3	

* Number of cases: (2020) 4,836, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI (23/19)
		Package	43.6	40.8	39.0	38.0	39.6	39.9	
Flights		40.3	42.8	41.9	41.1	23.7	31.1	38.2	91
Accommodation		33.2	36.4	36.8	34.8	19.7	24.4	33.4	91
Local transportation		20.1	23.1	19.6	21.7	16.7	19.5	27.6	141
Activities/ticket/tour product		0.0	0.0	16.6	19.5	8.7	14.0	20.4	123
Rental car		6.1	6.4	6.2	6.5	6.5	8.6	5.7	92
None		8.7	8.9	8.9	9.0	11.9	10.2	9.5	107

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

14. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
P a c k a g e	Travel Agency		60.3	59.2	57.9	62.6	43.0	45.6	51.7	89
	TV Homeshopping		8.0	8.5	9.0	7.6	8.8	13.7	12.7	141
	Tour product specialized web/app		8.8	8.0	6.9	8.6	14.4	15.1	12.5	181
	Social Commerce		5.7	6.0	7.5	5.9	11.7	7.9	6.6	88
	Open Market		3.3	3.8	5.1	5.7	14.7	9.6	4.8	94
	Others/Don't Know		14.0	14.5	13.7	9.6	7.4	8.1	11.7	85
* Number of cases: (2017) 4,588, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556										
F l i g h t s	Airline		42.1	39.8	41.2	39.4	42.1	47.4	43.5	106
	Tour product specialized web/app		24.3	28.1	28.9	32.1	23.4	29.0	33.7	117
	Travel Agency		22.1	18.4	16.0	15.5	15.2	13.0	13.5	84
	Open Market		5.0	6.6	6.9	6.8	6.8	5.1	3.9	57
	Social Commerce		3.7	4.1	4.4	3.8	7.0	3.5	2.3	-
	TV Homeshopping		0.2	0.3	0.4	0.4	2.0	0.7	0.4	-
Others/Don't Know		2.6	2.7	2.2	2.1	3.4	1.4	2.7	-	
* Number of cases: (2017) 4,239, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444										
A c c o m m o d i t y	Tour product specialized web/app		63.3	70.1	66.8	63.1	42.4	56.1	70.3	105
	Direct from lodging vendors		17.0	13.9	14.7	16.2	19.3	21.8	14.9	101
	Travel Agency		9.4	7.4	8.9	9.6	16.9	9.7	6.1	69
	Social Commerce		2.8	2.9	3.3	2.6	7.5	5.1	2.4	-
	Open Market		1.7	2.3	2.9	4.1	10.2	3.4	1.5	-
	Others/Don't Know		5.8	3.4	3.4	4.4	3.7	3.8	4.7	-
* Number of cases: (2017) 3,494, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143										
S h o p p i n g	Direct from vendors		20.7	20.1	20.8	24.2	23.6	38.1	41.4	199
	Tour product specialized web/app		16.4	22.8	26.7	28.4	17.7	20.8	26.0	97
	Travel Agency		17.3	14.7	11.3	10.7	18.0	9.6	6.0	53
	Social Commerce		18.5	17.4	12.7	8.6	14.8	9.0	5.5	43
	Open Market		11.4	9.3	7.5	7.0	12.8	6.1	2.7	36
	Others/Don't Know		15.8	15.7	21.0	21.0	13.2	16.4	18.5	88
* Number of cases: (2017) 2,108, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771										

14. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
A c t i v i t i e s	Tour product specialized web/app		0.0	0.0	44.3	49.5	23.8	32.9	41.2	93
	Direct from vendors		0.0	0.0	15.0	13.4	16.6	26.4	26.0	173
	Social Commerce		0.0	0.0	13.9	11.6	17.7	8.2	5.9	42
	Travel Agency		0.0	0.0	9.8	9.5	16.7	13.2	5.0	51
	Open Market		0.0	0.0	6.0	7.3	23.0	7.6	3.7	62
	Others/Don't Know		0.0	0.0	11.0	8.7	2.1	11.8	18.1	165

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

** 'Activities' item added in January of 2019

R e n t a l c a r	Car Rental Agency		47.6	45.0	53.6	49.9	38.2	45.2	52.3	98
	Tour product specialized web/app		23.3	24.9	13.9	18.5	15.4	12.7	12.9	93
	Travel Agency		9.7	7.8	8.8	12.7	18.7	12.5	10.2	116
	Social Commerce		4.4	5.1	4.8	3.9	11.3	9.1	5.0	-
	Open Market		2.4	3.3	5.3	6.9	9.2	10.0	3.0	57
	Others/Don't Know		12.5	14.0	13.5	8.1	7.2	10.4	16.6	123

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

15. Reserving/Purchasing Channel (Change from 2019 to 2023, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Package	Flights	Accommodation	Local transportation	Activities	Rental car
		Channel	Direct from vendors		2.3	0.2	20.6
Tour product specialized web/app	5.6		4.8	3.5	-0.7	-3.1	-1.0
Travel Agency	-6.2		-2.5	-2.8	-5.3	-4.8	1.4
Social Commerce	-0.9		-2.1	-0.9	-7.2	-8.0	0.2
Open Market	-0.3		-3.0	-1.4	-4.8	-2.3	-2.3
TV Homeshopping	3.7		0.0				
Others/Don't Know	-2.0		0.5	1.3	-2.5	7.1	3.1

* Number of cases: Package (2019) 4,212, (2023) 2,556; Flights (2019) 4,525, (2023) 2,444;
Accommodation (2019) 3,976, (2023) 2,143;
Local transportation (2019) 2,117, (2023) 1,771;
Activities (2019) 1,101, (2023) 1,308; Rental car (2019) 673, (2023) 363

16. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category		Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
P a c k a g e	Mobile Internet		15.4	19.3	24.4	27.1	35.9	40.7	42.9	176
	PC Internet		38.3	36.8	35.7	34.7	37.5	33.4	22.2	62
	Phone		23.6	22.6	19.2	18.8	10.6	12.0	16.1	84
	Visit/direct purchase		13.0	11.5	11.1	12.1	10.2	6.1	7.6	68
	Others/Don't know		9.7	9.8	9.6	7.4	5.7	7.8	11.2	117

* Number of cases: (2017) 4,536, (2018) 4,554, (2019) 4,212, (2020) 1,841, (2021) 591, (2022) 843, (2023) 2,556

F l i g h t s	Mobile Internet		27.0	33.1	40.3	47.0	49.1	52.7	64.3	160
	PC Internet		66.7	62.0	56.0	49.3	41.8	41.9	33.1	59
	Phone		4.3	3.0	2.6	2.0	4.3	2.4	1.0	-
	Visit/direct purchase		1.4	1.4	0.7	1.3	3.1	2.0	0.7	-
	Others/Don't know		0.6	0.5	0.4	0.4	1.7	1.1	0.8	-

* Number of cases: (2017) 4,229, (2018) 4,774, (2019) 4,525, (2020) 1,988, (2021) 354, (2022) 659, (2023) 2,444

A c c o m m o d i t i o n	Mobile Internet		29.7	35.4	44.4	48.3	46.1	55.4	63.8	144
	PC Internet		65.3	59.9	51.2	47.6	41.4	37.1	32.2	63
	Visit/direct purchase		1.8	1.7	1.2	1.7	4.4	3.4	1.7	-
	Phone		2.4	1.9	2.1	1.7	5.1	3.5	1.0	-
	Others/Don't know		0.8	1.1	1.0	0.7	3.0	0.6	1.3	-

* Number of cases: (2017) 3,481, (2018) 4,058, (2019) 3,976, (2020) 1,684, (2021) 295, (2022) 516, (2023) 2,143

L o c a l b o u r n o u n d a r i e s	Mobile Internet		23.8	29.8	37.9	44.7	39.3	42.1	48.0	127
	Visit/direct purchase		19.0	17.9	18.2	18.9	13.2	26.0	29.9	164
	PC Internet		53.2	49.7	39.7	31.8	36.8	23.4	17.1	43
	Phone		1.7	1.0	1.6	1.6	4.0	3.4	1.0	-
	Others/Don't know		2.2	1.7	2.7	3.0	6.8	5.1	4.0	-

* Number of cases: (2017) 2,097, (2018) 2,576, (2019) 2,117, (2020) 1,050, (2021) 250, (2022) 412, (2023) 1,771

A c t i v i t i e s	Mobile Internet		0.0	0.0	49.2	57.7	49.9	49.7	57.0	116
	Visit/direct purchase		0.0	0.0	7.8	5.6	3.1	17.3	20.1	258
	PC Internet		0.0	0.0	41.2	34.8	45.0	31.1	20.1	49
	Phone		0.0	0.0	1.1	1.2	2.0	0.7	0.3	-
	Others/Don't know		0.0	0.0	0.7	0.7	0.0	0.4	2.5	-

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

** 'Activities' item added in January of 2019

R e n t a l c a r	Mobile Internet		21.2	27.0	31.4	38.7	39.0	42.6	49.3	157
	PC Internet		66.5	61.0	56.6	47.5	36.0	42.3	33.8	60
	Visit/direct purchase		8.0	7.8	7.6	9.9	17.7	7.4	11.9	157
	Phone		2.9	2.4	2.9	3.6	4.2	3.3	1.7	-
	Others/Don't know		1.3	1.8	1.5	0.3	3.1	4.4	3.3	-

* Number of cases: (2017) 639, (2018) 708, (2019) 673, (2020) 315, (2021) 97, (2022) 182, (2023) 363

17. Reserving/Purchasing Method (Change from 2019 to 2023, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Package	Flights	Accommodation	Local transportation	Activities	Rental car
Method	Mobile Internet	18.5	24.0	19.4	10.1	7.8	17.9
	PC Internet	-13.5	-22.9	-19.0	-22.6	-21.1	-22.8
	Phone	-3.1	-1.6	-1.1	-0.6	-0.8	-1.2
	Visit/direct purchase	-3.5	0.0	0.5	11.7	12.3	4.3
	Others/Don't know	1.6	0.4	0.3	1.3	1.8	1.8

* Number of cases: Package (2019) 4,212, (2023) 2,556; Flights (2019) 4,525, (2023) 2,444;
 Accommodation (2019) 3,976, (2023) 2,143;
 Local transportation (2019) 2,117, (2023) 1,771;
 Activities (2019) 1,101, (2023) 1,308; Rental car (2019) 673, (2023) 363

18. Total Travel Spending(per person, %)

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI (23/19)
	Below KRW 500 thousand		5.7	6.1	6.4	4.8	5.2	3.3	3.0
KRW 500 thousand to 1 Million		33.9	35.7	35.7	28.5	22.7	19.0	22.5	63
KRW 1 Mil. to 2 Mil.		33.8	34.8	33.4	34.3	28.8	31.2	43.0	129
KRW 2 Mil. to 5 Mil.		18.3	16.9	17.4	22.8	22.9	28.3	20.7	119
KRW 5 Mil. or above		3.2	3.4	3.2	4.9	6.7	9.9	7.6	-
Don't Know		5.1	3.1	4.0	4.6	13.8	8.4	3.2	-
Average [unit: 10,000 won]		146.28	142.77	141.13	165.06	183.26	211.70	183.39	130
Total travel cost per night		27.10	26.89	26.57	25.42	23.58	26.33	29.89	112
Total travel cost per a whole day		22.87	22.63	22.36	22.03	20.89	23.42	25.70	115

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Total	4.00	3.99	3.96	3.97	3.78	3.85	
Asia		3.91	3.92	3.92	3.93	3.75	3.79	3.83	98
Japan		4.06	4.03	3.96	4.02	3.81	3.90	4.01	101
Singapore		3.95	4.05	4.03	3.96	3.82	3.80	3.94	98
Thailand		3.99	4.00	3.98	4.04	3.82	3.95	3.89	98
Vietnam		3.92	3.95	3.98	3.95	3.74	3.88	3.87	97
Taiwan		3.89	3.93	3.98	3.99	3.73	3.80	3.83	96
Philippines		3.93	3.91	3.89	3.91	3.82	3.86	3.82	98
China		3.64	3.64	3.64	3.63	3.64	3.60	3.55	98
Asia Others		3.90	3.86	3.89	3.91	3.66	3.57	3.74	96
Europe		4.30	4.22	4.16	4.15	3.98	4.05	4.10	99
North America		4.13	4.11	4.08	4.00	3.89	4.03	3.97	97
Oceania		4.04	4.03	4.00	4.04	3.79	3.72	3.93	98
Middle East		3.88	3.97	4.03	3.97	3.72	3.87	3.84	95
Latin America		3.91	3.92	3.78	3.96	3.80	3.81	3.81	101
Africa		4.13	3.89	4.13	4.05	3.78	3.72	3.64	88
Others		3.90	4.05	3.85	3.91	3.41	3.46	3.70	96

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

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

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Total	3.88	3.90	3.83	3.86	3.74	3.80	
Asia		3.75	3.81	3.79	3.80	3.67	3.72	3.71	98
Japan		4.07	4.02	3.77	3.88	3.79	3.92	4.03	107
Thailand		3.85	3.93	3.89	3.99	3.85	3.93	3.82	98
Philippines		3.77	3.84	3.82	3.85	3.72	3.82	3.82	100
Vietnam		3.78	3.86	3.88	3.80	3.73	3.78	3.79	98
Taiwan		3.57	3.76	3.84	3.85	3.47	3.85	3.68	96
Singapore		3.78	3.81	3.80	3.70	3.72	3.56	3.55	93
China		3.57	3.58	3.63	3.57	3.58	3.44	3.46	95
Asia Others		3.61	3.67	3.66	3.73	3.54	3.46	3.52	96
Europe		4.24	4.17	4.17	4.13	3.90	4.03	4.06	97
North America		3.98	3.97	3.97	4.00	3.88	3.97	3.87	97
Oceania		3.83	3.88	3.90	3.95	3.80	3.71	3.73	96
Middle East		3.56	3.52	3.76	3.69	3.62	3.68	3.33	89
Latin America		3.62	3.72	3.65	3.81	3.84	3.80	3.33	91
Africa		3.67	3.57	3.68	3.40	3.83	3.76	3.29	89
Others		3.65	3.71	3.54	3.75	3.29	3.35	3.40	96

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

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

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

(Those who experienced overseas travel)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Total		3.91	3.91	3.84	3.87	3.72	3.83	3.88
Asia		3.81	3.84	3.81	3.82	3.67	3.77	3.78	99
Japan		3.98	3.94	3.69	3.76	3.76	3.88	3.95	107
Singapore		3.89	3.97	3.91	3.94	3.91	3.81	3.87	99
Vietnam		3.85	3.90	3.93	3.82	3.70	3.82	3.85	98
Thailand		3.91	3.94	3.91	3.99	3.72	3.98	3.85	98
Philippines		3.81	3.83	3.81	3.82	3.67	3.80	3.80	100
Taiwan		3.78	3.82	3.90	3.90	3.55	3.82	3.76	96
China		3.53	3.55	3.58	3.55	3.51	3.48	3.47	97
Asia Others		3.76	3.79	3.77	3.78	3.55	3.55	3.66	97
Europe		4.28	4.21	4.19	4.13	4.01	4.06	4.14	99
North America		4.04	4.07	4.03	4.00	3.87	4.01	3.97	99
Oceania		3.97	3.99	3.95	3.95	3.76	3.74	3.87	98
Middle East		3.73	3.90	4.00	3.90	3.50	3.79	3.70	93
Latin America		3.88	3.82	3.83	3.80	3.76	3.76	3.65	95
Africa		3.96	3.70	4.08	3.82	3.69	3.72	3.55	87
Others		3.76	3.96	3.69	3.76	3.26	3.40	3.62	98

* Number of cases: (2017) 10,513, (2018) 11,153, (2019) 10,800, (2020) 4,839, (2021) 1,494, (2022) 2,115, (2023) 6,406

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

Category		Time							(Total)	
			2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
Total			35.8	36.8	35.5	10.4	5.7	13.7	25.8	73
Sex	Male		34.7	36.1	35.6	12.1	7.0	14.8	26.1	73
	Female		37.0	37.4	35.3	8.7	4.3	12.5	25.5	72
Age	20s		39.7	39.7	37.3	12.6	8.7	17.6	28.3	76
	30s		38.5	38.4	38.2	11.5	6.2	15.3	27.4	72
	40s		33.0	33.7	33.5	9.5	4.6	12.5	25.4	76
	50s		33.6	35.6	33.4	8.9	4.1	11.8	23.8	71
	60s or above		35.2	37.6	35.7	10.2	5.5	12.1	24.9	70
Sex BY Age	Male/20s		36.7	37.6	36.3	15.2	11.5	18.7	29.3	81
	Male/30s		37.7	38.2	38.5	13.4	7.9	16.3	26.2	68
	Male/40s		33.6	34.1	34.6	10.8	5.4	14.5	26.6	77
	Male/50s		31.9	35.3	33.7	10.2	4.8	12.5	23.4	69
	Male/60s or above		33.5	35.6	35.1	11.5	6.1	12.9	25.8	74
	Female/20s		43.2	41.9	38.4	10.0	5.5	16.3	27.3	71
	Female/30s		39.2	38.5	37.8	9.6	4.4	14.3	28.6	76
	Female/40s		32.4	33.3	32.4	8.1	3.8	10.4	24.2	75
	Female/50s		35.3	36.0	33.1	7.7	3.3	11.1	24.3	73
	Female/60s or above		36.9	39.5	36.3	8.7	5.0	11.3	24.1	66
Average Monthly Household Income	below KRW 3 Million		24.8	25.8	23.2	8.5	5.4	10.8	19.1	82
	KRW 3 Mil to 5 Mil		28.9	30.2	29.0	8.8	4.5	11.2	22.4	77
	KRW 5 Mil to 7 Mil		38.4	39.2	37.2	10.7	5.8	13.6	25.3	68
	KRW 7 Mil or above		50.1	50.0	48.6	13.6	7.0	18.0	34.2	70

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

2. Expected Number of Trips(%)

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

(Those who planned overseas travels)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		*Overseas Travel Plan ('YES')	56.0	56.4	55.3	22.9	14.7	28.2	44.4
	1 time	86.1	86.1	86.7	86.5	82.6	87.7	88.6	102
	2 times	11.9	12.0	11.6	11.4	14.3	10.2	9.5	82
	More than 3 times	1.9	1.9	1.6	2.0	3.1	2.1	1.9	-
	Average [unit: times]	1.16	1.16	1.15	1.16	1.20	1.14	1.13	98

* Number of cases: (2017) 26,000, (2018) 26,500, (2019) 26,000, (2020) 26,000, (2021) 26,000, (2022) 26,000, (2023) 26,000

** Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

3. Travel Planned Destination(%)

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

(Those who planned overseas travels)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Asia	70.9	73.2	69.4	58.5	47.9	58.3	72.7
	Japan	27.0	26.6	15.1	9.0	13.4	22.5	30.7	203
	Vietnam	8.3	11.4	14.3	12.0	7.1	9.1	14.1	99
	Thailand	5.7	5.5	6.1	6.3	5.4	7.9	6.7	110
	Taiwan	5.0	4.8	6.8	6.0	3.9	2.6	4.5	66
	Philippines	3.8	4.0	4.5	5.4	3.1	4.1	3.7	-
	Singapore	3.0	3.2	3.7	3.4	3.5	2.8	2.7	-
	China	5.8	6.4	7.0	5.0	2.7	2.0	2.1	30
	Asia Others	12.4	11.4	12.0	11.5	8.7	7.3	8.1	68
	Europe	10.2	10.0	10.7	11.3	13.1	12.5	10.0	93
	Oceania	8.3	7.0	8.4	14.0	17.7	14.0	8.0	95
	North America	7.7	6.8	7.3	11.2	15.8	10.6	6.1	84
	Middle East	0.7	0.8	1.1	1.3	1.5	1.6	0.9	-
	Africa	0.6	0.5	0.6	0.8	0.8	0.6	0.4	-
	Latin America	0.7	0.8	1.4	1.2	1.1	0.7	0.4	-
	Others	0.9	1.0	1.2	1.7	2.1	1.8	1.5	-

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

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	(Those who planned overseas travels)							TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Reserved/purchased for transportation and/or accommodation, etc.	41.2	39.8	39.3	34.8	36.7	35.3	37.3	95
Travel period and destination is finalized	22.2	22.0	21.8	19.2	15.4	20.8	21.1	97
The destination is finalized, but the travel period is yet to be decided	15.5	16.7	16.1	19.4	19.8	19.6	16.3	101
The travel period is finalized, but the destination is yet to be decided	21.1	21.5	22.7	26.7	28.1	24.2	25.4	112

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

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	(Those who planned overseas travels)							TCI ('23/'19)
	2017	2018	2019	2020	2021	2022	2023	
Within 1 month	15.8	18.8	19.5	17.5	19.1	20.3	22.6	116
Within 1 to 2 months	18.3	20.0	19.1	19.2	13.6	21.3	19.6	103
Within 2 to 3 months	17.2	17.8	17.5	20.4	13.5	16.1	15.8	90
Within 3 to 4 months	15.7	15.2	15.2	17.6	12.1	13.0	12.6	83
Within 4 to 5 months	15.5	12.3	12.5	12.6	13.3	12.2	12.4	99
After 5 months	17.5	15.9	16.2	12.9	28.4	17.1	17.0	105

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,339, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

6. Planned Travel Duration(%)

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

(Those who planned overseas travels)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
2 nights or under	16.6	17.5	14.8	16.2	18.4	14.3	11.9	80
3 nights	24.8	25.9	25.4	20.8	18.1	19.1	23.1	91
4 nights	22.9	24.0	24.6	21.5	17.3	18.9	23.5	96
5 nights	8.1	8.3	8.5	9.5	7.4	9.7	10.5	124
6 nights	5.6	4.5	5.6	6.8	6.8	6.1	5.7	102
7 nights	5.5	5.0	5.4	6.5	7.2	6.8	5.4	100
8 nights	4.0	3.4	3.8	3.8	3.7	4.6	4.0	-
9 nights~14 nights	8.4	7.5	8.0	9.2	10.9	10.6	9.4	118
15 or more nights	4.1	3.7	3.8	5.7	10.2	9.1	5.8	-
Average [unit: nights]	5.38	5.13	5.31	5.92	6.94	6.89	5.89	111

* Number of cases: (2017) 14,568, (2018) 14,957, (2019) 14,339, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

7. Vacation(Annual leave) Use Plans(%)

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

(Office workers planning overseas travel)

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
I won't be using my leave	26.1	24.0	20.5	21.9	21.8	21.1	20.6	100
I will be using my leave	73.9	76.0	79.5	78.1	78.2	78.9	79.4	100
Use 1 day	15.4	14.2	13.5	11.2	10.4	10.1	11.3	84
Use 2 days	19.5	21.4	22.1	19.0	17.4	18.6	19.7	89
Use 3 days	15.4	17.1	17.5	17.3	15.3	16.4	18.9	108
Use 4 days	7.9	7.9	8.8	10.2	9.7	9.4	10.0	114
Use 5 days	8.6	8.3	9.7	10.9	10.7	11.6	10.5	108
Use 6 days	1.8	1.8	2.2	2.5	3.3	2.6	2.2	-
Use 7 or more days	5.4	5.2	5.7	7.0	11.4	10.2	6.7	118

* Number of cases: (2017) 9,554, (2018) 9,952, (2019) 9,863, (2020) 4,020, (2021) 2,548, (2022) 4,404, (2023) 6,586

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		Individual travel	51.0	54.1	55.0	58.4	56.3	54.4	
Group package travel		31.9	30.5	29.1	24.7	23.6	25.1	28.8	99
Airplane+hotel or Airplane+rental car+hotel package travel		8.1	6.6	7.0	6.7	8.5	10.1	8.9	127
No firm plans yet		9.0	8.9	8.9	10.3	11.6	10.4	8.4	94

* Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,647, (2021) 3,823, (2022) 7,335, (2023) 11,549

9. The Main Purpose of Planned Travel(%)

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

(Those who planned overseas travels)

Category	Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
		To relax	19.2	20.3	21.8	24.4	21.5	21.0	
To enjoy good food and drink		13.8	16.5	15.4	12.2	11.7	13.9	18.2	118
To appreciate natural scenery		18.1	16.8	17.9	17.2	15.7	16.0	15.4	86
To enjoy city landscapes		11.4	10.8	11.0	10.2	10.0	9.9	10.8	98
To appreciate historic sites and remains		11.3	10.0	9.8	9.5	8.9	8.4	9.0	92
To enjoy theme park, hot spring, etc.		7.7	7.8	6.7	4.3	5.3	6.6	7.1	106
To visit family, relatives, and friends, etc.		6.2	5.6	5.4	8.8	10.1	9.6	6.2	115
Shopping		4.0	4.2	3.5	3.4	4.3	3.5	3.9	-
To do sports/hobbies		2.7	3.1	3.1	3.6	4.0	4.4	3.4	-
To appreciate culture-arts		3.2	2.8	3.3	3.8	4.6	4.0	3.1	-
To visit festivals or events		1.5	1.4	1.4	1.6	2.6	1.9	1.5	-
Others		0.9	0.8	0.7	0.9	1.3	0.9	0.9	-

* Number of cases: (2017) 14,569, (2018) 14,957, (2019) 14,374, (2020) 5,943, (2021) 3,823, (2022) 7,335, (2023) 11,549

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

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

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

Category \ Time	2017	2018	2019	2020	2021	2022	2023	TCI ('23/'19)
	Golf	31.0	34.3	33.4	35.5	36.4	40.3	
Water sports	47.8	48.8	47.4	46.5	41.7	40.9	40.3	85
Hiking	17.6	16.3	16.4	26.7	27.0	17.6	15.4	94
Winter sports	8.9	8.4	10.9	13.5	15.4	10.2	7.4	68
Fishing	13.8	13.6	13.1	15.8	17.5	9.8	7.1	54
Others	9.2	7.7	8.2	4.4	5.6	6.7	6.7	82

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

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)?

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

(Total)

Category \ Time	2020	2021	2022	2023
Day trip	22.5	26.7	31.5	29.1

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

2. Day Trip Destination(%)

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

(Those who experienced day trip)

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

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

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

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

(Those who experienced day trip)

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

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

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

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

		(Total)			
Time	Category	2020	2021	2022	2023
	Business trip	7.7	7.5	7.5	7.2

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

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)			
Time	Category	2020	2021	2022	2023
	One day trip	58.5	55.2	55.2	52.0
	1 night	24.7	24.5	24.5	27.6
	2 nights	10.0	12.5	12.7	12.1
	3 nights or more	6.8	7.7	7.5	8.3

* Number of cases: (2020) 2,006, (2021) 1,945, (2022) 1,958, (2023) 1,879

6. Business Trip Destination(%)

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

(Those who went on a business trip)

Category \ Time	2020	2021	2022	2023
Gyeonggi	13.9	14.7	15.4	15.1
Seoul	10.6	9.9	9.2	11.8
Chungnam	7.6	6.8	8.4	8.2
Gyeongbuk	6.7	7.4	7.1	7.6
Gyeongnam	7.9	6.9	7.5	7.5
Gangwon	6.7	5.6	8.0	7.0
Jeonnam	4.7	6.0	5.9	6.8
Busan	7.7	7.9	7.5	6.3
Daejeon	7.0	6.4	5.9	6.0
Jeonbuk	4.3	4.5	3.8	4.8
Chungbuk	5.5	4.4	4.1	4.1
Daegu	4.9	5.4	5.5	3.9
Incheon	2.9	3.3	2.9	2.9
Ulsan	3.4	4.4	2.4	2.8
Gwangju	3.6	3.3	3.0	2.8
Jeju	2.9	3.2	3.3	2.5

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

