

2024 - TRAVEL

ConsumerInsight

Travel Behavior & Planning Study

Introduction

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

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

Classification	Study Start Period	Dis-closed	Answer Type			
			Single Answer	Multiple Answer	5 point scale	
Travel Trend	Travel spending Behavior	February,2016 ~			○	
	Travel Spending Intent	"	○		○	
	Travel Experience Rate	January,2017 ~	○	○		
	Domestic Travel Experience Rate	"	○	○		
	Overseas Travel Experience Rate	"	○	○		
	Travel plan rate	August,2015 ~	○	○		
	Domestic travel plan rate	"	○	○		
	Overseas travel plan rate	"	○	○		
	Travel Destination Interest	February,2016 ~	○		○	
	Intention to Use Channels for Exploring Domestic Travel Information	December,2016 ~		○		
	Intention to Use Channels for Exploring Overseas Travel Information	"		○		
	Domestic Travel Behavior	Travel Frequency	January,2017 ~		○	
		Travel Destination	"	○	○	
Travel Duration		"		○		
Vacation(Annual Leave) Use		"		○		
Companion		"			○	
Number of Companions		"		○		
Travel Type		"	○	○		
Reasons for Choosing Travel Destinations		"		○		
Main Travel Activities		"	○	○		
Hobby/Sports Activities During Travel		"			○	

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

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

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

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

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

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

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

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

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

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

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Part I

Study Outline

1. Study Outline & Objective

□ Study Outline

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

□ Study Objective

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

□ Study Design

- August, 2015: Launched as Domestic & Overseas Travel Plan Study, with the weekly sample size of 300.
- January, 2017 : Increased the sample size to 500 per week.
- December, 2024: Total of 488 week fieldwork, the cumulative total sample size of 224,300 achieved (since August, 2015).

2. Study Design

- Study Target: 18 years old or above adults, nationwide
- Sample Extraction : Random sampling from ConsumerInsight's IBP (Invitation Based Panel with more than 860,000 panelists).
- Sample Composition: Quota sampling proportionate to sex*age*region based on national census.
- Study Method : Email survey by online, mobile
- Survey Frequency/Period: Weekly (until the second week of December 2024), Monday to Thursday.
- Sample Size : 2,000 to 2,500 per month (500 per week)
- Study Contents : Travel Trend, Travel Behavior, Travel Plan

3. Sample Design

□ Characteristics of Sampling Base

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

Part I. Study Outline

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

□ Importance of IBP

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

□ Factors Affecting the Representativeness of a Study Sample

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

4. Sample Composition

(%)

Classification		2023 Total	2024 Total	Domestic Travel Experience (Past 3 months)	Domestic Travel Plan (Next 3 months)	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,000)	(25,000)	(16,639)	(17,146)	(8,491)	(11,623)
Sex	Male	50.9	50.9	51.0	50.6	48.9	50.4
	Female	49.1	49.1	49.0	49.4	51.1	49.6
Age	20s	17.3	16.7	15.6	13.6	19.0	16.5
	30s	17.8	17.8	18.5	17.5	19.5	18.0
	40s	21.7	21.4	22.8	23.1	19.9	21.5
	50s	23.2	23.5	23.3	24.7	20.6	22.9
	60s or above	19.9	20.6	19.8	21.0	21.0	21.1
Sex BY Age	Male/20s	9.1	8.8	7.8	6.7	9.7	8.8
	Male/30s	9.2	9.2	9.5	8.7	9.5	8.8
	Male/40s	11.0	10.8	11.7	11.6	10.3	10.7
	Male/50s	11.8	11.9	11.9	12.8	9.6	11.4
	Male/60s or above	9.8	10.2	10.1	10.8	9.8	10.6
	Female/20s	8.2	8.0	7.8	6.9	9.3	7.7
	Female/30s	8.6	8.6	9.1	8.8	10.0	9.1
	Female/40s	10.8	10.6	11.1	11.5	9.5	10.8
	Female/50s	11.4	11.6	11.5	12.0	11.0	11.5
	Female/60s or above	10.2	10.4	9.6	10.1	11.2	10.6
Marital status	Unmarried	32.9	32.6	30.2	28.3	33.9	32.1
	Married	61.9	62.2	65.0	66.6	62.4	63.5
	Others	5.3	5.1	4.8	5.1	3.7	4.3
Residing Region	Seoul	19.0	18.9	18.8	18.5	22.6	22.1
	Busan	6.4	6.4	6.4	6.2	6.5	6.5
	Daegu	4.6	4.6	4.9	4.7	4.1	4.0
	Incheon	5.9	6.0	6.0	5.9	6.2	6.3
	Gwangju	2.8	2.8	2.8	2.9	2.3	2.4
	Daejeon	2.8	2.8	2.9	3.0	3.0	3.0
	Ulsan	2.2	2.2	2.2	2.2	2.1	2.2
	Gyeonggi	26.8	27.0	26.8	26.9	28.2	28.2
	Gangwon	2.9	2.9	2.7	2.7	2.9	2.8
	Chungbuk	3.0	3.1	3.1	3.3	2.7	2.7
	Chungnam	4.7	4.7	4.9	4.9	4.3	4.4
	Jeonbuk	3.2	3.2	3.2	3.2	2.6	2.7
	Jeonnam	3.3	3.3	3.4	3.3	2.8	2.6
	Gyeongbuk	4.8	4.8	4.6	4.7	3.8	3.7
	Gyeongnam	6.2	6.2	6.0	6.4	5.1	5.3
	Jeju	1.3	1.3	1.2	1.2	1.0	1.2

(%)

Classification		2023 Total	2024 Total	Domestic Travel Experience (Past 3 months)	Domestic Travel Plan (Next 3 months)	Overseas Travel Experience (Past 6 months)	Overseas Travel Plan (Next 6 months)
Total		(26,000)	(25,000)	(16,639)	(17,146)	(8,491)	(11,623)
Occupation	White collar/workers in technical areas	35.8	37.7	40.0	39.3	40.9	40.7
	Full time housewife	14.2	13.9	13.8	14.2	13.7	13.5
	Business/management/professionals	4.9	4.6	5.0	4.9	6.3	6.0
	Self employed	8.2	7.9	7.6	8.0	7.3	7.9
	Undergrad or graduate student	6.2	5.3	4.7	4.2	6.0	5.2
	Sales/service	5.5	5.6	5.6	5.7	5.3	5.3
	Skilled worker/general manual worker	8.9	8.7	8.6	8.7	6.4	7.1
	Others/Unemployed	16.4	16.3	14.5	15.0	14.3	14.3
Average Monthly Household Income	below KRW 3 Million	13.9	13.1	11.5	11.5	10.2	10.5
	KRW 3 Mil to 5 Mil	28.8	27.8	27.1	27.1	24.5	24.5
	KRW 5 Mil to 7 Mil	27.8	27.8	28.5	28.5	26.9	27.2
	KRW 7 Mil or above	29.5	31.3	32.9	32.8	38.5	37.9

* Domestic Travel Experience (in the past 3 months) - 66.6% of the total,
 Domestic Travel Planning (in the next 3 months) - 68.6% of the total.
 Overseas Travel Experience (in the past 6 months) - 34.0% of the total,
 Overseas Travel Planning (in the next 6 months) - 46.5% of the total.

** Sejong included in Chungnam of residing region.

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

Part II
**Travel
Trend**

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

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

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total travel	40.6	40.7	42.6	40.8	40.1	38.7	0.1

(Total)

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

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

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

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	46.3	37.0	39.0	37.6	36.9	33.8	-9.3
Domestic travel	42.8	35.2	36.8	36.0	35.0	32.1	-7.6
Overseas travel	47.3	40.0	41.9	40.6	39.5	37.3	-7.3

(Total)

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

3. Travel Experience Rate(% `Yes')

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

								(Total)
Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Total	75.1	75.1	73.8	73.7	76.5	76.4	0.0
	Domestic travel	68.7	66.6	65.0	65.1	68.1	68.3	-2.1
	Overseas travel	17.0	22.1	21.6	21.5	22.4	23.2	5.1

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

4. Travel Plan Rate(% `Yes')

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

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

								(Total)
Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
	Total	80.8	78.8	77.3	80.3	80.1	77.0	-2.0
	Domestic travel	72.6	68.6	67.3	70.7	70.0	65.6	-4.0
	Overseas travel	25.8	27.3	26.8	27.3	27.4	27.7	1.5

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

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

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

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

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

Category	Time	2023 (A)	2024 (B)	(Total)				Gap (B-A), %p
				2024				
				1/4	2/4	3/4	4/4	
Gangwon		47.3	43.1	43.5	42.6	44.6	41.1	-4.2
Jeju		46.1	35.7	40.2	35.8	31.9	35.0	-10.4
Busan		40.8	35.4	38.6	35.6	34.1	32.7	-5.4
Seoul		28.9	26.4	28.1	27.6	24.7	25.0	-2.5
Jeonnam/Gwangju		26.0	23.8	23.8	24.8	23.4	23.1	-2.2
Gyeonggi/Incheon		22.3	20.9	21.0	21.2	19.8	21.6	-1.4
Chungnam/Daejeon		18.4	19.4	17.7	20.5	19.2	20.7	1.0
Gyeongnam/Ulsan		21.1	18.7	20.0	18.7	18.4	17.4	-2.4
Jeonbuk		19.5	17.7	17.7	18.6	17.1	17.2	-1.8
Gyeongbuk/Daegu		18.1	16.3	16.8	15.8	16.3	16.3	-1.8
Chungbuk		14.9	13.8	12.8	13.9	14.0	14.7	-1.1

* Number of cases: (2023) 12,988, (2024) 12,533, (Q1) 3,256, (Q2) 3,260, (Q3) 3,496, (Q4) 2,522

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

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

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

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

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
				(Total)				
Oceania		49.2	43.4	45.9	44.0	41.8	41.5	-5.8
Western/Northern Europe		48.1	43.3	46.2	44.4	41.0	41.5	-4.8
Southern Europe		44.3	40.9	42.2	41.9	40.3	38.8	-3.4
Japan		39.4	37.6	38.1	40.2	36.5	35.0	-1.8
Southeast Asia		39.4	36.7	38.7	37.1	35.8	34.8	-2.7
Eastern Europe		39.4	36.6	36.9	37.2	36.3	35.9	-2.8
United States/Canada		41.3	36.0	38.1	37.2	34.5	33.7	-5.3
Hongkong/Macao		23.5	23.5	25.6	23.3	22.8	22.0	0.0
Latin America		16.4	15.0	16.1	14.6	14.7	14.3	-1.4
Central/Southwest Asia		10.8	11.8	11.9	11.3	12.6	11.1	1.0
China		6.8	8.9	8.4	8.9	8.3	10.2	2.1
Africa		7.4	8.0	8.7	8.3	7.2	8.0	0.6

* Number of cases: (2023) 13,012, (2024) 12,467, (Q1) 3,244, (Q2) 3,240, (Q3) 3,504, (Q4) 2,478

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

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

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

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
YouTube		37.7	35.6	35.3	36.4	36.0	34.3	-2.1
Social media		28.3	25.7	25.8	27.2	25.5	24.2	-2.6
Blogs		24.9	22.4	23.8	22.9	21.8	20.8	-2.5
Recommendation/ Word of mouth		23.9	20.4	20.3	21.3	20.5	19.2	-3.5
Professional travel information sites/app		25.4	18.9	20.8	19.3	18.1	17.3	-6.5
Online community/Cafe		20.9	17.3	16.9	18.7	17.1	16.2	-3.6
TV		17.1	13.5	14.7	12.9	13.0	13.2	-3.6
Official website of the travel destination		17.2	13.1	14.1	13.3	12.4	12.3	-4.1
Travel service/package purchased channel		11.0	8.3	9.5	8.1	7.9	7.7	-2.7

* Number of cases: (2023) 12,101, (2024) 11,733, (Q1) 3,058, (Q2) 3,044, (Q3) 3,263, (Q4) 2,369

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

Q. If you plan to travel abroad in the future, how do you think obtaining information from 'OOO' will be compared to before?
 [It will increase(1), It will be similar(2), It will decrease(3)]

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
YouTube		45.1	41.1	42.4	42.2	41.9	36.9	-4.0
Professional travel information sites/app		33.4	26.9	28.3	28.6	25.6	25.0	-6.5
Social media		29.9	26.3	27.3	26.5	26.9	24.1	-3.6
Blogs		28.1	24.9	25.4	25.3	25.0	23.5	-3.2
Online community/cafe		27.1	23.6	25.3	23.8	23.5	21.4	-3.5
Recommendation/Word of mouth		22.9	20.4	22.1	20.5	19.5	19.4	-2.5
TV		20.4	16.3	17.5	16.9	15.4	15.2	-4.1
Travel service/package purchased channel		19.4	15.7	16.7	16.0	15.1	14.8	-3.7
Official website of the travel destination		18.4	14.3	16.0	14.6	14.0	12.4	-4.1

* Number of cases: (2023) 6,703, (2024) 7,742, (Q1) 1,937, (Q2) 1,977, (Q3) 2,233, (Q4) 1,595

Part III

Domestic Travel Behavior

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

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

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
		Total	68.7	66.6	65.0	65.1	68.1	68.3	-2.1
Sex	Male		68.6	66.7	64.8	66.0	68.3	67.6	-1.9
	Female		68.8	66.4	65.1	64.2	67.9	68.9	-2.4
Age	20s		66.6	61.9	61.1	61.2	64.5	60.5	-4.7
	30s		72.3	69.4	67.7	65.9	71.1	73.7	-2.9
	40s		72.7	70.9	69.7	70.2	71.8	72.1	-1.8
	50s		67.1	66.2	65.1	64.3	67.1	68.5	-0.9
	60s or above		64.8	63.8	60.7	63.5	65.7	65.6	-1.0
Sex BY Age	Male/20s		63.3	59.2	59.8	58.9	61.4	55.9	-4.1
	Male/30s		71.3	68.5	66.6	65.7	69.9	72.6	-2.8
	Male/40s		74.5	72.0	69.6	72.5	73.0	73.1	-2.5
	Male/50s		67.8	66.5	64.8	65.6	68.2	67.8	-1.3
	Male/60s or above		65.5	66.0	62.6	66.1	68.2	67.3	0.5
	Female/20s		70.2	64.9	62.5	63.6	68.0	65.5	-5.3
	Female/30s		73.5	70.3	68.9	66.0	72.4	74.9	-3.2
	Female/40s		70.8	69.8	69.8	67.8	70.6	71.1	-1.0
	Female/50s		66.5	65.8	65.4	63.1	66.1	69.3	-0.7
	Female/60s or above		64.1	61.6	58.8	60.9	63.2	64.0	-2.5
Average Monthly Household Income	below KRW 3 Million		60.1	59.1	54.7	57.0	63.7	62.8	-1.0
	KRW 3 Mil to 5 Mil		68.5	66.0	64.9	64.5	67.6	68.0	-2.5
	KRW 5 Mil to 7 Mil		71.9	69.4	68.9	67.8	70.0	71.8	-2.5
	KRW 7 Mil or above		72.8	71.1	68.5	70.1	72.6	73.9	-1.7

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

2. Travel Frequency(%)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Experience ('Yes')	68.7	66.6	65.0	65.1	68.1	68.3	-2.1
1 time	52.9	55.8	56.7	56.2	54.7	55.7	2.9
2 times	28.9	28.3	28.3	27.5	28.9	28.2	-0.6
More than 3 times	18.2	15.9	15.1	16.2	16.4	16.0	-2.3
Average [unit: times]	1.65	1.60	1.58	1.60	1.62	1.60	-0.05

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

** Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

3. Travel Destination/Regions(%)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	21.3	20.9	20.6	19.5	22.4	20.7	-0.4
Gyeonggi	8.6	8.7	8.9	8.5	8.6	8.8	0.1
Jeonnam	8.3	8.2	7.9	8.4	7.7	8.8	-0.1
Busan	7.8	8.1	9.1	8.1	7.8	7.5	0.3
Gyeongbuk	8.0	7.9	8.0	7.5	8.0	8.2	-0.1
Jeju	8.7	7.9	8.0	8.5	7.7	7.5	-0.8
Gyeongnam	7.1	6.9	6.7	6.9	6.9	6.9	-0.2
Seoul	6.4	6.4	7.0	6.8	6.0	5.9	0.0
Chungnam	6.0	6.2	5.5	6.4	6.3	6.5	0.2
Jeonbuk	4.6	4.7	4.1	5.6	4.5	4.6	0.1
Chungbuk	3.9	4.0	3.6	3.8	4.2	4.5	0.1
Incheon	3.1	3.1	3.1	3.1	3.1	3.0	0.0
Daegu	2.0	2.4	2.6	2.3	2.3	2.6	0.4
Daejeon	1.6	2.1	2.1	2.3	1.9	2.3	0.5
Ulsan	1.4	1.4	1.5	1.4	1.5	1.2	0.0
Gwangju	1.0	1.0	1.1	0.9	1.1	1.0	0.0

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

4. Travel Duration(%)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 nights	48.8	49.3	49.9	52.7	46.4	48.4	0.5
2 nights	27.7	28.4	27.4	26.7	30.3	29.1	0.7
3 nights	11.8	11.6	11.4	10.7	12.5	11.6	-0.2
4 nights	4.4	4.1	4.5	3.7	4.1	4.3	-0.3
5 nights	1.5	1.6	1.6	1.5	1.7	1.7	0.1
6 or more nights	3.4	3.7	3.8	3.5	3.8	3.5	0.3
Average [unit: nights]	2.00	2.01	2.03	1.96	2.05	2.02	0.01

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I did not use my annual leave	51.6	50.9	52.0	55.1	48.2	48.3	-0.7
I used my annual leave	48.4	49.1	48.0	44.9	51.8	51.7	0.7
Used 1 day	25.1	26.9	25.5	26.3	27.3	28.7	1.8
Used 2 days	13.8	13.5	14.1	11.5	14.3	14.2	-0.3
Used 3 days	6.2	5.3	5.1	4.2	6.7	5.0	-0.9
Used 4 days	1.6	1.6	1.7	1.2	1.8	1.4	0.0
Used 5 days	1.0	1.0	0.7	0.9	1.1	1.6	0.0
Used 6 days	0.1	0.2	0.2	0.2	0.2	0.2	0.1
Used 7 or more days	0.5	0.5	0.7	0.6	0.5	0.4	0.0

* Number of cases: (2023) 10,264, (2024) 9,863, (Q1) 2,461, (Q2) 2,533, (Q3) 2,874, (Q4) 1,994

6. Number of Companions(%)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	8.3	9.0	8.9	9.8	9.2	7.7	0.7
2 people	35.6	36.6	37.7	36.9	34.9	37.1	1.0
3 people	16.4	16.1	16.6	15.7	15.8	16.5	-0.3
4 people	19.5	18.5	18.2	18.1	18.9	18.6	-1.0
5 or more people	16.9	16.9	16.3	16.3	18.0	16.8	0.0
Don't know	3.3	3.0	2.3	3.2	3.2	3.2	-0.3
Average [unit: people]	3.27	3.23	3.19	3.19	3.29	3.27	-0.04

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

7. Companion(%Multiple Answers)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	42.3	41.7	42.0	39.5	42.8	42.2	-0.6
Spouse	33.0	34.8	33.7	35.0	34.2	36.8	1.8
Friends	19.7	19.2	18.7	19.7	19.7	18.6	-0.5
Significant other	9.1	9.1	9.7	8.8	9.2	8.9	0.0
Alone	8.3	8.9	8.8	9.7	9.1	7.6	0.6
Co-worker	3.4	3.2	2.8	3.4	2.9	3.7	-0.2
Pet	0.7	0.6	0.6	0.3	0.8	0.6	-0.1
Others	1.6	1.4	1.3	1.6	1.4	1.3	-0.2

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

** '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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	94.3	94.8	94.8	94.8	94.7	94.7	0.5
Group package travel	2.6	2.3	2.2	2.4	2.2	2.4	-0.3
Airplane+hotel or Airplane+rental car+hotel package travel	3.1	2.9	3.0	2.8	3.0	2.8	-0.2

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	19.8	19.0	18.2	19.4	18.7	19.9	-0.8
Applicable travel period/schedule	15.8	16.5	16.4	16.9	16.4	16.2	0.7
Short travel distance	12.3	11.0	11.4	11.0	11.2	10.2	-1.3
Acquaintance`s recommendation	10.2	10.1	9.6	9.8	10.8	10.2	-0.1
Many different kinds of food	7.2	8.2	8.9	8.1	7.9	7.8	1.0
Reasonable travel expenses	7.3	7.4	7.4	7.2	7.6	7.1	0.1
Many things to do	6.2	6.5	6.9	6.1	6.6	6.5	0.3
Convenient transportation in destination	4.0	4.1	5.0	4.0	3.5	4.0	0.1
Much to shop for	0.9	1.0	0.9	0.8	1.1	1.3	0.1
Low market price	0.7	0.8	0.8	0.7	0.8	0.8	0.1
Safe place to travel	0.5	0.4	0.5	0.5	0.4	0.4	-0.1
Others	8.3	8.4	7.7	8.8	8.4	8.6	0.1
I was not the decision-maker	6.8	6.7	6.5	6.9	6.6	7.0	-0.1

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

10. Main Travel Activities(%)

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	24.0	23.0	21.5	23.4	23.3	23.9	-1.0
To relax	21.3	20.1	20.1	19.2	20.5	20.6	-1.2
To visit family, relatives, and friends, etc.	14.5	15.5	15.4	15.9	16.1	14.4	1.0
To enjoy good food and drink	14.0	15.4	16.5	15.8	15.0	14.2	1.4
To enjoy theme park, hot spring, etc.	6.6	6.7	7.5	6.5	6.7	6.0	0.1
To do sports/hobbies	4.8	4.2	3.8	4.0	4.5	4.7	-0.6
To appreciate historic sites and remains	4.2	4.2	4.2	4.7	3.6	4.3	0.0
To enjoy city landscapes	2.8	2.8	2.9	2.7	2.5	3.1	0.0
To visit festivals or events	2.6	2.6	2.5	2.9	2.1	3.3	0.0
To appreciate culture-arts	2.8	2.6	2.9	2.2	2.8	2.6	-0.2
Shopping	1.3	1.6	1.9	1.5	1.4	1.8	0.3
Others	1.1	1.2	0.9	1.2	1.5	1.1	0.1

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	37.7	35.5	35.7	37.6	30.6	40.2	-2.2
Fishing	23.4	20.3	19.6	17.0	21.2	23.8	-3.1
Water sports	19.3	18.7	12.6	14.0	27.3	19.0	-0.6
Golf	16.0	18.3	15.3	19.8	19.7	18.0	2.3
Winter sports	7.4	8.5	19.3	8.9	3.5	2.6	1.1
Others	13.6	16.0	15.3	19.0	15.5	13.8	2.4

* Number of cases: (2023) 1,787, (2024) 1,555, (Q1) 373, (Q2) 394, (Q3) 477, (Q4) 311

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	71.9	72.3	70.9	70.8	73.9	73.6	0.4
Train	10.0	10.7	11.7	11.0	9.7	10.4	0.7
Airplane	7.1	6.9	7.3	7.5	6.3	6.6	-0.2
Express/intercity bus	6.0	5.6	5.6	5.8	5.9	4.9	-0.4
Charter/tour bus	2.0	1.8	1.5	1.9	1.8	1.9	-0.2
Walked/bicycle	0.7	0.7	0.8	0.7	0.5	0.7	0.0
Ferry	0.7	0.5	0.5	0.5	0.6	0.5	-0.2
Other	1.6	1.6	1.7	1.8	1.4	1.4	0.0

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Sedan car(Incl. rental car)	77.8	77.3	76.9	76.0	78.6	77.7	-0.5
Subway(metro)	7.0	7.2	7.8	7.2	6.7	7.1	0.2
Taxi	4.8	5.0	4.9	5.0	5.2	5.0	0.2
Walked/bicycle	3.0	3.2	3.2	3.8	2.5	3.1	0.2
Express/intercity bus	2.6	2.6	2.4	2.8	2.8	2.0	0.0
Charter/tour bus	2.5	2.1	1.9	2.5	1.8	2.3	-0.4
Train	0.9	1.0	1.2	0.9	1.0	0.9	0.1
Other	1.5	1.6	1.6	1.8	1.3	1.7	0.1

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

14. Accommodation(%)

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

(Those who experienced domestic travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Hotel		28.2	29.2	29.8	30.0	28.2	29.0	1.0
Hotel (Luxury, 4-5 stars)		13.6	14.4	15.1	13.9	14.2	14.2	0.8
Hotel (1~3 stars)		14.7	14.9	14.6	16.1	14.0	14.8	0.2
Vacation rental (Pension)		19.9	18.5	17.0	17.9	20.2	18.7	-1.4
Friend's/family house		16.1	16.5	17.3	16.7	16.2	15.7	0.4
Motel/Inn		10.1	10.3	10.8	10.5	9.5	10.4	0.2
Condominium		9.4	9.1	9.7	8.7	9.5	8.1	-0.3
Guesthouse		5.3	5.5	5.3	4.9	5.6	6.5	0.2
Camping		4.7	4.5	3.8	4.7	4.4	5.1	-0.2
Youth hostel		1.4	1.5	1.6	1.5	1.2	1.6	0.1
Other		4.7	4.9	4.7	5.1	5.1	4.8	0.2

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Accommodation Cost		20.5	20.6	21.6	20.0	20.3	20.7	0.1
Distance to the tourist attraction, proximity		16.0	16.1	15.8	17.1	15.4	16.4	0.1
Surroundings/Scenery of accommodation facilities		14.1	14.0	13.0	13.7	14.9	14.2	-0.1
Cleanliness/Hygiene		11.8	11.9	12.5	11.6	11.3	12.1	0.1
Room Interior and amenities		9.7	9.2	9.5	8.9	9.0	9.3	-0.5
Facilities within accommodation		6.8	7.9	8.1	8.1	7.8	7.5	1.1
Recommended by others		7.0	6.3	6.0	6.0	7.0	6.1	-0.7
Transportation/road conditions		4.2	4.3	4.2	4.6	4.5	3.7	0.1
Online reputation/Blog reviews		4.4	4.2	4.4	4.1	4.0	4.5	-0.2
Safety/security		1.1	1.1	1.1	1.3	1.0	1.0	0.0
Staff service/friendliness		0.9	0.9	1.1	0.9	0.8	0.8	0.0
Other		3.6	3.5	2.8	3.6	4.0	3.6	-0.1

* Number of cases: (2023) 14,984, (2024) 13,891, (Q1) 3,492, (Q2) 3,527, (Q3) 3,995, (Q4) 2,878

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Local specialty cuisine	28.0	28.3	28.3	28.2	27.3	29.6	0.3
Information/reputation online	23.4	22.4	22.9	23.2	21.6	21.7	-1.0
Recommended by others	18.4	18.6	17.9	18.4	20.1	17.6	0.2
Proximity to tourist attraction	14.6	14.9	14.5	14.9	15.2	15.0	0.3
Transportation/road status	4.7	4.8	4.6	4.9	4.9	4.9	0.1
Price	4.2	4.7	4.9	4.3	4.8	5.0	0.5
Restaurant interior and atmosphere	4.3	3.9	4.6	3.8	3.4	3.7	-0.4
Other reasons	2.4	2.4	2.3	2.3	2.7	2.5	0.0

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
D e s t i n a t i o n	Word of mouth	41.7	41.7	41.0	41.9	42.3	41.7	0.0
	Blogs	30.2	29.2	29.9	29.9	28.7	27.9	-1.0
	Social media	20.3	21.0	20.7	22.1	21.0	20.2	0.7
	YouTube	18.5	20.9	19.9	20.7	21.5	21.8	2.4
	Online community/cafe	15.9	14.8	15.5	15.1	13.7	15.0	-1.1
	Professional travel information sites/app	12.3	11.2	12.0	10.7	10.9	11.2	-1.1
	Official website of the travel destination	10.1	9.4	9.7	9.4	9.3	9.0	-0.7
	TV	7.2	6.7	6.7	8.1	6.2	5.8	-0.5
	Travel service/package purchased channel	7.0	6.6	6.6	6.2	6.7	6.9	-0.4
	Other	12.3	11.6	11.7	11.9	11.1	11.6	-0.7
	I don't know	2.3	2.3	1.8	2.5	2.4	2.5	0.0
T r a n s p o r t a t i o n	Word of mouth	32.4	32.4	31.3	32.4	32.8	33.2	0.0
	Blogs	21.5	20.9	20.8	22.0	20.1	20.7	-0.6
	YouTube	12.5	13.9	13.4	13.7	14.2	14.4	1.4
	Social media	11.5	11.8	12.4	12.1	11.7	10.7	0.3
	Professional travel information sites/app	13.0	11.5	12.6	11.3	10.9	11.4	-1.5
	Online community/cafe	12.3	11.0	11.8	10.8	10.5	10.9	-1.3
	Official website of the travel destination	9.8	8.9	9.2	9.3	8.8	8.1	-0.9
	Travel service/package purchased channel	6.8	6.6	7.1	6.3	6.6	6.6	-0.2
	TV	5.3	5.3	5.4	5.8	5.2	4.8	0.0
	Other	22.9	22.5	22.6	22.6	22.2	22.9	-0.4
	I don't know	5.1	5.5	5.2	5.0	5.7	6.0	0.4
A c c o m m o d a t i o n	Word of mouth	32.0	32.2	31.3	33.2	32.3	31.8	0.2
	Blogs	23.1	21.7	21.9	21.8	22.1	20.8	-1.4
	Travel service/package purchased channel	20.7	20.7	21.8	19.7	20.9	20.4	0.0
	Professional travel information sites/app	16.8	15.2	16.0	14.6	14.0	16.3	-1.6
	Online community/cafe	13.4	12.3	13.3	12.0	11.8	12.2	-1.1
	Social media	12.1	12.1	12.2	12.4	11.9	11.9	0.0
	YouTube	10.1	11.3	10.0	11.8	11.7	11.9	1.2
	Official website of the travel destination	9.4	9.1	8.6	9.4	9.2	9.0	-0.3
	TV	3.8	3.9	4.1	4.1	3.8	3.6	0.1
	Other	13.8	13.5	14.3	12.7	13.2	13.9	-0.3
	I don't know	2.4	2.4	2.3	2.4	2.5	2.5	0.0

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

17. Information Search Channel(%)

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

(Those who experienced domestic travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blogs	39.4	38.0	38.7	38.6	37.7	37.0	-1.4
	Word of mouth	36.3	36.0	35.4	36.1	36.0	36.4	-0.3
	Social media	22.8	23.5	24.3	24.0	23.5	21.9	0.7
	YouTube	17.5	19.5	19.3	19.2	19.7	19.6	2.0
	Online community/cafe	19.8	18.6	20.0	18.5	18.1	17.5	-1.2
	Professional travel information sites/app	12.1	11.5	11.0	11.9	10.4	13.0	-0.6
	Official website of the travel destination	9.1	8.3	8.1	8.5	8.4	8.3	-0.8
	TV	6.8	6.4	6.2	6.7	6.4	6.4	-0.4
	Travel service/package purchased channel	4.4	4.7	5.0	4.7	4.5	4.7	0.3
	Other	11.3	10.6	10.2	10.6	10.5	11.3	-0.7
	I don't know	1.9	1.8	1.6	1.8	1.7	2.2	-0.1
Activities	Blogs	31.3	29.6	30.5	29.9	29.8	27.8	-1.7
	Word of mouth	30.0	29.2	27.7	29.9	29.7	29.3	-0.8
	YouTube	17.1	18.4	17.4	18.1	18.9	19.4	1.3
	Social media	17.6	17.7	17.6	17.2	18.3	17.7	0.1
	Online community/cafe	16.5	14.7	15.2	15.3	14.3	14.1	-1.8
	Professional travel information sites/app	13.6	12.2	13.1	12.7	11.3	11.9	-1.4
	Official website of the travel destination	11.6	11.0	10.8	10.6	11.4	11.1	-0.6
	TV	7.3	6.9	7.0	7.3	7.0	5.9	-0.4
	Travel service/package purchased channel	7.0	6.4	6.9	6.2	5.7	6.8	-0.6
	Other	11.9	12.1	11.8	12.3	11.9	12.6	0.2
	I don't know	9.8	10.2	10.5	10.0	9.6	11.0	0.4
Tourist Attraction	Blogs	41.7	40.6	41.0	41.1	40.3	39.6	-1.1
	Word of mouth	34.0	32.8	32.9	33.2	33.1	32.0	-1.2
	YouTube	23.1	25.3	24.3	24.7	26.3	25.8	2.2
	Social media	24.3	24.3	24.3	24.7	24.4	23.5	0.0
	Online community/cafe	22.1	20.7	20.6	21.7	20.2	20.6	-1.4
	Professional travel information sites/app	17.7	16.2	16.8	16.2	15.0	17.0	-1.5
	Official website of the travel destination	17.1	15.5	15.7	15.6	15.6	15.2	-1.6
	TV	9.3	8.5	8.5	9.3	8.3	7.9	-0.8
	Travel service/package purchased channel	7.1	7.0	7.3	7.0	6.7	6.8	-0.1
	Other	8.7	8.0	8.1	8.1	7.4	8.7	-0.7
	I don't know	2.5	2.7	2.2	2.8	2.6	3.6	0.2

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

18. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced domestic travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Accommodation		47.7	47.9	48.1	47.5	47.1	49.3	0.2
Activities/ticket/tour product		21.4	20.6	20.6	20.8	20.8	20.2	-0.8
Train		8.3	8.7	9.5	8.7	8.1	8.5	0.4
Rental car		6.8	6.4	6.9	6.6	5.7	6.4	-0.4
Express/intercity bus		6.5	6.0	6.3	6.3	5.8	5.5	-0.5
Flights		6.5	6.0	6.2	6.3	5.5	5.8	-0.5
Package		5.7	5.2	5.2	5.2	5.3	5.3	-0.5
None		18.8	18.7	17.6	18.7	19.6	19.1	-0.1

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

19. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
A c c o m m o d a t i o n	Tour prouduct specialized web/app		42.2	44.7	44.6	44.8	44.6	44.6	-0.1
	Direct from lodging vendors		37.5	36.1	34.9	36.5	35.8	37.5	-1.4
	Social commerce		5.6	5.6	6.3	5.8	5.3	4.6	0.0
	Open market		3.9	3.8	4.0	3.9	3.7	3.6	-0.1
	Travel agency		2.2	2.1	2.4	1.3	2.1	2.4	-0.1
	TV Homeshopping		0.9	0.8	0.7	0.7	0.8	1.0	-0.1
	Others/Don't Know		7.7	7.0	7.1	7.0	7.6	6.2	-0.7

* Number of cases: (2023) 8,513, (2024) 7,975, (Q1) 2,033, (Q2) 2,013, (Q3) 2,247, (Q4) 1,681

A c t i v i t i e s	Direct from vendors		35.8	36.2	36.4	37.7	34.5	36.5	0.4
	Tour prouduct specialized web/app		23.1	24.6	23.2	23.2	25.4	27.1	1.5
	Social commerce		15.8	16.2	18.6	17.4	15.6	12.2	0.4
	Open market		9.5	9.0	9.2	8.5	10.2	7.6	-0.5
	Travel agency		2.8	1.7	1.4	1.6	1.9	1.9	-1.1
	TV homeshopping		0.8	0.8	0.3	0.6	1.0	1.2	0.0
	Others/Don't Know		12.2	11.6	10.9	11.0	11.3	13.5	-0.6

* Number of cases: (2023) 3,817, (2024) 3,432, (Q1) 871, (Q2) 882, (Q3) 991, (Q4) 688

R e n t a l c a r	Car Rental Agency		56.5	56.5	55.1	57.0	55.2	59.5	0.0
	Tour prouduct specialized web/app		17.3	16.0	18.6	14.3	13.9	17.1	-1.3
	Social Commerce		6.8	7.0	8.3	6.5	8.1	4.6	0.2
	Open Market		3.0	4.7	4.8	5.4	5.1	3.2	1.7
	Travel Agency		5.3	4.3	5.5	2.9	4.8	4.1	-1.0
	Others/Don't Know		11.2	11.5	7.6	14.0	12.9	11.5	0.3

* Number of cases: (2023) 1,214, (2024) 1,059, (Q1) 290, (Q2) 279, (Q3) 272, (Q4) 217

F l i g h t s	Airline		52.7	56.4	51.6	55.2	61.0	58.2	3.7
	Tour prouduct specialized web/app		23.3	23.0	25.7	22.4	23.3	19.6	-0.3
	Travel agency		12.7	9.4	9.6	11.2	7.7	9.1	-3.3
	Social commerce		4.5	4.5	4.6	4.5	3.4	6.0	0.0
	Open market		3.8	4.1	5.7	4.1	2.7	4.1	0.3
	TV homeshopping		0.5	0.6	0.8	0.7	0.4	0.5	0.1
	Others/Don't Know		2.5	1.9	2.0	1.9	1.5	2.5	-0.6

* Number of cases: (2023) 1,164, (2024) 993, (Q1) 262, (Q2) 269, (Q3) 263, (Q4) 199

19. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
P a c k a g e	Tour product		23.2	25.2	29.2	25.5	24.3	21.2	2.0
	specialized web/app		23.6	22.2	24.2	19.6	25.1	18.9	-1.4
	Travel agency		10.7	12.1	12.8	10.5	13.9	10.5	1.4
	Social commerce		8.7	9.4	12.7	8.2	8.0	8.9	0.7
	Open market		8.6	8.9	8.7	10.5	8.0	8.3	0.3
	TV homeshopping		25.2	22.2	12.4	25.6	20.7	32.2	-3.0
Others/Don't Know									

* Number of cases: (2023) 1,018, (2024) 869, (Q1) 219, (Q2) 219, (Q3) 251, (Q4) 180

20. Reserving/Purchasing Channel

(Change from 2023 to 2024, %p)

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

(Those who purchased the travel package themselves)

Category		Product	Accommodation	Activities	Rental car	Flights	Package
Tour product		2.5	1.5	-1.4	-0.4	2.0	
specialized web/app		-0.1	0.4	0.2	0.1	1.4	
Social commerce		0.0	-0.5	1.8	0.4	0.7	
Open market		-0.2	-1.1	-0.9	-3.2	-1.4	
Travel agency		-0.2	0.0	-	0.1	0.3	
TV homeshopping		-0.6	-0.6	0.3	-0.6	-3.0	
Others/Don't Know							

* Number of cases: Accommodation (2023) 8,513, (2024) 7,975; Activities (2023) 3,817, (2024) 3,432;
Rental car (2023) 1,214, (2024) 1,059; Flights (2023) 1,164, (2024) 993;
Package (2023) 1,018, (2024) 869

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
A C T I V I T Y	Mobile internet	64.6	68.4	69.5	68.1	67.3	69.2	3.8
	PC internet	17.2	15.2	14.5	15.3	16.2	14.5	-2.0
	Phone	10.7	9.8	9.4	9.6	9.8	10.7	-0.9
	Visit/direct purchase	5.2	4.5	4.6	5.0	4.4	3.9	-0.7
	Others/Don't know	2.3	2.1	2.1	2.1	2.4	1.7	-0.2

* Number of cases: (2023) 8,513, (2024) 7,975, (Q1) 2,033, (Q2) 2,013, (Q3) 2,247, (Q4) 1,681

A C T I V I T I E S	Mobile internet	57.7	59.8	59.7	59.4	61.2	58.4	2.1
	Visit/direct purchase	30.3	28.8	28.9	29.2	27.6	30.1	-1.5
	PC internet	8.3	8.0	7.9	8.4	7.8	8.0	-0.3
	Phone	2.0	1.4	1.0	1.7	1.4	1.4	-0.6
	Others/Don't know	1.8	2.0	2.4	1.4	2.0	2.0	0.2

* Number of cases: (2023) 3,817, (2024) 3,432, (Q1) 871, (Q2) 882, (Q3) 991, (Q4) 688

T r a i n	Mobile internet	84.5	88.4	86.2	89.9	86.3	92.0	3.9
	PC internet	8.8	7.1	8.7	5.5	8.3	5.2	-1.7
	Visit/direct purchase	5.4	3.5	4.3	3.8	3.9	1.7	-1.9
	Phone	0.8	0.6	0.8	0.5	0.8	0.4	-0.2
	Others/Don't know	0.5	0.4	0.0	0.3	0.8	0.7	-0.1

* Number of cases: (2023) 1,486, (2024) 1,441, (Q1) 400, (Q2) 366, (Q3) 386, (Q4) 289

R e n t a l c a r	Mobile Internet	64.6	68.5	67.9	68.8	64.6	73.7	3.9
	PC Internet	20.6	18.3	21.0	17.5	20.6	12.5	-2.3
	Phone	6.7	5.5	4.5	4.4	7.8	5.5	-1.2
	Visit/direct purchase	5.7	5.2	5.8	5.7	4.0	5.1	-0.5
	Others/Don't know	2.4	2.6	0.7	3.6	2.9	3.2	0.2

* Number of cases: (2023) 1,214, (2024) 1,059, (Q1) 290, (Q2) 279, (Q3) 272, (Q4) 217

F l i g h t s	Mobile internet	72.8	74.4	72.7	75.3	72.9	77.2	1.6
	PC internet	24.6	22.7	24.2	22.8	22.9	20.2	-1.9
	Phone	1.0	2.2	2.7	0.8	3.8	1.5	1.2
	Visit/direct purchase	0.9	0.5	0.4	1.1	0.0	0.5	-0.4
	Others/Don't know	0.7	0.2	0.0	0.0	0.4	0.5	-0.5

* Number of cases: (2023) 1,164, (2024) 993, (Q1) 262, (Q2) 269, (Q3) 263, (Q4) 199

21. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category \ Time		2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
B u s	Mobile internet	72.3	74.7	71.3	74.2	78.6	74.6	2.4
	Visit/direct purchase	17.0	16.1	17.4	16.1	14.8	16.4	-0.9
	PC internet	8.4	7.3	9.4	7.4	5.4	6.9	-1.1
	Phone	2.1	1.3	1.1	1.9	1.1	1.0	-0.8
	Others/Don't know	0.3	0.5	0.8	0.4	0.0	1.1	0.2
P a c k a g e	Mobile internet	44.2	51.1	51.1	49.8	55.0	47.2	6.9
	PC internet	22.7	18.6	24.2	12.8	19.9	17.3	-4.1
	Phone	13.4	12.1	10.1	19.2	8.4	11.1	-1.3
	Visit/direct purchase	5.8	5.5	5.5	6.4	4.8	5.6	-0.3
	Others/Don't know	14.0	12.7	9.2	11.9	12.0	18.9	-1.3

* Number of cases: (2023) 1,161, (2024) 998, (Q1) 264, (Q2) 268, (Q3) 277, (Q4) 189

* Number of cases: (2023) 1,018, (2024) 869, (Q1) 219, (Q2) 219, (Q3) 251, (Q4) 180

22. Reserving/Purchasing Method

(Change from 2023 to 2024, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Accommodation	Activities	Train	Rental car	Flights	Bus	Package
		M e t h o d	Mobile internet	3.8	2.1	3.9	3.9	1.6
PC internet	-2.0		-0.3	-1.7	-2.3	-1.9	-1.1	-4.1
Visit/direct purchase	-0.7		-1.5	-1.9	-0.5	-0.4	-0.9	-0.3
Phone	-0.9		-0.6	-0.2	-1.2	1.2	-0.8	-1.3
Others/Don't know	-0.2		0.2	-0.1	0.2	-0.5	0.2	-1.3

* Number of cases: Accommodation (2023) 8,513, (2024) 7,975; Activities (2023) 3,817, (2024) 3,432; Train (2023) 1,486, (2024) 1,441; Rental car (2023) 1,214, (2024) 1,059; Flights (2023) 1,164, (2024) 993; Bus (2023) 1,161, (2024) 998; Package (2023) 1,018 (2024) 869

23. Total Travel Spending(per person, %)

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

(Those who purchased the travel package themselves)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 100,000 won	8.1	8.2	7.9	8.6	7.9	8.5	0.1
Between 100,000 & 200,000 won	29.6	29.9	30.5	30.1	29.3	29.9	0.3
Between 200,000 & 300,000 won	19.8	19.6	19.3	19.5	20.4	19.0	-0.2
Between 300,000 & 400,000 won	11.7	11.8	12.2	11.5	12.0	11.2	0.1
More than 400,000 won	14.1	13.9	13.3	13.7	14.3	14.5	-0.2
Don't Know	16.6	16.6	16.9	16.5	16.2	16.9	0.0
Average [unit: 10,000 won]	23.74	23.26	23.00	22.92	23.56	23.57	-0.48
Total travel cost per night	11.88	11.55	11.35	11.72	11.49	11.69	-0.33
Total travel cost per a whole day	7.92	7.72	7.60	7.75	7.73	7.82	-0.20

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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		2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Pro-portion (%)	Food and beverage expenses	34.7	35.1	34.6	35.0	35.3	35.6	0.4
	Accommodation expenses	27.9	27.9	27.9	27.7	28.0	28.0	0.0
	Transportation expenses	19.5	19.3	19.3	19.6	19.1	19.1	-0.2
	Entertainment/cultural/sports expenses	8.6	8.7	8.8	8.8	8.8	8.4	0.1
	Shopping expenses	6.0	6.2	6.4	6.2	6.0	6.2	0.2
	Other expenses	3.2	2.8	2.9	2.7	2.8	2.8	-0.4
Average [Unit: 10,000 won]	Food and beverage expenses	7.77	7.70	7.54	7.50	7.89	7.85	-0.1
	Accommodation expenses	6.40	6.29	6.12	6.08	6.53	6.40	-0.1
	Transportation expenses	4.60	4.49	4.44	4.56	4.45	4.50	-0.1
	Entertainment/cultural/sports expenses	2.22	2.19	2.16	2.15	2.22	2.22	0.0
	Shopping expenses	1.64	1.61	1.71	1.60	1.50	1.65	0.0
	Other expenses	0.85	0.74	0.77	0.75	0.73	0.71	-0.2

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

25. Food and Beverage Expenses(%)

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	4.8	4.7	5.1	5.3	4.3	4.3	-0.1
Between 10,000 & 30,000 won	11.2	11.2	12.0	11.1	11.1	10.6	0.0
Between 30,000 & 50,000 won	16.1	16.0	15.7	16.6	15.4	16.2	-0.1
Between 50,000 & 70,000 won	23.3	23.2	23.5	23.1	22.6	23.7	-0.1
Between 70,000 & 100,000 won	9.5	10.5	9.1	10.2	11.5	10.9	1.0
More than 100,000 won	35.2	34.4	34.6	33.7	35.1	34.2	-0.8
Average [Unit: 10,000 won]	7.77	7.70	7.54	7.50	7.89	7.85	-0.07

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

26. Accommodation Expenses(%)

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	20.6	21.0	21.5	20.9	21.1	20.1	0.4
Between 10,000 & 30,000 won	8.0	7.6	7.0	7.8	7.4	8.2	-0.4
Between 30,000 & 50,000 won	13.7	14.5	14.7	14.9	14.0	14.3	0.8
Between 50,000 & 70,000 won	21.1	20.1	20.8	20.5	18.9	20.4	-1.0
Between 70,000 & 100,000 won	8.3	8.6	8.0	9.0	9.4	8.0	0.3
More than 100,000 won	28.3	28.3	28.0	27.0	29.2	29.0	0.0
Average [Unit: 10,000 won]	6.40	6.29	6.12	6.08	6.53	6.40	-0.11

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

27. Transportation Expenses(%)

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	17.3	16.9	17.5	17.4	16.2	16.8	-0.4
Between 10,000 & 30,000 won	26.0	26.8	26.4	26.7	27.2	26.9	0.8
Between 30,000 & 50,000 won	15.3	15.4	15.5	14.7	15.1	16.6	0.1
Between 50,000 & 70,000 won	20.2	19.7	19.3	19.1	21.0	19.3	-0.5
Between 70,000 & 100,000 won	4.2	4.2	4.0	4.3	4.6	3.6	0.0
More than 100,000 won	16.9	16.9	17.4	17.7	15.9	16.8	0.0
Average [Unit: 10,000 won]	4.60	4.49	4.44	4.56	4.45	4.50	-0.11

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

28. Entertainment/Cultural/Sports Expenses(%)

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

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

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	51.1	51.2	50.9	51.4	50.8	52.0	0.1
Between 10,000 & 30,000 won	22.0	21.3	20.7	21.6	21.2	22.1	-0.7
Between 30,000 & 50,000 won	8.7	8.8	9.1	10.0	8.4	7.4	0.1
Between 50,000 & 70,000 won	10.4	10.8	11.2	9.9	11.2	10.7	0.4
Between 70,000 & 100,000 won	1.1	1.4	1.7	1.1	1.5	1.2	0.3
More than 100,000 won	6.7	6.5	6.4	6.0	6.8	6.7	-0.2
Average [Unit: 10,000 won]	2.22	2.19	2.16	2.15	2.22	2.22	-0.03

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	66.5	65.7	64.9	65.2	67.0	65.5	-0.8
Between 10,000 & 30,000 won	13.7	13.9	13.8	14.5	13.5	13.6	0.2
Between 30,000 & 50,000 won	5.2	5.5	6.1	5.4	5.3	5.3	0.3
Between 50,000 & 70,000 won	7.8	8.2	8.1	8.3	8.0	8.4	0.4
Between 70,000 & 100,000 won	0.9	1.0	1.0	1.3	0.9	0.9	0.1
More than 100,000 won	5.9	5.7	6.1	5.4	5.3	6.3	-0.2
Average [Unit: 10,000 won]	1.64	1.61	1.71	1.60	1.50	1.65	-0.03

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Less than 10,000 won	81.4	83.4	83.2	83.8	82.7	84.0	2.0
Between 10,000 & 30,000 won	8.8	8.0	8.5	8.2	7.9	7.1	-0.8
Between 30,000 & 50,000 won	3.0	2.6	2.5	2.3	2.9	2.7	-0.4
Between 50,000 & 70,000 won	3.4	3.2	2.8	2.9	3.8	3.2	-0.2
Between 70,000 & 100,000 won	0.8	0.7	0.8	0.6	0.5	0.8	-0.1
More than 100,000 won	2.6	2.2	2.3	2.1	2.1	2.1	-0.4
Average [Unit: 10,000 won]	0.85	0.74	0.77	0.75	0.73	0.71	-0.11

* Number of cases: (2023) 14,893, (2024) 13,882, (Q1) 3,511, (Q2) 3,535, (Q3) 3,997, (Q4) 2,838

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

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.79	3.76	3.75	3.75	3.76	3.78	-0.03
Busan	3.87	3.88	3.87	3.88	3.91	3.88	0.01
Gangwon	3.91	3.87	3.88	3.85	3.89	3.87	-0.04
Seoul	3.84	3.81	3.81	3.81	3.78	3.85	-0.03
Jeonnam	3.84	3.81	3.82	3.80	3.77	3.84	-0.03
Jeonbuk	3.80	3.76	3.72	3.79	3.75	3.76	-0.04
Gyeongnam	3.78	3.75	3.76	3.74	3.74	3.75	-0.03
Chungbuk	3.74	3.73	3.73	3.65	3.75	3.77	-0.01
Jeju	3.78	3.72	3.70	3.74	3.69	3.75	-0.06
Gyeongbuk	3.74	3.71	3.67	3.70	3.76	3.73	-0.03
Daejeon	3.62	3.68	3.56	3.76	3.75	3.64	0.06
Gwangju	3.78	3.66	3.79	3.48	3.67	3.69	-0.12
Gyeonggi	3.65	3.65	3.61	3.61	3.67	3.74	0.00
Chungnam	3.58	3.62	3.60	3.56	3.65	3.67	0.04
Ulsan	3.69	3.62	3.70	3.64	3.55	3.59	-0.07
Daegu	3.64	3.61	3.64	3.65	3.59	3.56	-0.03
Incheon	3.66	3.57	3.54	3.60	3.55	3.61	-0.09

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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

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

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

(Those who experienced domestic travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		3.85	3.83	3.83	3.84	3.83	3.83	-0.02
Seoul		3.98	3.98	3.98	4.00	3.94	4.01	0.00
Gangwon		3.99	3.96	3.96	3.95	3.97	3.96	-0.03
Busan		3.95	3.93	3.92	3.95	3.92	3.93	-0.02
Jeonnam		3.85	3.83	3.82	3.87	3.76	3.86	-0.02
Jeju		3.89	3.82	3.83	3.88	3.77	3.79	-0.07
Gyeongnam		3.81	3.80	3.78	3.81	3.82	3.80	-0.01
Gwangju		3.84	3.80	3.98	3.53	3.88	3.74	-0.04
Jeonbuk		3.81	3.79	3.75	3.80	3.82	3.79	-0.02
Chungbuk		3.74	3.77	3.78	3.72	3.77	3.80	0.03
Gyeongbuk		3.77	3.77	3.72	3.80	3.79	3.76	0.00
Daejeon		3.65	3.74	3.67	3.75	3.85	3.70	0.09
Gyeonggi		3.73	3.74	3.77	3.72	3.72	3.76	0.01
Daegu		3.77	3.69	3.69	3.74	3.66	3.67	-0.08
Chungnam		3.62	3.67	3.65	3.66	3.68	3.68	0.05
Ulsan		3.62	3.66	3.63	3.69	3.65	3.68	0.04
Incheon		3.71	3.63	3.64	3.67	3.61	3.59	-0.08

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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

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

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

(Those who experienced domestic travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Total	3.77	3.75	3.75	3.75	3.75	3.76	-0.02
Gangwon	3.92	3.89	3.89	3.88	3.90	3.89	-0.03
Busan	3.88	3.88	3.87	3.88	3.90	3.87	0.00
Seoul	3.84	3.82	3.83	3.80	3.79	3.90	-0.02
Jeonnam	3.84	3.80	3.78	3.86	3.72	3.82	-0.04
Jeonbuk	3.77	3.77	3.76	3.80	3.79	3.72	0.00
Gyeongnam	3.76	3.75	3.75	3.73	3.78	3.71	-0.01
Jeju	3.78	3.70	3.71	3.76	3.64	3.70	-0.08
Gyeongbuk	3.74	3.69	3.63	3.72	3.71	3.72	-0.05
Chungbuk	3.74	3.69	3.66	3.63	3.72	3.72	-0.05
Gwangju	3.65	3.67	3.76	3.42	3.77	3.69	0.02
Gyeonggi	3.63	3.65	3.65	3.60	3.64	3.70	0.02
Daejeon	3.51	3.60	3.45	3.66	3.65	3.65	0.09
Chungnam	3.54	3.60	3.58	3.56	3.63	3.64	0.06
Daegu	3.53	3.60	3.60	3.57	3.60	3.62	0.07
Ulsan	3.55	3.60	3.62	3.64	3.56	3.56	0.05
Incheon	3.60	3.53	3.58	3.53	3.51	3.51	-0.07

* Number of cases: (2023) 17,862, (2024) 16,639, (Q1) 4,223, (Q2) 4,235, (Q3) 4,768, (Q4) 3,414

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

Part IV

Domestic Travel Plan

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

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

Category \ Time		2023 (A)	2024 (B)	2024				(Total)
				1/4	2/4	3/4	4/4	Gap (B-A), %p
Total		72.6	68.6	67.3	70.7	70.0	65.6	-4.0
Sex	Male	72.0	68.3	67.5	70.1	70.0	64.4	-3.7
	Female	73.2	68.9	67.0	71.4	69.9	66.8	-4.3
Age	20s	62.5	55.8	54.3	60.1	56.3	51.7	-6.7
	30s	72.8	67.7	66.1	68.1	69.2	67.2	-5.1
	40s	77.0	74.2	73.0	77.5	75.5	69.6	-2.8
	50s	75.3	72.2	71.3	72.8	73.7	70.5	-3.1
	60s or above	73.2	69.8	68.3	72.2	71.8	65.7	-3.4
Sex BY Age	Male/20s	58.7	52.3	50.7	57.2	53.2	46.8	-6.4
	Male/30s	69.3	65.1	63.2	65.4	68.3	62.6	-4.2
	Male/40s	77.1	73.6	74.9	77.1	73.2	67.8	-3.5
	Male/50s	75.8	73.9	72.4	73.3	77.5	71.5	-1.9
	Male/60s or above	76.4	72.7	72.4	74.2	73.8	69.4	-3.7
	Female/20s	66.7	59.7	58.3	63.3	59.7	57.0	-7.0
	Female/30s	76.5	70.5	69.2	71.0	70.1	72.1	-6.0
	Female/40s	76.8	74.8	71.0	77.9	77.7	71.5	-2.0
	Female/50s	74.7	70.5	70.2	72.2	69.8	69.5	-4.2
	Female/60s or above	70.1	66.9	64.3	70.3	69.8	62.1	-3.2
Average Monthly Household Income	below KRW 3 Million	64.1	61.9	60.8	62.3	64.7	58.6	-2.2
	KRW 3 Mil to 5 Mil	73.1	68.8	66.9	70.2	70.6	66.6	-4.3
	KRW 5 Mil to 7 Mil	76.1	72.4	71.3	73.8	73.4	70.1	-3.7
	KRW 7 Mil or above	76.9	73.8	70.9	75.6	76.0	72.2	-3.1

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

2. Estimated Frequency of Travel(%)

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

(Those who planned domestic travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Domestic Travel Plan ('YES')	72.6	68.6	67.3	70.7	70.0	65.6	-4.0
1 time	69.5	70.4	71.2	69.0	70.1	71.8	0.9
2 times	22.3	22.3	21.5	23.3	22.4	21.5	0.0
More than 3 times	8.2	7.3	7.3	7.7	7.5	6.6	-0.9
Average [unit: times]	1.39	1.37	1.36	1.39	1.37	1.35	-0.02

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

** Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

3. Planned Travel Destination/Region(%)

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

(Those who planned domestic travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gangwon	23.2	23.4	21.1	24.4	24.7	22.8	0.2
Jeju	13.3	11.5	13.8	10.6	10.3	11.5	-1.8
Jeonnam	9.9	9.6	9.7	9.7	9.2	9.7	-0.3
Busan	8.8	8.9	8.8	8.8	8.8	9.3	0.1
Gyeonggi	6.9	7.1	6.8	7.1	7.5	6.7	0.2
Gyeongbuk	7.4	7.0	7.3	7.2	6.8	6.6	-0.4
Gyeongnam	6.5	6.4	6.8	6.2	6.8	5.5	-0.1
Seoul	5.8	6.0	6.0	5.6	5.7	7.0	0.2
Chungnam	4.6	5.0	4.6	5.6	5.2	4.7	0.4
Jeonbuk	4.0	4.2	4.1	4.4	3.9	4.5	0.2
Chungbuk	2.8	3.0	2.9	2.9	3.4	3.0	0.2
Incheon	1.9	2.2	2.1	1.8	2.4	2.5	0.3
Daejeon	1.2	1.9	2.0	1.8	1.8	1.9	0.7
Daegu	1.6	1.8	1.7	2.0	1.7	2.0	0.2
Ulsan	1.2	1.4	1.6	1.3	1.2	1.4	0.2
Gwangju	0.7	0.7	0.8	0.6	0.7	0.8	0.0

* Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	39.8	39.3	37.8	38.9	41.5	38.5	-0.5
Travel period and destination is finalized	20.8	21.3	20.8	22.3	21.5	20.5	0.5
The destination is finalized, but the travel period is yet to be decided	15.0	14.8	15.9	14.0	13.5	16.2	-0.2
The travel period is finalized, but the destination is yet to be decided	24.4	24.6	25.4	24.7	23.6	24.8	0.2

* Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 2 weeks	34.0	33.2	30.0	32.3	35.0	36.1	-0.8
3-4 weeks later	22.5	20.4	18.3	18.3	22.0	23.6	-2.1
5-8 weeks later	27.0	27.5	31.1	25.7	24.6	29.3	0.5
After 9 weeks	16.6	19.0	20.5	23.8	18.4	11.0	2.4

* Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
1 night	42.8	43.2	43.3	41.7	41.6	47.6	0.4
2 nights	29.8	30.1	30.9	29.6	30.9	28.7	0.3
3 nights	14.2	14.4	13.4	15.2	15.5	13.0	0.2
4 nights	5.6	5.5	5.1	6.2	5.8	4.9	-0.1
5 nights	1.9	1.9	1.8	2.0	2.0	1.6	0.0
6 or more nights	3.6	3.4	3.7	3.6	3.2	3.0	-0.2
Average [unit: nights]	2.14	2.12	2.12	2.17	2.16	2.00	-0.02

* Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	49.4	48.4	50.5	47.9	47.0	48.2	-1.0
I will be using my leave	50.6	51.6	49.5	52.1	53.0	51.8	1.0
Use 1 day	24.8	24.8	27.1	24.4	26.7	25.6	0.0
Use 2 days	14.6	14.6	13.9	14.6	15.9	18.0	0.0
Use 3 days	7.5	7.5	5.8	9.2	6.8	5.1	0.0
Use 4 days	2.0	2.0	1.1	2.1	2.0	1.2	0.0
Use 5 days	1.2	1.2	0.8	1.3	1.0	1.1	0.0
Use 6 days	0.2	0.2	0.3	0.0	0.2	0.4	0.0
Use 7 or more days	0.4	0.4	0.5	0.5	0.5	0.4	0.0

* Number of cases: (2023) 10,747, (2024) 10,059, (Q1) 2,544, (Q2) 2,709, (Q3) 2,918, (Q4) 1,888

8. The Main Purpose of Planned Travel(%)

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

(Those who planned domestic travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To appreciate natural scenery	26.0	25.8	25.1	27.4	25.8	24.5	-0.2
To relax	20.2	19.6	18.6	19.7	20.9	18.7	-0.6
To enjoy good food and drink	17.0	17.7	19.3	15.9	17.6	18.2	0.7
To visit family, relatives, and friends, etc.	12.7	13.2	12.9	13.3	12.8	14.2	0.5
To enjoy theme park, hot spring, etc.	5.7	5.5	5.7	5.6	5.6	4.8	-0.2
To do sports/hobbies	4.7	4.7	4.7	4.5	4.7	5.1	0.0
To appreciate historic sites and remains	3.8	3.9	4.2	3.6	3.7	4.4	0.1
To enjoy city landscapes	3.1	2.9	3.0	3.0	2.6	3.1	-0.2
To appreciate culture-arts	2.4	2.4	2.5	2.4	2.1	2.8	0.0
To visit festivals or events	2.3	2.1	2.0	2.1	2.0	2.3	-0.2
Shopping	1.0	1.1	1.1	1.4	0.9	1.0	0.1
Others	1.1	1.1	0.9	1.0	1.3	1.0	0.0

* Number of cases: (2023) 18,869, (2024) 17,146, (Q1) 4,373, (Q2) 4,596, (Q3) 4,897, (Q4) 3,279

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Hiking	36.0	36.3	38.9	34.9	30.8	42.3	-2.2
Fishing	25.2	25.6	29.1	27.5	24.2	20.5	-1.6
Golf	17.8	21.0	19.5	20.9	24.8	18.2	-1.3
Water sports	18.8	18.2	15.2	22.8	22.2	10.5	-1.0
Winter sports	9.5	9.8	12.8	3.9	7.7	16.5	0.6
Others	11.3	11.0	11.2	10.6	12.3	9.6	3.7

* Number of cases: (2023) 1,627, (2024) 1,485, (Q1) 375, (Q2) 407, (Q3) 400, (Q4) 303

Part V

**Overseas
Travel
Behavior**

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

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

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
		Total	17.0	22.1	21.6	21.5	22.4	23.2	5.1
Sex	Male		16.8	21.4	20.4	20.9	22.1	22.6	4.6
	Female		17.2	22.8	22.9	22.1	22.8	23.7	5.6
Age	20s		21.1	26.2	26.6	24.9	26.5	27.2	5.1
	30s		19.7	25.7	25.7	23.5	26.8	27.3	6.0
	40s		15.3	19.8	19.4	18.3	20.8	21.0	4.5
	50s		14.2	18.5	17.7	18.4	19.3	18.5	4.3
	60s or above		16.1	22.2	21.0	23.8	20.8	23.9	6.1
Sex BY Age	Male/20s		21.3	26.6	26.2	25.2	28.6	26.3	5.3
	Male/30s		19.2	23.5	23.8	21.1	23.7	26.0	4.3
	Male/40s		16.5	20.3	19.7	18.4	21.4	22.2	3.8
	Male/50s		12.8	16.9	15.5	17.8	16.8	17.5	4.1
	Male/60s or above		15.6	21.6	18.9	23.2	21.8	22.9	6.0
	Female/20s		20.9	25.8	26.9	24.6	24.2	28.2	4.9
	Female/30s		20.2	28.1	27.7	26.1	30.0	28.6	7.9
	Female/40s		14.0	19.3	19.2	18.3	20.1	19.8	5.3
	Female/50s		15.7	20.2	20.0	19.0	21.8	19.6	4.5
	Female/60s or above		16.7	22.8	23.0	24.4	19.8	24.8	6.1
Average Monthly Household Income	below KRW 3 Million		12.4	16.1	14.2	17.4	15.7	17.9	3.7
	KRW 3 Mil to 5 Mil		13.7	18.9	18.6	18.9	19.1	19.1	5.2
	KRW 5 Mil to 7 Mil		17.2	21.4	20.5	19.6	22.5	24.0	4.2
	KRW 7 Mil or above		23.0	29.0	29.7	28.1	28.9	29.4	6.0

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

2. Travel Frequency(%)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Experience ('Yes')	24.6	34.0	32.9	33.8	34.4	34.8	9.4
1 time	81.1	79.2	81.1	79.3	77.9	78.4	-1.9
2 times	14.1	15.7	14.5	15.1	16.6	16.8	1.6
More than 3 times	4.8	5.1	4.4	5.6	5.6	4.8	0.3
Average [unit: times]	1.24	1.26	1.23	1.26	1.28	1.26	0.02

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

** Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

3. Travel Destination/Regions(%)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	76.4	80.4	80.0	81.4	80.0	80.4	4.0
Japan	32.2	34.1	34.3	34.7	33.9	33.2	1.9
Vietnam	16.5	16.0	15.4	15.1	16.9	16.8	-0.5
Thailand	7.2	6.5	6.4	7.0	6.6	5.6	-0.7
Taiwan	3.7	4.8	5.2	5.8	4.4	3.7	1.1
Philippines	5.3	4.8	5.6	5.0	3.9	5.0	-0.5
China	2.7	4.7	3.1	4.5	5.1	6.4	2.0
Hongkong	1.2	2.0	2.4	2.0	1.6	2.2	0.8
Asia others	7.6	7.4	7.5	7.2	7.6	7.4	-0.2
Europe	9.2	9.2	7.6	7.6	7.7	8.7	0.0
North America	4.7	4.7	4.2	3.5	4.3	3.6	0.0
Oceania	6.6	6.6	5.3	4.7	5.2	5.0	0.0
Middle East	0.9	1.0	0.9	1.0	1.0	1.2	0.1
Latin America	0.5	0.5	0.2	0.4	0.4	0.3	0.0
Africa	0.5	0.5	0.5	0.5	0.3	0.1	0.0
Others	1.3	1.3	1.3	0.8	1.1	0.7	0.0

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	11.0	11.0	9.9	12.1	11.6	9.9	0.0
3 nights	20.9	24.0	25.3	23.9	23.0	23.7	3.1
4 nights	23.5	25.0	25.2	24.5	25.5	24.7	1.5
5 nights	10.0	11.1	10.7	12.1	10.6	11.2	1.1
6 nights	5.9	6.0	5.5	4.4	6.6	7.6	0.1
7 nights	5.0	4.4	4.5	4.2	3.9	5.3	-0.6
8 nights	4.5	4.1	4.2	4.0	4.1	3.9	-0.4
9 nights~14 nights	9.0	8.9	9.7	8.6	8.8	8.6	-0.1
15 or more nights	6.5	4.6	4.4	5.1	4.8	4.0	-1.9
Average [unit: nights]	6.13	5.56	5.60	5.67	5.51	5.45	-0.57

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

5. Vacation(Annual Leave) Use(%)

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

(Office workers experienced in overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I didn't use my annual leave	23.2	22.4	22.5	23.7	22.0	21.0	-0.8
I used my annual leave	76.8	77.6	77.5	76.3	78.0	79.0	0.8
Used 1 day	9.6	10.1	9.1	10.9	11.0	9.2	0.5
Used 2 days	19.9	22.6	22.4	22.5	22.6	22.9	2.7
Used 3 days	19.7	19.2	19.8	19.1	18.1	20.1	-0.5
Used 4 days	9.7	9.4	10.4	9.5	8.6	9.4	-0.3
Used 5 days	9.4	9.0	8.4	7.1	9.9	10.9	-0.4
Used 6 days	2.3	2.0	2.3	1.7	1.7	2.5	-0.3
Used 7 or more days	6.1	5.2	5.0	5.6	6.0	4.0	-0.9

* Number of cases: (2023) 3,615, (2024) 4,988, (Q1) 1,256, (Q2) 1,275, (Q3) 1,427, (Q4) 1,029

6. Number of Companions(%)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Alone	9.5	8.7	7.5	9.8	9.1	8.3	-0.8
2 people	38.8	38.0	38.5	35.8	38.8	39.1	-0.8
3 people	15.6	15.1	15.0	15.0	15.5	14.9	-0.5
4 people	16.7	17.5	17.8	18.1	16.7	17.5	0.8
5 or more people	15.1	15.5	16.6	15.6	14.3	15.9	0.4
Don't know	4.3	5.1	4.5	5.7	5.5	4.3	0.8
Average [unit: people]	3.16	3.20	3.25	3.21	3.15	3.20	0.04

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

7. Companion(%Multiple Answers)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Family (Parents, Siblings, Children, etc.)	35.3	38.0	39.2	37.7	36.8	38.8	2.7
Spouse	28.1	27.8	25.6	26.8	28.3	31.2	-0.3
Friends	22.9	23.3	24.3	24.0	22.7	21.8	0.4
Alone	9.5	8.7	7.5	9.8	9.1	8.3	-0.8
Significant other	7.0	7.1	7.7	6.6	7.6	6.3	0.1
Co-worker	7.5	6.9	6.7	7.0	7.2	6.6	-0.6
Others	2.6	2.4	2.5	2.6	2.3	2.4	-0.2

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

8. Travel Type(%)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	60.1	61.7	60.3	61.1	62.7	62.9	1.6
Group package travel	31.2	30.4	30.7	31.3	30.3	29.2	-0.8
Airplane+hotel or Airplane+rental car+hotel package travel	8.7	7.8	9.0	7.6	7.0	7.9	-0.9

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Many tourist spots	18.3	18.2	16.7	18.6	18.0	19.7	-0.1
Reasonable travel expenses	15.7	15.6	14.8	15.7	15.3	16.8	-0.1
Applicable travel period/schedule	12.7	12.2	12.4	12.9	11.6	11.8	-0.5
Short travel distance	8.9	9.5	9.7	9.7	9.1	9.7	0.6
Low market price	7.5	8.4	8.3	7.9	9.7	7.3	0.9
Acquaintance's recommendation	7.7	7.6	8.5	7.2	7.5	7.3	-0.1
Many things to do	6.6	6.7	6.6	6.6	6.6	6.9	0.1
Many different kinds of food	4.9	5.3	5.4	5.0	5.5	5.1	0.4
Safe place to travel	2.9	2.7	3.2	2.8	2.6	2.4	-0.2
Much to shop for	2.6	2.6	2.9	2.6	2.4	2.6	0.0
Convenient transportation in destination	1.5	1.7	2.0	1.4	1.7	1.5	0.2
Others	5.9	4.9	5.1	4.6	4.9	4.9	-1.0
I was not the decision-maker	4.9	4.6	4.4	5.0	5.0	3.9	-0.3

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

10. Main Travel Activities(%)

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

(Those who experienced overseas travel)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	20.4	19.5	19.6	19.6	19.4	19.5	-0.9
To enjoy good food and drink	14.2	15.7	16.0	14.7	16.3	16.0	1.5
To appreciate natural scenery	15.5	15.7	14.7	15.8	15.6	16.8	0.2
To enjoy city landscapes	9.8	10.6	10.7	10.9	10.7	10.0	0.8
To appreciate historic sites and remains	9.4	9.8	10.7	9.6	9.1	9.7	0.4
To enjoy theme park, hot spring, etc.	8.9	9.3	9.2	9.6	8.5	10.0	0.4
Shopping	4.8	5.4	5.2	5.7	5.8	4.8	0.6
To visit family, relatives, and friends, etc.	5.6	4.6	4.4	4.2	5.3	4.4	-1.0
To do sports/hobbies	4.9	3.8	3.2	4.3	3.8	3.8	-1.1
To appreciate culture-arts	3.8	2.9	3.4	3.2	2.4	2.7	-0.9
To visit festivals or events	1.7	1.8	1.9	1.8	1.9	1.6	0.1
Others	0.9	1.0	1.1	0.7	1.2	0.8	0.1

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Water sports	38.8	41.2	47.1	39.5	35.3	44.9	2.4
Golf	41.7	35.0	31.7	37.6	38.3	30.7	-6.7
Hiking	17.3	18.1	14.9	14.5	23.1	19.7	0.8
Winter sports	6.5	8.5	13.2	6.0	7.8	7.5	2.0
Fishing	8.3	8.3	7.5	7.5	6.3	12.9	0.0
Others	8.5	8.4	6.9	10.0	7.3	9.5	-0.1

* Number of cases: (2023) 637, (2024) 725, (Q1) 174, (Q2) 200, (Q3) 240, (Q4) 147

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
D e s t i n a t i o n	Blogs	34.1	36.2	36.6	36.6	35.3	36.3	2.1
	Word of mouth	33.2	33.8	35.6	33.2	33.8	32.3	0.6
	YouTube	27.9	30.6	30.2	29.7	30.9	31.5	2.7
	Online community/cafe	24.8	24.7	24.1	25.9	24.4	24.1	-0.1
	Social media	21.0	22.5	23.8	21.8	22.3	21.8	1.5
	Professional travel information sites/app	22.4	19.6	21.0	20.4	17.9	19.2	-2.8
	Travel service/package purchased channel	20.0	19.4	19.7	19.8	18.9	19.1	-0.6
	TV	10.4	10.1	10.0	10.3	9.6	10.7	-0.3
	Official website of the travel destination	9.6	9.1	10.2	9.0	8.2	9.0	-0.5
	Other	7.2	6.1	5.5	6.3	5.9	6.9	-1.1
	I don't know	2.0	2.0	2.0	2.0	2.0	1.9	0.0
T r a n s p o r t a t i o n	Travel service/package purchased channel	30.4	30.3	31.0	30.4	30.2	29.6	-0.1
	Professional travel information sites/app	29.2	27.8	27.3	28.2	27.9	28.0	-1.4
	Word of mouth	20.4	19.5	20.0	20.5	19.4	17.9	-0.9
	Blogs	17.1	18.0	18.6	19.2	17.0	17.0	0.9
	Online community/cafe	14.1	14.3	14.7	15.3	13.0	14.1	0.2
	YouTube	12.5	14.0	13.4	13.1	15.3	14.3	1.5
	Social media	9.6	10.0	11.4	9.2	9.3	10.4	0.4
	Official website of the travel destination	7.9	7.6	7.8	7.6	7.1	8.3	-0.3
	TV	6.2	5.7	5.4	6.1	5.8	5.6	-0.5
	Other	9.4	9.8	9.3	9.0	10.3	10.6	0.4
I don't know	3.8	3.7	3.4	3.1	3.8	4.8	-0.1	
A c c o m m o d a t i o n	Travel service/package purchased channel	31.3	30.6	30.6	31.3	29.8	30.7	-0.7
	Blog	24.6	26.3	25.7	25.6	26.7	27.4	1.7
	Professional travel information sites/app	26.0	24.7	26.4	24.5	23.6	24.4	-1.3
	Word of mouth	21.0	20.6	20.6	19.9	21.9	20.0	-0.4
	Online community/cafe	18.1	18.4	18.7	17.9	17.6	19.9	0.3
	YouTube	14.3	15.4	14.7	14.6	16.4	16.0	1.1
	Social media	11.8	12.9	13.4	12.9	13.0	12.0	1.1
	Official website of the travel destination	8.6	7.4	8.1	7.5	6.9	7.2	-1.2
	TV	4.9	5.4	5.0	5.5	5.3	6.0	0.5
	Other	6.8	6.3	6.4	5.8	6.5	6.6	-0.5
I don't know	2.9	2.9	2.5	2.7	2.9	3.7	0.0	

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

12. Information Search Channel(%)

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Dining	Blog	35.4	37.5	36.7	37.9	36.6	39.0	2.1
	Word of mouth	25.7	25.6	25.8	25.5	26.3	24.5	-0.1
	YouTube	22.7	25.0	24.5	23.9	25.7	26.2	2.3
	Online community/cafe	23.2	23.1	23.7	22.5	23.4	22.7	-0.1
	Social media	21.7	22.6	23.4	22.5	22.0	22.7	0.9
	Travel service/package purchased channel	20.6	20.4	20.7	21.2	20.2	19.3	-0.2
	Professional travel information sites/app	16.7	14.9	16.1	15.6	13.7	13.9	-1.8
	Official website of the travel destination	7.5	7.0	7.9	6.3	6.4	7.5	-0.5
	TV	6.4	6.8	6.4	6.9	7.1	6.9	0.4
	Other	7.3	7.1	7.0	6.7	7.3	7.6	-0.2
	I don't know	2.8	2.6	2.3	2.8	2.4	3.0	-0.2
Activity	Blog	31.9	32.6	32.3	32.4	32.6	33.1	0.7
	Travel service/package purchased channel	24.6	24.7	24.9	24.9	24.6	24.2	0.1
	Online community/cafe	22.3	23.3	22.6	24.3	22.4	24.0	1.0
	Word of mouth	23.6	22.8	23.8	23.0	22.6	21.6	-0.8
	YouTube	20.5	21.9	20.9	21.9	22.8	21.9	1.4
	Professional travel information sites/app	22.1	20.2	20.9	20.9	19.2	19.7	-1.9
	Social media	15.5	17.5	17.2	16.8	17.8	18.2	2.0
	Official website of the travel destination	10.0	9.3	9.6	9.7	8.6	9.5	-0.7
	TV	6.4	6.0	5.9	6.4	6.1	5.7	-0.4
	Other	6.3	6.2	6.3	5.6	6.3	6.5	-0.1
	I don't know	4.3	4.0	4.1	3.6	4.1	4.2	-0.3
Tourist Attraction	Blog	40.3	41.2	40.1	42.8	40.2	41.9	0.9
	YouTube	29.1	31.9	31.2	31.4	32.5	32.7	2.8
	Online community/cafe	27.8	27.6	27.6	28.5	27.1	27.0	-0.2
	Word of mouth	26.4	24.9	25.1	24.7	24.8	25.2	-1.5
	Social media	21.7	23.4	25.4	22.6	23.1	22.7	1.7
	Travel service/package purchased channel	23.5	23.0	22.9	24.3	22.0	23.1	-0.5
	Professional travel information sites/app	23.3	21.3	23.1	21.1	20.2	20.9	-2.0
	Official website of the travel destination	13.5	12.5	13.5	11.8	11.5	13.4	-1.0
	TV	8.9	9.4	8.5	10.0	9.5	9.6	0.5
	Other	4.8	4.8	5.0	4.2	4.8	5.2	0.0
	I don't know	2.3	2.0	1.6	2.3	2.0	2.4	-0.3

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

13. Product Reserved/Purchased(%Multiple Answers)

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Flights		38.2	39.9	38.6	39.9	40.0	41.1	1.7
Package		39.9	38.3	39.7	38.9	37.3	37.1	-1.6
Accommodation		33.4	35.6	34.9	35.5	34.9	37.7	2.2
Local transportation		27.6	28.0	26.6	29.0	27.3	29.6	0.4
Activities/ticket/tour product		20.4	21.5	20.8	21.9	21.3	22.2	1.1
Rental car		5.7	5.3	5.1	4.8	5.8	5.4	-0.4
None		9.5	9.5	9.4	9.4	9.6	9.8	0.0

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

14. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Flights	Airline	43.5	43.6	45.7	44.2	42.9	41.4	0.1
	Tour product specialized web/app	33.7	36.5	35.1	34.1	38.0	38.8	2.8
	Travel Agency	13.5	10.8	11.6	13.2	9.3	8.9	-2.7
	Open Market	3.9	3.5	2.9	3.2	3.6	4.2	-0.4
	Social Commerce	2.3	2.8	1.8	3.3	2.6	3.8	0.5
	TV Homeshopping	0.4	0.2	0.2	0.0	0.4	0.3	-0.2
	Others/Don't Know	2.7	2.6	2.7	2.0	3.1	2.7	-0.1

* Number of cases: (2023) 2,444, (2024) 3,384, (Q1) 827, (Q2) 878, (Q3) 963, (Q4) 716

Package	Travel Agency	51.7	53.4	51.4	53.5	53.8	55.3	1.7
	TV Homeshopping	12.7	12.6	12.8	13.3	10.8	13.6	-0.1
	Tour product specialized web/app	12.5	12.2	13.4	12.8	11.5	11.0	-0.3
	Social Commerce	6.6	6.1	6.9	4.7	6.9	5.7	-0.5
	Open Market	4.8	4.4	5.1	4.1	4.3	4.0	-0.4
	Others/Don't Know	11.7	11.3	10.4	11.5	12.7	10.4	-0.4

* Number of cases: (2023) 2,556, (2024) 3,250, (Q1) 851, (Q2) 855, (Q3) 898, (Q4) 646

Accommodation	Tour product specialized web/app	70.3	69.1	69.4	70.1	68.8	67.9	-1.2
	Direct from lodging vendors	14.9	15.7	15.1	15.7	15.2	16.9	0.8
	Travel Agency	6.1	5.8	4.9	5.6	6.6	6.1	-0.3
	Social Commerce	2.4	2.4	3.3	1.9	2.1	2.1	0.0
	Open Market	1.5	1.9	1.5	2.3	2.0	1.8	0.4
	Others/Don't Know	4.7	5.1	5.7	4.4	5.2	5.2	0.4

* Number of cases: (2023) 2,143, (2024) 3,025, (Q1) 748, (Q2) 781, (Q3) 839, (Q4) 656

Local Attractions	Direct from vendors	41.4	41.4	39.3	43.8	43.0	38.8	0.0
	Tour product specialized web/app	26.0	27.5	27.6	29.3	24.9	28.5	1.5
	Social Commerce	5.5	5.0	4.9	3.6	5.6	6.0	-0.5
	Travel Agency	6.0	5.0	4.1	4.9	5.2	5.8	-1.0
	Open Market	2.7	3.1	3.5	2.0	3.6	3.1	0.4
	Others/Don't Know	18.5	18.1	20.7	16.5	17.8	17.8	-0.4

* Number of cases: (2023) 1,771, (2024) 2,381, (Q1) 570, (Q2) 638, (Q3) 658, (Q4) 515

14. Reserving/Purchasing Channel(%)

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

(Those who purchased the travel package themselves)

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
A c t i v i t i e s	Tour product specialized web/app		41.2	44.5	41.3	47.5	43.5	45.7	3.3
	Direct from vendors		26.0	27.0	29.6	26.0	26.1	26.4	1.0
	Travel Agency		5.0	6.2	5.4	6.6	6.4	6.2	1.2
	Social Commerce		5.9	5.6	6.9	5.8	6.0	3.1	-0.3
	Open Market		3.7	3.2	2.5	3.3	2.5	4.6	-0.5
	Others/Don't Know		18.1	13.6	14.4	10.8	15.4	14.0	-4.5
* Number of cases: (2023) 1,308, (2024) 1,827, (Q1) 446, (Q2) 482, (Q3) 513, (Q4) 386									
R e n t a l c a r	Car Rental Agency		52.3	55.1	51.9	57.5	51.8	61.0	2.8
	Tour product specialized web/app		12.9	12.4	10.9	11.3	15.6	10.5	-0.5
	Travel Agency		10.2	8.4	10.0	4.7	10.6	7.4	-1.8
	Social Commerce		5.0	4.2	5.5	6.6	2.1	3.2	-0.8
	Open Market		3.0	4.2	4.5	2.9	4.2	5.3	1.2
	Others/Don't Know		16.6	15.7	17.3	17.0	15.6	12.6	-0.9
* Number of cases: (2023) 363, (2024) 452, (Q1) 110, (Q2) 106, (Q3) 141, (Q4) 95									

15. Reserving/Purchasing Channel (Change from 2023 to 2024, %p)

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

(Those who purchased the travel package themselves)

Product		Flights	Package	Accommodation	Local transportation	Activities	Rental car
Channel	Direct from vendors	0.1	-	0.8	0.0	1.0	2.8
	Tour product specialized web/app	2.8	-0.3	-1.2	1.5	3.3	-0.5
	Travel Agency	-2.7	1.7	-0.3	-1.0	1.2	-1.8
	Social Commerce	0.5	-0.5	0.0	-0.5	-0.3	-0.8
	Open Market	-0.4	-0.4	0.4	0.4	-0.5	1.2
	TV Homeshopping	-0.2	-0.1	-	-	-	-
	Others/Don't Know	-0.1	-0.4	0.4	-0.4	-4.5	-0.9

* Number of cases: Flights (2023) 2,444, (2024) 3,384; Package (2023) 2,556, (2024) 3,250;
Accommodation (2023) 2,143, (2024) 3,025;
Local transportation (2023) 1,771, (2024) 2,381;
Activities (2023) 1,308, (2024) 1,827; Rental car (2023) 363, (2024) 452

16. Reserving/Purchasing Method(%)

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

(Those who purchased the travel package themselves)

Category		Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
					1/4	2/4	3/4	4/4	
F i i g h t s	Mobile Internet		64.3	67.2	63.4	67.6	69.2	68.2	2.9
	PC Internet		33.1	30.9	34.6	30.8	28.8	29.5	-2.2
	Phone		1.0	0.6	0.5	0.6	0.6	0.7	-0.4
	Visit/direct purchase		0.7	0.4	0.5	0.1	0.4	0.8	-0.3
	Others/Don't know		0.8	0.9	1.0	0.9	0.9	0.7	0.1
* Number of cases: (2023) 2,444, (2024) 3,384, (Q1) 827, (Q2) 878, (Q3) 963, (Q4) 716									
P a c k a g e	Mobile Internet		42.9	46.2	45.5	45.1	47.0	47.4	3.3
	PC Internet		22.2	19.5	21.9	20.0	17.7	18.2	-2.7
	Phone		16.1	15.3	13.5	15.9	14.7	17.8	-0.8
	Visit/direct purchase		7.6	8.5	7.1	8.9	9.8	8.1	0.9
	Others/Don't know		11.2	10.4	12.0	10.1	10.7	8.5	-0.8
* Number of cases: (2023) 2,556, (2024) 3,250, (Q1) 851, (Q2) 855, (Q3) 898, (Q4) 646									
A c c o m o n	Mobile Internet		63.8	65.5	62.4	67.1	65.7	66.8	1.7
	PC Internet		32.2	30.6	31.9	30.2	30.7	29.4	-1.6
	Visit/direct purchase		1.7	1.4	2.5	0.8	1.0	1.4	-0.3
	Phone		1.0	0.9	0.8	0.6	1.0	1.2	-0.1
	Others/Don't know		1.3	1.7	2.4	1.3	1.7	1.2	0.4
* Number of cases: (2023) 2,143, (2024) 3,025, (Q1) 748, (Q2) 781, (Q3) 839, (Q4) 656									
L a c k o f i n f o r m a t i o n	Mobile Internet		48.0	49.9	47.1	48.6	50.6	53.9	1.9
	Visit/direct purchase		29.9	29.4	30.5	31.9	29.2	25.4	-0.5
	PC Internet		17.1	15.9	18.0	16.0	14.6	14.9	-1.2
	Phone		1.0	1.1	0.5	0.8	1.7	1.2	0.1
	Others/Don't know		4.0	3.8	3.9	2.8	3.9	4.6	-0.2
* Number of cases: (2023) 1,771, (2024) 2,381, (Q1) 570, (Q2) 638, (Q3) 658, (Q4) 515									
A c t i v i t i e s	Mobile Internet		57.0	61.7	55.9	61.8	65.4	63.3	4.7
	PC Internet		20.1	18.3	22.3	18.9	15.4	16.8	-1.8
	Visit/direct purchase		20.1	17.2	18.8	17.5	14.8	18.3	-2.9
	Phone		0.3	0.3	0.4	0.4	0.4	0.0	0.0
	Others/Don't know		2.5	2.5	2.5	1.5	4.1	1.6	0.0
* Number of cases: (2023) 1,308, (2024) 1,827, (Q1) 446, (Q2) 482, (Q3) 513, (Q4) 386									
R e n t a l c a r	Mobile Internet		49.3	52.2	32.3	52.0	51.8	54.7	2.9
	PC Internet		33.8	30.7	54.2	31.0	30.5	24.2	-3.1
	Visit/direct purchase		11.9	10.4	13.5	12.3	10.6	12.7	-1.5
	Phone		1.7	2.9	0.0	1.0	2.8	4.2	1.2
	Others/Don't know		3.3	3.8	0.0	3.8	4.3	4.2	0.5
* Number of cases: (2023) 363, (2024) 452, (Q1) 110, (Q2) 106, (Q3) 141, (Q4) 95									

17. Reserving/Purchasing Method (Change from 2023 to 2024, %p)

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

(Those who purchased the travel package themselves)

Category \ Product		Flights	Package	Accommodation	Local transportation	Activities	Rental car
Method	Mobile Internet	2.9	3.3	1.7	1.9	4.7	2.9
	PC Internet	-2.2	-2.7	-1.6	-1.2	-1.8	-3.1
	Phone	-0.4	-0.8	-0.1	0.1	0.0	1.2
	Visit/direct purchase	-0.3	0.9	-0.3	-0.5	-2.9	-1.5
	Others/Don't know	0.1	-0.8	0.4	-0.2	0.0	0.5

* Number of cases: Flights (2023) 2,444, (2024) 3,384; Package (2023) 2,556, (2024) 3,250; Accommodation (2023) 2,143, (2024) 3,025; Local transportation (2023) 1,771, (2024) 2,381; Activities (2023) 1,308, (2024) 1,827; Rental car (2023) 363, (2024) 452

18. Total Travel Spending(per person, %)

Q. How much did you spend per person on your travels to/at 'OOO'?
 Please enter the total travel expenses including accommodation, transportation, shopping and food.

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Below KRW 500 thousand		3.0	2.7	2.0	2.9	3.1	2.5	-0.3
KRW 500 thousand to 1 Million		22.5	22.9	22.6	22.4	22.9	24.1	0.4
KRW 1 Mil. to 2 Mil.		43.0	44.8	45.9	44.3	44.0	44.9	1.8
KRW 2 Mil. to 5 Mil.		20.7	19.9	19.1	20.7	20.9	18.7	-0.8
KRW 5 Mil. or above		7.6	6.5	6.9	6.4	6.0	6.9	-1.1
Don't Know		3.2	3.2	3.4	3.3	3.1	2.9	0.0
Average [unit: 10,000 won]		183.39	175.73	178.08	175.81	173.15	176.32	-7.7
Total travel cost per night		29.89	31.62	31.83	31.02	31.44	32.38	1.73
Total travel cost per a whole day		25.70	26.80	27.00	26.37	26.61	27.36	1.10

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		3.92	3.91	3.91	3.92	3.90	3.93	-0.01
Asia		3.79	3.81	3.78	3.82	3.80	3.81	0.02
Japan		4.01	3.99	3.99	4.02	3.97	4.00	-0.02
Vietnam		3.87	3.95	3.96	3.88	3.96	4.00	0.08
Thailand		3.89	3.92	3.98	3.89	3.89	3.93	0.03
Taiwan		3.83	3.86	3.83	3.94	3.79	3.85	0.03
Philippines		3.82	3.75	3.75	3.75	3.70	3.81	-0.07
Hongkong		3.49	3.68	3.60	3.80	3.79	3.55	0.19
China		3.55	3.53	3.42	3.52	3.59	3.53	-0.02
Asia Others		3.83	3.76	3.75	3.74	3.73	3.86	-0.07
Europe		4.10	4.09	4.08	4.00	4.10	4.18	-0.01
North America		3.97	3.97	4.05	4.03	3.83	4.00	0.00
Oceania		3.93	3.93	3.83	4.06	3.93	3.88	0.00
Middle East		3.84	3.77	3.75	4.08	3.71	3.52	-0.07
Latin America		3.81	3.70	3.40	3.62	3.78	4.00	-0.11
Africa		3.64	3.42	3.18	3.55	3.86	2.49	-0.22
Others		3.70	3.80	3.86	3.50	3.92	3.85	0.10

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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

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

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

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		3.85	3.83	3.81	3.84	3.82	3.85	-0.02
Asia		3.69	3.67	3.61	3.72	3.68	3.68	-0.02
Japan		4.03	4.03	4.04	4.03	4.00	4.03	0.00
Vietnam		3.79	3.88	3.90	3.81	3.90	3.91	0.09
Thailand		3.82	3.78	3.74	3.76	3.82	3.81	-0.04
Taiwan		3.82	3.68	3.60	3.78	3.52	3.84	-0.14
Philippines		3.68	3.63	3.54	3.75	3.60	3.63	-0.05
China		3.46	3.46	3.36	3.56	3.48	3.41	0.00
Hongkong		3.35	3.43	3.23	3.60	3.59	3.34	0.08
Asia Others		3.56	3.48	3.50	3.47	3.51	3.45	-0.08
Europe		4.06	4.04	4.01	3.98	4.03	4.15	-0.02
North America		3.87	3.81	3.85	3.78	3.77	3.84	-0.06
Oceania		3.73	3.71	3.61	3.92	3.64	3.68	-0.02
Latin America		3.33	3.44	3.40	3.12	3.44	4.00	0.11
Middle East		3.33	3.34	3.55	3.39	3.38	3.05	0.01
Africa		3.29	3.16	3.09	3.19	3.29	3.00	-0.13
Others		3.40	3.33	3.32	2.95	3.41	3.69	-0.07

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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

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

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

(Those who experienced overseas travel)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Total		3.88	3.86	3.86	3.85	3.85	3.87	-0.02
Asia		3.74	3.72	3.70	3.74	3.73	3.73	-0.02
	Japan	3.95	3.96	3.98	3.96	3.94	3.98	0.01
	Vietnam	3.85	3.90	3.90	3.85	3.91	3.93	0.05
	Thailand	3.85	3.83	3.83	3.82	3.83	3.85	-0.02
	Taiwan	3.76	3.81	3.68	3.93	3.77	3.86	0.05
	Philippines	3.80	3.69	3.70	3.72	3.62	3.74	-0.11
	Hongkong	3.45	3.55	3.50	3.62	3.69	3.39	0.10
	China	3.47	3.41	3.36	3.42	3.43	3.42	-0.06
	Asia Others	3.75	3.64	3.63	3.62	3.64	3.66	-0.11
Europe		4.14	4.10	4.11	3.95	4.18	4.16	-0.04
Oceania		3.87	3.87	3.78	3.99	3.85	3.89	0.00
North America		3.97	3.85	3.99	3.86	3.74	3.82	-0.12
Middle East		3.70	3.71	3.80	3.82	3.67	3.57	0.01
Africa		3.55	3.52	3.64	3.45	3.57	3.00	-0.03
Latin America		3.65	3.48	3.00	3.62	3.44	3.80	-0.17
Others		3.62	3.62	3.72	3.39	3.56	3.85	0.00

* Number of cases: (2023) 6,406, (2024) 8,491, (Q1) 2,142, (Q2) 2,199, (Q3) 2,408, (Q4) 1,742

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

Part VI

Overseas Travel Plan

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

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

Category \ Time		2023 (A)	2024 (B)	2024				(Total)
				1/4	2/4	3/4	4/4	Gap (B-A), %p
Total		25.8	27.3	26.8	27.3	27.4	27.7	1.5
Sex	Male	26.1	27.3	26.7	27.8	27.6	27.2	1.2
	Female	25.5	27.2	26.8	26.8	27.2	28.3	1.7
Age	20s	28.3	30.0	27.9	31.3	29.7	31.3	1.7
	30s	27.4	29.7	29.2	31.3	30.2	27.7	2.3
	40s	25.4	26.9	26.4	26.1	26.6	28.9	1.5
	50s	23.8	24.2	23.9	23.6	24.2	25.5	0.4
	60s or above	24.9	27.0	27.4	26.1	27.8	26.3	2.1
Sex BY Age	Male/20s	29.3	31.4	30.6	32.5	32.3	30.0	2.1
	Male/30s	26.2	28.7	28.4	29.8	28.5	27.8	2.5
	Male/40s	26.6	26.5	24.9	27.6	25.2	28.7	-0.1
	Male/50s	23.4	24.0	24.2	23.4	23.7	24.8	0.6
	Male/60s or above	25.8	27.4	26.5	27.0	29.8	25.7	1.6
	Female/20s	27.3	28.4	25.0	30.0	26.9	32.7	1.1
	Female/30s	28.6	30.8	30.1	32.9	31.9	27.7	2.2
	Female/40s	24.2	27.3	28.0	24.5	27.9	29.1	3.1
	Female/50s	24.3	24.4	23.5	23.7	24.6	26.2	0.1
Female/60s or above	24.1	26.5	28.1	25.3	25.8	26.9	2.4	
Average Monthly Household Income	below KRW 3 Million	19.1	20.6	19.8	22.1	18.7	22.4	1.5
	KRW 3 Mil to 5 Mil	22.4	23.1	22.6	23.7	23.0	23.2	0.7
	KRW 5 Mil to 7 Mil	25.3	26.7	26.4	26.8	26.9	26.3	1.4
	KRW 7 Mil or above	34.2	35.3	34.8	34.0	35.8	37.2	1.1

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

2. Expected Number of Trips(%)

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

(Those who planned overseas travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
*Overseas Travel Plan ('YES')	44.4	46.5	46.2	46.8	46.8	46.1	2.1
1 time	88.6	88.2	88.5	87.7	87.7	89.0	-0.4
2 times	9.5	9.9	9.6	10.3	10.3	9.1	0.4
More than 3 times	1.9	2.0	1.9	2.1	2.0	1.9	0.1
Average [unit: times]	1.13	1.14	1.13	1.14	1.14	1.13	0.01

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

** Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

3. Travel Planned Destination/Regions(%)

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

(Those who planned overseas travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Asia	72.7	75.1	73.1	74.7	75.9	77.2	2.4
Japan	30.7	29.3	28.5	29.9	29.2	29.5	-1.4
Vietnam	14.1	14.8	14.6	13.5	15.6	15.5	0.7
Thailand	6.7	6.8	6.6	6.9	7.5	6.1	0.1
Taiwan	4.5	5.2	5.6	4.3	5.0	6.3	0.7
China	2.1	4.2	3.2	4.4	4.5	4.7	2.1
Philippines	3.7	4.1	3.4	4.5	4.4	3.7	0.4
Hongkong	2.2	2.4	2.3	2.3	2.2	2.8	0.2
Asia Others	8.7	8.5	8.8	8.9	7.7	8.6	-0.2
Europe	10.0	9.8	10.7	10.4	8.9	9.2	-0.2
Oceania	8.0	6.8	7.5	6.3	7.4	5.9	-1.2
North America	6.1	5.0	5.7	4.9	4.8	4.2	-1.1
Middle East	0.9	1.1	1.1	1.2	0.9	1.1	0.2
Africa	0.4	0.5	0.5	0.5	0.5	0.4	0.1
Latin America	0.4	0.4	0.3	0.6	0.3	0.6	0.0
Others	1.5	1.3	1.1	1.3	1.3	1.4	-0.2

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Reserved/purchased for transportation and/or accommodation, etc.	37.3	38.3	37.4	38.0	38.0	40.2	1.0
Travel period and destination is finalized	21.1	22.1	21.6	20.6	22.9	23.6	1.0
The destination is finalized, but the travel period is yet to be decided	16.3	15.8	15.6	16.3	15.5	16.1	-0.5
The travel period is finalized, but the destination is yet to be decided	25.4	23.8	25.4	25.1	23.7	20.1	-1.6

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Within 1 month	22.6	20.7	20.2	18.5	20.0	25.4	-1.9
Within 1 to 2 months	19.6	17.5	17.1	14.9	15.9	23.8	-2.1
Within 2 to 3 months	15.8	15.7	13.6	12.0	18.0	19.9	-0.1
Within 3 to 4 months	12.6	13.5	11.9	13.0	17.7	10.6	0.9
Within 4 to 5 months	12.4	12.6	13.0	13.9	14.4	7.9	0.2
After 5 months	17.0	19.9	24.2	27.7	14.1	12.3	2.9

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
2 nights or under	11.9	10.7	11.3	10.7	10.5	10.3	-1.2
3 nights	23.1	22.4	23.0	22.1	21.9	23.1	-0.7
4 nights	23.5	25.7	26.3	24.7	25.8	25.9	2.2
5 nights	10.5	11.1	9.9	11.4	11.9	10.9	0.6
6 nights	5.7	5.9	5.5	6.3	6.2	5.3	0.2
7 nights	5.4	5.3	4.9	5.3	5.7	5.5	-0.1
8 nights	4.0	4.2	3.8	5.2	3.9	4.1	0.2
9 nights~14 nights	9.4	9.1	9.3	9.4	8.7	9.2	-0.3
15 or more nights	5.8	5.0	5.5	4.4	4.9	5.3	-0.8
Average [unit: nights]	5.89	5.75	5.84	5.62	5.73	5.85	-0.14

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
I won't be using my leave	20.6	20.6	20.1	20.0	21.3	21.2	0.0
I will be using my leave	79.4	79.4	79.9	80.0	78.7	78.8	0.0
Use 1 day	11.3	10.4	11.2	10.8	9.7	9.7	-0.9
Use 2 days	19.7	22.8	24.0	22.5	22.0	23.0	3.1
Use 3 days	18.9	19.0	19.1	18.2	19.5	19.2	0.1
Use 4 days	10.0	9.4	8.5	9.4	9.3	10.8	-0.6
Use 5 days	10.5	9.8	8.6	10.8	10.8	8.8	-0.7
Use 6 days	2.2	2.0	2.2	2.4	1.8	1.6	-0.2
Use 7 or more days	6.7	5.9	6.4	5.9	5.7	5.7	-0.8

* Number of cases: (2023) 6,586, (2024) 6,868, (Q1) 1,766, (Q2) 1,806, (Q3) 1,960, (Q4) 1,336

8. Planned Travel Method(%)

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

(Those who planned overseas travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Individual travel	53.9	55.4	52.9	56.7	55.8	56.7	1.5
Group package travel	28.8	27.8	30.3	26.7	27.1	26.9	-1.0
Airplane+hotel or Airplane+rental car+hotel package travel	8.9	8.2	8.3	7.9	8.6	7.7	-0.7
No firm plans yet	8.4	8.6	8.5	8.7	8.5	8.8	0.2

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

9. Main Travel Activity Plans(%)

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

(Those who planned overseas travels)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
To relax	20.6	20.3	20.4	19.2	21.8	19.7	-0.3
To enjoy good food and drink	18.2	17.4	17.0	16.9	17.9	17.8	-0.8
To appreciate natural scenery	15.4	16.6	16.5	17.2	15.9	17.2	1.2
To enjoy city landscapes	10.8	10.3	10.1	10.4	9.5	11.4	-0.5
To appreciate historic sites and remains	9.0	9.1	9.2	9.4	8.6	9.0	0.1
To enjoy theme park, hot spring, etc.	7.1	7.1	7.3	7.0	7.1	7.0	0.0
To visit family, relatives, and friends, etc.	6.2	6.0	6.7	6.0	6.1	5.2	-0.2
Shopping	3.9	4.2	3.7	4.6	4.6	3.7	0.3
To do sports/hobbies	3.4	3.6	3.8	3.5	3.7	3.4	0.2
To appreciate culture-arts	3.1	2.7	2.9	3.1	2.3	2.5	-0.4
To visit festivals or events	1.5	1.6	1.7	1.6	1.5	1.7	0.1
Others	0.9	1.0	0.7	1.0	0.9	1.3	0.1

* Number of cases: (2023) 11,549, (2024) 11,623, (Q1) 3,000, (Q2) 3,041, (Q3) 3,278, (Q4) 2,304

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Golf	41.9	39.5	36.6	34.3	45.6	42.2	-2.4
Water sports	40.3	38.0	39.0	41.3	32.1	40.3	-2.3
Hiking	15.4	14.4	15.0	15.5	14.3	12.0	-1.0
Winter sports	7.4	8.5	9.4	4.5	11.2	9.0	1.1
Fishing	7.1	8.5	11.2	7.1	6.2	9.7	1.4
Others	6.7	8.8	9.8	10.7	8.0	6.0	2.1

* Number of cases: (2023) 861, (2024) 848, (Q1) 233, (Q2) 225, (Q3) 224, (Q4) 166

Part VII

**Day Trip and
Business
Trip**

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

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

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

(Total)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Day trip	29.1	29.7	28.9	32.3	27.8	30.0	0.6

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

2. Day Trip Destination/Regions(%)

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

(Those who experienced day trip)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Gyeonggi	22.4	22.0	21.1	21.8	22.3	23.0	-0.4
Seoul	10.3	10.8	10.8	12.4	9.7	10.1	0.5
Gangwon	8.4	8.4	9.9	7.5	9.0	7.1	0.0
Gyeongbuk	7.6	7.3	6.1	7.1	7.9	8.1	-0.3
Gyeongnam	7.5	7.1	7.8	6.5	6.0	8.4	-0.4
Chungnam	6.2	6.4	6.4	6.8	6.5	5.9	0.2
Busan	6.8	5.9	7.2	5.6	6.0	4.7	-0.9
Jeonnam	6.2	5.9	5.7	5.5	6.4	5.9	-0.3
Incheon	5.9	5.6	5.6	5.8	5.1	6.3	-0.3
Jeonbuk	3.9	4.5	4.2	4.8	4.5	4.4	0.6
Daegu	3.5	3.7	4.1	3.4	3.5	4.1	0.2
Chungbuk	3.4	4.0	3.2	4.8	3.8	4.2	0.6
Daejeon	2.3	2.9	3.2	2.2	3.2	3.1	0.6
Ulsan	2.2	2.3	2.2	2.5	2.6	1.9	0.1
Gwangju	1.7	1.7	1.5	1.9	1.8	1.5	0.0
Jeju	1.6	1.4	1.1	1.3	1.7	1.3	-0.2
Non-response	0.0	0.0	0.0	0.0	0.0	0.0	0.0

* Number of cases: (2023) 7,562, (2024) 7,420, (Q1) 1,875, (Q2) 2,097, (Q3) 1,949, (Q4) 1,499

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	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
To appreciate natural scenery		28.2	28.5	26.2	31.1	25.8	31.1	0.3
To enjoy good food and drink		26.9	27.8	31.3	26.1	28.2	25.4	0.9
To visit family, relatives, and friends, etc.		17.3	17.6	19.7	15.7	18.0	16.9	0.3
To relax		17.1	16.6	17.5	17.2	16.5	14.6	-0.5
Shopping		11.5	12.4	13.9	11.7	12.2	11.7	0.9
Experiencing/amusing facilities and enjoying activities		9.3	8.2	8.3	8.1	9.3	6.9	-1.1
To appreciate historic sites and remains		8.4	8.2	7.6	8.4	7.3	9.5	-0.2
To do sports/hobbies		8.5	7.8	6.9	8.7	6.9	8.9	-0.7
To visit festivals or events		7.0	7.5	5.2	8.6	6.2	10.8	0.5
To enjoy city landscapes		6.4	6.9	7.2	6.7	6.2	7.8	0.5
Cultural/sports watching		5.4	4.8	4.5	5.5	5.0	3.9	-0.6
Others		2.0	2.2	2.1	2.6	2.5	1.6	0.2

* Number of cases: (2023) 7,562, (2024) 7,420, (Q1) 1,875, (Q2) 2,097, (Q3) 1,949, (Q4) 1,499

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

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

(Total)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
Business trip	7.2	7.3	7.0	7.8	7.2	7.3	0.1

* Number of cases: (2023) 26,000, (2024) 25,000, (Q1) 6,500, (Q2) 6,500, (Q3) 7,000, (Q4) 5,000

5. Business Trip Duration(%)

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

(Those who went on a business trip)

Category \ Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
			1/4	2/4	3/4	4/4	
One day trip	52.0	50.8	46.3	52.1	51.6	52.8	-1.2
1 night	27.6	25.9	28.3	26.7	23.0	25.7	-1.7
2 nights	12.1	13.8	14.6	13.0	14.5	13.3	1.7
3 nights or more	8.3	9.5	10.8	8.3	10.9	8.3	1.2

* Number of cases: (2023) 1,879, (2024) 1,831, (Q1) 452, (Q2) 509, (Q3) 504, (Q4) 366

6. Business Trip Destination/Regions(%)

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

(Those who went on a business trip)

Category	Time	2023 (A)	2024 (B)	2024				Gap (B-A), %p
				1/4	2/4	3/4	4/4	
Gyeonggi		15.1	16.6	17.9	17.1	16.1	15.5	1.5
Seoul		11.8	9.5	9.7	9.8	10.3	8.3	-2.3
Chungnam		8.2	8.6	6.9	9.2	8.5	9.5	0.4
Gangwon		7.0	7.3	7.1	7.5	7.2	7.5	0.3
Gyeongbuk		7.6	7.4	7.1	6.7	8.7	7.2	-0.2
Busan		6.3	6.7	7.3	5.5	5.7	8.3	0.4
Gyeongnam		7.5	6.1	6.2	6.7	5.4	6.2	-1.4
Jeonnam		6.8	6.1	5.7	5.3	5.5	7.7	-0.7
Daejeon		6.0	6.1	7.1	7.5	5.2	4.8	0.1
Daegu		3.9	5.1	4.4	4.7	7.1	3.9	1.2
Gwangju		2.8	4.5	6.0	2.7	3.6	5.8	1.7
Chungbuk		4.1	4.1	4.4	4.3	3.6	4.2	0.0
Jeonbuk		4.8	3.9	2.6	5.3	4.6	2.9	-0.9
Incheon		2.9	3.0	2.9	2.6	3.6	2.9	0.1
Ulsan		2.8	3.1	3.1	2.7	3.6	3.1	0.3
Jeju		2.5	1.9	1.5	2.4	1.4	2.3	-0.6

* Number of cases: (2023) 1,879, (2024) 1,831, (Q1) 452, (Q2) 509, (Q3) 504, (Q4) 366

