



Vision Insights

South Korea Traveler Profiles

2023

February 02, 2024

Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Canada, South Korea, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Canada, South Korea, Australia, and Korea

South Korea - Segment Definitions

Avid Traveler 90M+ Won

- Gross household income is 90M+ won
- Age is 25-54
- Either took an international vacation or very likely/likely to book a flight in the next 12 months

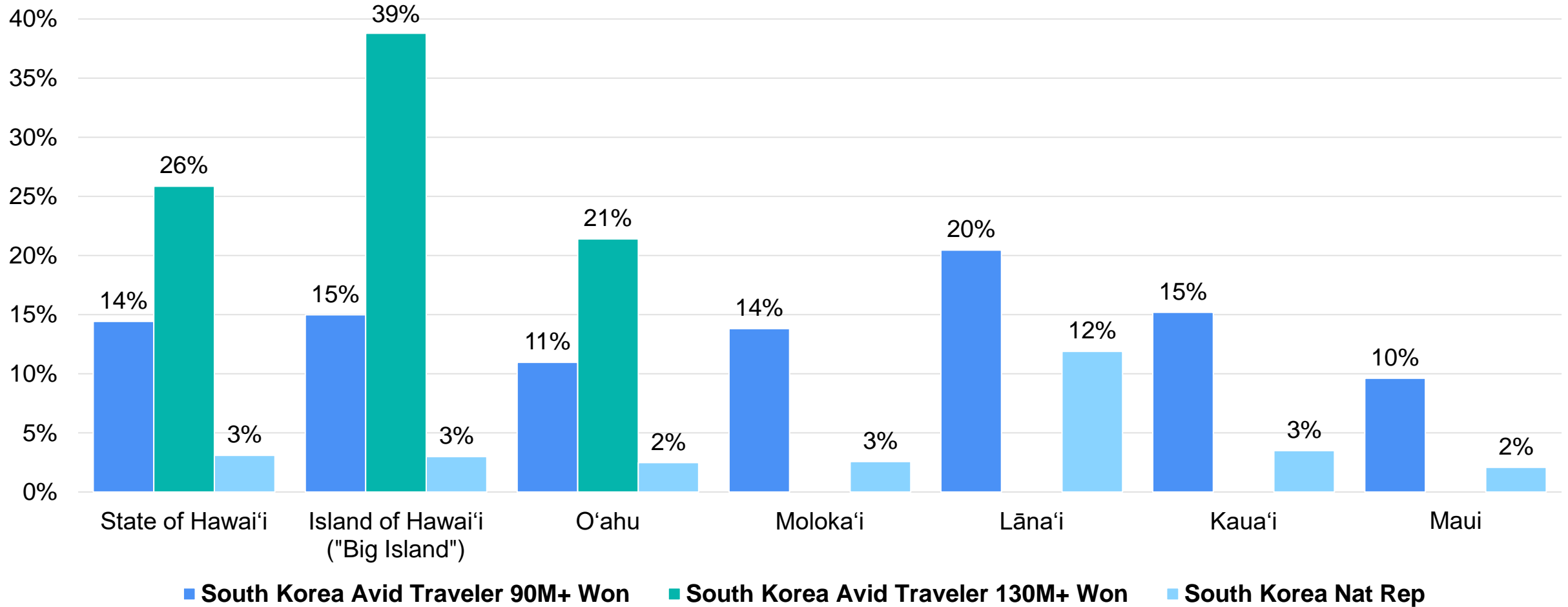
Avid Traveler 130M+ Won

- Gross household income is 130M+ won
- Age is 25-54
- Either took an international vacation, very likely/likely to book a flight in the next 12 months, or visited any of the Hawaiian Islands in the past two years

Nationally Representative Sample (Nat Rep)

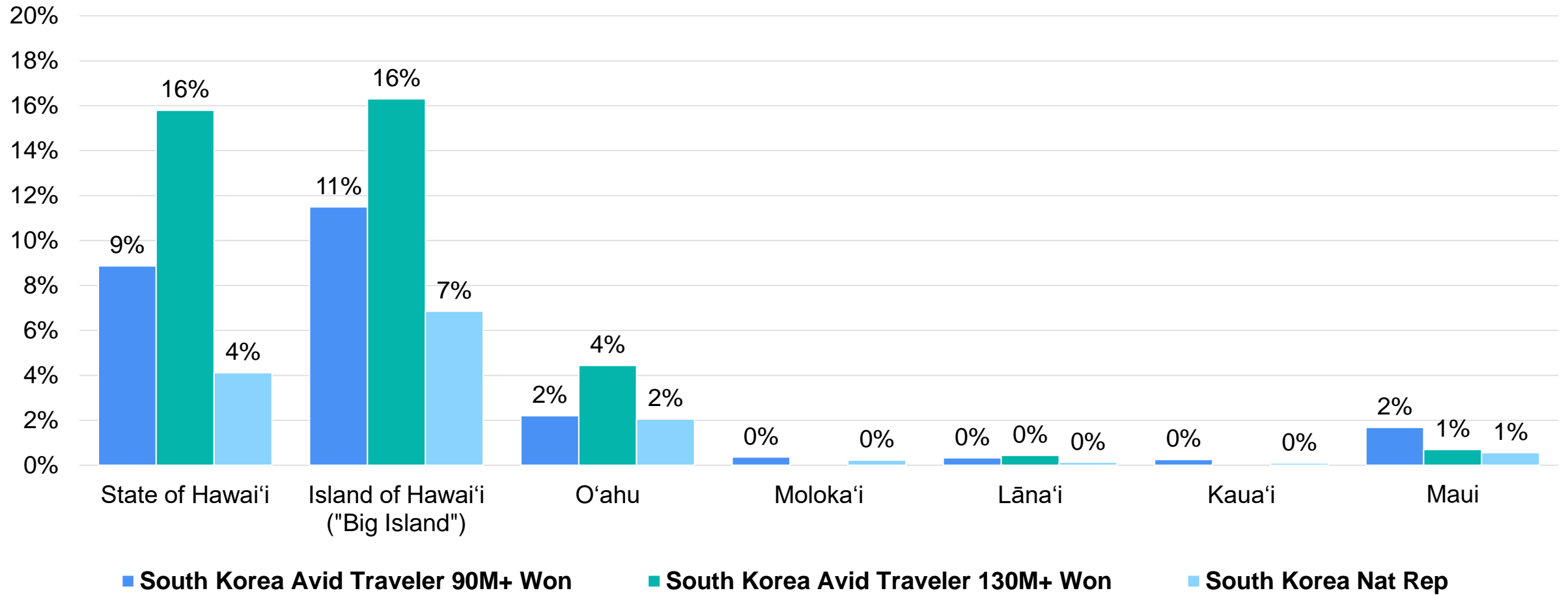
- Representative of South Korea adults in terms of age, gender, social class and education

South Korea - Leisure Trip in Past 12 Months



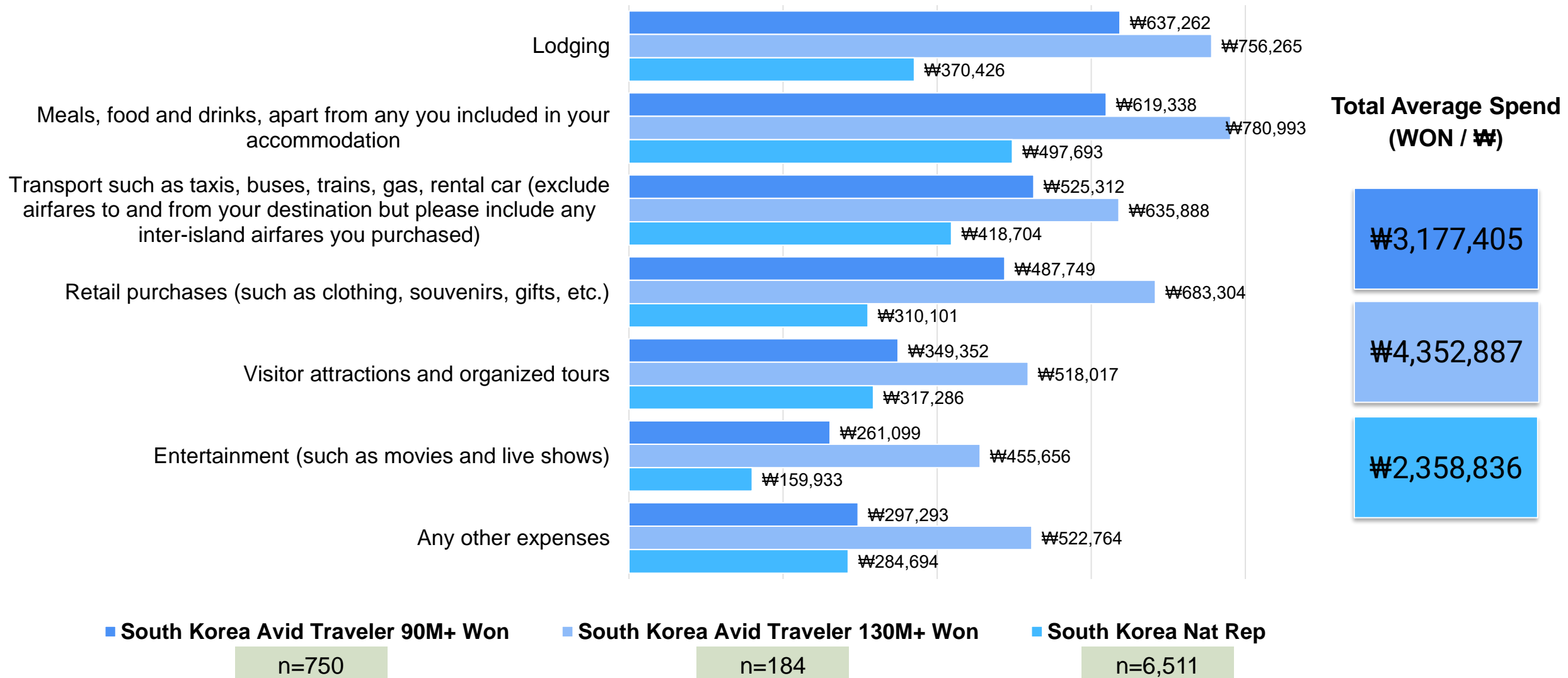
Sample Min. n=50

South Korea - Next Destination for Leisure Trip



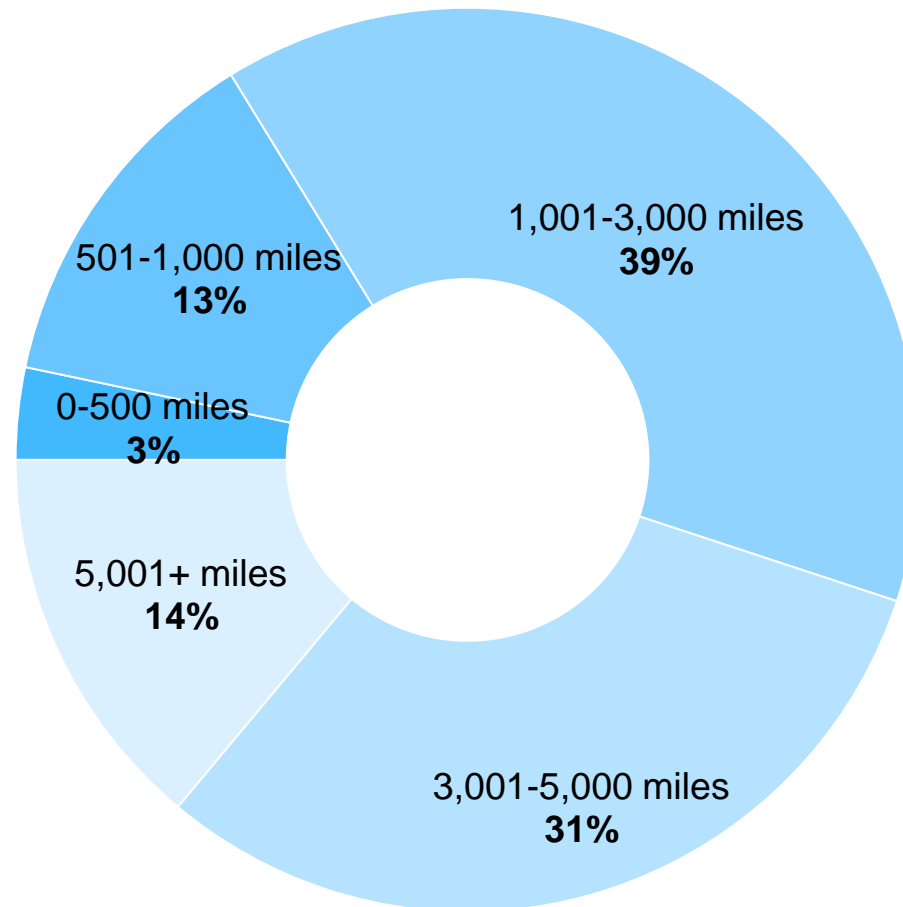
Sample Min. n=50

South Korea - Total Annual Holiday Spend



South Korea Avid Travelers 90M+ Won: Annual Vacation

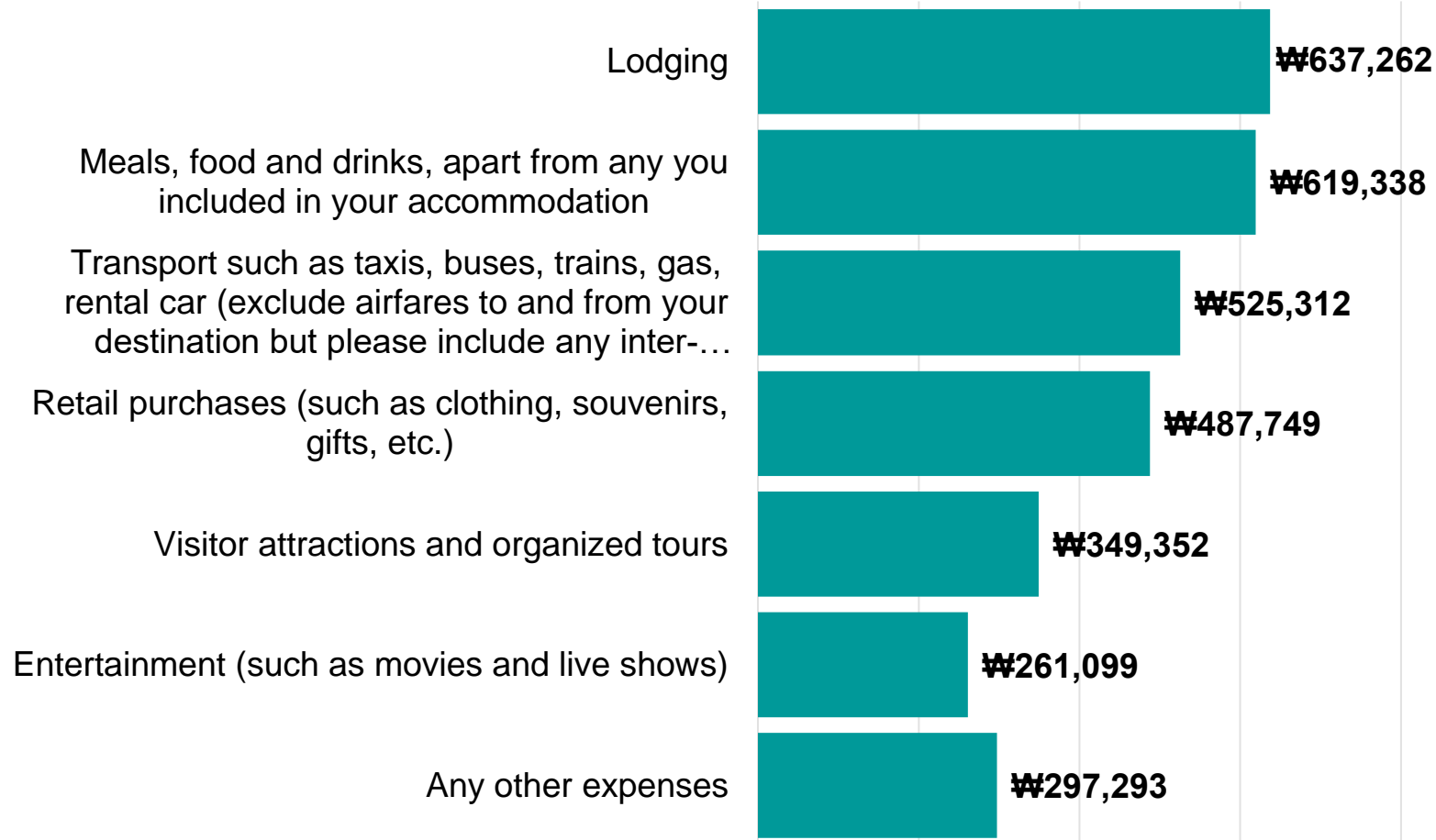
Distance Travelled on Annual Vacation



Sample Size: n=750

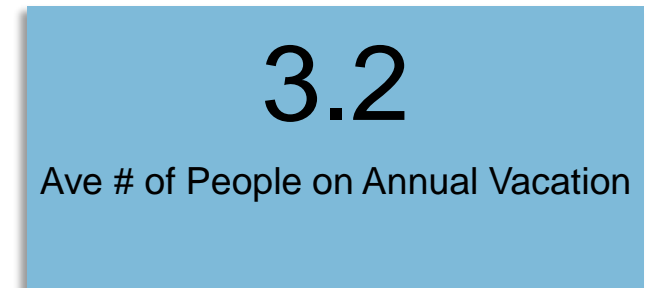
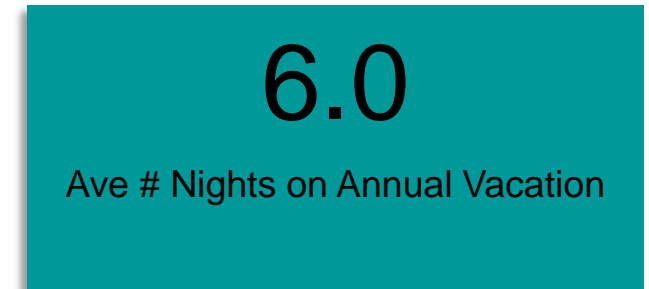
South Korea Avid Travelers 90M+ Won: Annual Vacation

Average Spend



Sample Size: n=750

Spend Per Person Per Day

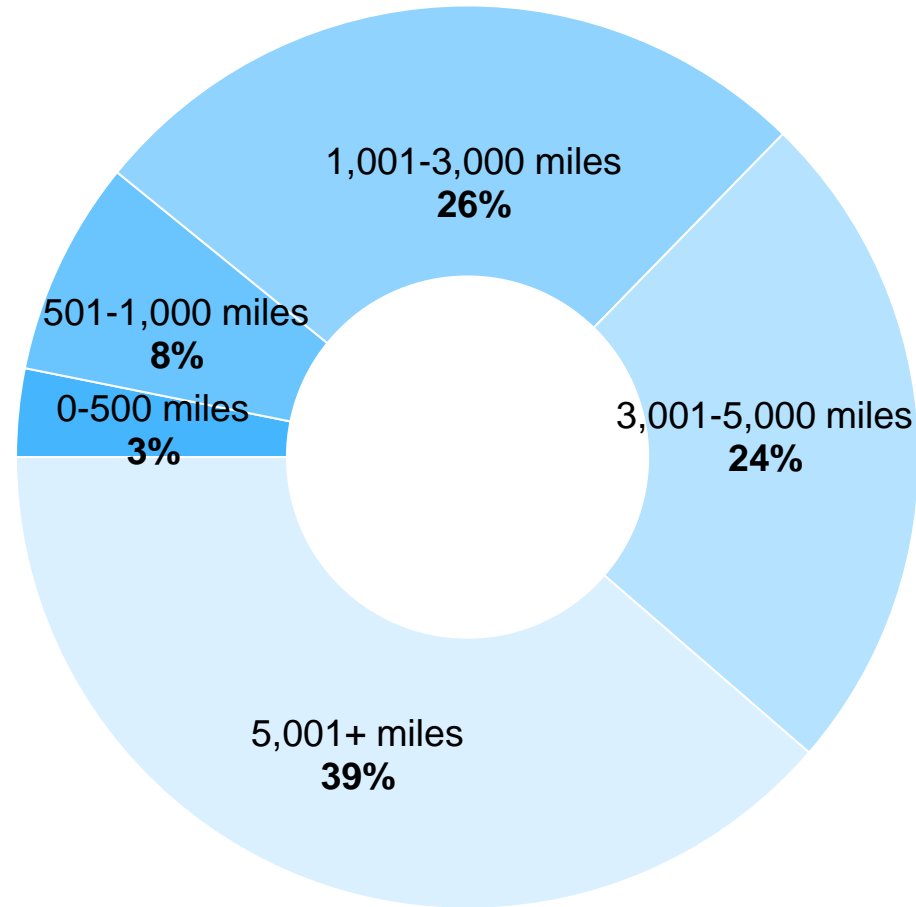


₩167,556

Ave. Per Person Per Day Spend

South Korea Avid Travelers 130M+ Won: Annual Vacation

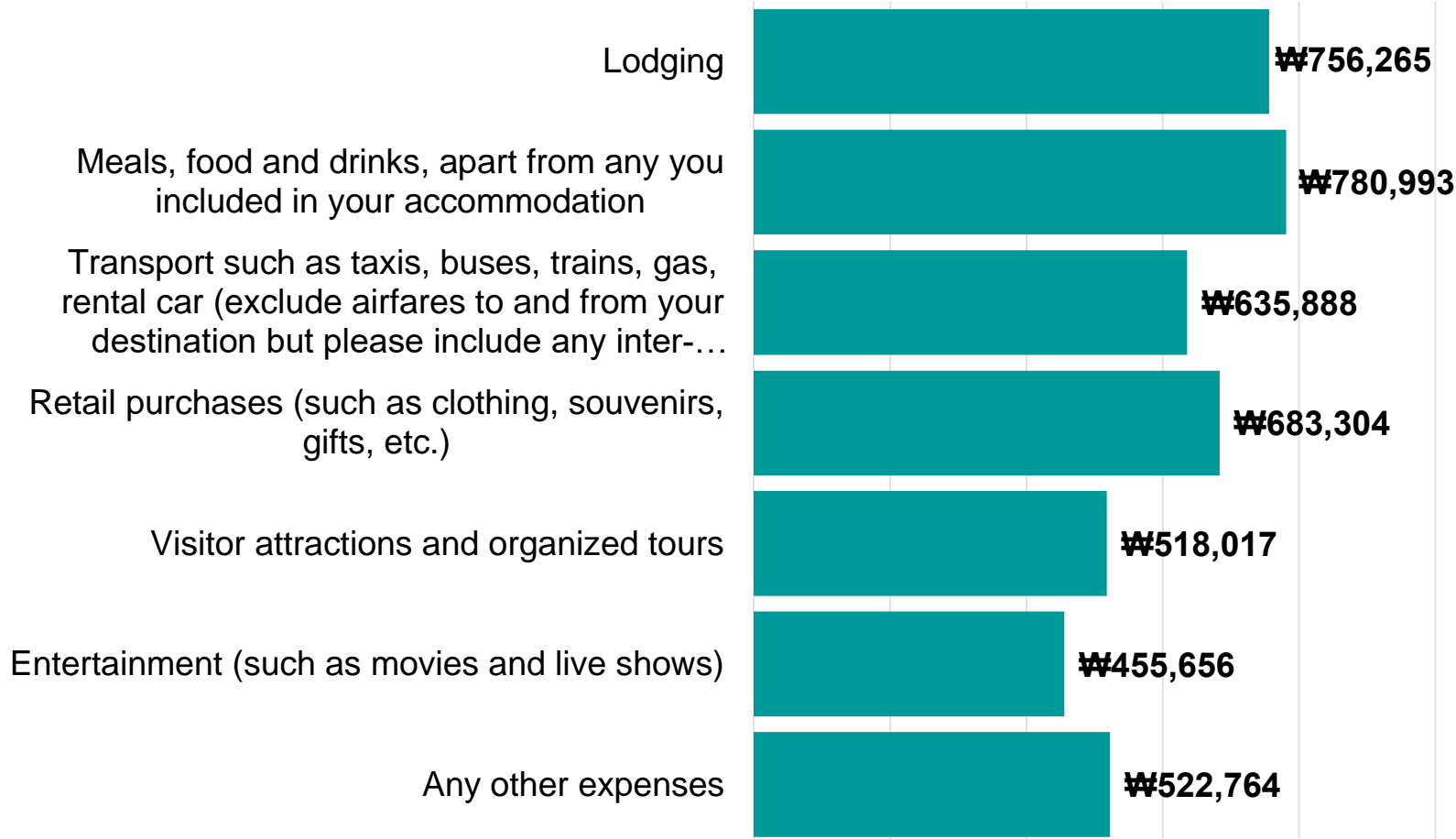
Distance Travelled on Annual Vacation



Sample Size: n=184

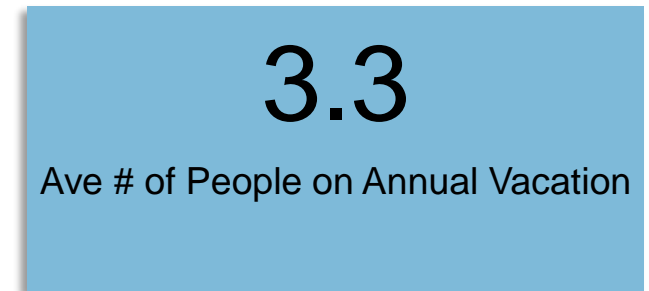
South Korea Avid Travelers 130M+ Won: Annual Vacation

Average Spend



Sample Size: n=184

Spend Per Person Per Day

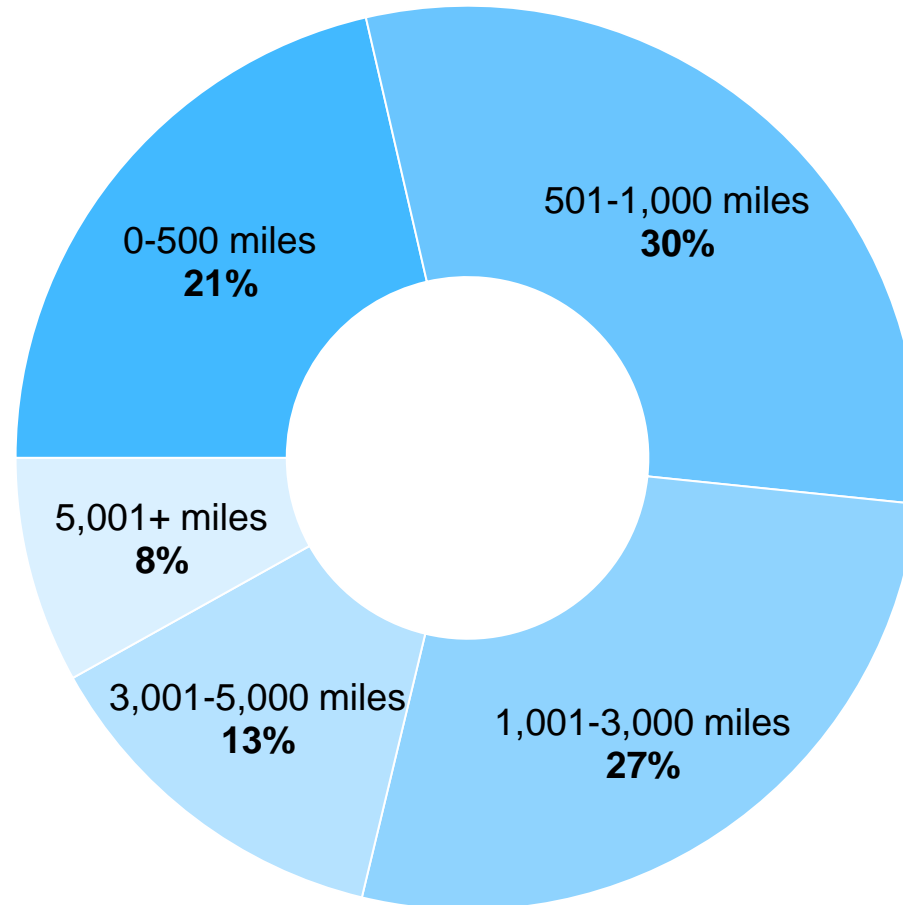


₩224,368

Ave. Per Person Per Day Spend

South Korea Nat Rep: Annual Vacation

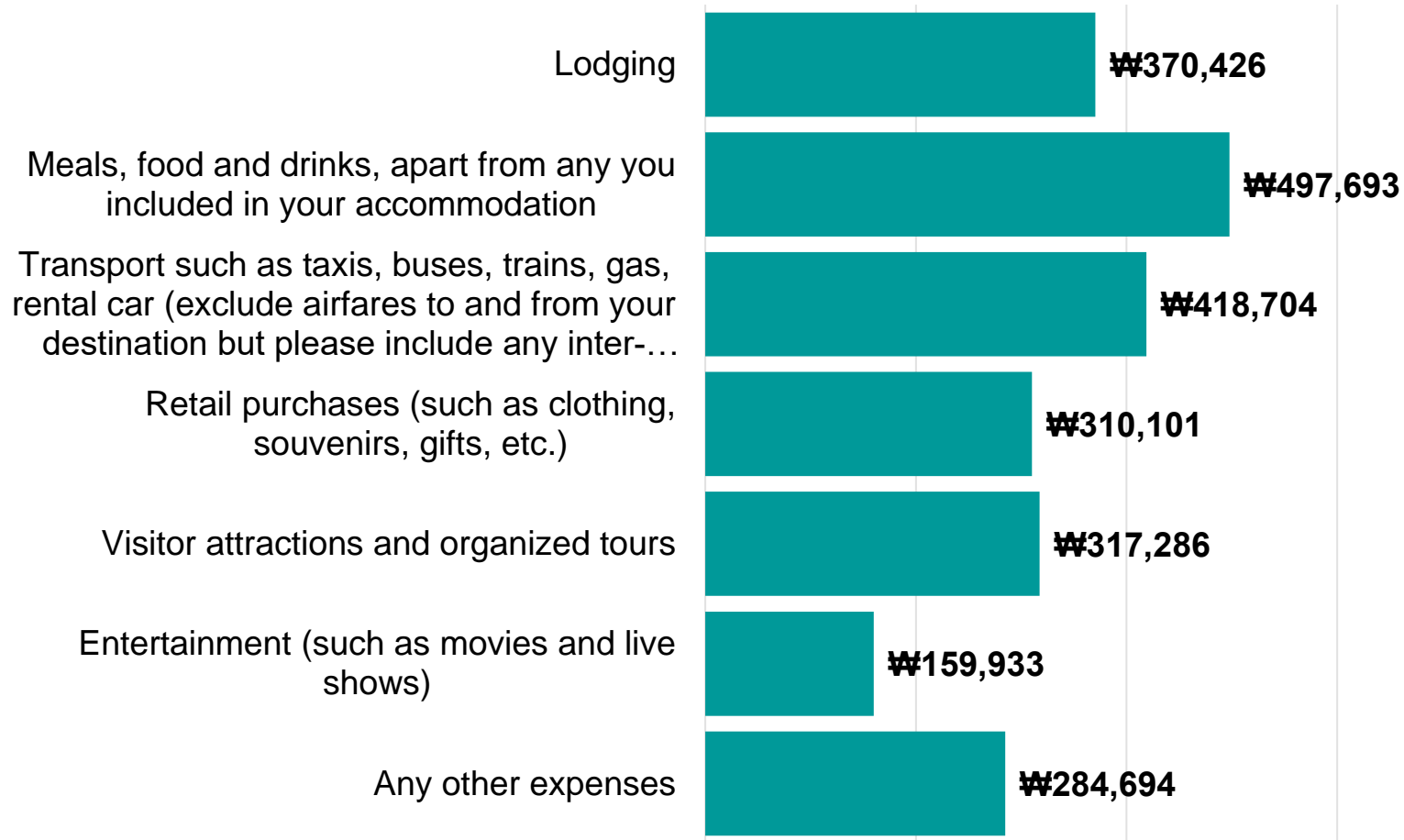
Distance Travelled on Annual Vacation



Sample Size: n=6,511

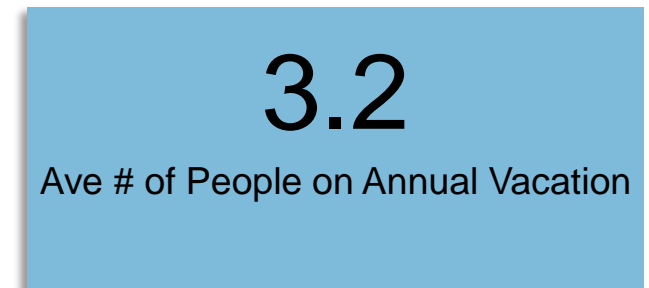
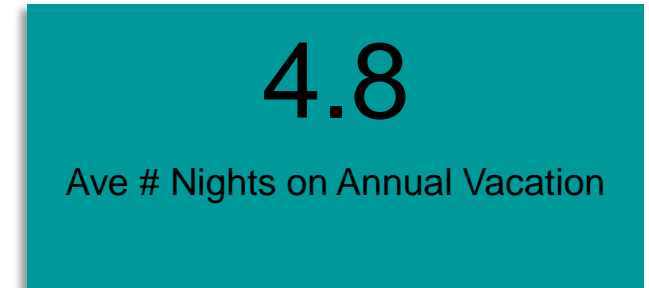
South Korea Nat Rep: Annual Vacation

Average Spend



Sample Size: n=6,511

Spend Per Person Per Day



₩154,506

Ave. Per Person Per Day Spend

South Korea - Importance of Travel Factors

	Very Important 5		
	South Korea: Avid Traveler 90M+ Won	South Korea: Avid Traveler 130M+ Won	South Korea Market
Value for money	34%	37%	43%
Comfort and accessibility	34%	42%	40%
Natural attractions/activities	30%	42%	28%
Family friendly locations and activities	30%	45%	25%
Opportunity to experience local restaurants/businesses	28%	40%	21%
Cultural attractions	28%	41%	26%
Entertainment and nightlife	24%	37%	14%
Consideration of sustainable principles	25%	30%	16%

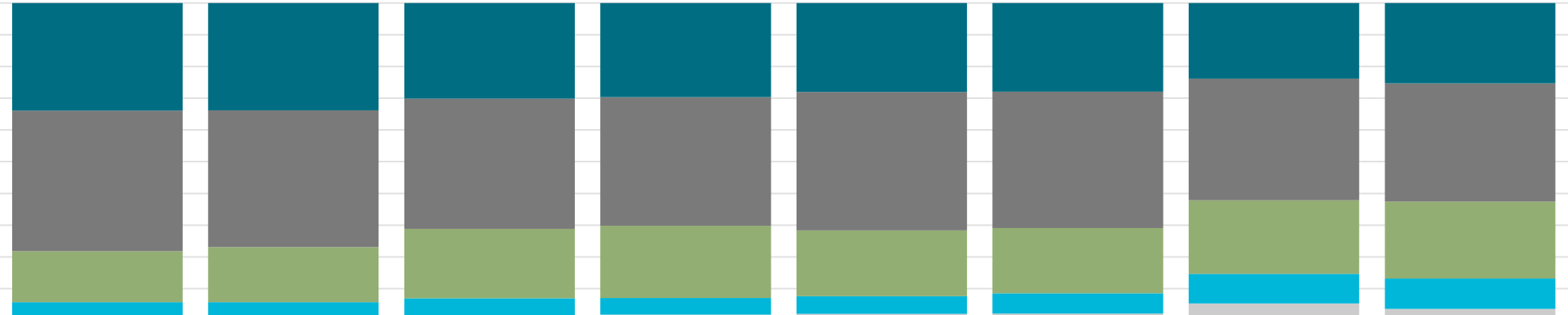
Sample Size:

n=750

n=184

n=6,511

South Korea Avid Travelers 90M+ Won: Importance of Travel Factors

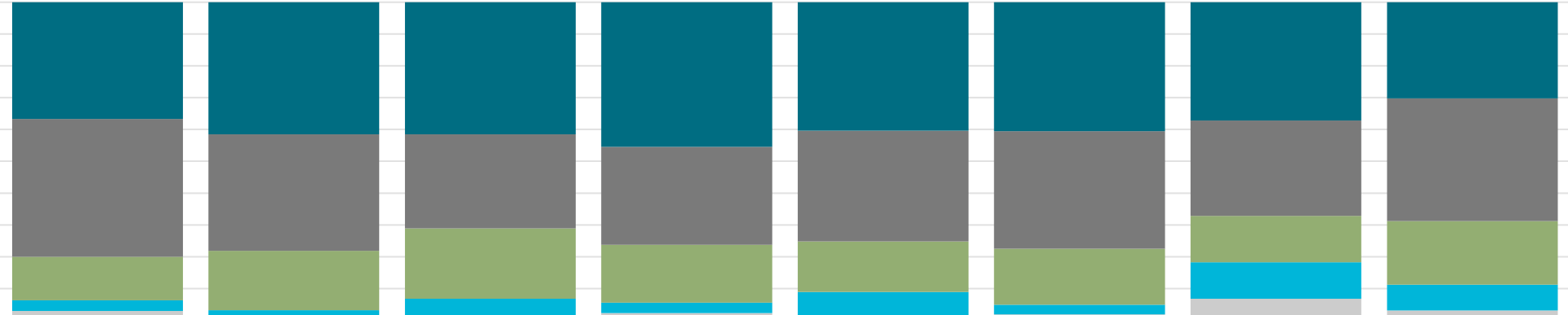


	Value for money	Comfort and accessibility	Natural attractions/activities	Family friendly locations and activities	Opportunity to experience local restaurants/businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
■ Very Important 5	34%	34%	30%	30%	28%	28%	24%	25%
■ 4	44%	43%	41%	41%	44%	43%	38%	37%
■ 3	16%	17%	22%	23%	21%	21%	23%	24%
■ 2	4%	5%	6%	5%	6%	6%	9%	10%
■ Not very Important 1	2%	1%	1%	2%	2%	2%	5%	4%

■ Not very Important 1 ■ 2 ■ 3 ■ 4 ■ Very Important 5

Sample Size: n=750

South Korea Avid Travelers 130M+ Won: Importance of Travel Factors

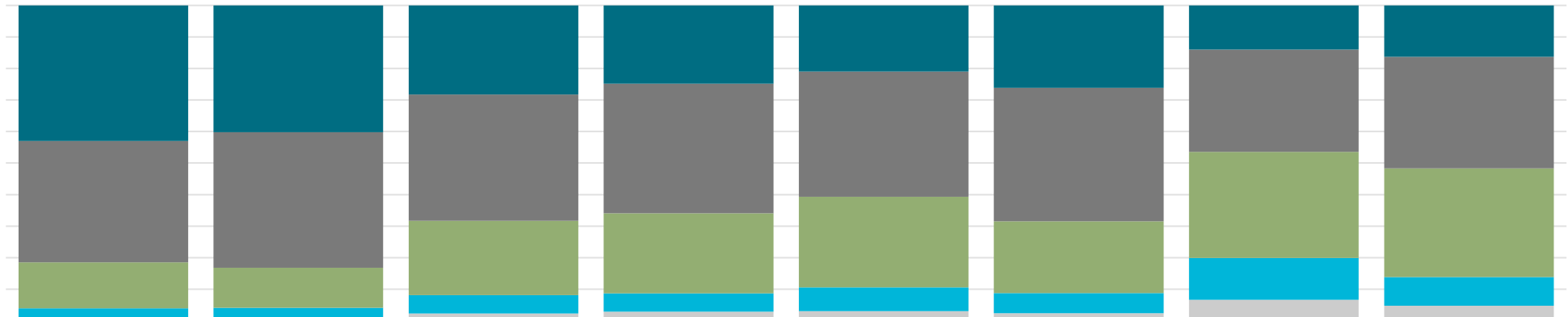


	Value for money	Comfort and accessibility	Natural attractions/activities	Family friendly locations and activities	Opportunity to experience local restaurants/businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
■ Very Important 5	37%	42%	42%	45%	40%	41%	37%	30%
■ 4	43%	37%	30%	31%	35%	37%	30%	39%
■ 3	14%	19%	22%	18%	16%	18%	15%	20%
■ 2	3%	3%	5%	3%	7%	3%	11%	8%
■ Not very Important 1	3%	1%	1%	2%	2%	2%	7%	3%

■ Not very Important 1 ■ 2 ■ 3 ■ 4 ■ Very Important 5

Sample Size: n=184

South Korea Nat Rep: Importance of Travel Factors



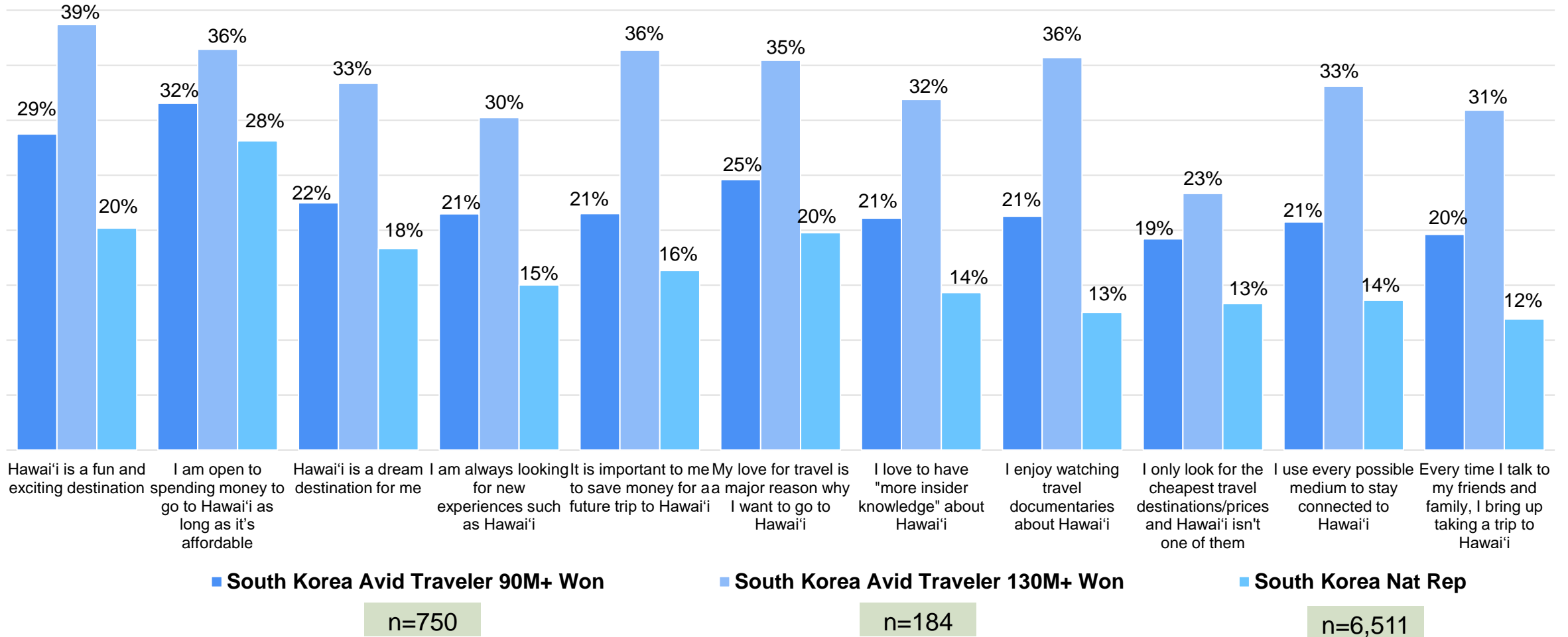
	Value for money	Comfort and accessibility	Natural attractions/activities	Family friendly locations and activities	Opportunity to experience local restaurants/businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles
■ Very Important 5	43%	40%	28%	25%	21%	26%	14%	16%
■ 4	39%	43%	40%	41%	40%	42%	32%	35%
■ 3	15%	13%	24%	25%	29%	23%	34%	34%
■ 2	3%	3%	6%	6%	8%	6%	13%	9%
■ Not very Important 1	1%	1%	2%	3%	3%	2%	7%	5%

■ Not very Important 1 ■ 2 ■ 3 ■ 4 ■ Very Important 5

Sample Size: n=6,511

South Korea - Hawai'i as an Aspirational Destination

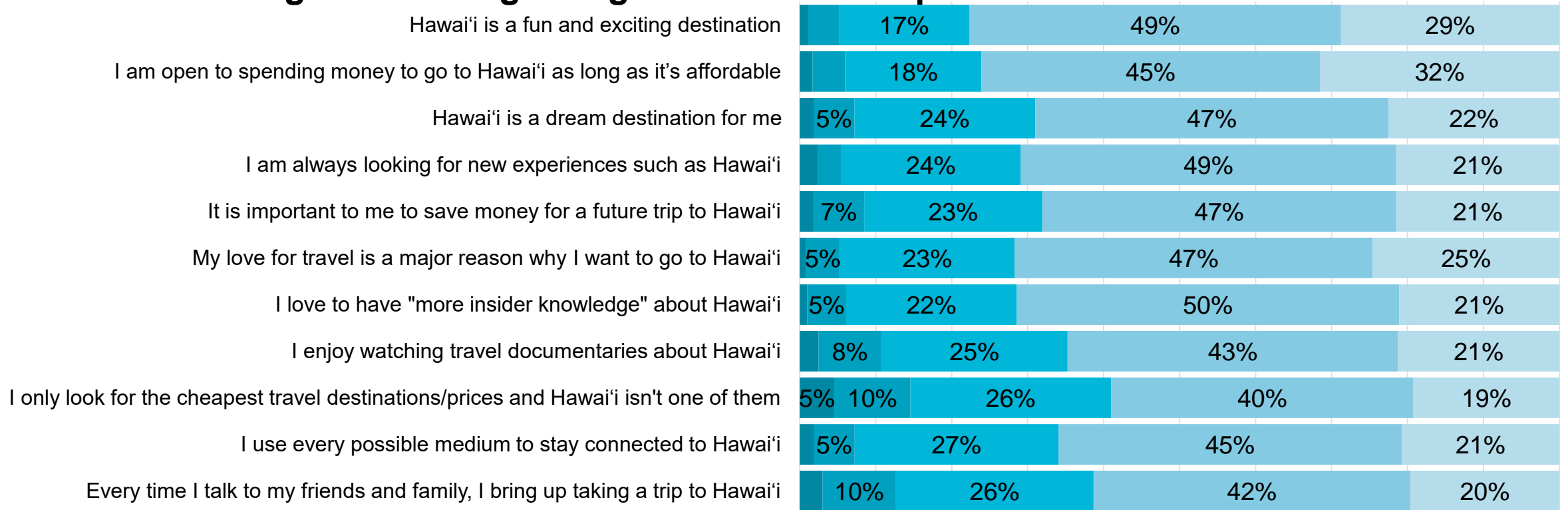
Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)



Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

South Korea Avid Travelers 90M+ Won: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

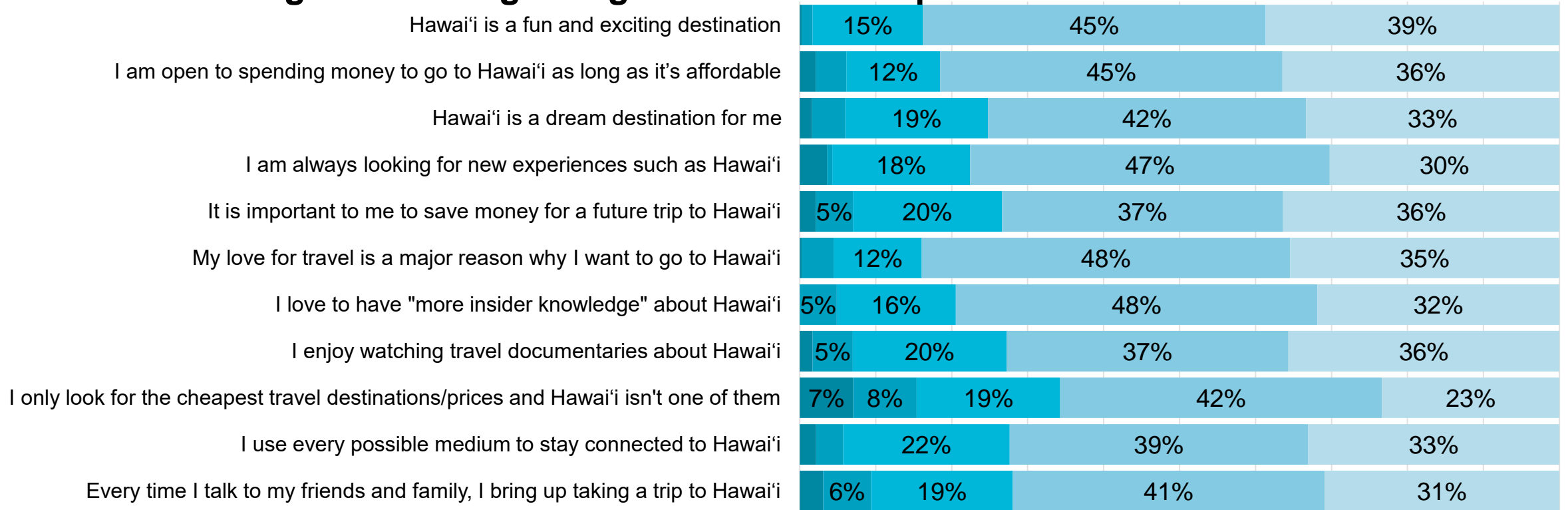


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=750

South Korea Avid Travelers 130M+ Won: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

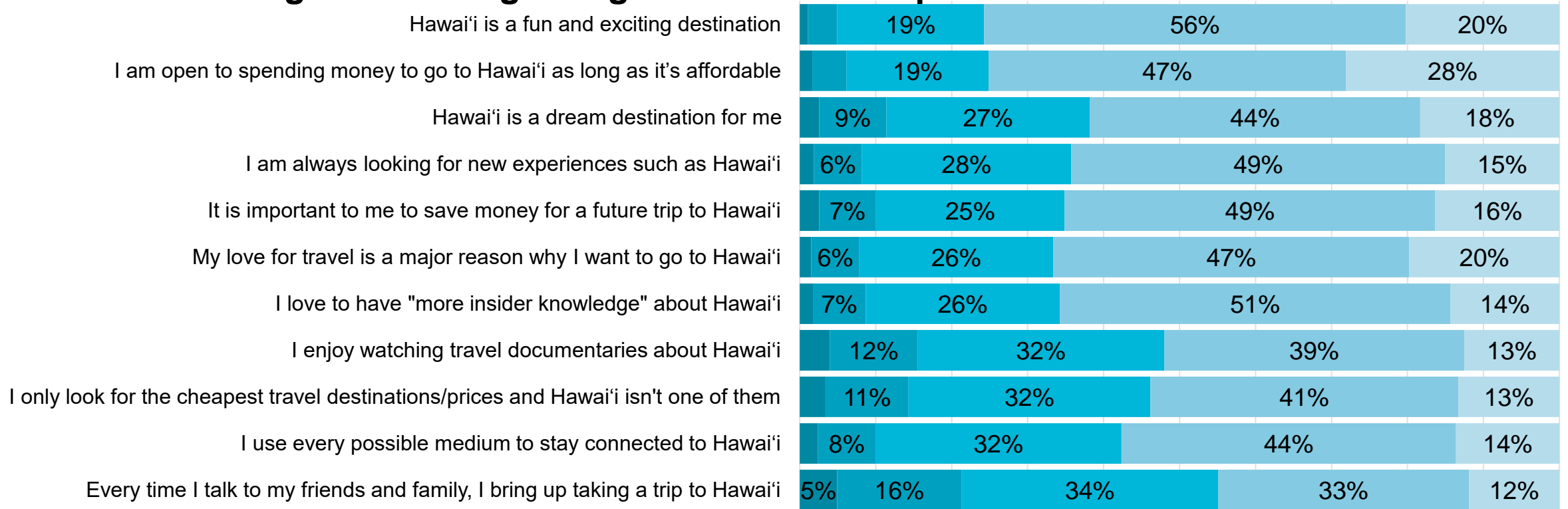


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=184

South Korea Nat Rep: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

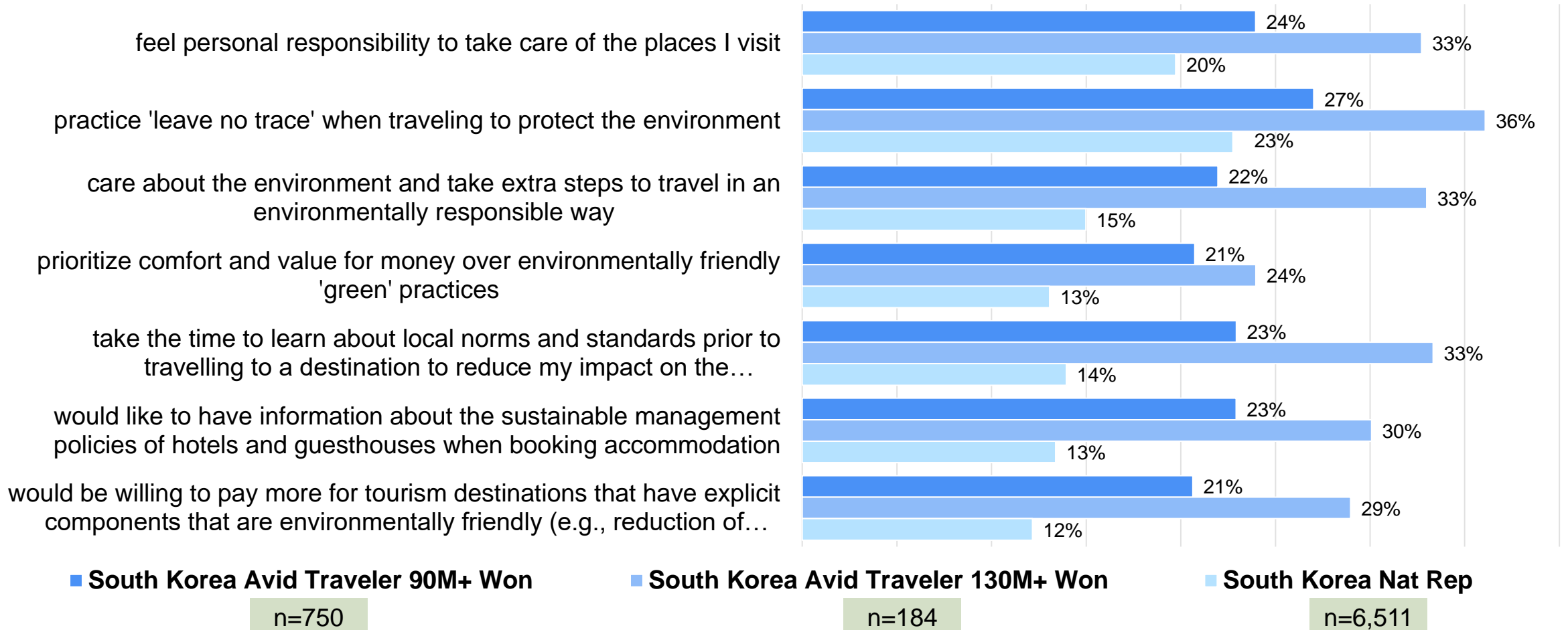


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=6,511

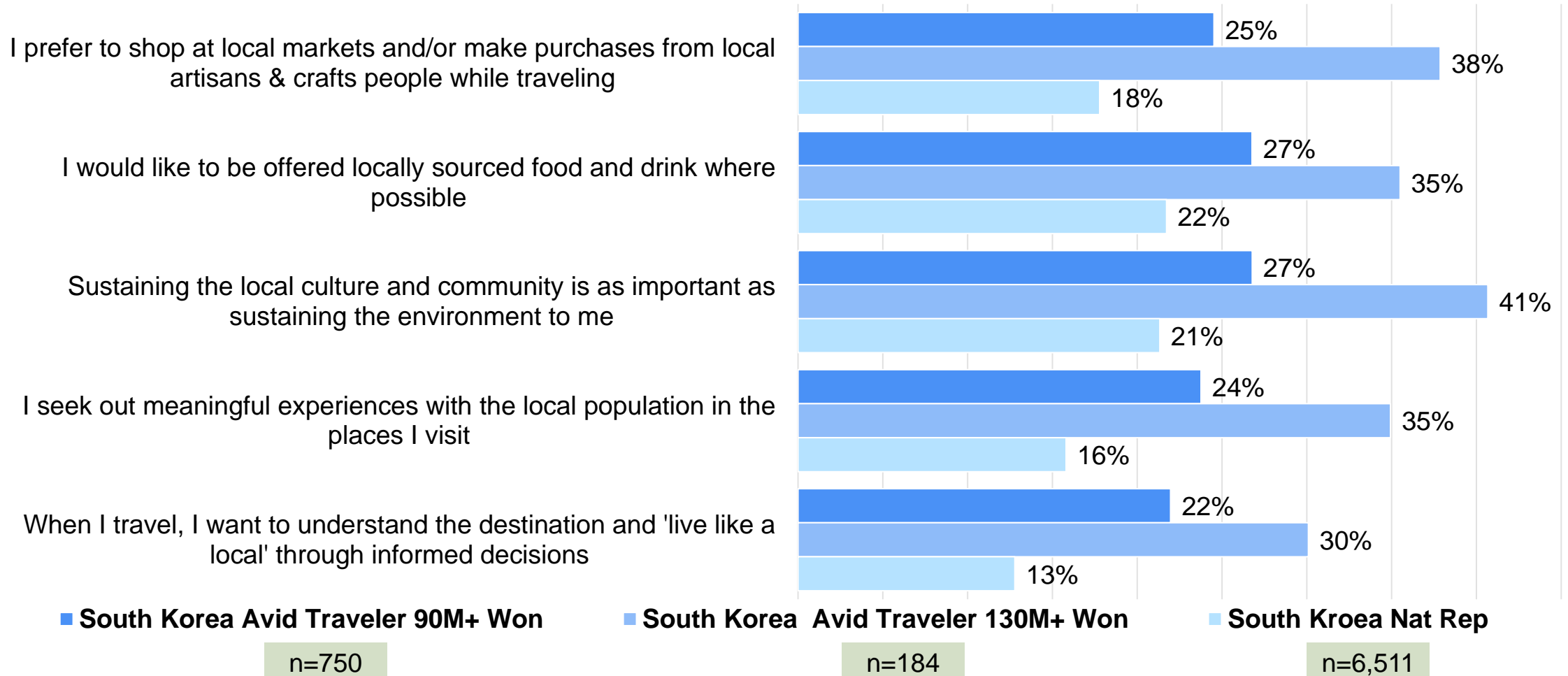
South Korea - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



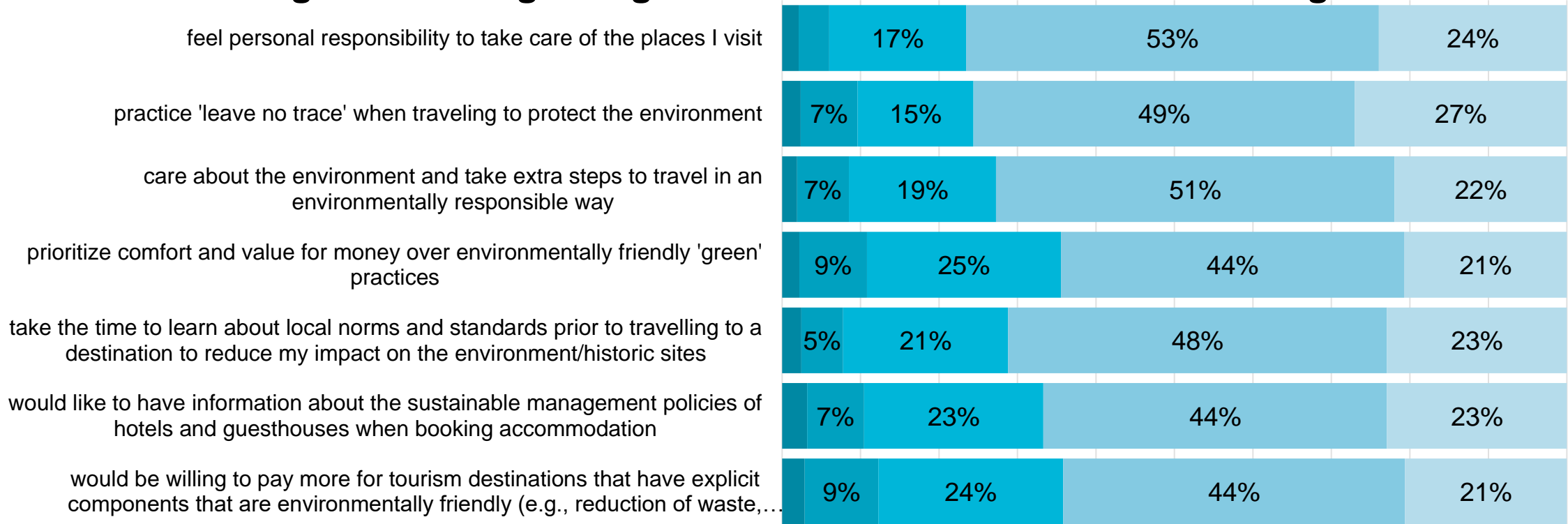
South Korea - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling (Strongly Agree)



South Korea Avid Travelers 90M+ Won: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling



■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=750

South Korea Avid Travelers 90M+ Won: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

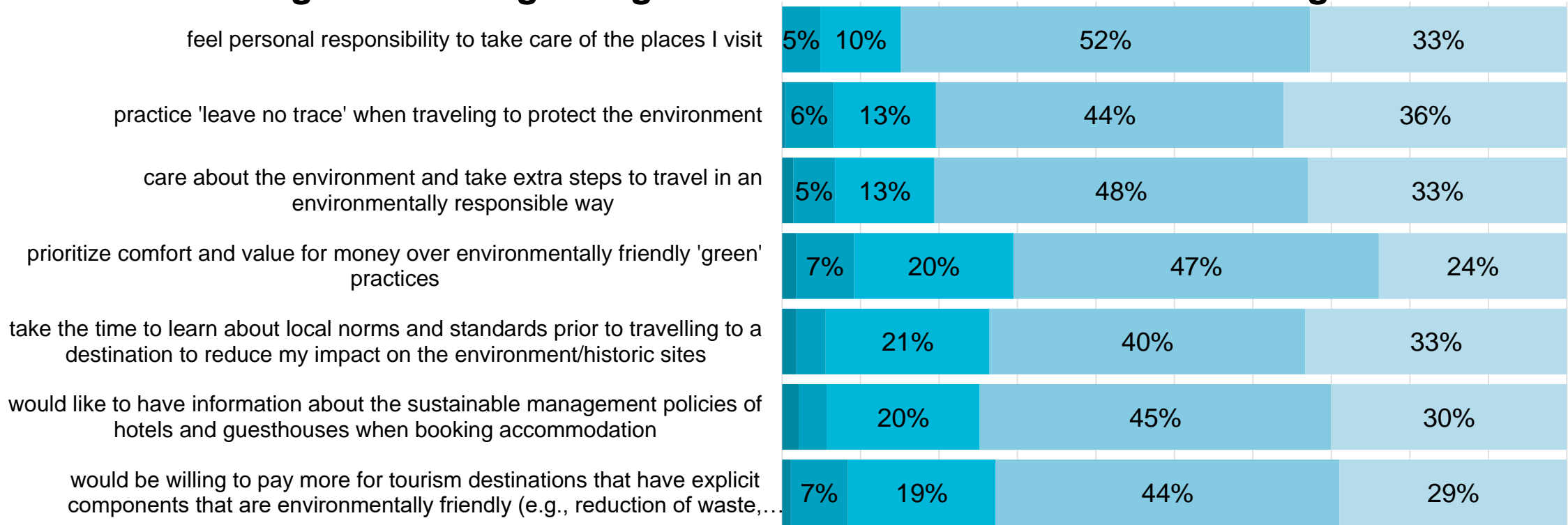


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=750

South Korea Avid Travelers 130M+ Won: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling



■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=184

South Korea Avid Travelers 130M+ Won: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

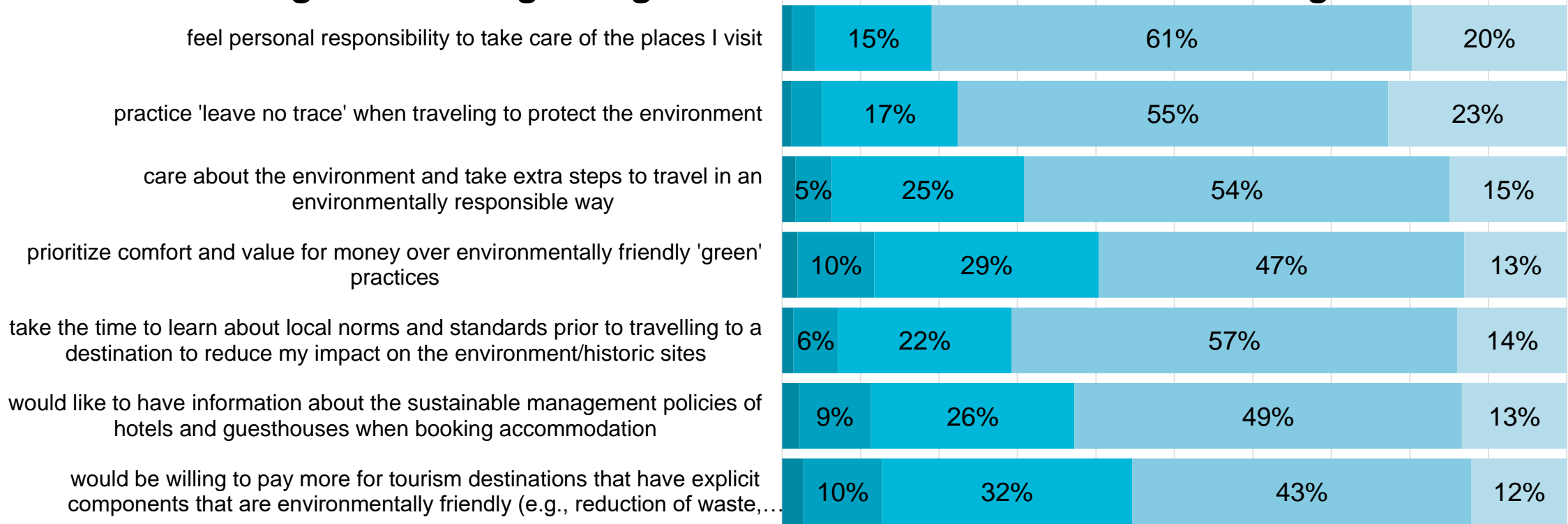


■ Strongly disagree
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 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=184

South Korea Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

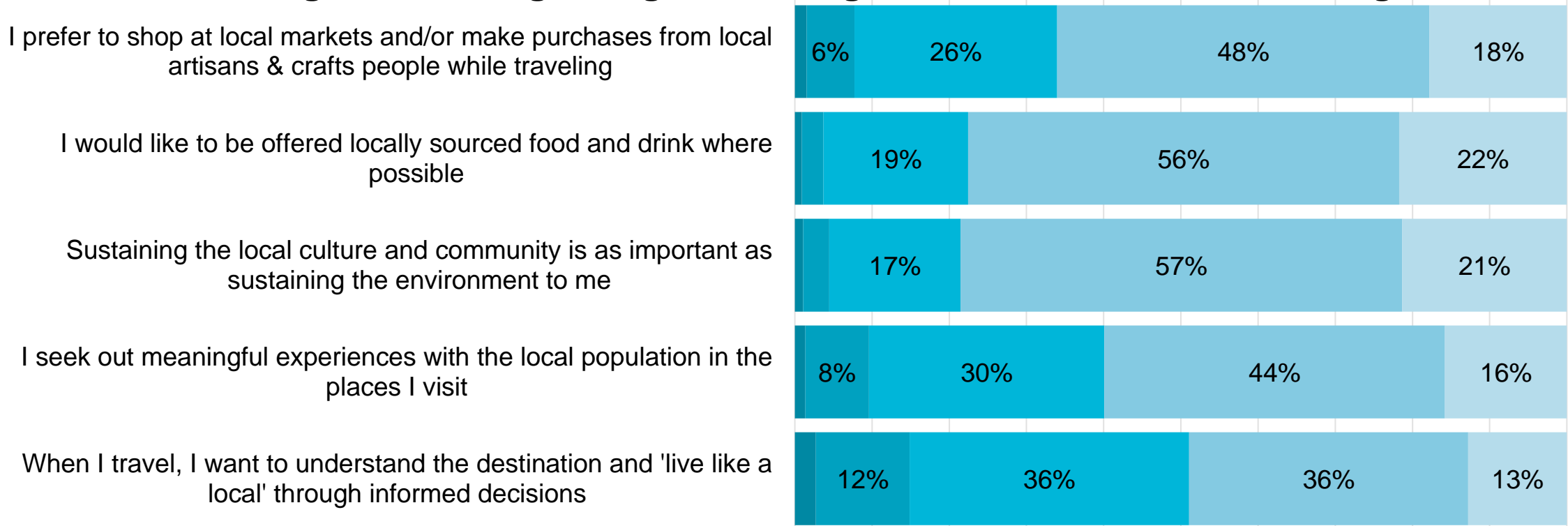


■ Strongly disagree
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 ■ Neither agree nor disagree
 ■ Agree
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Sample Size: n=6,511

South Korea Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

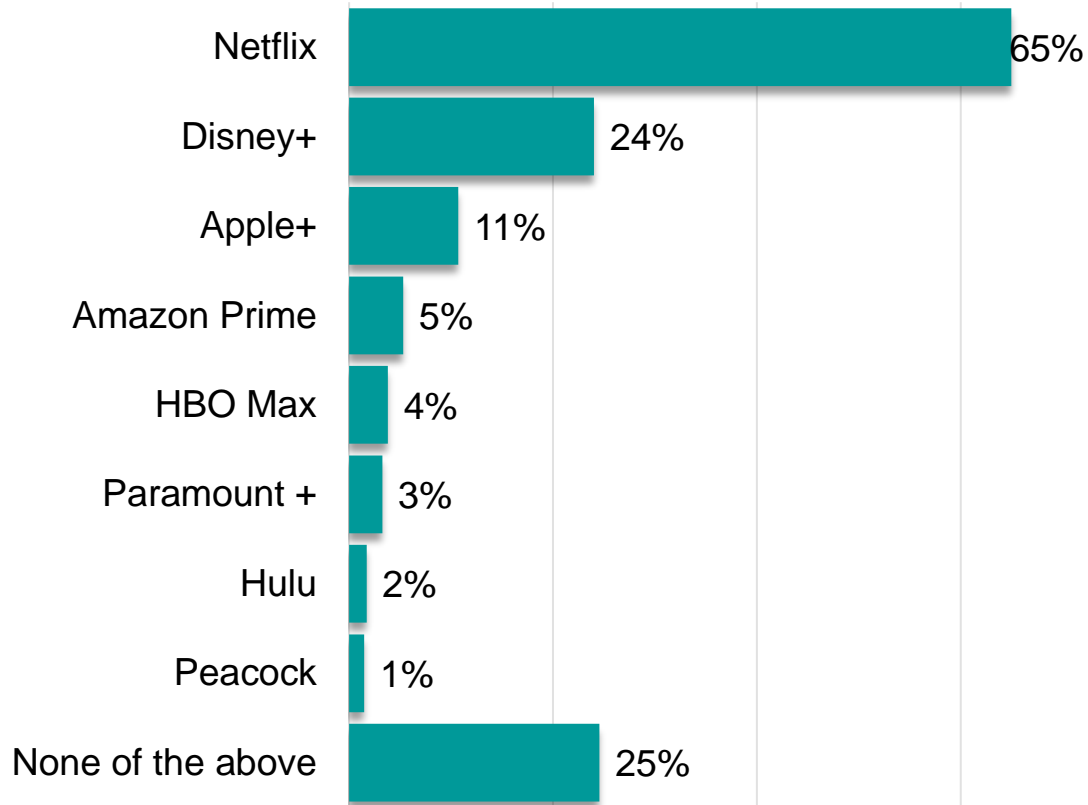


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

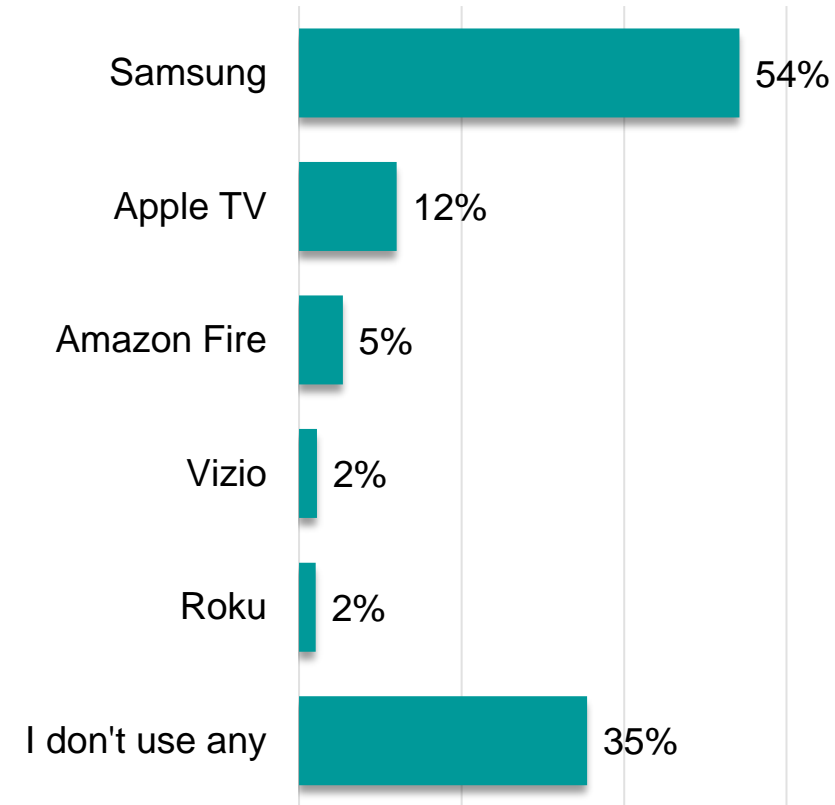
Sample Size: n=6,511

South Korea Media Consumption

Streaming Platforms Used Weekly



Connected Device Used

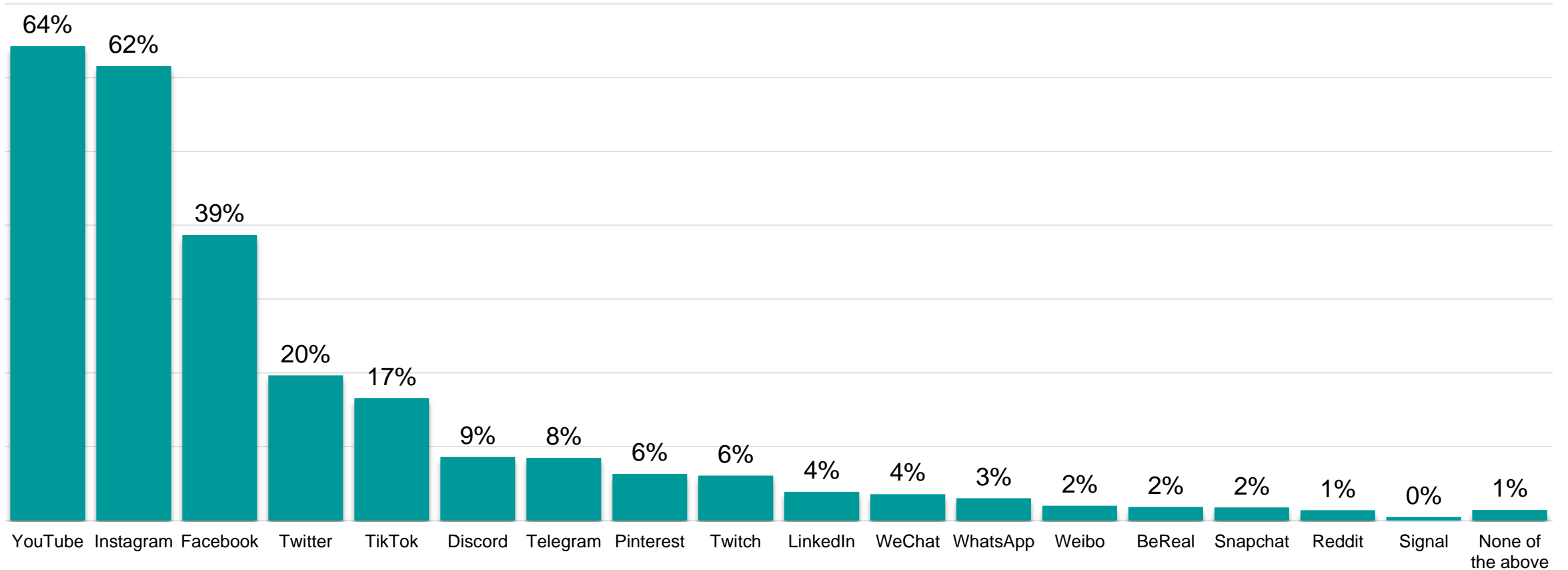


Sample Size: n=6,511

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

South Korea Media Consumption

Social Media Platforms Used Weekly



Sample Size: n=6,511

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

South Korea Media Consumption

Travel Destination Source of Awareness

TV Program/Documentary	37%
Online	43%
Radio	4%
TV commercials	26%
Newspaper	6%
Friends/Family	40%
Social Media	33%
YouTube	59%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	6%
Email	5%
I don't recall	3%

Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	24%
I search for information about the destination online	59%
I look up the destination on social media	32%
I talk to friends/family about the destination	44%
I book travel to the destination almost immediately	12%
I don't do anything	5%
None of the above	3%

Sample Size: n=6,511

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**