

**Vision Insights**  
**South Korea Traveler Profiles**  
**H1 2024**  
**(January 1 – June 30, 2024)**

August 15, 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

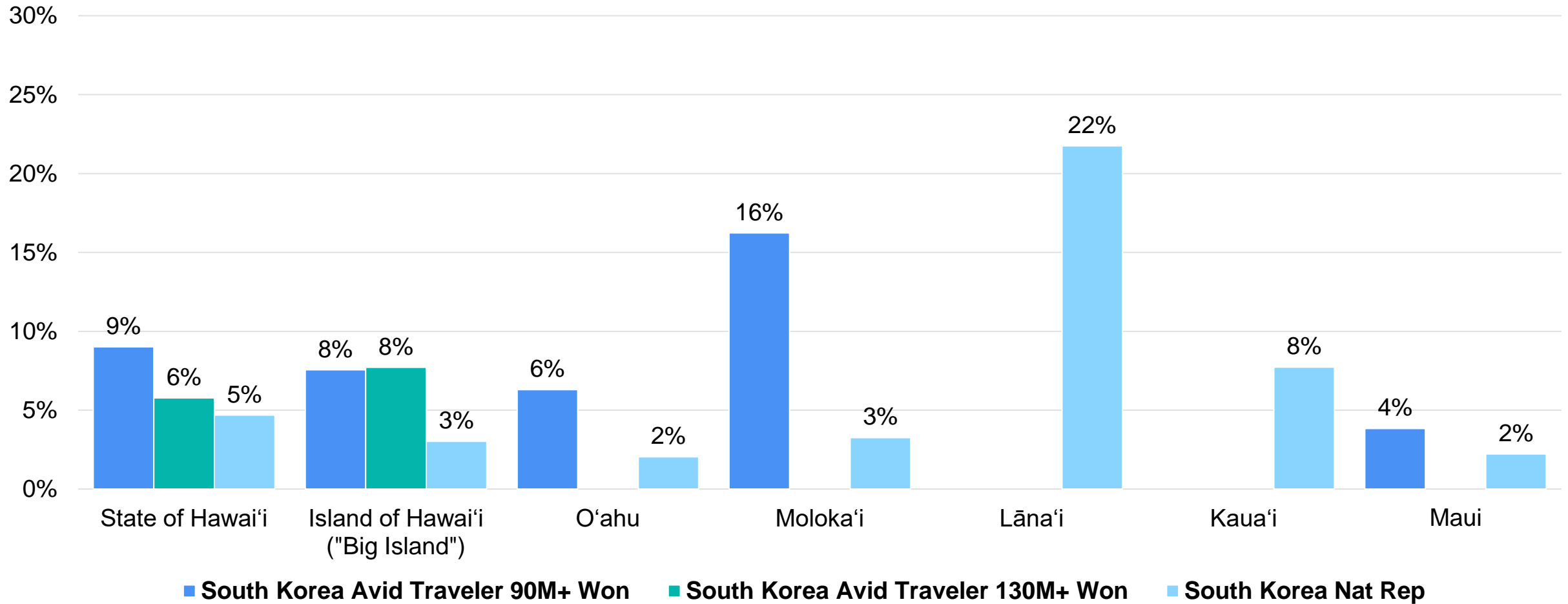
## **Avid Traveler 130M+ Won**

- 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)**

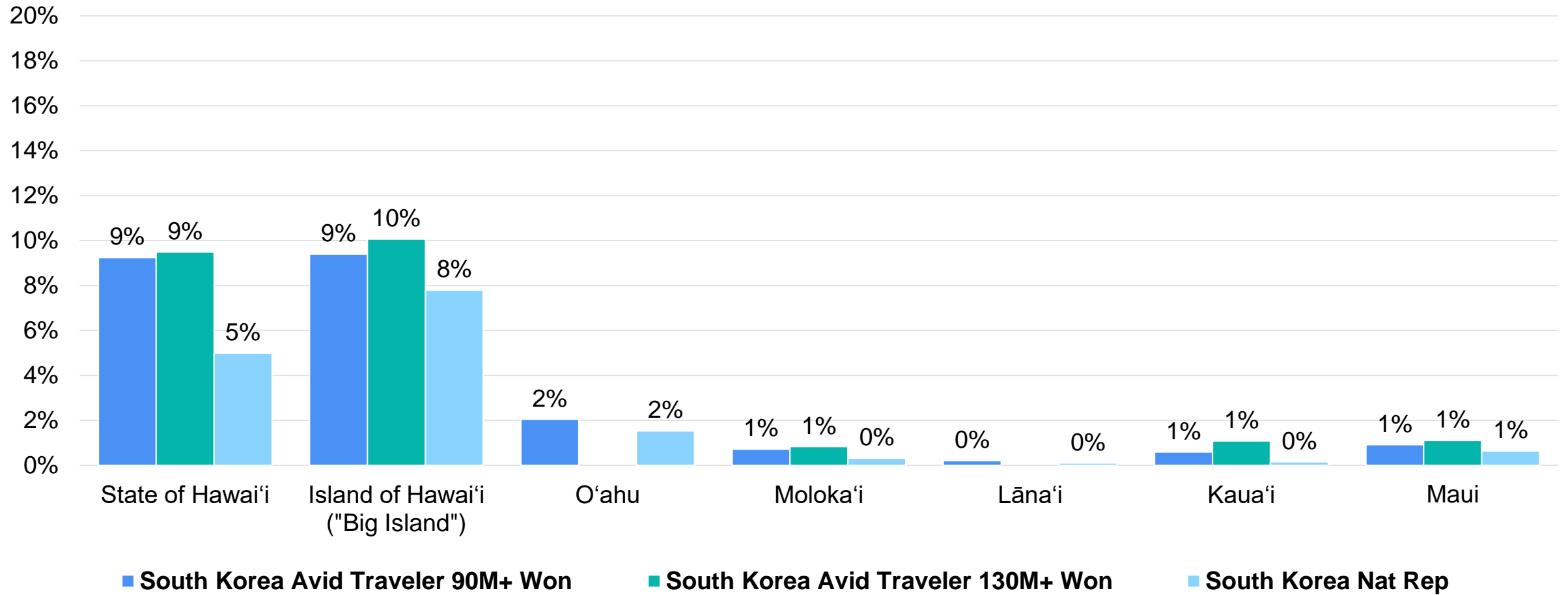
- Representative of South Korea adults in terms of age, gender, social class and education

# South Korea - Leisure Trip in Past 12 Months



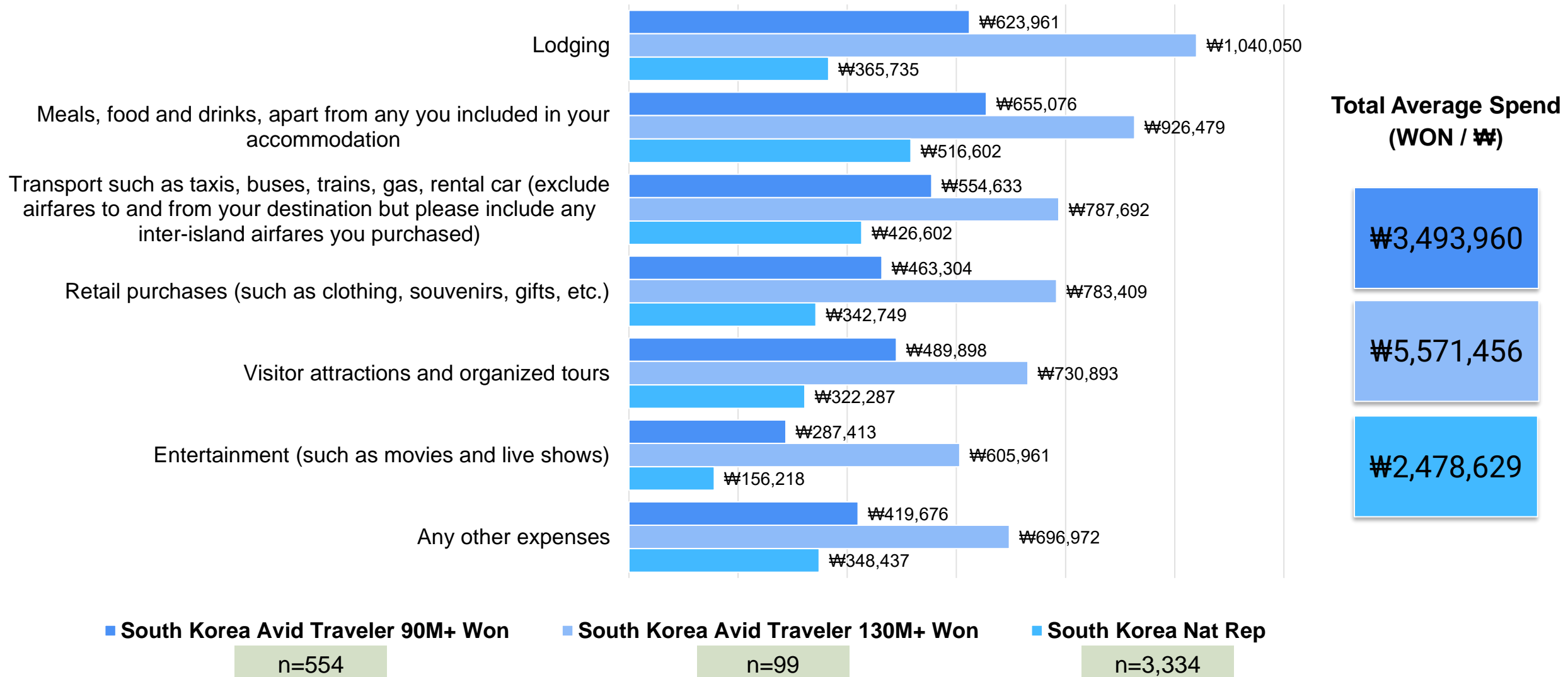
Sample Min. n=50

# South Korea - Next Destination for Leisure Trip



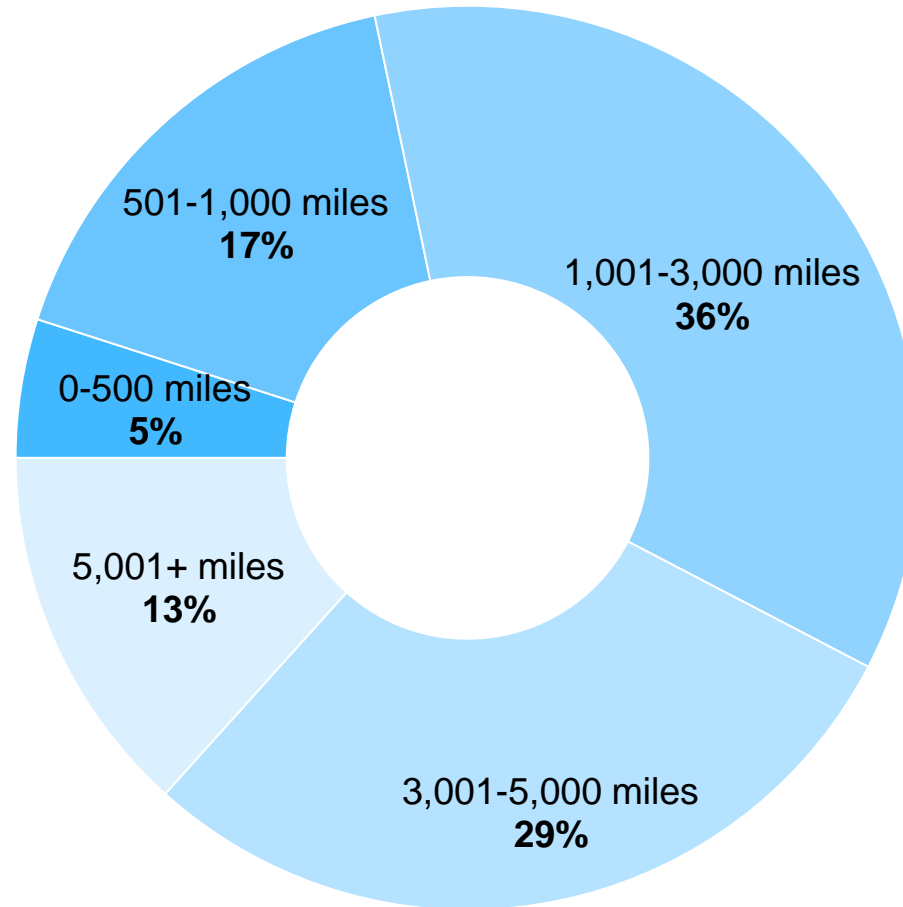
Sample Min. n=50

# South Korea - Total Annual Holiday Spend



# South Korea Avid Travelers 90M+ Won: Annual Vacation

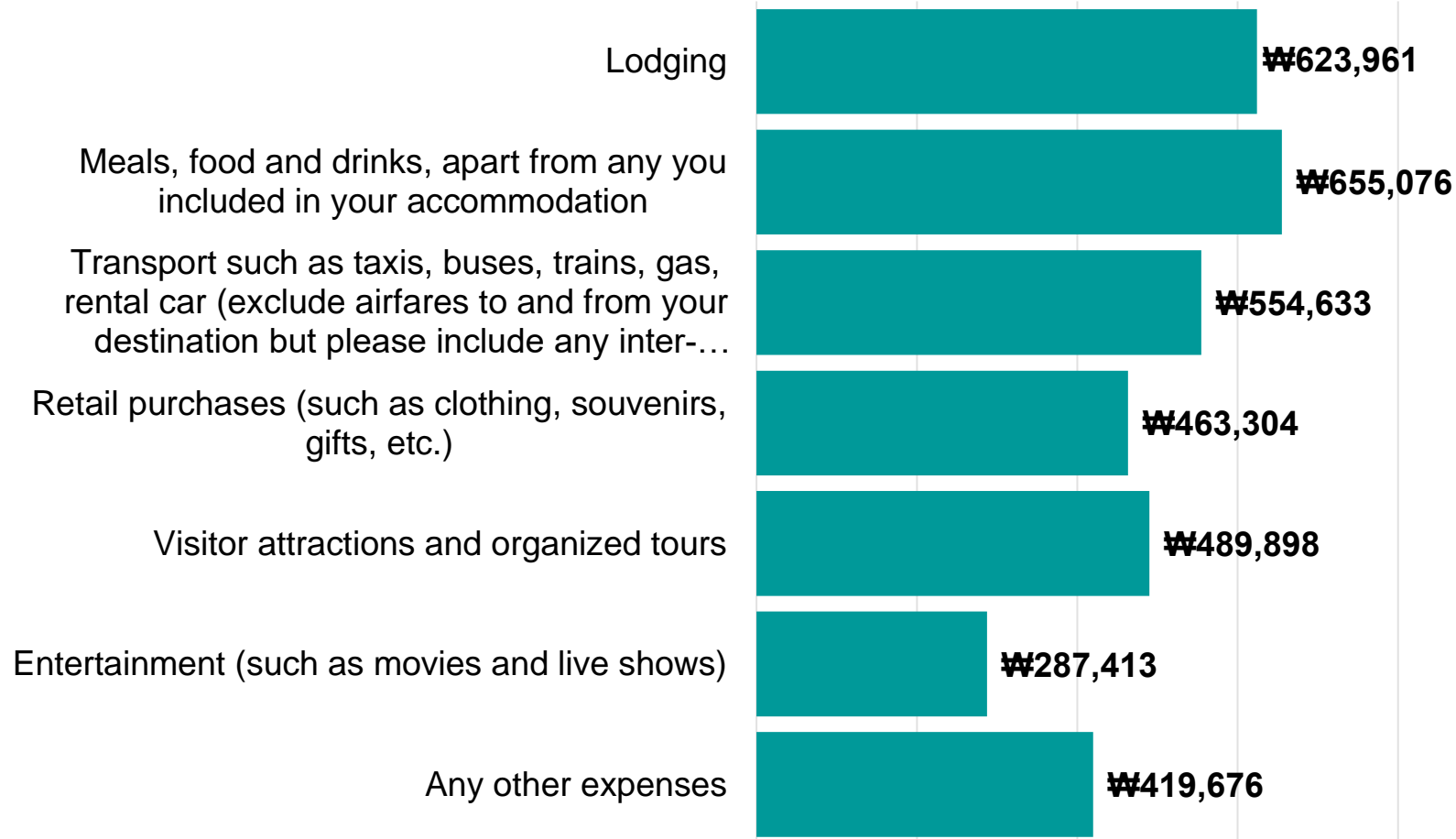
## Distance Travelled on Annual Vacation



Sample Size: n=554

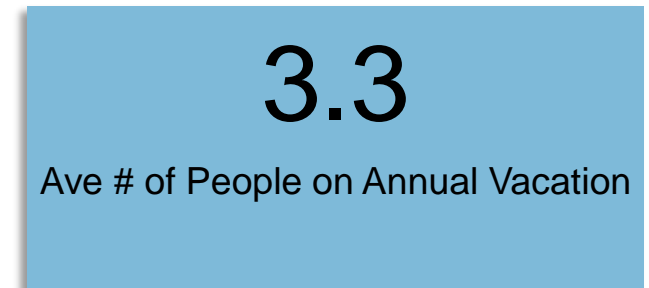
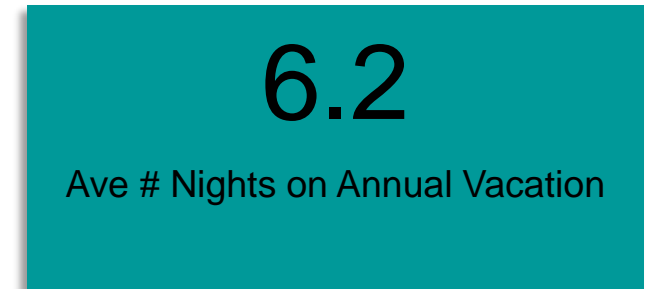
# South Korea Avid Travelers 90M+ Won: Annual Vacation

## Average Spend



Sample Size: n=554

## Spend Per Person Per Day



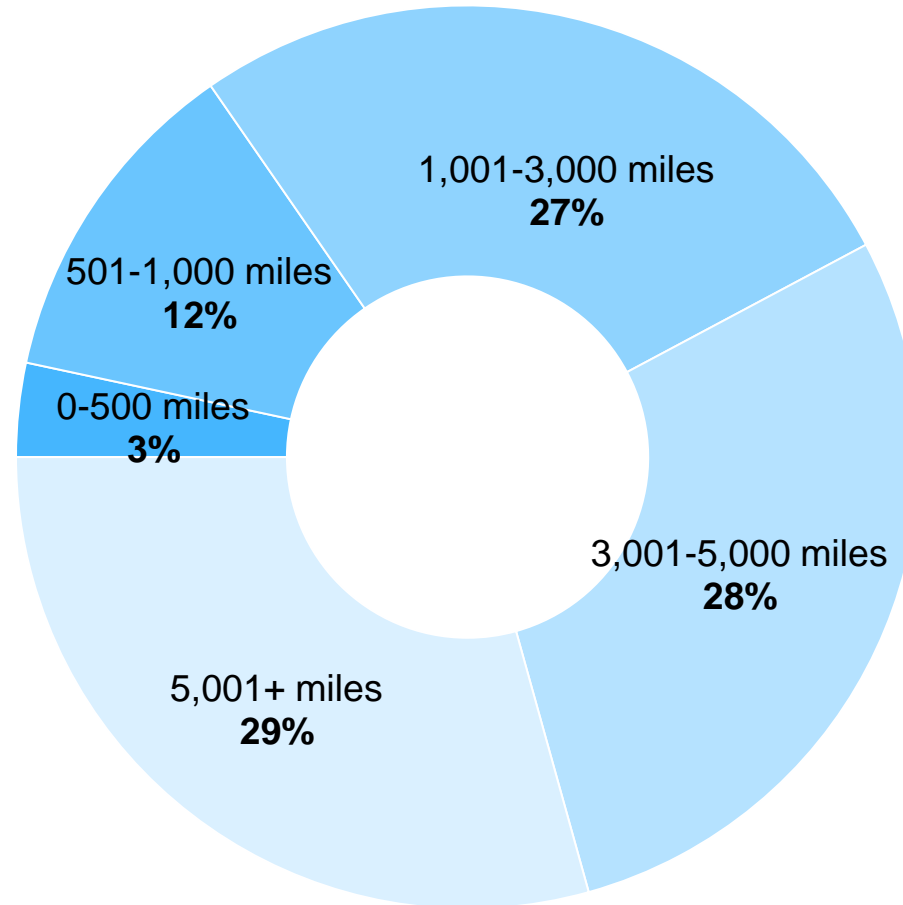
**₩171,482**

Ave. Per Person Per Day Spend



# South Korea Avid Travelers 130M+ Won: Annual Vacation

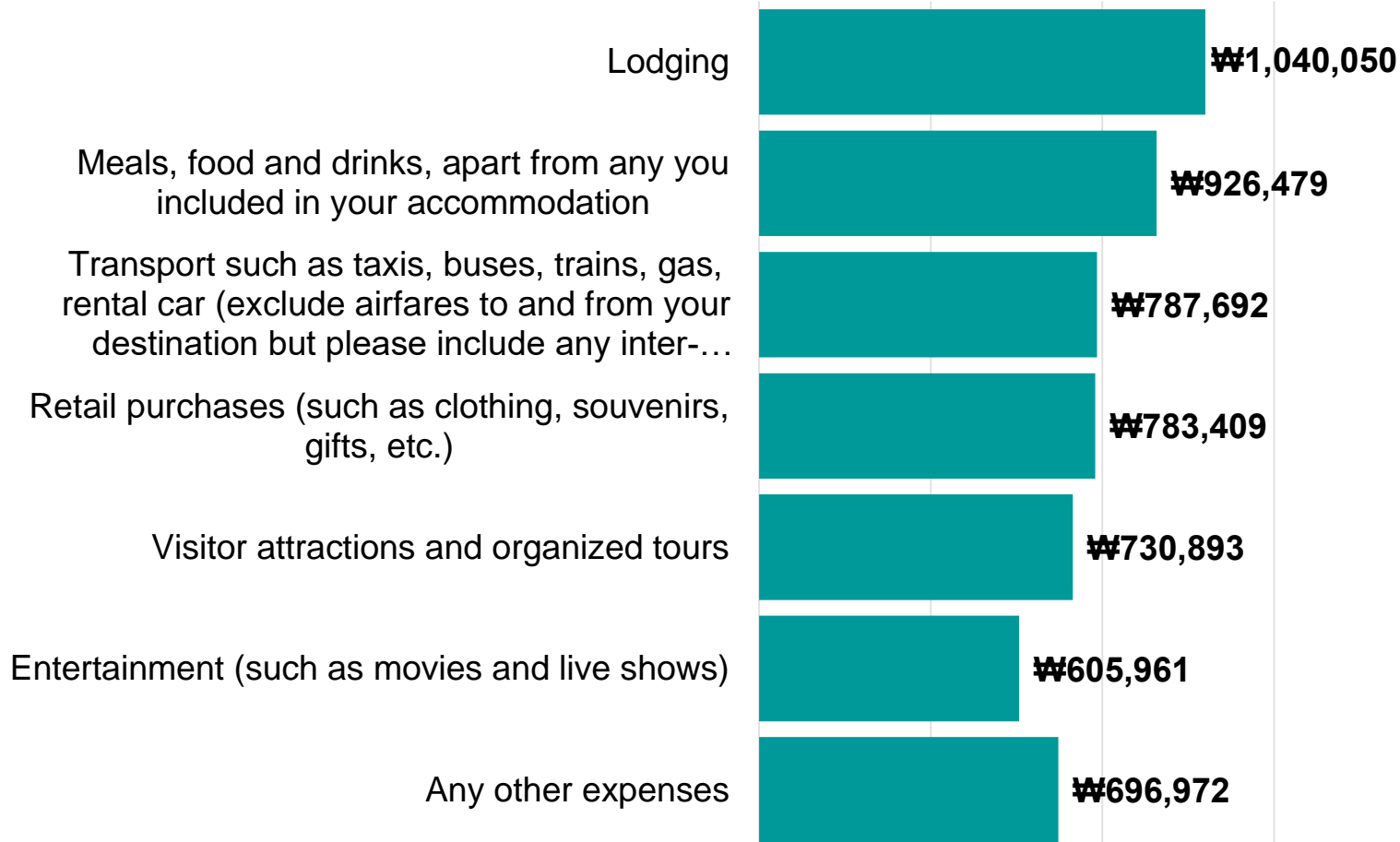
## Distance Travelled on Annual Vacation



Sample Size: n=99

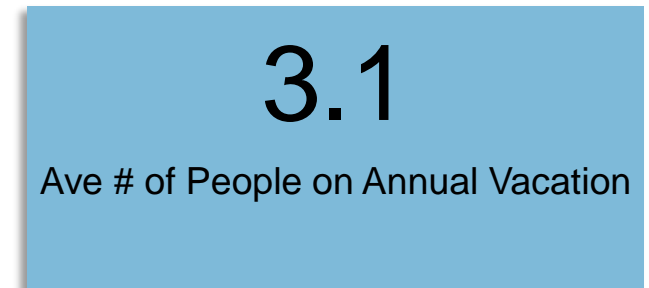
# South Korea Avid Travelers 130M+ Won: Annual Vacation

## Average Spend



Sample Size: n=99

## Spend Per Person Per Day

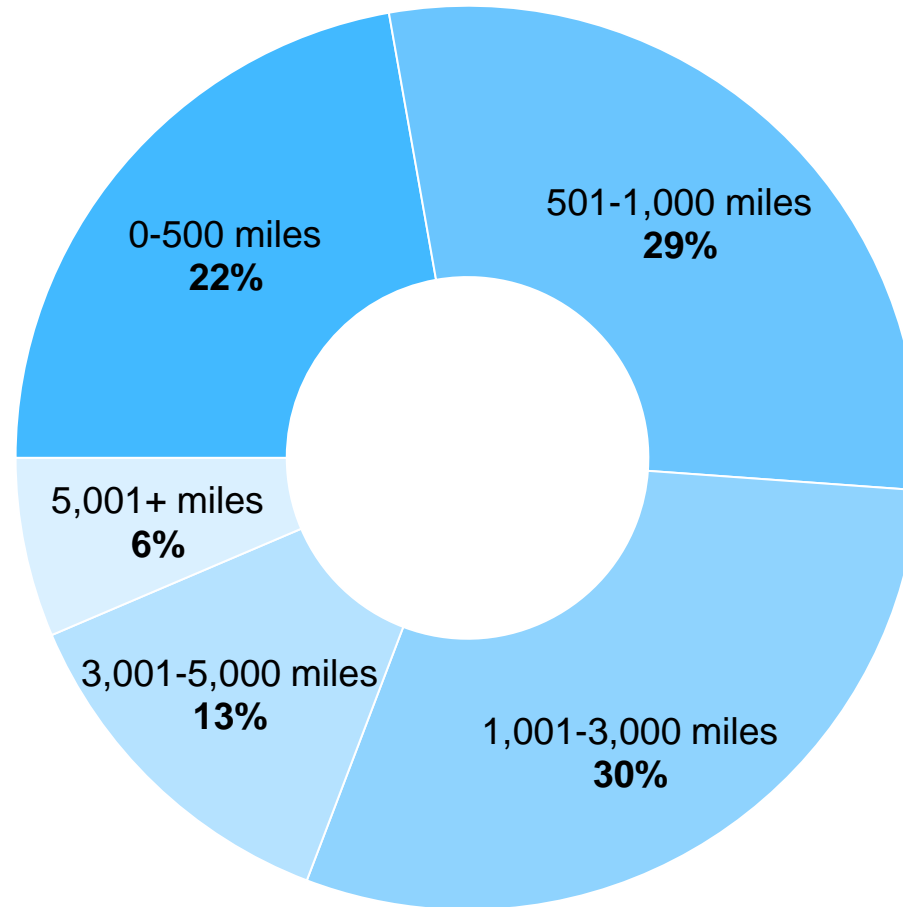


**₩247,098**

Ave. Per Person Per Day Spend

# South Korea Nat Rep: Annual Vacation

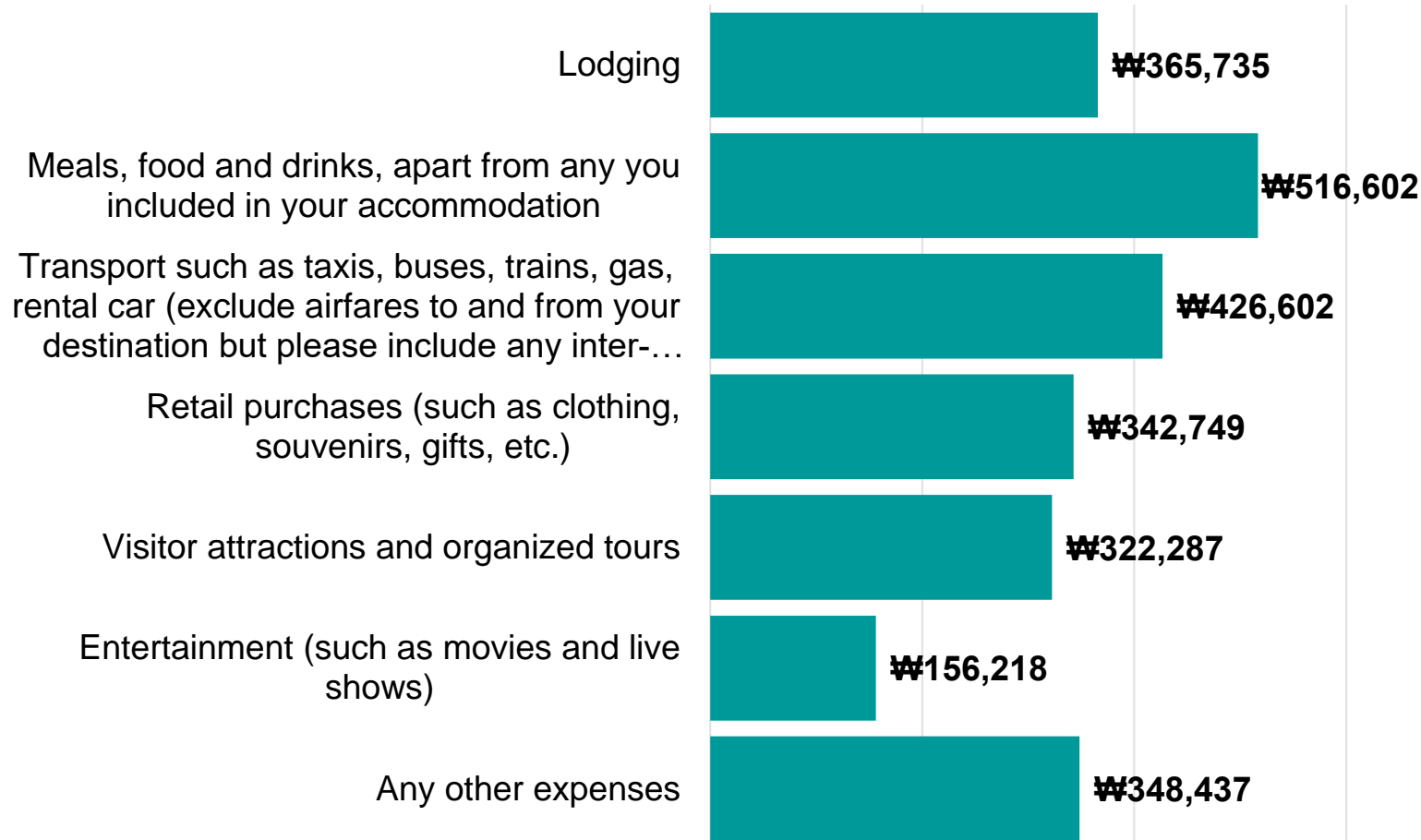
## Distance Travelled on Annual Vacation



Sample Size: n=3,334

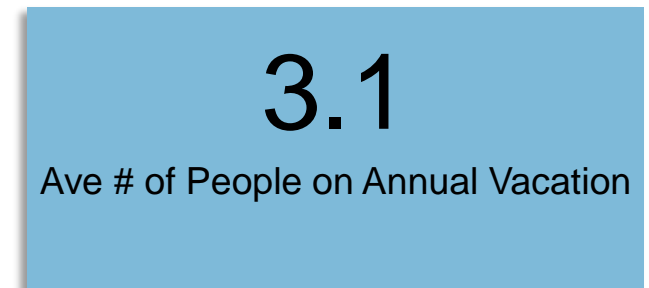
# South Korea Nat Rep: Annual Vacation

## Average Spend



Sample Size: n=3,334

## Spend Per Person Per Day



**₩151,383**

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	38%	39%	47%
Comfort and accessibility	40%	46%	45%
Natural attractions/activities	30%	43%	29%
Family friendly locations and activities	31%	37%	29%
Opportunity to experience local restaurants/businesses	26%	32%	24%
Cultural attractions	30%	34%	28%
Entertainment and nightlife	23%	25%	15%
Consideration of sustainable principles	22%	29%	20%
Safe and secure destination	48%	55%	60%

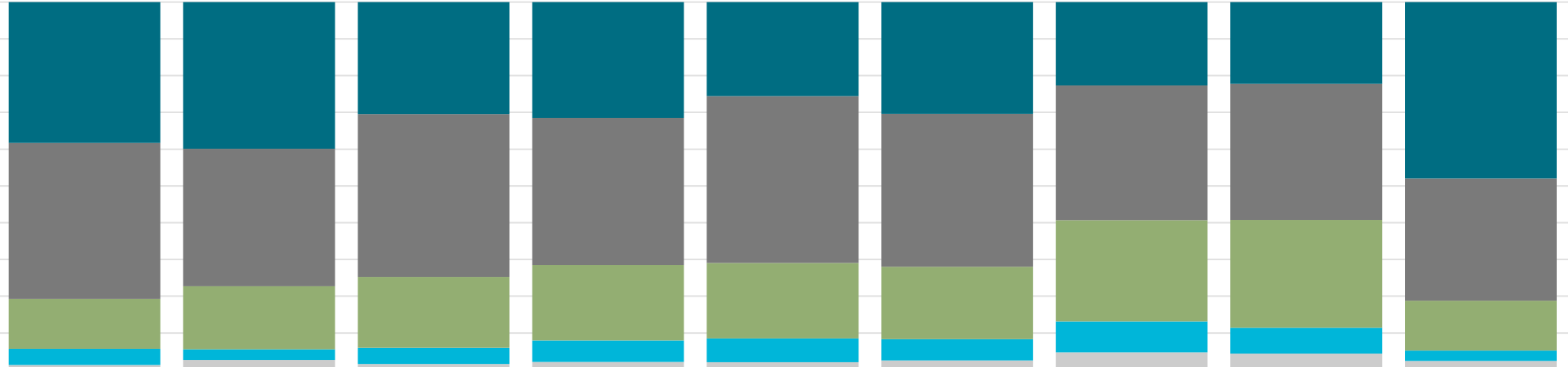
Sample Size:

n=554

n=99

n=3,334

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

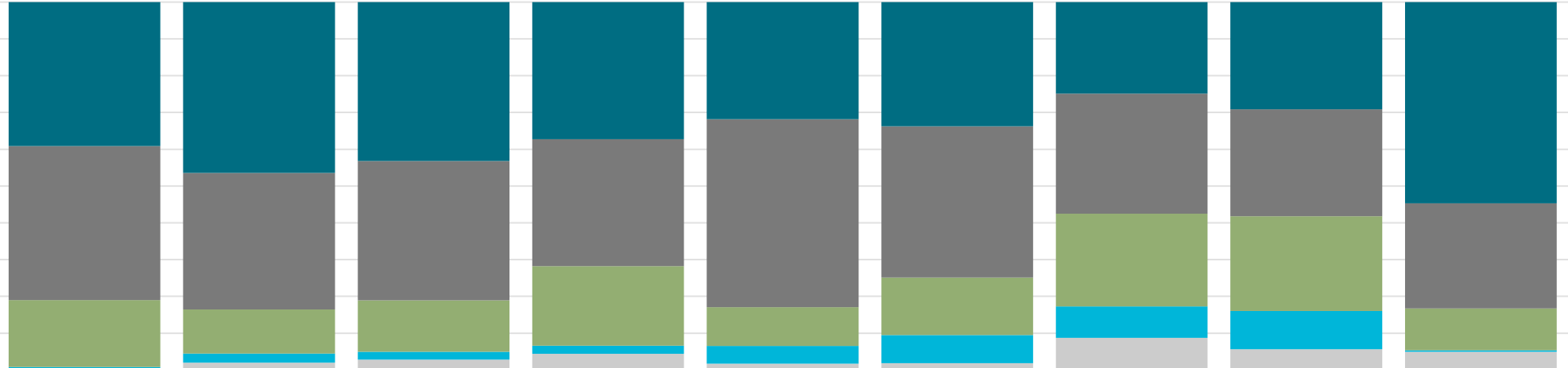


	Value for money	Comfort and accessibility	Natural attractions/activities	Family friendly locations and activities	Opportunity to experience local restaurants/businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination
Very Important 5	38%	40%	30%	31%	26%	30%	23%	22%	48%
4	42%	37%	44%	40%	45%	42%	37%	37%	33%
3	14%	17%	19%	21%	21%	20%	28%	29%	14%
2	4%	3%	4%	6%	6%	6%	8%	7%	3%
Not very Important 1	1%	3%	2%	2%	2%	3%	5%	4%	2%

Not very Important 1
  2
  3
  4
  Very Important 5

Sample Size: n=554

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

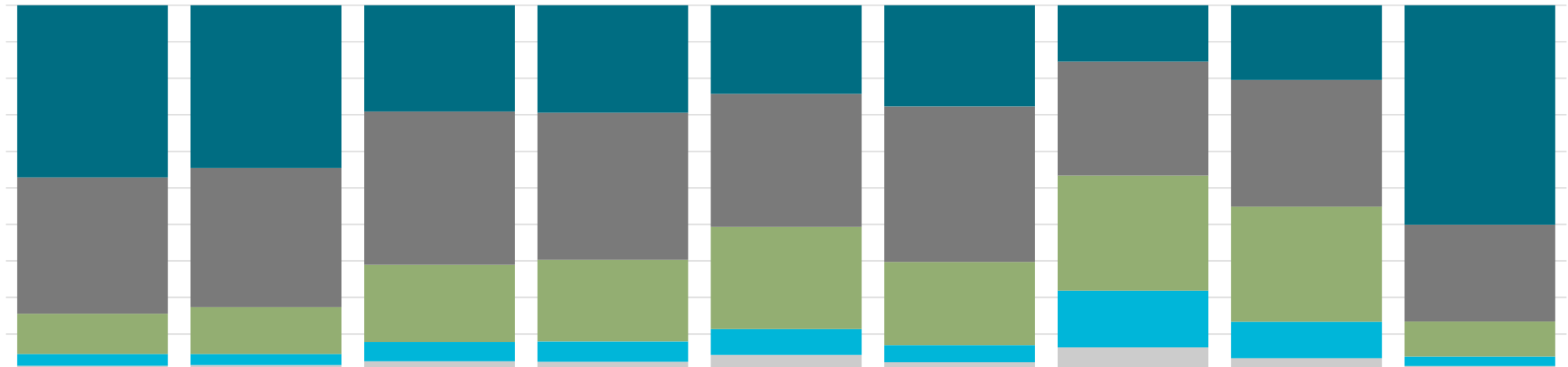


	Value for money	Comfort and accessibility	Natural attractions/activities	Family friendly locations and activities	Opportunity to experience local restaurants/businesses	Cultural attractions	Entertainment and nightlife	Consideration of sustainable principles	Safe and secure destination
Very Important 5	39%	46%	43%	37%	32%	34%	25%	29%	55%
4	42%	37%	38%	34%	51%	41%	33%	29%	29%
3	18%	12%	14%	22%	11%	16%	25%	26%	11%
2	1%	3%	2%	2%	5%	8%	9%	10%	0%
Not very Important 1	0%	2%	3%	4%	2%	2%	9%	6%	5%

Not very Important 1
  2
  3
  4
  Very Important 5

Sample Size: n=99

# 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	Safe and secure destination
Very Important 5	47%	45%	29%	29%	24%	28%	15%	20%	60%
4	37%	38%	42%	40%	36%	43%	31%	35%	27%
3	11%	13%	21%	22%	28%	23%	31%	32%	10%
2	3%	3%	5%	6%	7%	5%	16%	10%	3%
Not very Important 1	1%	2%	3%	2%	4%	2%	6%	3%	1%

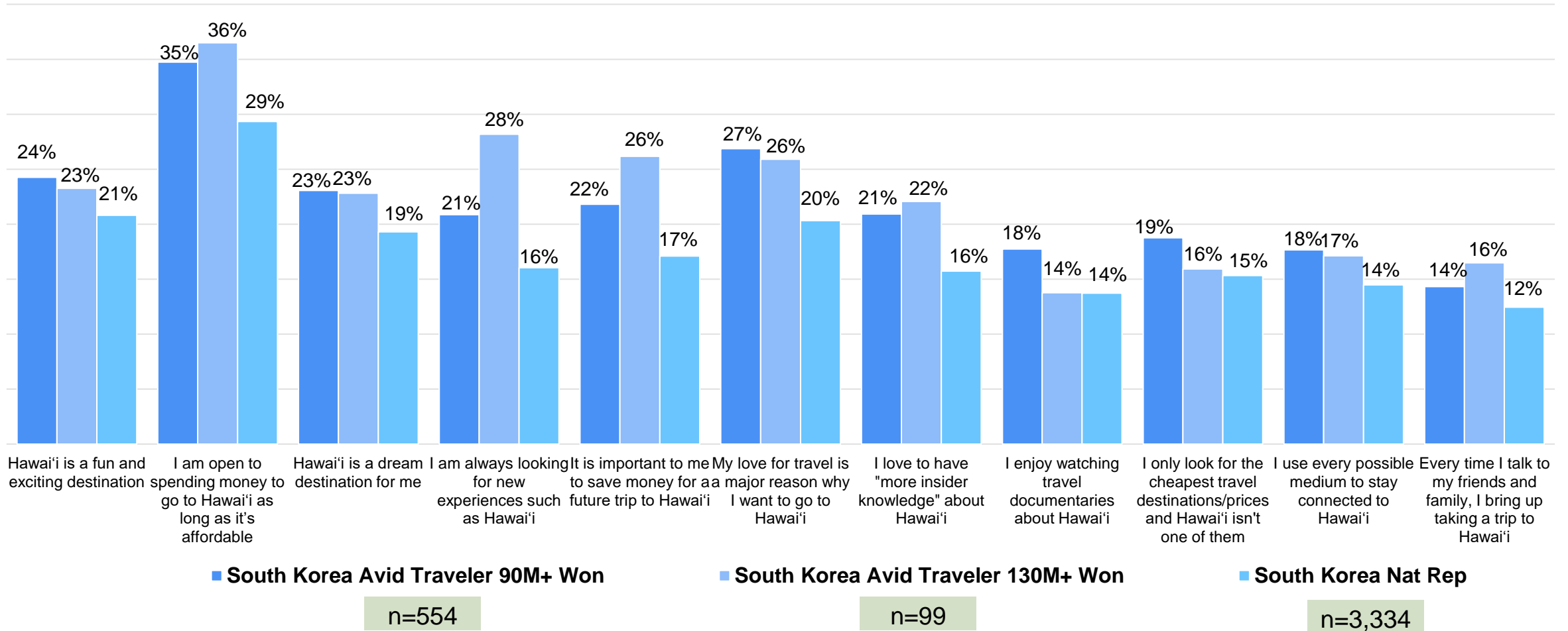
Not very Important 1
  2
  3
  4
  Very Important 5

Sample Size: n=3,334



# South Korea - Hawai'i as an Aspirational Destination

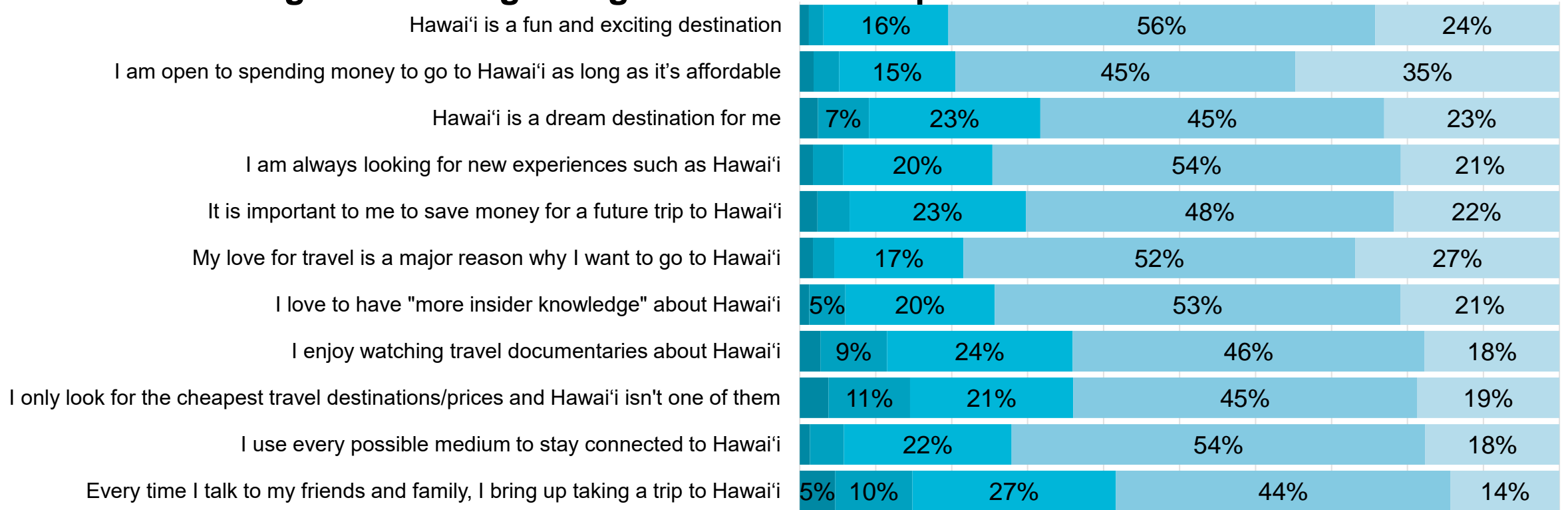
## Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)



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

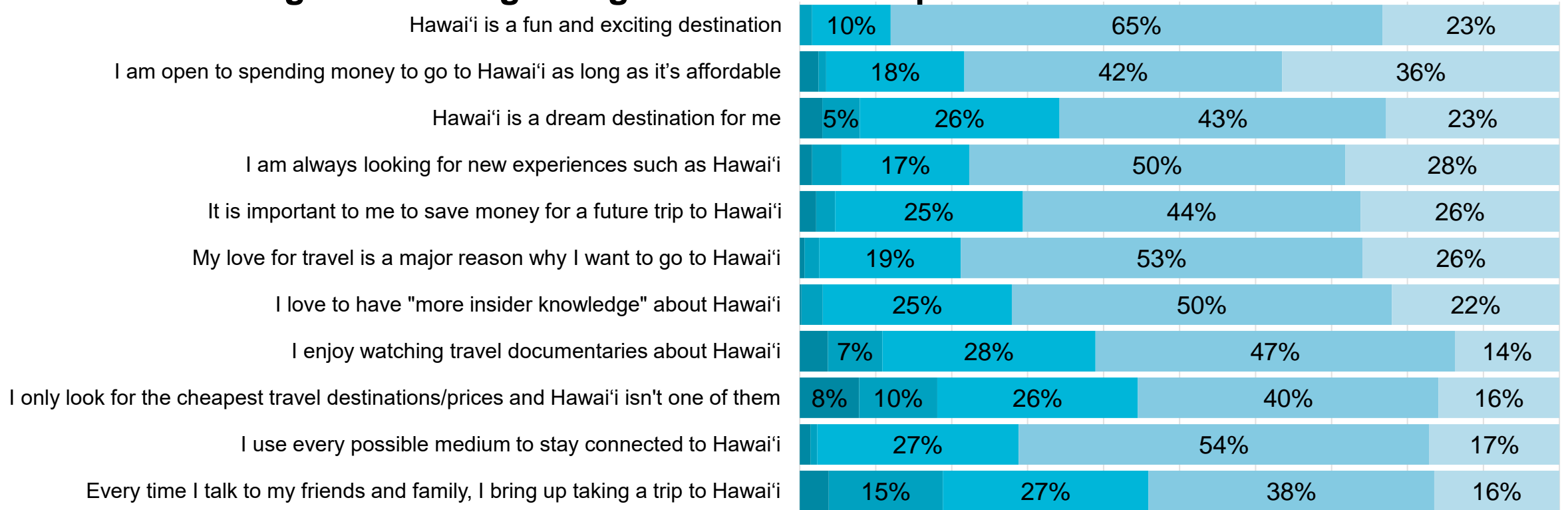


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=554

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

## Agreement Regarding Hawai'i as an Aspirational Destination

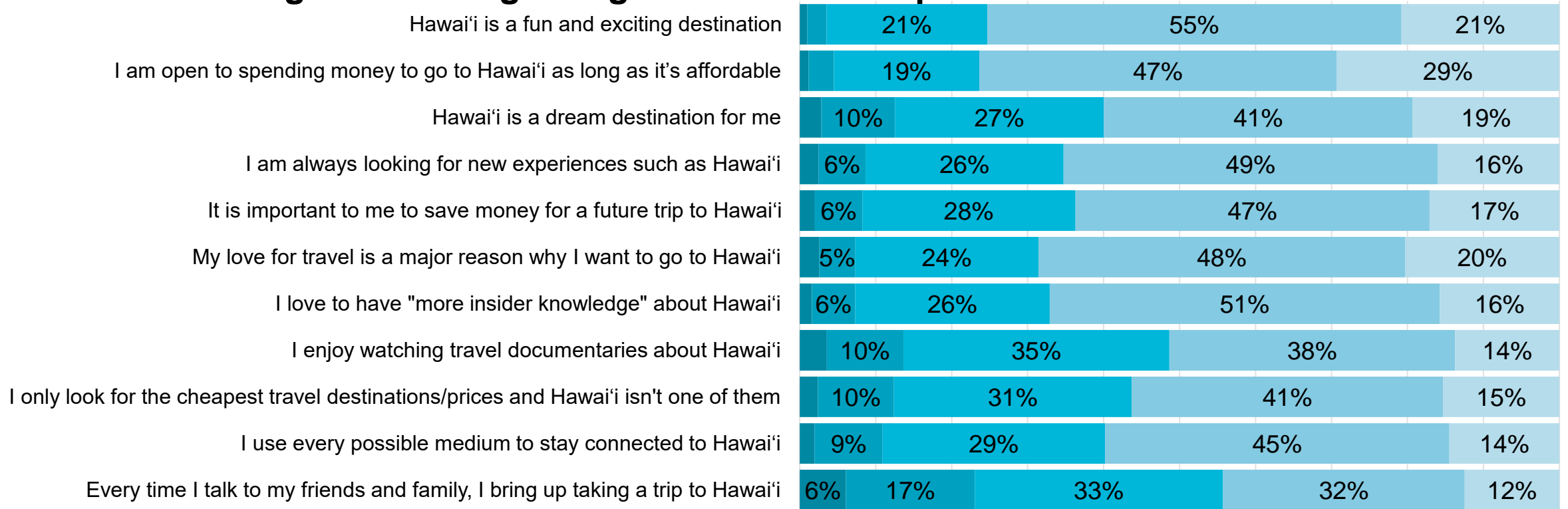


■ Strongly disagree 
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 ■ Neither agree nor disagree 
 ■ Agree 
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Sample Size: n=99

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

## Agreement Regarding Hawai'i as an Aspirational Destination

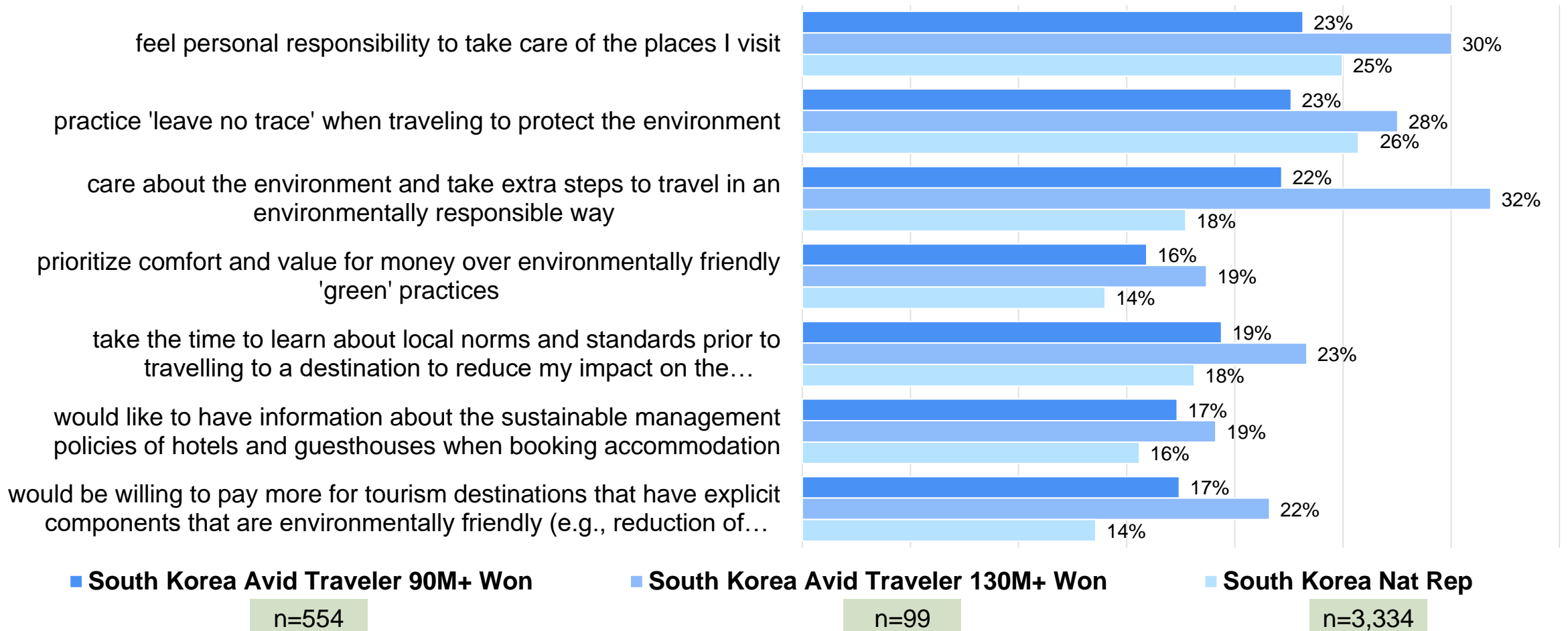


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=3,334

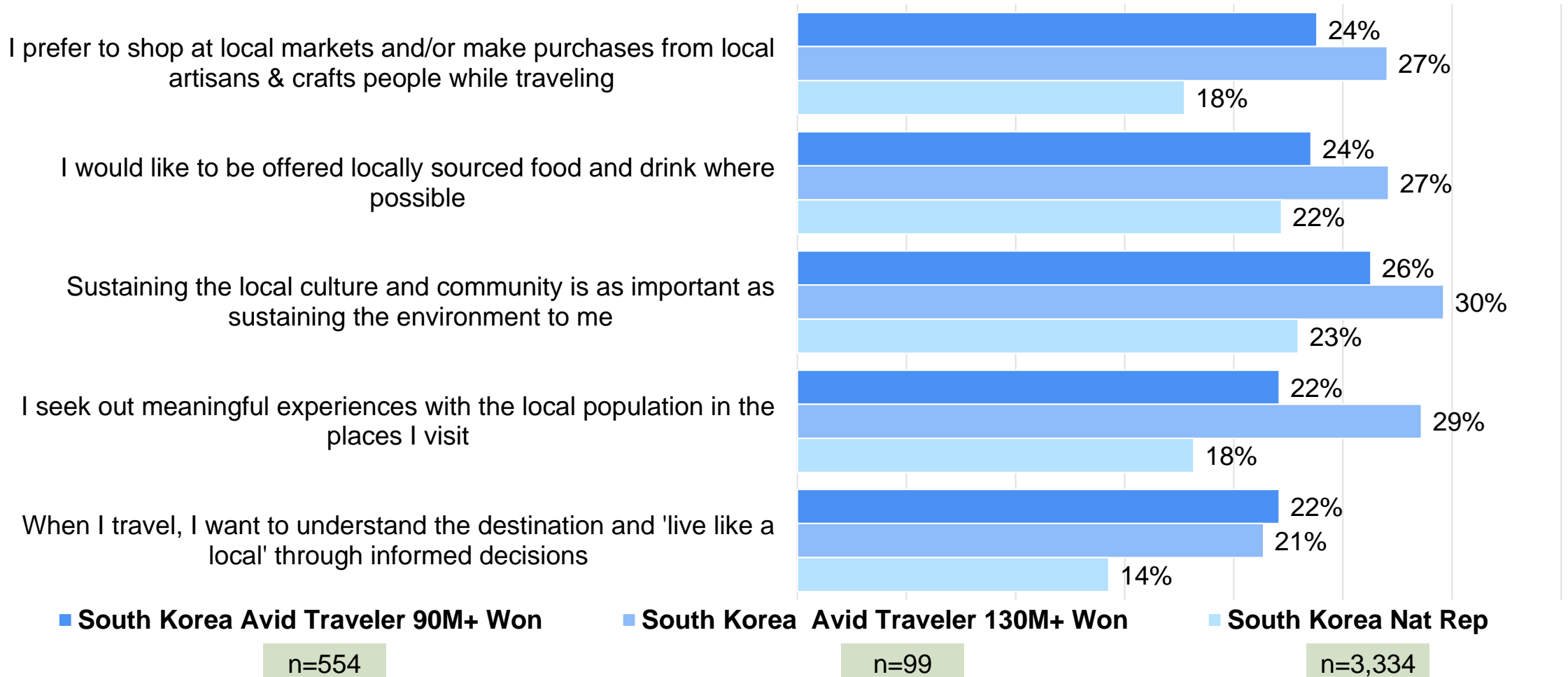
# South Korea - Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



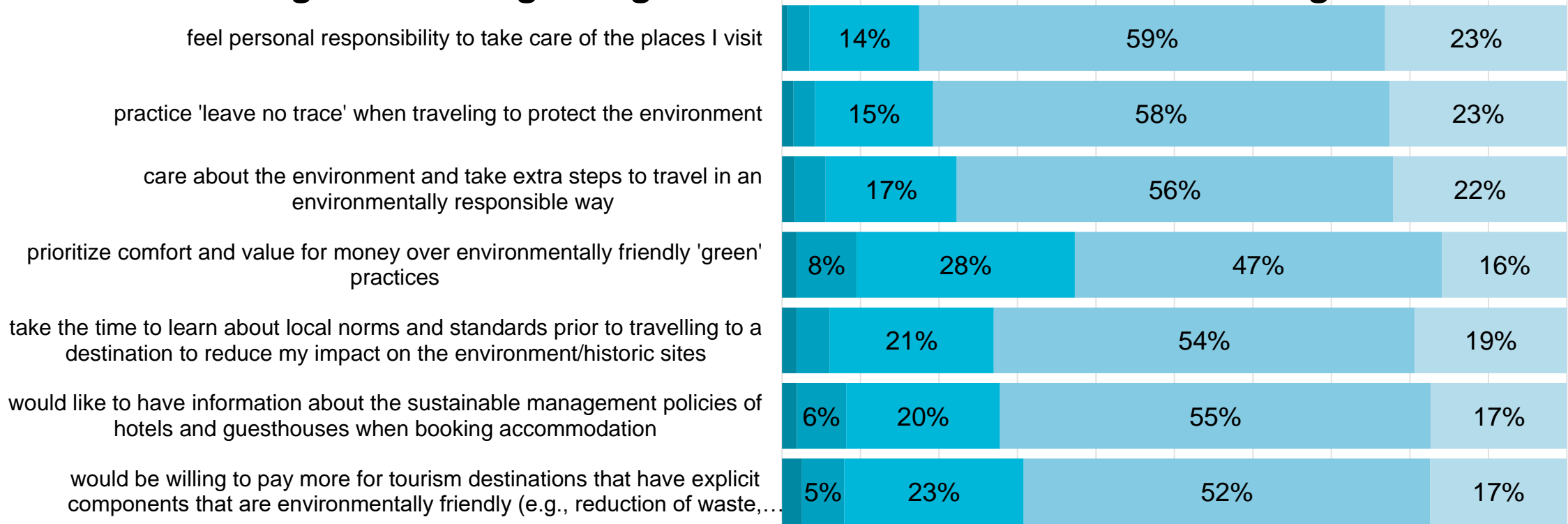
# South Korea - Sustainability and Travel Responsibility Statements

## 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=554

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

## Agreement Regarding Sustaining Local Culture While Traveling



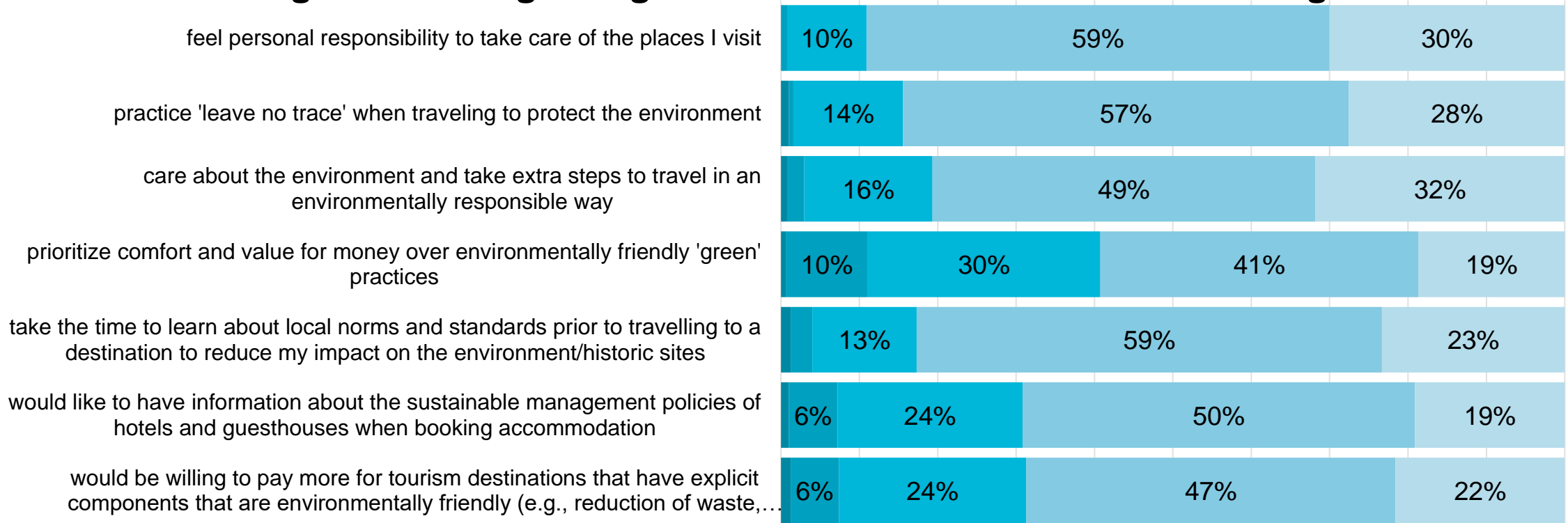
■ Strongly disagree 
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 ■ Agree 
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Sample Size: n=554



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

## Agreement Regarding Sustainable Practices While Traveling

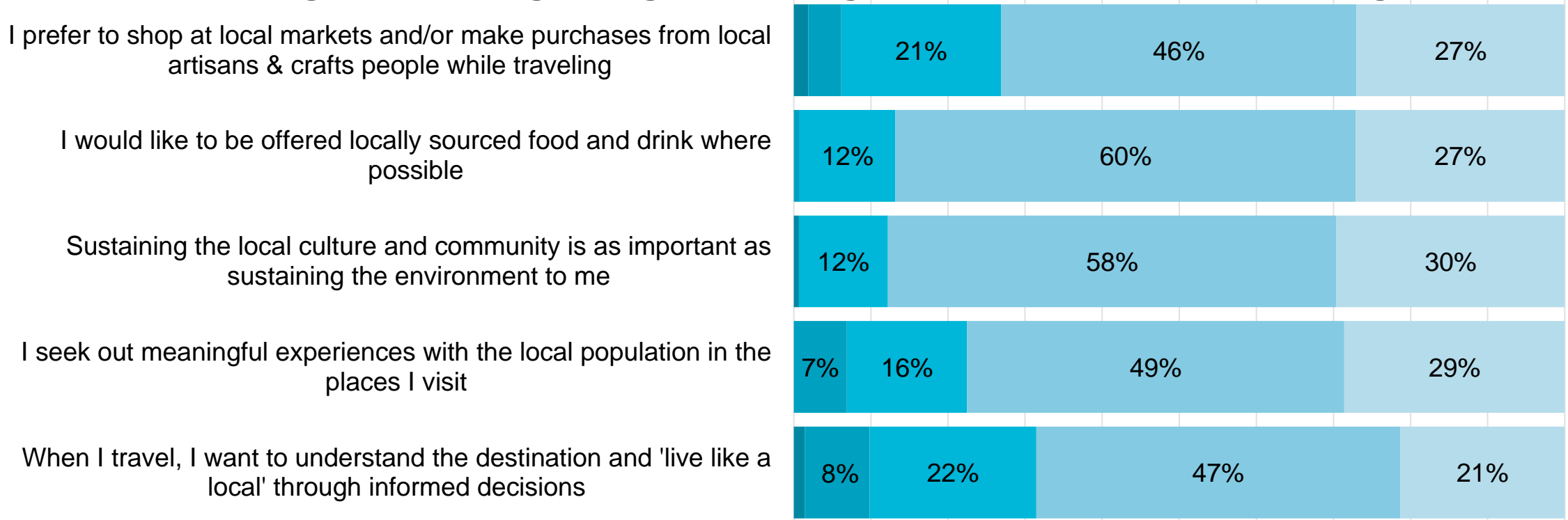


■ Strongly disagree
 ■ Disagree
 ■ Neither agree nor disagree
 ■ Agree
 ■ Strongly agree

Sample Size: n=99

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

## Agreement Regarding Sustaining Local Culture While Traveling

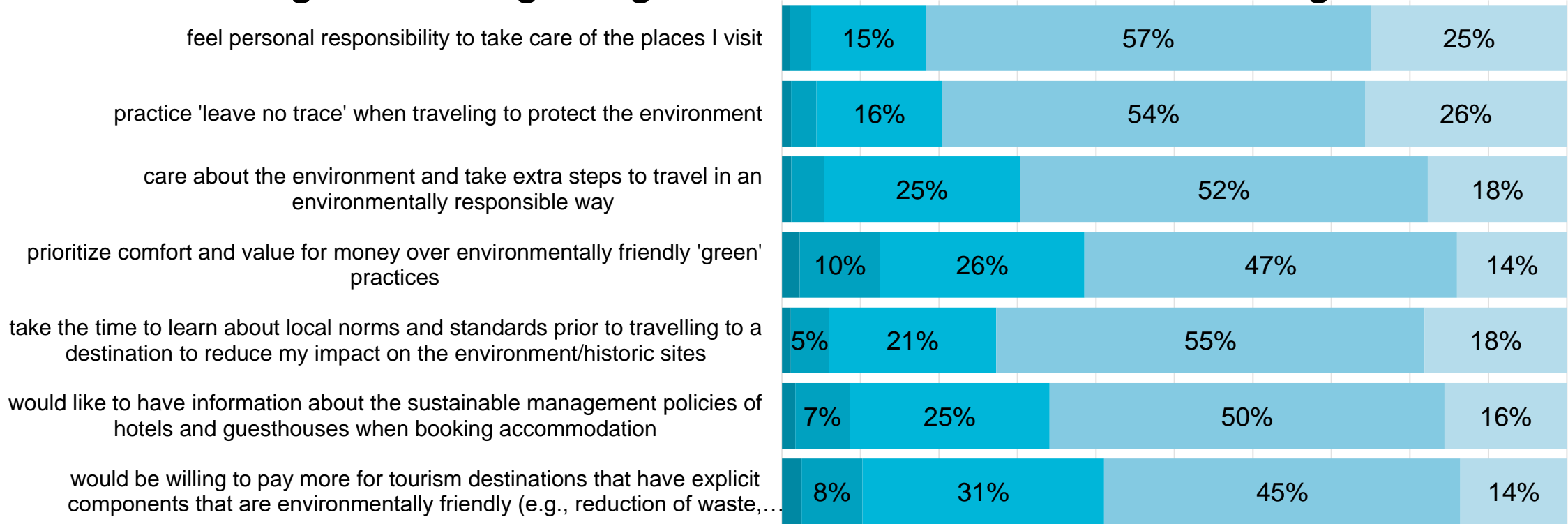


■ Strongly disagree 
 ■ Disagree 
 ■ Neither agree nor disagree 
 ■ Agree 
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Sample Size: n=99

# South Korea Nat Rep: Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustainable Practices While Traveling

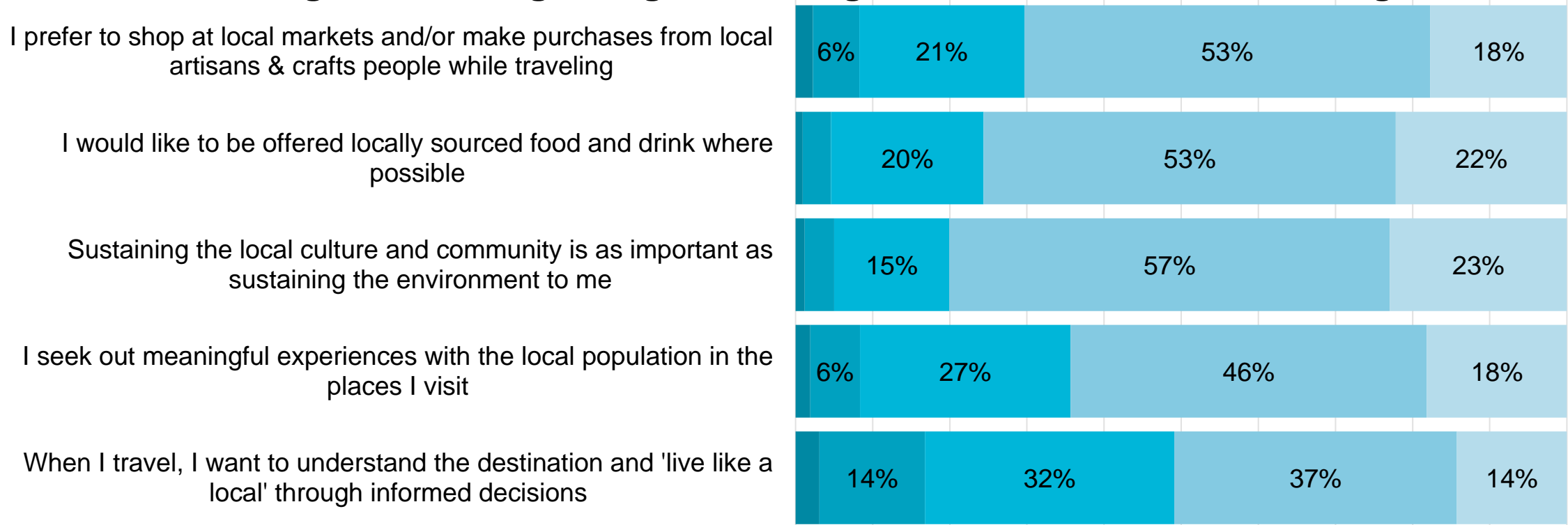


■ Strongly disagree 
 ■ Disagree 
 ■ Neither agree nor disagree 
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Sample Size: n=3,334

# South Korea Nat Rep: Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustaining Local Culture While Traveling

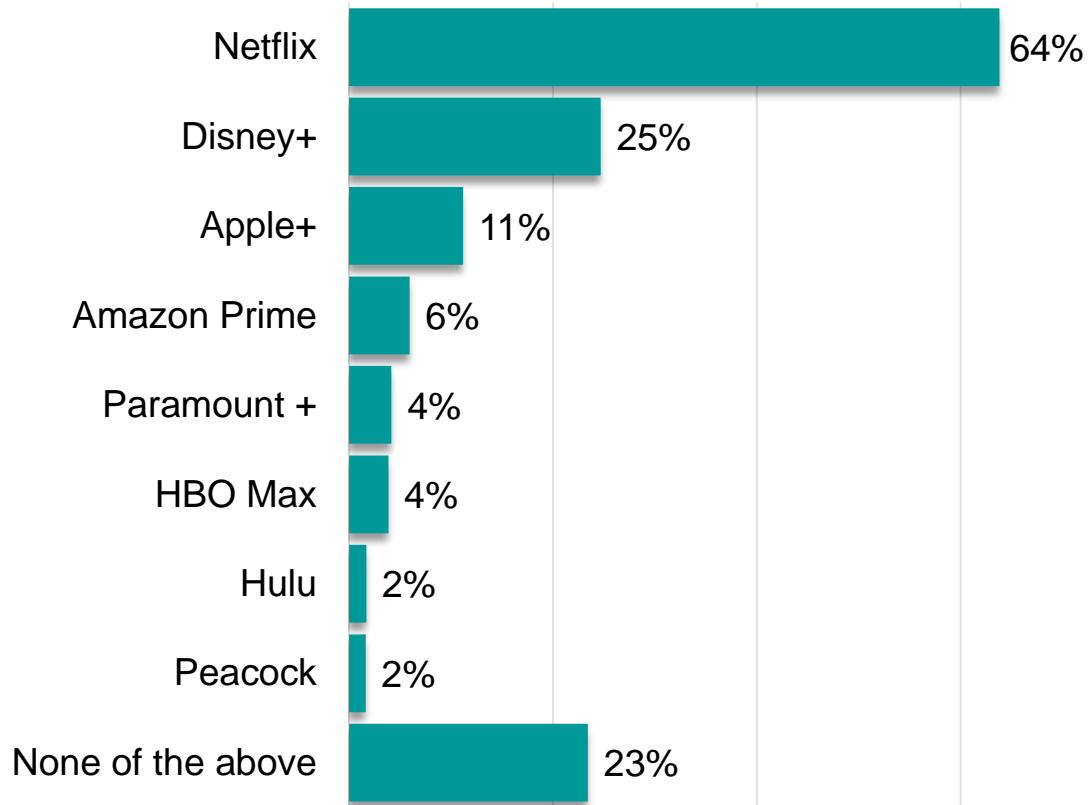


■ Strongly disagree 
 ■ Disagree 
 ■ Neither agree nor disagree 
 ■ Agree 
 ■ Strongly agree

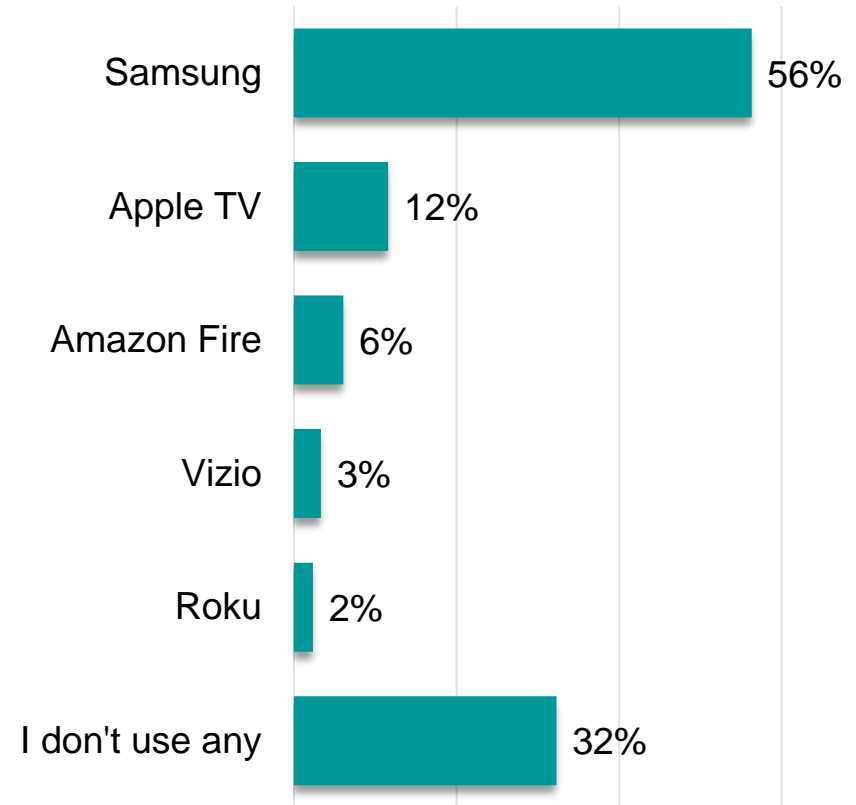
Sample Size: n=3,334

# South Korea Media Consumption

## Streaming Platforms Used Weekly



## Connected Device Used

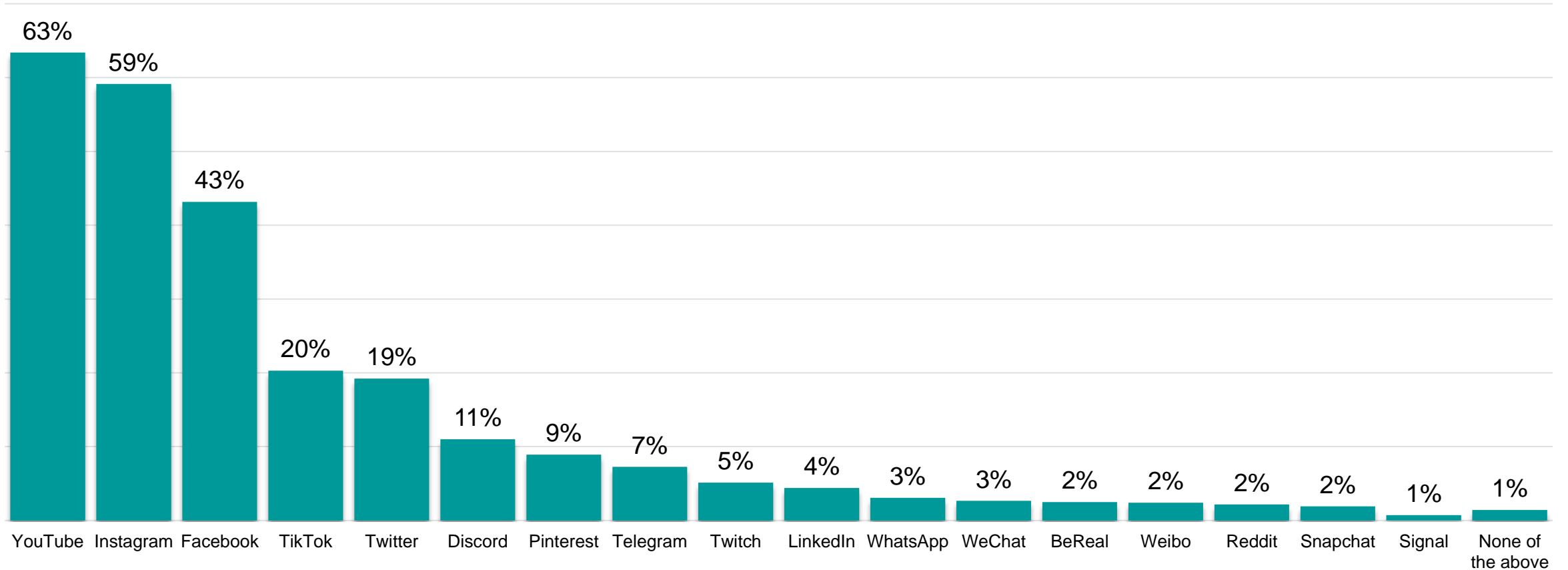


Sample Size: n=3,334

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=3,334

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	42%
Radio	4%
TV commercials	29%
Newspaper	6%
Friends/Family	42%
Social Media	37%
YouTube	62%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	8%
Email	5%
I don't recall	3%

## Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	27%
I search for information about the destination online	61%
I look up the destination on social media	38%
I talk to friends/family about the destination	45%
I book travel to the destination almost immediately	14%
I don't do anything	4%
None of the above	3%

Sample Size: n=3,334