Changes in Korean Travel Behavior Before and After COVID-19 (2019–2024)

Dataset Collected and Curated by ConsumerInsight INC., located in Seoul, Republic of Korea

About the Dataset

This dataset is part of the **Travel Behavior & Planning Study**, one of ConsumerInsight's five syndicated studies on South Korean travelers. Conducted annually since **2015** with approximately **2,000 to 2,500 respondents per month (500 per week)**, the study aims to provide data to support the establishment, implementation, and evaluation of consistent tourism activation strategies by examining recent travel experiences and evaluations, as well as measuring future plans and intentions.

Data Sampling

The dataset for the study, Changes in Korean Travel Behavior Before and After COVID-19 (2019–2024), consists of aggregated response distributions rather than raw, individual-level data. Derived from the Travel Behavior & Planning Study, it provides annual and monthly response ratios for each survey item. This dataset summarizes key trends among South Korean travelers, enabling a longitudinal comparison across the six-year period and providing insights into behavioral changes before and after COVID-19.

Travel Corona Index (TCI)

The Travel Corona Index (TCI) is an indicator designed to compare post-COVID-19 results with pre-pandemic levels. It is calculated by dividing the result of a given month by the corresponding month's result from 2019 (the year before COVID-19) and multiplying by 100

> TCI = (Result for the given month ÷ Result for the same month in 2019) × 100
>
> This index allows for longitudinal comparison and analysis of monthly changes in travel behavior.

Data Contents

The dataset includes the following information:

1. **Domestic Travel**
    - ① **Domestic Travel Experience**
    - ② **Domestic Travel Planning**
2. **Overseas Travel**
    - ① **Overseas Travel Experience**
    - ② **Overseas Travel Planning**

*** Respondent Criteria:** Nationwide men and women aged 20 to 69

*** Sample Size:** 2,000 to 2,500 respondents per month (500 per week)

*** Survey Period:** From January 2019 to December 2024

[Table1] Data File: Changes in Korean Travel Behavior Before and After COVID-19 (2019–2024)

Total Travel (Domestic + Overseas)		
SQ1-1	Single Answer	Tourism and travel expenditure trends_overall
Domestic Travel		
SQ4-0-1.	Single Answer	Travel experience possession rate 3 months_domestic
AA2-1.	Single Answer	Travel destination (metropolitan)_domestic experience
AA2-1.	Single Answer	Travel destination (city)_domestic experience
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_1) blog
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_2) Travel Product Purchase Channel
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_3) Travel-specific information sites/apps (Naver Travel+, TripAdvisor, etc.)
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_4) Official travel destination site (Local gov't Homepage)
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_5) Word of mouth
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_6) Online community
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_7) SOCIAL MEDIA (FACEBOOK, INSTAGRAM, ETC.)
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_8) YouTube (vlogs, clip videos, etc.)
SQ2-3.	Single Answer	Intent to use travel information search channels_domestic_9) TV BROADCASTS
AA17.	Mean	Total travel expenses per person_domestic experience
AA15-2.	Single Answer	Single AnswerAA15-2. Travel preference activities_domestic experience
AA10.	Single Answer	Accommodation domestic experience
AA11-1.	Single Answer	Reasons for choosing accommodation_ domestic experience
AA13-1.	Single Answer	Package reservation/purchase channel_domestic experience
AA13-2.	Single Answer	Car rental/purchase channel_domestic experience
AA13-3.	Single Answer	Airline ticket reservation/purchase channel_domestic experience

AA13-4.	Single Answer	Accommodation reservation/purchase channel_domestic experience
AA13-5.	Single Answer	Admission ticket/tour product reservation/purchase channel_domestic experience
SQ1-3.	Single Answer	Intentions of spending on tourism and travel_domestic
SQ4.	Single Answer	Travel plan possession rate 3 months_domestic
A2-1-2.	Single Answer	Travel destination (metropolitan)_domestic experience
A2-1-2.	Single Answer	Travel destination (city)_domestic experience
SQ2-1.	Single Answer	Travel destination interest_domestic
A3-1.	Mean	Travel Timing_Domestic Experience
A4-3.	Single Answer	Travel preference activities_domestic plans
A10.	Single Answer	Accommodation_domestic plan
Overseas Travel		
SQ4-0-2	Single Answer	Travel experience possession rate 6 months_overseas
BB2-1.	Single Answer	Travel destination (region)_overseas experience
BB2-1.	Single Answer	Travel destination (country)_overseas experience
BB5-2.	Mean	Travel Timing_Overseas Experience
BB16.	Mean	Total travel expenses per person_overseas experience
BB8.	Single Answer	Travel style_overseas experience
BB10.	Multiple Answer	Reservation/Purchase Product_Overseas Experience
BB13-1.	Single Answer	Package reservation/purchase channel_overseas experience
BB13-2.	Single Answer	Rental car reservation/purchase channel_overseas experience
BB13-3.	Single Answer	Flight booking/purchase channel_overseas experience
BB13-4.	Single Answer	Accommodation reservation/purchase channel_overseas experience
BB13-5.	Single Answer	Local transportation reservation/purchase channel_overseas experience
SQ1-4.	Single Answer	Intentions to spend on tourism and travel_overseas
SQ04-1.	Single Answer	Travel plan possession rate 6 months_overseas
B2-1	Single Answer	Travel destination (region)_overseas plan - when the destination is decided.
B2-2.	Single Answer	Travel destination (country)_overseas plan - when the destination is decided.
SQ3-1.	Single Answer	Travel destination interest_overseas
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_1) Blog
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_2) Travel Product Purchase Channel (Travel Agency, etc.)
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_3) Travel-specific information sites/apps (Naver Travel+, TripAdvisor, etc.)
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_4) Official travel destination site
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_5) Word of mouth
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_6) Online community
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_7) SOCIAL MEDIA (FACEBOOK, INSTAGRAM, ETC.)
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_8) YouTube(vlogs, clip videos, etc.)
SQ3-3.	Single Answer	Intent to use travel information search channel_overseas_9) TV BROADCASTS
B8.	Single Answer	Travel style_overseas experience