Monthly Report Summary (Jan. 2023- Dec. 2024)

: Domestic and Overseas Travel Trends for South Korea

ConsumerInsight

March 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ Since the full lifting of social distancing in April 2022, domestic overnight travel surged sharply, showing signs of overheating before stabilizing at 66.9% after September. ▸ Average stay length was 1.94 nights, with average total spending per person of ₩243,000, and strong preference for hotel accommodations.	▸ The overseas travel experience rate tripled from 7.0% (Mar 2022) to 22.1% (Mar 2023), reflecting a strong outbound travel rebound. ▸ "Pent-up" travel spending has driven a supplier-dominated market. ▸ Asia's destination share rose from ~50% to 75.8%, with travelers averaging 6.77 nights and spending ₩1.78 million per trip.
Compared to the Pre-COVID-19 Period	▸ According to the Travel Corona Index (TCI), inflation has driven increases in total travel expenditure (TCI 117) and daily average expenditure (TCI 119). ▸ Hotel stays increased significantly (TCI 128), while trips to the Gyeongsang region declined notably (TCI 85).	▸ The travel experience rate over the past six months was 22.1%, about half of the pre-pandemic level (43.8%), corresponding to a Travel Corona Index (TCI) of 50. ▸ The travel planning rate stood at 42.9% (TCI 75). Rising travel costs and supply constraints continue to suppress latent travel demand.
Future Outlook	▸ With the previously high travel desire still lingering (Plan Rate TCI 110), travel demand is expected to keep rising. ▸ Rising travel costs and strong hotel preference are likely to increase	▸ The full recovery of overseas travel depends more on supply capacity than on demand. Market normalization is expected to take considerable time as supply and demand gradually balance.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	66.9% (Past 3 Months)	1.94 (nights)	24.3 (10,000KRW)	8.3 (10,000KRW)	1 Gyeongsang 25.9%	1 Nature Viewing 22.7%	1 Hotel 32.5%	74.0% (Next 3 Months)	1 Gyeongsang 26.8%	1 Nature Viewing 29.0%
TCI	101	100	117▲	119▲	85▽	99	128▲	110▲	100	97
Overseas Travel	22.1% (Past 6 Months)	6.77 (nights)	178.3 (10,000KRW)	23.0 (10,000KRW)	1 Asia 75.8%	Rest 20.6%	-	42.9% (Next 6 Months)	1 Asia 68.6%	Rest 21.2%
TCI	50▽	128▲	123▲	101	100	107		75▽	94	116▲

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for March 2023 / Result for March 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

April 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ As of April 2023, domestic overnight travel stabilized at 66.2%, following a surge after social distancing ended in April 2022 and a decline post-September. ▸ Average trip duration was 1.93 nights, with avg. total spending of ₩235,000 and daily spending of ₩80,000. Hotel usage remained consistently high.	▸ As of April 2023, the overseas travel experience rate was 19.4%, down 2.7 percentage points from March's peak of 22.1%. ▸ The share of Asian destinations slightly declined, while the Americas and South Pacific increased. Average trip length was 7.41 nights, with average total spending of ₩1.95 million per traveler.
Compared to the Pre-COVID-19 Period	▸ The Travel Corona Index shows total travel spending (115) and daily spending (111) up from pre-pandemic levels. ▸ Domestic overnight travel experience TCI is 102, near pre-COVID levels. ▸ Camping (164) and hotels (132) saw notable TCI increases.	▸ According to the Travel Corona Index (TCI), average travel duration (142) and total expenditure (141) increased over 40% compared to pre-pandemic levels—the highest among all indicators. ▸ The travel experience rate (19.4%) is half that of April 2019 (39.7%), with a TCI of 49, while the travel planning rate is 44.6% (TCI 82).
Future Outlook	▸ Domestic travel planning held steady at a TCI of 104, indicating gradual normalization of previously high demand. ▸ However, persistent inflation is expected to drive travel costs	▸ The overseas travel planning rate steadily rose over the past year, from a low of 25.9% to 44.6% in April, with the upward trend expected to continue.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	66.2% (Past 3 Months)	1.93 (nights)	23.5 (10,000KRW)	8.0 (10,000KRW)	1 Gyeongsang 26.5%	1 Nature Viewing 24.5%	1 Hotel 30.8%	73.8% (Next 3 Months)	1 Gyeongsang 26.2%	1 Nature Viewing 27.8%
TCI	102	104	115▲	111▲	95	100	132▲	104	89▽	96
Overseas Travel	19.4% (Past 6 Months)	7.41 (nights)	195.1 (10,000KRW)	23.2 (10,000KRW)	1 Asia 73.5%	Rest 17.7%	-	44.6% (Next 6 Months)	1 Asia 70.3%	Rest 19.9%
TCI	49▽	142▲	141▲	104	93	83▽		82▽	98	90▽

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for April 2023 / Result for April 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

May 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ In May 2023, domestic overnight travel rebounded to 69.2%, the first recovery in eight months. The Travel Corona Index (TCI) was 104, slightly above pre-COVID levels. ▸ Average trip length was 1.96 nights, with total spending of ₩230,000 and daily spending of ₩78,000. Hotel use remained high at 28.9%.	▸ In May 2023, the overseas travel experience rate hit 23.7%, the highest since COVID-19, but the Travel Corona International Index (TCII) stayed at 58. ▸ Trips to Asia and the Americas grew slightly. Average trip length was 6.29 nights, with spending of ₩1.865 million per person. TCI scores for trip duration and total spending were 119 and 133, respectively.
Compared to the Pre-COVID-19 Period	▸ According to the TCI, key indicators—including travel experience rate, trip duration, total spending, and daily spending—ranged from 104 to 108, exceeding pre-pandemic levels. ▸ Hotel accommodation share rose notably, with a TCI of 124.	▸ Travel experience rate (58) stayed 40%+ below pre-pandemic, while trip duration (119) and spending (133) rose sharply. ▸ Travel planning rate TCI was 70, about 30% below pre-pandemic. ▸ Newlywed households' overseas travel plans rose sharply (+18.7%p).
Future Outlook	▸ The travel planning rate edged up to a TCI of 108, above pre-pandemic levels. ▸ With summer approaching, travel planning is expected to rise,	▸ Overseas travel experience TCI was 58; planning TCI, 70. ▸ Despite strong latent demand, economic limits are shifting travel to shorter, nearby, cheaper trips, reducing individual FIT travel and

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	69.2% (Past 3 Months)	1.96(nights)	23.0(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 26.3%	1 Nature Viewing 24.6%	1 Hotel 28.9%	75.9% (Next 3 Months)	1 Gyeongsang 26.3%	1 Nature Viewing 24.9%
TCI	104	105	108	107	88	104	124▲	108	96	89▽
Overseas Travel	23.7% (Past 6 Months)	6.29(nights)	186.5(10,000KRW)	25.6(10,000KRW)	1 Asia 77.4%	-	-	40.5% (Next 6 Months)	1 Asia 68.9%	-
TCI	58▽	119▲	133▲	116▲	97			70▽	93	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for May 2023 / Result for May 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

June 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ In June 2023, overnight travel fell to 67.4% (from 69.2%), while the Travel Corona Index (TCI) remained slightly above pre-pandemic levels at 102. ▸ Average trip length was 2.07 nights, with total spending of ₩234,000 and daily spending of ₩76,000. ▸ Hotel stays remained high at 28.3% but have declined since April 2023.	▸ The overseas travel experience rate hit a post-COVID high of 23.7%, continuing its upward trend, though TCI remained low at 57. ▸ Travel to Asia and the South Pacific rose slightly, with 5.6 nights and ₩1.71 million spent per person (TCIs: 112, 125).
Compared to the Pre-COVID-19 Period	▸ In TCI terms, travel experience, duration, total cost, and daily cost all exceeded 100 (102-117), surpassing pre-pandemic levels. ▸ Hotel accommodation share rose notably, with a TCI of 135.	▸ In TCI terms, the travel experience rate (57) stayed 40% below pre-COVID, while trip duration (112) and spending (125) rose sharply. ▸ Travel planning TCI was 78, about 20% lower than pre-COVID. ▸ Newlywed households showed a notable year-on-year rise in overseas travel planning (+19.1%p).
Future Outlook	▸ The travel planning rate (75.9%) held steady from last month, with a TCI of 102, near pre-pandemic levels. ▸ With summer approaching, planning is expected to rise, but trips are shortening and daily costs falling, reflecting a shift to shorter, closer,	▸ Overall, experience TCI (57) and planning TCI (78) indicate partial recovery. ▸ Demand for individual (FIT) travel, which surged during COVID-19, is gradually shifting to package tours, led by Hana Tour (TCI 116).

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	67.4% (Past 3 Months)	2.07 (nights)	23.4 (10,000KRW)	7.6 (10,000KRW)	1 Gyeongsang 24.9%	1 Nature Viewing 25.3%	1 Hotel 28.3%	75.9% (Next 3 Months)	1 Gyeongsang 26.1%	1 Nature Viewing 27.0%
TCI	102	117▲	114▲	103	86▽	96	135▲	102	101	91
Overseas Travel	23.7% (Past 6 Months)	5.60 (nights)	170.9 (10,000KRW)	25.9 (10,000KRW)	1 Asia 78.3%	-	-	44.7% (Next 6 Months)	1 Asia 75.3%	-
TCI	57▽	112▲	125▲	115▲	101			78▽	104	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for June 2023 / Result for June 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

July 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The average overnight trip lasted 2.02 nights, with total and daily expenses of KRW 230,000 and KRW 76,000, continuing a downward trend. ▸ Hotel usage stayed relatively high (27.7%) but has declined since March 2023 (32.5%). ▸ Social media (SNS) overwhelmingly dominated travel information searches, surpassing public and commercial sources.	▸ The share of travel to Asia, which had been on the rise, slightly declined, while travel to Europe increased compared to the previous month. ▸ Consequently, the average duration of overseas trips rose to 6.20 nights (TCI 115), with total spending of 1.83 million KRW (TCI 135) and daily spending of 255,000 KRW (TCI 121) — an increase from June, likely due to the summer vacation season.
Compared to the Pre-COVID-19 Period	▸ According to the Travel Corona Index (TCI), only the travel experience rate fell below 100 (95), while travel duration, total spending, and daily spending all exceeded pre-pandemic levels (103-107).	▸ The overseas travel experience rate over the past six months rose sharply to 26.0%, but it still falls short of the 43% recorded before COVID-19 (TCI 60).
Future Outlook	▸ As SNS continues to dominate travel information sources, public and commercial channels have weakened further. ▸ Identifying causes and developing countermeasures is urgently needed.	▸ At the current pace, it will take about 10 months for the overseas travel experience rate (past six months) to return to pre-pandemic levels. ▸ Travel is expected to concentrate more on Asian destinations moving forward.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	66.7% (Past 3 Months)	2.02 (nights)	23.0 (10,000KRW)	7.6 (10,000KRW)	1 Gyeongsang 26.6%	1 Nature Viewing 24.5%	1 Hotel 27.7%	74.9% (Next 3 Months)	1 Gangwon-do 25.7%	1 Nature Viewing 28.3%
TCI	95	105	107	103	105	95	121▲	99	100	98
Overseas Travel	26.0% (Past 6 Months)	6.20 (nights)	183.4 (10,000KRW)	25.5 (10,000KRW)	1 Asia 77.3%	-	-	45.3% (Next 6 Months)	1 Asia 77.6%	-
TCI	60▽	115▲	135▲	121▲	102			79▽	110	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for July 2023 / Result for July 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The average overnight trip lasted 2.08 nights, with total and daily expenditures of 238,000 KRW and 77,000 KRW, continuing a downward trend. ▸ Hotel usage remains high at 26.9% but has declined since March 2023 (32.5%). ▸ Social media (SNS) continues to dominate as the primary travel information source, surpassing public and commercial channels.	▸ The share of Asian destinations continues to rise, while Europe saw a slight decline compared to the previous month. ▸ Consequently, the average duration of overseas trips reached 6.18 nights (TCI 115), and the average total and daily expenditures rose to 1.838 million KRW (TCI 133) and 256,000 KRW (TCI 119), respectively — an increase from June, likely reflecting the summer vacation effect.
Compared to the Pre-COVID-19 Period	▸ According to the Travel Corona Index (TCI), only the travel experience rate was below 100 (97), while trip duration, total expenditure, and daily expenditure all exceeded pre-pandemic levels (102-107).	▸ Over the past six months, the overseas travel experience rate surged to 28.2%, but still falls short of the pre-pandemic level of 40% (TCI 71).
Future Outlook	▸ Despite persistent inflation, travel spending continues to decline. ▸ This indicates that reduced travel consumption may lead to an overall slowdown in the tourism industry.	▸ At the current pace, it will take over six months for the overseas travel experience rate (past six months) to return to pre-pandemic levels. ▸ Travel to Asian destinations is expected to concentrate even more.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	70.6% (Past 3 Months)	2.08(nights)	23.8(10,000KRW)	7.7(10,000KRW)	1 Gyeongsang 26.1%	1 Nature Viewing 25.0%	1 Hotel 26.9%	71.7% (Next 3 Months)	1 Gyeongsang 24.8%	1 Nature Viewing 26.3%
TCI	97	102	107	105	101	95	120▲	99	94	94
Overseas Travel	28.2% (Past 6 Months)	6.18(nights)	183.8(10,000KRW)	25.6(10,000KRW)	1 Asia 78.0%	-	-	43.9% (Next 6 Months)	1 Asia 75.4%	-
TCI	71▽	115▲	133▲	119▲	104			85▽	113	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for August 2023 / Result for August 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

September 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The average overnight trip lasted 2.09 nights, with total spending of 242,000 KRW and daily spending of 78,000 KRW, showing a modest rebound. ▸ Hotel usage rose slightly to 27.4% after declining from 32.5% in March 2023. SNS remains the dominant travel information source, far surpassing public and commercial channels.	▸ Over the past six months, the overseas travel experience rate rose to 29.3%, with Asian destinations exceeding an 80% share for the first time. ▸ The average trip lasted 5.88 nights, with per-person spending of 1.73 million KRW and daily spending of 252,000 KRW — both relatively high but steadily declining over the past year.
Compared to the Pre-COVID-19 Period	▸ In terms of TCI (Travel Corona Index), only the travel experience rate remains below 100 (98), while travel duration, total spending, and daily spending all exceed pre-pandemic levels (104-111).	▸ The Travel Corona Index (TCI) for travel experience was 70, well below pre-pandemic levels. ▸ However, trip duration (111), total spending (122), and daily spending (112) all exceeded 100, showing travelers are spending more than before COVID-19.
Future Outlook	▸ Due to persistent high inflation, travel expenses have been on the rise since July 2023. ▸ A divergence among domestic destinations has emerged, with Jeju Island showing a notable long-term decline.	▸ At the current pace, it will take over six months for the overseas travel experience rate to return to pre-pandemic levels. ▸ Travel to Asian destinations is expected to concentrate further, with spending likely to increase as travel picks up.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	71.7% (Past 3 Months)	2.09(nights)	24.2(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 26.3%	1 Nature Viewing 22.5%	1 Hotel 27.4%	72.0% (Next 3 Months)	1 Gyeongsang 26.3%	1 Nature Viewing 25.4%
TCI	98	104	111▲	108	100	89▽	117▲	104	105	97
Overseas Travel	29.3% (Past 6 Months)	5.88(nights)	173.2(10,000KRW)	25.2(10,000KRW)	1 Asia 80.7%	-	-	47.5% (Next 6 Months)	1 Asia 73.9%	-
TCI	70▽	111▲	122▲	112▲	111▲			92	110▲	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for September 2023 / Result for September 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

October 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The average overnight trip lasted 2.01 nights, with total spending of 231,000 KRW per person and 77,000 KRW daily. ▸ Hotel stays, which are relatively costly, continued to decline, while stays at pensions and with friends/family slightly increased. ▸ With the start of the autumn foliage season after summer, trips for enjoying nature rose significantly (+4.7%p from the previous month).	▸ In October, the overseas travel experience rate over the past six months fell by 1.3%p to 28.0%, with Asia, particularly Japan, accounting for the largest share. ▸ The average trip duration was 6.29 nights, with an average total cost per traveler of 1.956 million KRW and daily spending of 268,000 KRW, both higher than in the previous month (5.88 nights, 1.732 million KRW, and 252,000 KRW respectively).
Compared to the Pre-COVID-19 Period	▸ Based on the Travel Corona Index (TCI), most domestic travel indicators — including experience rate, duration, and cost — are either close to or above 100, indicating a return to pre-pandemic normal levels.	▸ The overseas travel experience TCI remains low at 72, well below pre-COVID levels. However, trip duration (118), total cost (133), and daily spending (115) all exceed 100, showing travelers take longer, more expensive trips than before. ▸ Overall, spending on overseas travel surpasses domestic travel.
Future Outlook	▸ Despite continued cost increases since July due to inflation, non-hotel accommodations are expected to grow as travelers seek to reduce expenses. ▸ Jeju Island's share of domestic travel continues to fall, reaching its lowest level on record.	▸ It is expected to take some time for the accumulated overseas travel experience rate (past 6 months) to return to pre-COVID levels. ▸ The concentration on Asian destinations is likely to strengthen, and as the travel experience rate rises, travelers are expected to spend more on higher-cost trips.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	71.6% (Past 3 Months)	2.01 (nights)	23.1 (10,000KRW)	7.7 (10,000KRW)	1 Gyeongsang 25.2%	1 Nature Viewing 27.2%	1 Hotel 25.0%	69.3% (Next 3 Months)	1 Gyeongsang 24.7%	1 Nature Viewing 27.0%
TCI	99	104	107	105	101	118▲	107	96	95	95
Overseas Travel	28.0% (Past 6 Months)	6.29 (nights)	195.6 (10,000KRW)	26.8 (10,000KRW)	1 Asia 78.6%	-	-	45.4% (Next 6 Months)	1 Asia 76.1%	-
TCI	72▽	118▲	133▲	115▲	109			87▽	111▲	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for October 2023 / Result for October 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

November 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The overnight travel experience rate is 70.1%, continuing to decline since September. ▸ Average trip duration is 1.94 nights, with total spending of 232,000 KRW and daily spending of 79,000 KRW per person. ▸ Gyeongsang Region's share increased, while Seoul Metropolitan and Chungcheong declined slightly. Rising demand for clean, affordable accommodations drove a modest rebound in hotel usage.	▸ The overseas travel experience rate for the past six months reached 31.8% in November, the highest since COVID-19. ▸ Average trip duration was 5.75 nights, with total spending of 1.76 million KRW and daily spending of 261,000 KRW. ▸ Asian destinations accounted for 79.1%, driven primarily by Japan.
Compared to the Pre-COVID-19 Period	▸ According to the TCI, average travel duration (98) is near pre-COVID levels, while total (110) and daily spending (111) exceed 100, reflecting inflation-driven higher costs. ▸ Price sensitivity in accommodation choices has increased since COVID-19, while accessibility has become less important.	▸ The Travel Condition Index (TCI) for trip duration was 99, similar to pre-pandemic levels. However, total spending (TCI 117) and daily spending (TCI 118) rose, reflecting higher travel costs. ▸ The share of Asian destinations remains elevated, driven by increased visits to Japan, Vietnam, and Thailand.
Future Outlook	▸ Domestic overnight travel intention is expected to keep declining. ▸ An increasing share of travelers plan to spend less, signaling a potential slowdown in the domestic travel market. ▸ Interest in Jeju Island continues to fall, highlighting the need for renewal and differentiation strategies.	▸ Intention to travel abroad in the next six months is expected to grow. ▸ Unlike domestic travel, the share of travelers planning to spend more overseas is rising, while those expecting to spend less are decreasing, indicating sustained growth in travel expenditure. ▸ The focus on Asian destinations is likely to persist, with short-haul regional travel remaining dominant.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	70.1% (Past 3 Months)	1.94 (nights)	23.2 (10,000KRW)	7.9 (10,000KRW)	1 Gyeongsang 28.8%	1 Nature Viewing 24.3%	1 Hotel 26.6%	69.3% (Next 3 Months)	1 Gyeongsang 25.0%	1 Nature Viewing 23.9%
TCI	95	98	110▲	111▲	105	97	101	97	92	90
Overseas Travel	31.8% (Past 6 Months)	5.75 (nights)	176.0 (10,000KRW)	26.1 (10,000KRW)	1 Asia 79.1%	-	-	49.4% (Next 6 Months)	1 Asia 77.0%	-
TCI	75▽	99	117▲	118▲	112▲			88▽	113▲	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for November 2023 / Result for November 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

December 2023

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The overnight travel rate has normalized, moving away from the overheated trend of late 2022. ▸ Average trip duration was 1.93 nights, with total spending of 229,000 KRW and daily spending of 78,000 KRW per traveler. ▸ Trips for visiting family or friends and food experiences increased, while those for nature appreciation or relaxation declined.	▸ The overseas travel experience rate in December (past six months) hit a post-COVID record of 31.9%. ▸ Average trip duration was 5.51 nights, with total spending of 1.80 million KRW and daily spending of 276,000 KRW. ▸ Asia accounted for 76.8% of overseas travel, comprising over three-quarters of the market.
Compared to the Pre-COVID-19 Period	▸ The Travel Condition Index shows travel duration (104), total cost (105), and daily cost (101) near pre-pandemic levels. ▸ Accommodation choices emphasize cost (136) over accessibility (76). More travelers plan to cut spending (142) than increase it (111), indicating rising cost sensitivity.	▸ The Travel Condition Index (TCI) shows trip duration (103) near pre-pandemic levels, while total (129) and daily spending (125) have risen sharply. ▸ More travelers plan to spend more (110) than less (91), indicating growing overseas travel expenses. ▸ Japan's travel experience (231) and intention (503) surged, driven by the 2019 boycott baseline and a weaker yen.
Future Outlook	▸ The intention for domestic overnight travel is expected to continue declining. Travel to Gangwon is projected to increase, while Jeju remains on a downward trend. ▸ Trips for visiting family or friends are expected to rise, with increased use of family or friends' homes likely reducing total spending in the domestic travel market.	▸ Outbound travel intention for the next six months is projected to rise. Asian destinations will likely dominate, maintaining a preference for short-haul trips. ▸ With post-pandemic travel infrastructure still recovering, package tours are expected to grow faster than independent travel.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	67.5% (Past 3 Months)	1.93 (nights)	22.9 (10,000KRW)	7.8 (10,000KRW)	1 Gyeongsang 26.4%	1 Nature Viewing 21.2%	1 Hotel 28.7%	69.8% (Next 3 Months)	1 Gangwon-do 25.5%	1 Nature Viewing 22.0%
TCI	96	104	105	101	96	92	116▲	99	106	92
Overseas Travel	31.9% (Past 6 Months)	5.51 (nights)	179.9 (10,000KRW)	27.6 (10,000KRW)	1 Asia 76.8%	-	-	47.8% (Next 6 Months)	1 Asia 75.6%	-
TCI	74▽	103	129▲	125▲	102			83▽	111▲	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for December 2023 / Result for December 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

January 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate was 67.0%, continuing its decline since September 2023. ▸ Average trip duration was 2.06 nights, with total spending of 233,000 KRW per person and daily spending of 76,000 KRW. ▸ Hotel usage increased, while stays at pensions and family or friends' homes slightly decreased.	▸ The overseas travel experience rate (past six months) stood at 31.3%, remaining stable over the last three months. ▸ Average trip duration was 5.58 nights, with total spending of 1.811 million KRW and daily spending of 275,000 KRW per person. ▸ Asia continued to dominate the overseas travel market, accounting for 80.3% of trips.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration (106), total expenditure (116), and daily expenditure (112) indicate longer stays and higher spending compared to the pre-COVID-19 period. ▸ Hotel usage rose markedly (TCI 124), while pension stays declined significantly (TCI 69).	▸ The Travel Corona Index (TCI) for overseas trip duration was 109, indicating a slight increase, while total cost per person (128) and daily cost (119) rose significantly compared to pre-COVID-19 levels. ▸ Asian destinations maintained a consistently higher market share post-pandemic, with notable growth in visits to Vietnam (133), Thailand (133), and the Philippines (117).
Future Outlook	▸ The domestic overnight travel planning rate was 67.1%, signaling a further market slowdown. ▸ Expectations to "spend more" declined, while cost-saving intentions remain strong. ▸ Higher "spend more" rates among women and those 60+ highlight growing "feminization" and "silverization" trends.	▸ The overseas travel planning rate (next six months) is projected to continue its gradual rise. ▸ Despite higher spending, fewer expect to "spend more" and more expect to "spend less," suggesting future spending may moderate. ▸ Travel demand will likely stay focused on Asia, especially Japan.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	67.0% (Past 3 Months)	2.06 (nights)	23.3 (10,000KRW)	7.6 (10,000KRW)	1 Gyeongsang 27.8%	1 Nature Viewing 22.7%	1 Hotel 30.3%	67.1% (Next 3 Months)	1 Gyeongsang 25.8%	1 Nature Viewing 24.2%
TCI	102	106	116▲	112▲	99	106	124▲	100	95	91
Overseas Travel	31.3% (Past 6 Months)	5.58 (nights)	181.1 (10,000KRW)	27.5 (10,000KRW)	1 Asia 80.3%	-	-	47.1% (Next 6 Months)	1 Asia 75.8%	-
TCI	75▽	109	128▲	119▲	104			86▽	103	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for January 2024 / Result for January 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

February 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ Despite Lunar New Year holidays, domestic overnight travel fell 3.7 points to 63.3%, the lowest since April 2022. ▸ Average trip duration was 3.01 days, with total spending of 224,000 KRW and daily spending of 74,000 KRW. ▸ Trips for “rest and relaxation” (20.8%) and “visiting relatives” (16.6%) rose, while “food tourism” (13.8%) declined.	▸ The overseas travel experience rate (past six months) rose 3.9 points to 35.2%, the highest since COVID-19. ▸ Average trip duration was 6.64 days, with total spending of 1.759 million KRW and daily spending of 265,000 KRW per person. ▸ Asian destinations’ market share hit a record 82.3% (TCI 105), with growth expected to continue.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration (103), total cost (108), and daily cost (104) matched or exceeded pre-COVID levels. ▸ “Accommodation cost” importance rose sharply (139), while “accessibility” declined (64).	▸ The TCI for overseas travel duration was 109, showing longer stays, while total cost (123) and daily cost (113) rose significantly from pre-COVID-19 levels. ▸ Asia’s market share remains elevated, with sharp increases in visits to Vietnam (136), the Philippines (129), and Taiwan (123).
Future Outlook	▸ The domestic overnight travel planning rate was 66.4%, continuing its decline since July 2022. ▸ The share expecting to “spend more” also fell, signaling a possible domestic travel market contraction. ▸ Declines in “food tourism” activities and intentions suggest the restaurant sector may face the sharpest downturn.	▸ The overseas travel planning rate has declined since its November 2023 peak (49.4%) and will take time to reach pre-COVID levels. ▸ Asia-focused demand, especially Japan, is expected to continue. ▸ Overseas travel costs averaged 1.759 million KRW—7.85 times domestic travel (224,000 KRW)—while domestic daily spending remains below overseas (265,000 KRW), raising tourism deficit concerns.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	63.3% (Past 3 Months)	3.01 (days)	22.4 (10,000KRW)	7.4 (10,000KRW)	1 Gyeongsang 28.6%	Rest 20.8%	Hotel 29.3%	66.4% (Next 3 Months)	1 Gyeongsang 26.4%	1 Nature Viewing 25.1%
TCI	97	103	108	104	102	108	117▲	101	93	93
Overseas Travel	35.2% (Past 6 Months)	6.64 (days)	175.9 (10,000KRW)	26.5 (10,000KRW)	1 Asia 82.3%	-	-	46.9% (Next 6 Months)	1 Asia 73.7%	-
TCI	85▽	109	123▲	113▲	105			84▽	103	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for February 2024 / Result for February 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from “nights” to “days.”

March 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate, after declining since September 2023, rose 0.8 points to 64.1%. Average travel duration was 3.00 days, with a total cost of 232,000 KRW per person and 77,000 KRW daily. "Gourmet food exploration" sharply increased by 5.9 points to 19.7%, ranking alongside "enjoying natural scenery" and "relaxation" as top activities.	▸ The overseas travel experience rate (past six months) was 32.8%, slightly down from the previous month. ▸ Average trip duration was 6.56 days, with total spending of 1.768 million KRW per person and daily spending of 269,000 KRW. ▸ The Asian destinations' market share slightly fell to 80.1% but remained over three-quarters of all overseas travel.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration was 102, total cost 112, and daily cost 110, indicating a 2% longer stay and over 10% higher spending than pre-COVID-19. ▸ Future spending intentions showed "spend more" at 105 and "spend less" at 116, reflecting stronger cost-saving tendencies than before the pandemic.	▸ The TCI for overseas travel duration was 103, near pre-COVID-19 levels, while total cost per person (122) and daily cost (118) rose, indicating increased travel spending. ▸ Asia's share (106) stayed above pre-pandemic levels, while Europe (96), South Pacific (71), and the Americas (85) remained below.
Future Outlook	▸ The domestic overnight travel planning rate rose slightly to 68.3% from 66.4% the previous month, which was the year's lowest. ▸ The Gyeongsang region (26.1%) remained the top destination since 2024, while Gangwon Province (19.8%) continued to decline.	▸ The overseas travel planning rate fell from 49.4% in November 2023 to 44.2% over four months. ▸ Asia remains the main destination (72.4%), though its share dropped from 77.0%. Plans for Japan declined, while interest in the Philippines, Thailand, and Taiwan rebounded, easing Japan-centered travel.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	64.1% (Past 3 Months)	3.00(days)	23.2(10,000KRW)	7.7(10,000KRW)	1 Gyeongsang 27.6%	1 Nature Viewing 20.7%	1 Hotel 29.5%	68.3% (Next 3 Months)	1 Gyeongsang 26.1%	1 Nature Viewing 26.2%
TCI	97	102	112▲	110▲	91	90▽	117▲	102	97	88▽
Overseas Travel	32.8% (Past 6 Months)	6.56(days)	176.8(10,000KRW)	26.9(10,000KRW)	1 Asia 80.1%	-	-	44.2% (Next 6 Months)	1 Asia 72.4%	-
TCI	75▽	103	122▲	118▲	106			77▽	100	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for March 2024 / Result for March 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

April 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate rose slightly to 64.1% since February 2024. ▸ Average travel duration was 2.94 days, with total spending of 230,000 KRW and daily spending of 78,000 KRW. ▸ Hotel usage increased from 25.0% in October 2023 to 32.5% in April 2024.	▸ The overseas travel experience rate (past six months) was 33.8%. After steady growth over two years, it has plateaued since November 2023 (31.8%). ▸ The average overseas trip lasted 6.78 days, with total spending of 1.741 million KRW per person and daily spending of 257,000 KRW.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration was 103, with total and daily costs at 112 and 108, showing similar trip lengths but over 10% higher spending than pre-COVID-19. ▸ The TCI for intending to "spend less" on future travel rose to 132, indicating a notable drop in consumer spending sentiment.	▸ The TCI for overseas travel experience was 85, still below the pre-COVID-19 level of 39.7%. ▸ Travel duration (110), total cost per person (126), and daily cost (115) all exceeded pre-pandemic levels, reflecting longer trips and higher spending.
Future Outlook	▸ The domestic overnight travel planning rate (69.5%) has recovered since its low of 66.4% in February. ▸ Those intending to "spend more" on domestic travel dropped from 46.2% in April 2023 to 35.3% in April 2024, while "spend less" rose by 2.7 points to 21.6%.	▸ The overseas travel planning rate (46.0%) has been declining since its peak of 49.4% in November 2023. ▸ Asia remained the dominant planned travel region (76.8%), showing a steady upward trend over the past year.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	64.1% (Past 3 Months)	2.94(days)	23.0(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 26.4%	1 Nature Viewing 22.4%	1 Hotel 32.5%	69.5% (Next 3 Months)	1 Gyeongsang 25.9%	1 Nature Viewing 28.1%
TCI	99	103	112▲	108	95	92	139▲	97	88▽	97
Overseas Travel	33.8% (Past 6 Months)	6.78(days)	174.1 (10,000KRW)	25.7(10,000KRW)	1 Asia 81.9%	-	-	46.0% (Next 6 Months)	1 Asia 76.8%	-
TCI	85▽	110▲	126▲	115▲	103			84▽	107	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for April 2024 / Result for April 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

May 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate was 65.1%, continuing its rise since February 2024. ▸ Average travel duration was 2.99 days, with total spending of 222,000 KRW per person and 74,000 KRW per day. ▸ Hotels remain the preferred accommodation, though cost sensitivity in selection is increasing.	▸ The overseas travel experience rate (within the past six months) was 34.6%, remaining flat since November 2023 (31.8%). ▸ The average duration of overseas travel was 6.75 days, with a total cost of 1.772 million KRW per person and 263,000 KRW per day.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration was 102, similar to pre-COVID-19 levels, while total cost per person (104) and daily cost (101) indicate ongoing low-cost travel trends adjusted for inflation. ▸ The TCI for "spend more" on future travel dropped sharply to 84, whereas "spend less" stayed high at 140.	▸ The TCI for overseas travel experience was 85, lower than the same month before COVID-19 (40.8%). ▸ The TCIs for total cost per person (126) and daily cost (119) indicate significantly higher expenditures compared to May 2019.
Future Outlook	▸ The preference for low-cost domestic travel is expected to persist. Jeju's share of planned destinations fell below 10%, ranking below the Chungcheong region for the first time. ▸ Heightened cost sensitivity and recent negative issues suggest weak near-term demand for Jeju, potentially reshaping domestic travel patterns.	▸ The share expecting to "spend less" on overseas travel rose to 25.5%, the highest in a year. ▸ The overseas travel planning rate (45.9%) has declined since peaking at 49.4% in November 2023. ▸ A near-term full recovery to pre-COVID-19 levels is unlikely, with demand still focused on Asian destinations, especially Japan.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	65.1% (Past 3 Months)	2.99(days)	22.2(10,000KRW)	7.4(10,000KRW)	1 Gyeongsang 26.9%	1 Nature Viewing 24.4%	1 Hotel 29.7%	69.6% (Next 3 months)	1 Gyeongsang 26.4%	1 Nature Viewing 25.9%
TCI	98	102	104	101	90▽	103	127▲	99	97	93
Overseas Travel	34.6% (Past 6 Months)	6.75(days)	177.2(10,000KRW)	26.3(10,000KRW)	1 Asia 82.8%	-	-	45.9% (Next 6 months)	1 Asia 72.8%	-
TCI	85▽	107	126▲	119▲	104			80▽	98	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for May 2024 / Result for May 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

June 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate was 66.4%, continuing its rise since February 2024. ▸ Average travel duration was 2.94 days, with total spending of 205,000 KRW per person and daily spending of 80,000 KRW. ▸ Hotel preference dropped to 27.4% after peaking at 32.5% in April.	▸ The overseas travel experience rate (within the past six months) was 33.2%, remaining stagnant since November 2023 (31.8%). ▸ The average duration of overseas travel was 6.44 days, with a total cost of 1.765 million KRW per person and 274,000 KRW per day. ▸ The share of Japan travel increased to 36.5%, driving up Asia's overall market share to 82.7%.
Compared to the Pre-COVID-19 Period	▸ The TCI for travel duration was 106, reflecting longer trips than pre-COVID-19. Total cost per person (115) and daily cost (108) also increased, indicating higher spending. ▸ The TCI for "spend more" on future travel was 107—slightly above pre-COVID-19 but stagnant—while "spend less" rose to 122, showing ongoing cost-cutting intentions.	▸ The TCI for overseas travel experience was 80, about 80% of the pre-COVID-19 level (41.3%). ▸ The planning rate (48.6%) reached 84% of pre-COVID-19 levels, indicating limited recovery potential. ▸ Total cost per person (129) and daily cost (121) TCIs rose sharply since June 2019, suggesting higher expenses hinder further growth.
Future Outlook	▸ The domestic travel planning rate (73.3%) mirrored the experience rate's seasonal rise (66.4%) since February. ▸ Jeju's travel planning (10.3%) and interest (33.0%) remained low, showing no recovery after last month's sharp drop.	▸ Growth in overseas travel appears to have reached its limit. ▸ Indicators such as travel planning rate, spending intention, travel expenses, and the rising share of Asian destinations all point to a slowdown in market expansion.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	66.4% (Past 3 Months)	2.94(days)	20.5(10,000KRW)	8.0(10,000KRW)	1 Gyeongsang 25.5%	1 Nature Viewing 23.6%	1 Hotel 27.4%	73.3% (Next 3 months)	1 Gyeongsang 26.3%	1 Nature Viewing 27.9%
TCI	100	106	115▲	108	88▽	90▽	130▲	99	114▲	94
Overseas Travel	33.2% (Past 6 Months)	6.44(days)	176.5(10,000KRW)	27.4(10,000KRW)	1 Asia 82.7%	-	-	48.6% (Next 6 months)	1 Asia 82.7%	-
TCI	80▽	108	129▲	121▲	107			85▽	114▲	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: **TCI = (Result for June 2024 / Result for June 2019) × 100**
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

July 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate reached 66.6% in July, continuing its upward trend since February 2024. ▸ The average trip length was 2.95 days, with average spending per person at 231,000 KRW and daily spending at 78,000 KRW.	▸ The overseas travel experience rate in July was 33.9%, remaining stable since November 2023 (31.8%). ▸ Average travel duration was 6.33 days, with total expenditure per person of KRW 1.747 million and daily spending of KRW 276,000. ▸ Japan's share declined to 34.8%, but Asia's overall dominance continued at 81.0%.
Compared to the Pre-COVID-19 Period	▸ Travelers favored active experiences like meeting friends and visiting theme parks over passive ones such as enjoying nature or relaxing. ▸ The hotel usage TCI was 123, exceeding pre-COVID-19 levels, with accommodation cost importance also rising (TCI 123). ▸ The intention to spend more on travel held at 100, while "spend less" rose to 132, showing ongoing cost-cutting tendencies.	▸ The TCI for overseas travel experience was 79, showing stagnation since November 2023. ▸ The travel planning rate was 47.5%, with a TCI of 83, slightly down from the previous month. ▸ Total expenditure per person (TCI 129) and daily expenditure (TCI 131) rose significantly compared to July 2019, indicating that rising costs continue to hinder outbound travel recovery.
Future Outlook	▸ The domestic travel planning rate (73.4%) has risen seasonally since February, though the summer vacation peak was muted. ▸ Jeju's planned visit share (8.7%) and interest (28.9%) declined sharply again, indicating a significant deterioration in its destination image.	▸ Japan, once the top travel destination, saw its planned share drop from 33.0% to 30.2% amid Nankai megathrust earthquake concerns. ▸ The overall overseas travel planning rate remains at about 80% of pre-pandemic levels (TCI 79), with full recovery unlikely soon due to economic slowdown and high exchange rates.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	66.6% (Past 3 Months)	2.95(days)	23.1(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 26.9%	1 Nature Viewing 22.8%	1 Hotel 28.0%	73.4% (Next 3 months)	1 Gangwon-do 27.0%	1 Nature Viewing 25.4%
TCI	95	102	107	105	106	89▽	123▲	97	105	88▽
Overseas Travel	33.9% (Past 6 Months)	6.33(days)	174.7(10,000KRW)	27.6(10,000KRW)	1 Asia 81.0%	-	-	47.5% (Next 6 months)	1 Asia 76.8%	-
TCI	79▽	98	129▲	131▲	106			83▽	109	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for July 2024 / Result for July 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

August 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate in August was 68.7%, continuing the upward trend since February 2024 ▸ The average travel duration was 3.05 days, with an average total expenditure per person of ₩237,000 and a daily expenditure of ₩78,000	▸ The overseas travel experience rate (within the past six months) in July was 33.9%, remaining stagnant since November 2023 (31.8%). ▸ The average trip duration was 6.61 days, with an average total expenditure per person of ₩1.758 million and daily expenditure of ₩266,000. Japan's market share decreased to 32.7%, while Vietnam's share rose to 17.6%.
Compared to the Pre-COVID-19 Period	▸ The TCI for domestic overnight travel experience and planning rates were 94 and 96, slightly lower than the same month before COVID-19. ▸ Hotels remain popular, with TCIs of 124 for actual stays and 114 for planned stays, suggesting continued preference for this accommodation type.	▸ Overseas travel experience TCI was 85, stagnant since November 2023. ▸ Planning rate TCI was 87, slightly down since June. ▸ Vietnam's share TCI hit 178, the highest among destinations. ▸ Total and daily expenditure TCIs were 127 and 123, showing rising costs hinder recovery.
Future Outlook	▸ The domestic travel planning rate dropped sharply from 73.4% to 68.4%, implying that the Chuseok holiday period had only a limited impact on travel demand. ▸ Jeju Island's share among planned destinations rose from 8.7% to 12.3%, and travel interest improved from 28.9% to 34.3%, reaching about 66% of the pre-pandemic level.	▸ Economic downturn is driving declines in overseas travel planning and spending, favoring nearby, budget destinations. ▸ Japan's share dropped (33.0%→27.9%) amid earthquake fears, while Vietnam's rose (13.8%→16.3%). ▸ Vietnam's role as Japan's substitute is still uncertain.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	68.7% (Past 3 Months)	3.05(days)	23.7(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 26.6%	1 Nature Viewing 23.9%	1 Hotel 27.9%	68.4% (Next 3 months)	1 Gyeongsang 25.2%	1 Nature Viewing 26.3%
TCI	94	100	106	107	103	91	124▲	96	95	94
Overseas Travel	33.9% (Past 6 Months)	6.61(days)	175.8(10,000KRW)	26.6(10,000KRW)	1 Asia 81.1%	-	-	45.0% (Next 6 months)	1 Asia 75.8%	-
TCI	85▽	104	127▲	123▲	108			87▽	113▲	

* The TCI (Travel Corona Index) represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for August 2024 / Result for August 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

September 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ The domestic overnight travel experience rate in September rose to 69.2%, continuing its upward trend since February 2024. ▸ Average trip duration was 3.15 days, with per-person spending at KRW 239,000 and KRW 76,000 per day. ▸ Gangwon Province's share grew steadily, reaching 23.6% since June 2024.	▸ In September, the overseas travel experience rate rose slightly to 35.4%. ▸ Average trip duration was 6.6 days, with total spending per person at KRW 1.70 million and daily spending at KRW 257,000. ▸ Japan's share increased to 34.0%, while Vietnam's fell to 16.6%.
Compared to the Pre-COVID-19 Period	▸ TCIs for travel experience (94) and planning (98) remained slightly below pre-COVID-19 levels. ▸ Hotels remained the top accommodation choice, with TCIs of 123 for actual stays and 109 for planned travel.	▸ The TCI for overseas travel experience remained stagnant at 85. ▸ Travel planning rose slightly to 47.6% (TCI 92). ▸ Japan maintained the highest TCI (168), reflecting strong preference. ▸ Spending per person (TCI 120) and per day (TCI 114) continued to rise from 2019, indicating increased travel costs.
Future Outlook	▸ The domestic overnight travel planning rate dipped by 0.6 pp from the previous month, suggesting limited boost for upcoming holidays. ▸ Major summer destinations such as Gangwon (45.6% → 43.7%) and Jeju (34.3% → 33.0%) are projected to see continued declines in planned travel share. ▸ Food-oriented travel is rising, replacing 'rest and relaxation' as a	▸ Willingness to spend on overseas travel continues to decline, boosting demand for cost-efficient trips. ▸ Travel experience and planning rates are gradually recovering, with short-haul destinations expected to lead through early next year. ▸ Japan's planned travel share rose (27.9% → 29.1%), while Vietnam and Thailand saw declines.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	69.2% (Past 3 Months)	3.15(days)	23.9(10,000KRW)	7.6(10,000KRW)	1 Gyeongsang 26.1%	1 Nature Viewing 23.3%	1 Hotel 28.7%	67.8% (Next 3 months)	1 Gyeongsang 25.2%	1 Nature Viewing 25.8%
TCI	94	105	110▲	106	99	92	123▲	98	100	98
Overseas Travel	35.4% (Past 6 Months)	6.59(days)	169.6(10,000KRW)	25.7(10,000KRW)	1 Asia 80.9%	-	-	47.6% (Next 6 months)	1 Asia 77.7%	-
TCI	85▽	105	120▲	114▲	111▲			92	115▲	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for September 2024 / Result for September 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."

October 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ In October, the domestic overnight travel experience rate rose to 69.4%, extending its upward trend since February 2024. ▸ Average trip duration was 3.09 days, with spending at KRW 241,000 per person and KRW 78,000 per day. ▸ Jeju Island's travel share declined to 6.7%, continuing its downward trend since June.	▸ As of October, 35.6% traveled abroad in the past six months, slightly up since June 2024. ▸ Average trip duration was 6.37 days, with total spending of KRW 1.74 million per person and KRW 273,000 per day. ▸ Asian destinations have held over 80% market share since January.
Compared to the Pre-COVID-19 Period	▸ The TCI for domestic overnight travel experience and planning stood at 96 and 93, both below pre-pandemic levels. ▸ Hotels remained the preferred accommodation, with TCIs of 130 (used) and 114 (planned), while pensions continued to decline post-summer.	▸ The TCI for overseas travel experience was 91, showing stagnation since February. ▸ Travel planning TCI was 90, suggesting growth limits. ▸ Japan's destination TCI was highest at 189. ▸ Total and daily expenditures had TCIs of 118 and 117, reflecting more budget-conscious travel despite higher costs.
Future Outlook	▸ Domestic travel planning continues to decline, with lower spending intentions hinting at market contraction. ▸ Interest in Chungcheongnam-do and Daejeon has grown since pre-COVID and last year. Nature viewing, including autumn foliage, is expected to increase in domestic travel.	▸ Similar to domestic travel, expenditure reduction is expected in outbound travel as well. ▸ Economic stagnation is likely to limit the increase in outbound travel. ▸ Preference for short-haul and cost-efficient destinations, particularly Japan, Vietnam, and Thailand, is expected to continue.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	69.4% (Past 3 Months)	3.09(days)	24.1(10,000KRW)	7.8(10,000KRW)	1 Gyeongsang 27.1%	1 Nature Viewing 23.9%	1 Hotel 30.3%	66.6% (Next 3 months)	1 Gyeongsang 24.2%	1 Nature Viewing 26.5%
TCI	96	105	112▲	107	108	103	130▲	93	93	94
Overseas Travel	35.6% (Past 6 Months)	6.37(days)	173.9(10,000KRW)	27.3(10,000KRW)	1 Asia 82.2%	-	-	46.7% (Next 6 months)	1 Asia 77.9%	-
TCI	91	101	118▲	117▲	114▲			90	114▲	

* **The TCI (Travel Corona Index)** represents the ratio of the result for the corresponding month in 2024 to that of the same month in the pre-COVID-19 year (2019).
: TCI = (Result for October 2024 / Result for October 2019) × 100
** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.
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November 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ In November, the domestic overnight travel experience rate was 69.3%, stable for four months. ▸ Average trip duration was 3 days, with spending of 231,000 KRW per person and 77,000 KRW per day. ▸ Short trips (1 night, 2 days) increased over three months, while longer trips declined steadily.	▸ The overseas travel experience rate is 35.0% (TCI 83), still well below pre-pandemic levels. ▸ Average trip duration is 6.43 days, with total spending of KRW 1.81 million and daily cost of KRW 281,000. ▸ Asia dominates outbound travel, with experience and planning rates at 81.7% and 78.8%, both showing a TCI of 116.
Compared to the Pre-COVID-19 Period	▸ The Travel Condition Index (TCI) for domestic overnight travel experience and planning stood at 94 and 93, respectively, showing levels below pre-pandemic figures. ▸ Only the Seoul Capital Area (TCI 104) and Chungcheong Region (TCI 129) had overnight travel experiences above pre-COVID-19 levels.	▸ The travel experience rate TCI remains at 83, showing recovery challenges. The travel planning rate TCI is low at 82, indicating outbound market stagnation. ▸ Only Asia saw a notable increase (+11.2%p) compared to pre-pandemic.Trip duration TCI fell to 95, but total (120) and daily spending (127) rose, reflecting inflation and exchange rate impacts.
Future Outlook	▸ The domestic travel planning rate hit a one-year low at 66.2%, below pre-pandemic levels (TCI 93), indicating continued travel decline. ▸ The Chungcheong region saw a significant rise in travel interest (TCI 140), suggesting a preference for short-distance, short-duration trips.	▸ Like domestic travel, overseas trips are expected to decline in frequency and spending. With travelers cutting back, outbound travel recovery is likely to stall. ▸ Value-conscious travel—short, budget-friendly, and emotionally rewarding trips within Asia—will remain popular.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	69.3% (Past 3 Months)	3.00(days)	23.1(10,000KRW)	7.7(10,000KRW)	1 Gyeongsang 26.1%	1 Nature Viewing 24.0%	1 Hotel 27.8%	66.2% (Next 3 months)	1 Gyeongsang 25.2%	1 Nature Viewing 23.9%
TCI	94	101	109	108	95	96	105	93	93	90
Overseas Travel	35.0% (Past 6 Months)	6.43(days)	180.5(10,000KRW)	28.1(10,000KRW)	1 Asia 81.7%	-	-	46.3% (Next 6 months)	1 Asia 78.8%	-
TCI	83	95	120▲	127▲	116▲			82	116▲	

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: TCI = (Result for November 2024 / Result for November 2019) × 100
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December 2024

Summary of changes in domestic and international travel over the past year, current status vs. pre-COVID-19, and future outlook:

	Domestic Travel	Overseas Travel
Current Status	▸ In December, the domestic overnight travel experience rate fell 4.7 percentage points to 64.6%. ▸ Average trip duration was 2.94 days, with total spending of KRW 232,000 and daily spending of KRW 79,000 per traveler. ▸ Short trips (1 night, 2 days) increased over three months, while longer trips (3+ nights) declined.	▸ The overseas travel experience rate was 35.1%, staying within the 31-36% range over the past year. ▸ Average trip duration was 6.56 days, with KRW 1.74 million spent per traveler and KRW 265,000 per day. ▸ Asia accounted for 79.5% of travel experiences and 78.1% of planned trips, remaining the core overseas market.
Compared to the Pre-COVID-19 Period	▸ The Travel Confidence Index (TCI) for experience (92) and planning (89) rates remains below pre-pandemic levels, reflecting a decline in domestic travel. ▸ The Seoul Capital Area (TCI 102), Jeolla (TCI 111), and Chungcheong (TCI 134) regions exceeded pre-COVID overnight travel shares.	▸ The Travel Corona Index (TCI) for overseas travel experience is 81, well below pre-COVID levels, suggesting full recovery is unlikely soon. ▸ The planning rate (TCI 79) also shows continued outbound travel stagnation. ▸ While average trip duration (TCI 103) nears pre-pandemic levels, total spending (TCI 124) and daily spending (TCI 120) have risen notably.
Future Outlook	▸ The domestic travel planning rate fell to 63.0%, matching pandemic lows from late 2020. ▸ This marks a 6.8 percentage point decline year-on-year and a 7.8 point drop from pre-COVID levels (TCI 89), showing continued domestic travel stagnation.	▸ Like domestic travel, declines in frequency and spending are expected to continue, indicating persistent stagnation in overseas travel. ▸ Amid economic uncertainty, value-focused short-haul travel within Asia is likely to remain dominant, favoring shorter, lower-cost trips.

	Travel Status							Travel Plan		
	Travel Experience Rate	Duration	Total Cost per Person	Average Daily Cost	Travel Destination	Main Activity (purpose)	Accommodation Type	Travel Planning Rate	Travel Destination	Main Activity (purpose)
Domestic Travel	64.6% (Past 3 Months)	2.94(days)	23.2(10,000KRW)	7.9(10,000KRW)	1 Gyeongsang 26.2%	1 Nature Viewing 22.2%	1 Hotel 28.8%	63.0% (Next 3 months)	1 Gyeongsang 25.6%	1 Nature Viewing 20.9%
TCI	92	103	106	103	95	96	117▲	89	100	87
Overseas Travel	35.1% (Past 6 Months)	6.56(days)	173.6(10,000KRW)	26.5(10,000KRW)	1 Asia 79.5%	-	-	45.2% (Next 6 months)	1 Asia 78.1%	-
TCI	81	103	124▲	120▲	105			79	115▲	

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: TCI = (Result for December 2024 / Result for December 2019) × 100

** The symbols ▲ and ▽ indicate values that deviate by ±10 or more from the TCI (Travel COVID-19 Index) baseline of 100.

*** Starting from February 2024, the unit for travel duration has been changed from "nights" to "days."