Codebook

Notes

Output Created		29-OCT-2025 13:08:00
Comments		
Input	Data	C:₩Users₩jeonis₩Desktop₩harvard dataverse₩Online Travel Agency (OTA) Satisfaction of South Koreans₩Online Travel Agency (OTA) Satisfaction of South Koreans_2024.sav
	Active Dataset	데이터세트1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	6438
Syntax		CODEBOOK /VARINFO POSITION LABEL TYPE FORMAT MEASURE ROLE VALUELABELS MISSING ATTRIBUTES /OPTIONS VARORDER = VARLIST SORT = ASCENDING MAXCATS=200 /STATISTICS COUNT PERCENT MEAN STDDEV QUARTILES.
Resources	Processor Time	00:00:00.14
	Elapsed Time	00:00:00.15

idx

		Value
Standard Attributes	Position	1
	Label	<none>
	Type	Numeric
	Format	F5
	Measurement	Scale
	Role	Input
N	Valid	6438
	Missing	0
Central Tendency and Dispersion	Mean	19162.87
	Standard Deviation	14893.856
	Percentile 25	7112.00
	Percentile 50	14469.00
	Percentile 75	36846.00

DQ01

		Value	Count	Percent
Standard Attributes	Position	2		
	Label	Gender		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Male	3120	48.5%
	2	Female	3318	51.5%

DQ02

		Value
Standard Attributes	Position	3
	Label	Year of Birth
	Type	Numeric
	Format	F4
	Measurement	Scale
	Role	Input
N	Valid	6438
	Missing	0
Central Tendency and Dispersion	Mean	1977.16
	Standard Deviation	12.767
	Percentile 25	1967.00
	Percentile 50	1976.00
	Percentile 75	1987.00

DQ08

		Value	Count	Percent
Standard Attributes	Position	4		
	Label	Region of Residence		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Seoul	1561	24.2%
	2	Busan	415	6.4%
	3	Daegu	320	5.0%
	4	Incheon	398	6.2%
	5	Gwangju	216	3.4%
	6	Daejeon	232	3.6%
	7	Ulsan	129	2.0%
	8	Gyeonggi	1659	25.8%
	9	Gangwon	171	2.7%
	10	Chungbuk	173	2.7%
	11	Chungnam	208	3.2%
	12	Jeonbuk	174	2.7%
	13	Jeonnam	118	1.8%
	14	Gyeongbuk	206	3.2%
	15	Gyeongnam	316	4.9%
	16	Jeju	75	1.2%
	17	Sejong	67	1.0%

DQ03

		Value	Count	Percent
Standard Attributes	Position	5		
	Label	Marital Status		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Single/Never married	2034	31.6%
	2	Married	4057	63.0%
	3	Other (e.g., divorced, widowed)	0	0.0%
	97		347	5.4%

DQ04

		Value	Count	Percent
Standard Attributes	Position	6		
	Label	Family Status		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	No children	507	7.9%
	2	Infant (1–3 years old)	214	3.3%
	3	Preschooler (4–7 years old)	267	4.1%
	4	Elementary school student	660	10.3%
	5	Middle/High school student	575	8.9%
	6	University/Graduate student	481	7.5%
	7	Unmarried adult	1213	18.8%
	8	Married adult	267	4.1%
	9	Married adult with children	220	3.4%
Missing Values	System		2034	31.6%

DQ05

		Value	Count	Percent
Standard Attributes	Position	7		
	Label	Occupation		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Self-employed (e.g., small business owner with fewer than 10 employees, family worker, individual taxi driver)	477	7.4%
	2	Sales/Service worker (e.g., store clerk, insurance agent, salesperson, hairdresser)	383	5.9%
	3	Skilled worker (e.g., production line worker, machinist, carpenter, driver)	236	3.7%
	4	Manual laborer (e.g., cleaner, delivery/transport worker, building maintenance/ security)	151	2.3%
	5	Office worker (e.g., company staff below department head, public servant grade 5 or below)	2125	33.0%

DQ05

	Value	Count	Percent
6	Technical worker (e.g., teacher, private tutor, nurse, engineer)	727	11.3%
7	Managerial/Executive (e.g., company executive, public servant grade 4 or above)	253	3.9%
8	Professional (e.g., university professor, doctor, lawyer, accountant, patent attorney, journalist)	235	3.7%
9	Freelancer/Independent (e.g., artist, clergy)	151	2.3%
10	Full-time homemaker	644	10.0%
11	Middle school student	0	0.0%
12	High school student	0	0.0%
13	University (or graduate school) student	214	3.3%
14	Unemployed/ Retired (no income or minimal side income)	599	9.3%
97	Other	243	3.8%

DQ06

		Value	Count	Percent
Standard Attributes	Position	8		
	Label	Monthly Household Income		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Less than 1,000,000 KRW	130	2.0%
	2	1,000,000 KRW	63	1.0%
	3	2,000,000 KRW	394	6.1%
	4	3,000,000 KRW	802	12.5%
	5	4,000,000 KRW	770	12.0%
	6	5,000,000 KRW	991	15.4%
	7	6,000,000 KRW	723	11.2%
	8	7,000,000 KRW	605	9.4%
	9	8,000,000 KRW	474	7.4%
	10	9,000,000 KRW	268	4.2%
	11	10,000,000 KRW	265	4.1%
	12	Over 10,000,000 KRW	673	10.5%
	99	Don't know	280	4.3%

O0101

		Value	Count	Percent
Standard Attributes	Position	9		
	Label	OTA Brand Awareness_Booking.com		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1368	21.2%
	2	NO	1301	20.2%
Missing Values	System		3769	58.5%

O0102

		Value	Count	Percent
Standard Attributes	Position	10		
	Label	OTA Brand Awareness_Skyscanner		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1110	17.2%
	2	NO	1601	24.9%
Missing Values	System		3727	57.9%

O0104

		Value	Count	Percent
Standard Attributes	Position	11		
	Label	OTA Brand Awareness_Agoda		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2085	32.4%
	2	NO	542	8.4%
Missing Values	System		3811	59.2%

O0105

		Value	Count	Percent
Standard Attributes	Position	12		
	Label	OTA Brand Awareness_Airbnb		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2104	32.7%
	2	NO	517	8.0%
Missing Values	System		3817	59.3%

O0107

		Value	Count	Percent
Standard Attributes	Position	13		
	Label	OTA Brand Awareness_Expedia		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1638	25.4%
	2	NO	1032	16.0%
Missing Values	System		3768	58.5%

O0108

		Value	Count	Percent
Standard Attributes	Position	14		
	Label	OTA Brand Awareness_KAYAK		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	480	7.5%
	2	NO	2271	35.3%
Missing Values	System		3687	57.3%

O0109

		Value	Count	Percent
Standard Attributes	Position	15		
	Label	OTA Brand Awareness_Trivago		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1871	29.1%
	2	NO	820	12.7%
Missing Values	System		3747	58.2%

O0110

		Value	Count	Percent
Standard Attributes	Position	16		
	Label	OTA Brand Awareness_Hotels.com		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2242	34.8%
	2	NO	420	6.5%
Missing Values	System		3776	58.7%

O0111

		Value	Count	Percent
Standard Attributes	Position	17		
	Label	OTA Brand Awareness_HotelsCombined		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2291	35.6%
	2	NO	409	6.4%
Missing Values	System		3738	58.1%

O0112

		Value	Count	Percent
Standard Attributes	Position	18		
	Label	OTA Brand Awareness_Yeogi Eottae		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2517	39.1%
	2	NO	201	3.1%
Missing Values	System		3720	57.8%

O0113

		Value	Count	Percent
Standard Attributes	Position	19		
	Label	OTA Brand Awareness_Yanolja		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2483	38.6%
	2	NO	156	2.4%
Missing Values	System		3799	59.0%

O0114

		Value	Count	Percent
Standard Attributes	Position	20		
	Label	OTA Brand Awareness_Naver (Air/Hotel/Package)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1981	30.8%
	2	NO	766	11.9%
Missing Values	System		3691	57.3%

O0115

		Value	Count	Percent
Standard Attributes	Position	21		
	Label	OTA Brand Awareness_Hostelworld (Roamies)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	277	4.3%
	2	NO	2385	37.0%
Missing Values	System		3776	58.7%

O0116

		Value	Count	Percent
Standard Attributes	Position	22		
	Label	OTA Brand Awareness_Trip.com (formerly Ctrip)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1555	24.2%
	2	NO	1146	17.8%
Missing Values	System		3737	58.0%

O0117

		Value	Count	Percent
Standard Attributes	Position	23		
	Label	OTA Brand Awareness_Daily Hotel		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	723	11.2%
	2	NO	1988	30.9%
Missing Values	System		3727	57.9%

O0118

		Value	Count	Percent
Standard Attributes	Position	24		
	Label	OTA Brand Awareness_MyRealTrip		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	1029	16.0%
	2	NO	1620	25.2%
Missing Values	System		3789	58.9%

O0119

		Value	Count	Percent
Standard Attributes	Position	25		
	Label	OTA Brand Awareness_WAUG		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	317	4.9%
	2	NO	2342	36.4%
Missing Values	System		3779	58.7%

O0120

		Value	Count	Percent
Standard Attributes	Position	26		
	Label	OTA Brand Awareness_Klook		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	647	10.0%
	2	NO	2001	31.1%
Missing Values	System		3790	58.9%

O0122

		Value	Count	Percent
Standard Attributes	Position	27		
	Label	OTA Brand Awareness_Triple		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	759	11.8%
	2	NO	1910	29.7%
Missing Values	System		3769	58.5%

O0123

		Value	Count	Percent
Standard Attributes	Position	28		
	Label	OTA Brand Awareness_Kkday		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	353	5.5%
	2	NO	2309	35.9%
Missing Values	System		3776	58.7%

O0124

		Value	Count	Percent
Standard Attributes	Position	29		
	Label	OTA Brand Awareness_Playwings		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	186	2.9%
	2	NO	2527	39.3%
Missing Values	System		3725	57.9%

O0125

		Value	Count	Percent
Standard Attributes	Position	30		
	Label	OTA Brand Awareness_Gogosing		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	271	4.2%
	2	NO	2406	37.4%
Missing Values	System		3761	58.4%

O0126

		Value	Count	Percent
Standard Attributes	Position	31		
	Label	OTA Brand Awareness_Kyte		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	178	2.8%
	2	NO	2526	39.2%
Missing Values	System		3734	58.0%

O0127

		Value	Count	Percent
Standard Attributes	Position	32		
	Label	OTA Brand Awareness_Interpark Tour		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	YES	2392	37.2%
	2	NO	334	5.2%
Missing Values	System		3712	57.7%

O02M01

		Value	Count	Percent
Standard Attributes	Position	33		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	6438		
	Missing	0		
Central Tendency and Dispersion	Mean	33.57		
	Standard Deviation	37.602		
	Percentile 25	10.00		
	Percentile 50	13.00		
	Percentile 75	27.00		
Labeled Values	1	Booking.com	145	2.3%
	2	Skyscanner	225	3.5%
	4	Agoda	506	7.9%
	5	Airbnb	218	3.4%
	7	Expedia	106	1.6%
	8	KAYAK	17	0.3%
	9	Trivago	74	1.1%
	10	Hotels.com	459	7.1%
	11	HotelsCombined	313	4.9%
	12	Yeogi Eottae	362	5.6%
	13	Yanolja	874	13.6%
	14	Naver (Air/Hotel/Package)	460	7.1%
	15	Hostelworld (Roamies)	16	0.2%
	16	Trip.com (formerly Ctrip)	156	2.4%
	17	Daily Hotel	70	1.1%
	18	MyRealTrip	156	2.4%
	19	WAUG	17	0.3%
	20	Klook	133	2.1%
	22	Triple	65	1.0%
	23	KKday	73	1.1%
	24	Playwings	11	0.2%
	25	Gogosing	8	0.1%
	26	Kyte	6	0.1%

O02M01

	Value	Count	Percent
27	Interpark Tour	361	5.6%
97	Other	5	0.1%
98	Have not used any	1602	24.9%

O02M02

		Value	Count	Percent
Standard Attributes	Position	34		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	3716		
	Missing	2722		
Central Tendency and Dispersion	Mean	11.72		
	Standard Deviation	6.488		
	Percentile 25	7.00		
	Percentile 50	12.00		
	Percentile 75	14.00		
Labeled Values	1	Booking.com	99	1.5%
	2	Skyscanner	188	2.9%
	4	Agoda	402	6.2%
	5	Airbnb	235	3.7%
	7	Expedia	73	1.1%
	8	KAYAK	11	0.2%
	9	Trivago	36	0.6%
	10	Hotels.com	215	3.3%
	11	HotelsCombined	302	4.7%
	12	Yeogi Eottae	589	9.1%
	13	Yanolja	557	8.7%
	14	Naver (Air/Hotel/Package)	258	4.0%
	15	Hostelworld (Roamies)	6	0.1%
	16	Trip.com (formerly Ctrip)	93	1.4%
	17	Daily Hotel	67	1.0%
	18	MyRealTrip	158	2.5%

O02M02

		Value	Count	Percent
	19	WAUG	16	0.2%
	20	Klook	78	1.2%
	22	Triple	47	0.7%
	23	KKday	64	1.0%
	24	Playwings	4	0.1%
	25	Gogosing	1	0.0%
	26	Kyte	5	0.1%
	27	Interpark Tour	211	3.3%
	97	Other	1	0.0%
	98	Have not used any	0	0.0%

O02M03

		Value	Count	Percent
Standard Attributes	Position	35		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	2848		
	Missing	3590		
Central Tendency and Dispersion	Mean	11.62		
	Standard Deviation	6.810		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	14.00		
Labeled Values	1	Booking.com	101	1.6%
	2	Skyscanner	166	2.6%
	4	Agoda	310	4.8%
	5	Airbnb	220	3.4%
	7	Expedia	69	1.1%
	8	KAYAK	15	0.2%
	9	Trivago	41	0.6%
	10	Hotels.com	155	2.4%
	11	HotelsCombined	186	2.9%
	12	Yeogi Eottae	381	5.9%
	13	Yanolja	395	6.1%

O02M03

	Value	Count	Percent
14	Naver (Air/Hotel/Package)	192	3.0%
15	Hostelworld (Roamies)	4	0.1%
16	Trip.com (formerly Ctrip)	74	1.1%
17	Daily Hotel	36	0.6%
18	MyRealTrip	119	1.8%
19	WAUG	10	0.2%
20	Klook	64	1.0%
22	Triple	47	0.7%
23	KKday	51	0.8%
24	Playwings	6	0.1%
25	Gogosing	5	0.1%
26	Kyte	3	0.0%
27	Interpark Tour	198	3.1%
97	Other	0	0.0%
98	Have not used any	0	0.0%

O02M04

		Value	Count	Percent
Standard Attributes	Position	36		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	2154		
	Missing	4284		
Central Tendency and Dispersion	Mean	11.89		
	Standard Deviation	7.482		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	15.00		
Labeled Values	1	Booking.com	56	0.9%
	2	Skyscanner	158	2.5%
	4	Agoda	215	3.3%
	5	Airbnb	192	3.0%
	7	Expedia	63	1.0%
	8	KAYAK	12	0.2%
	9	Trivago	24	0.4%
	10	Hotels.com	102	1.6%
	11	HotelsCombined	119	1.8%
	12	Yeogi Eottae	267	4.1%
	13	Yanolja	257	4.0%
	14	Naver (Air/Hotel/Package)	150	2.3%
	15	Hostelworld (Roamies)	2	0.0%
	16	Trip.com (formerly Ctrip)	70	1.1%
	17	Daily Hotel	28	0.4%
	18	MyRealTrip	104	1.6%
	19	WAUG	15	0.2%
	20	Klook	79	1.2%
	22	Triple	38	0.6%
	23	KKday	30	0.5%
	24	Playwings	2	0.0%
	25	Gogosing	1	0.0%
	26	Kyte	2	0.0%

O02M04

		Value	Count	Percent
	27	Interpark Tour	166	2.6%
	97	Other	2	0.0%
	98	Have not used any	0	0.0%

O02M05

		Value	Count	Percent
Standard Attributes	Position	37		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	1645		
	Missing	4793		
Central Tendency and Dispersion	Mean	11.92		
	Standard Deviation	7.362		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	16.00		
Labeled Values	1	Booking.com	62	1.0%
	2	Skyscanner	94	1.5%
	4	Agoda	171	2.7%
	5	Airbnb	128	2.0%
	7	Expedia	61	0.9%
	8	KAYAK	6	0.1%
	9	Trivago	21	0.3%
	10	Hotels.com	87	1.4%
	11	HotelsCombined	94	1.5%
	12	Yeogi Eottae	227	3.5%
	13	Yanolja	184	2.9%
	14	Naver (Air/Hotel/Package)	86	1.3%
	15	Hostelworld (Roamies)	5	0.1%
	16	Trip.com (formerly Ctrip)	58	0.9%
	17	Daily Hotel	28	0.4%
	18	MyRealTrip	71	1.1%

O02M05

		Value	Count	Percent
	19	WAUG	18	0.3%
	20	Klook	53	0.8%
	22	Triple	23	0.4%
	23	KKday	28	0.4%
	24	Playwings	4	0.1%
	25	Gogosing	0	0.0%
	26	Kyte	5	0.1%
	27	Interpark Tour	130	2.0%
	97	Other	1	0.0%
	98	Have not used any	0	0.0%

O02M06

		Value	Count	Percent
Standard Attributes	Position	38		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	1286		
	Missing	5152		
Central Tendency and Dispersion	Mean	12.08		
	Standard Deviation	7.570		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	16.00		
Labeled Values	1	Booking.com	51	0.8%
	2	Skyscanner	76	1.2%
	4	Agoda	109	1.7%
	5	Airbnb	105	1.6%
	7	Expedia	61	0.9%
	8	KAYAK	7	0.1%
	9	Trivago	29	0.5%
	10	Hotels.com	76	1.2%
	11	HotelsCombined	72	1.1%
	12	Yeogi Eottae	163	2.5%
	13	Yanolja	127	2.0%

O02M06

	Value	Count	Percent
14	Naver (Air/Hotel/Package)	63	1.0%
15	Hostelworld (Roamies)	1	0.0%
16	Trip.com (formerly Ctrip)	39	0.6%
17	Daily Hotel	15	0.2%
18	MyRealTrip	52	0.8%
19	WAUG	11	0.2%
20	Klook	61	0.9%
22	Triple	21	0.3%
23	KKday	37	0.6%
24	Playwings	4	0.1%
25	Gogosing	0	0.0%
26	Kyte	8	0.1%
27	Interpark Tour	97	1.5%
97	Other	1	0.0%
98	Have not used any	0	0.0%

O02M07

		Value	Count	Percent
Standard Attributes	Position	39		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	976		
	Missing	5462		
Central Tendency and Dispersion	Mean	12.29		
	Standard Deviation	7.702		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	16.00		
Labeled Values	1	Booking.com	33	0.5%
	2	Skyscanner	55	0.9%
	4	Agoda	85	1.3%
	5	Airbnb	79	1.2%
	7	Expedia	52	0.8%
	8	KAYAK	13	0.2%
	9	Trivago	11	0.2%
	10	Hotels.com	47	0.7%
	11	HotelsCombined	70	1.1%
	12	Yeogi Eottae	104	1.6%
	13	Yanolja	79	1.2%
	14	Naver (Air/Hotel/Package)	65	1.0%
	15	Hostelworld (Roamies)	4	0.1%
	16	Trip.com (formerly Ctrip)	45	0.7%
	17	Daily Hotel	10	0.2%
	18	MyRealTrip	32	0.5%
	19	WAUG	15	0.2%
	20	Klook	49	0.8%
	22	Triple	23	0.4%
	23	KKday	17	0.3%
	24	Playwings	2	0.0%
	25	Gogosing	1	0.0%
	26	Kyte	2	0.0%

O02M07

	Value	Count	Percent
27	Interpark Tour	82	1.3%
97	Other	1	0.0%
98	Have not used any	0	0.0%

O02M08

		Value	Count	Percent
Standard Attributes	Position	40		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	747		
	Missing	5691		
Central Tendency and Dispersion	Mean	12.61		
	Standard Deviation	7.137		
	Percentile 25	7.00		
	Percentile 50	12.00		
	Percentile 75	17.00		
Labeled Values	1	Booking.com	21	0.3%
	2	Skyscanner	34	0.5%
	4	Agoda	65	1.0%
	5	Airbnb	52	0.8%
	7	Expedia	36	0.6%
	8	KAYAK	7	0.1%
	9	Trivago	18	0.3%
	10	Hotels.com	47	0.7%
	11	HotelsCombined	41	0.6%
	12	Yeogi Eottae	83	1.3%
	13	Yanolja	67	1.0%
	14	Naver (Air/Hotel/Package)	44	0.7%
	15	Hostelworld (Roamies)	1	0.0%
	16	Trip.com (formerly Ctrip)	33	0.5%
	17	Daily Hotel	14	0.2%
	18	MyRealTrip	36	0.6%

O02M08

		Value	Count	Percent
	19	WAUG	8	0.1%
	20	Klook	38	0.6%
	22	Triple	14	0.2%
	23	KKday	19	0.3%
	24	Playwings	2	0.0%
	25	Gogosing	1	0.0%
	26	Kyte	1	0.0%
	27	Interpark Tour	65	1.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%

O02M09

		Value	Count	Percent
Standard Attributes	Position	41		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	590		
	Missing	5848		
Central Tendency and Dispersion	Mean	12.62		
	Standard Deviation	7.259		
	Percentile 25	7.00		
	Percentile 50	12.00		
	Percentile 75	18.00		
Labeled Values	1	Booking.com	28	0.4%
	2	Skyscanner	26	0.4%
	4	Agoda	40	0.6%
	5	Airbnb	48	0.7%
	7	Expedia	29	0.5%
	8	KAYAK	7	0.1%
	9	Trivago	11	0.2%
	10	Hotels.com	32	0.5%
	11	HotelsCombined	38	0.6%
	12	Yeogi Eottae	51	0.8%
	13	Yanolja	55	0.9%

O02M09

	Value	Count	Percent
14	Naver (Air/Hotel/Package)	27	0.4%
15	Hostelworld (Roamies)	1	0.0%
16	Trip.com (formerly Ctrip)	28	0.4%
17	Daily Hotel	7	0.1%
18	MyRealTrip	30	0.5%
19	WAUG	10	0.2%
20	Klook	37	0.6%
22	Triple	22	0.3%
23	KKday	17	0.3%
24	Playwings	1	0.0%
25	Gogosing	0	0.0%
26	Kyte	0	0.0%
27	Interpark Tour	45	0.7%
97	Other	0	0.0%
98	Have not used any	0	0.0%

O02M10

		Value	Count	Percent
Standard Attributes	Position	42		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	17	0.3%
	2	Skyscanner	25	0.4%
	4	Agoda	29	0.5%
	5	Airbnb	32	0.5%
	7	Expedia	24	0.4%
	8	KAYAK	7	0.1%
	9	Trivago	11	0.2%
	10	Hotels.com	19	0.3%
	11	HotelsCombined	27	0.4%
	12	Yeogi Eottae	44	0.7%
	13	Yanolja	32	0.5%
	14	Naver (Air/Hotel/Package)	26	0.4%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	32	0.5%
	17	Daily Hotel	11	0.2%
	18	MyRealTrip	12	0.2%
	19	WAUG	5	0.1%
	20	Klook	23	0.4%
	22	Triple	17	0.3%
	23	KKday	6	0.1%
	24	Playwings	2	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	1	0.0%
	27	Interpark Tour	34	0.5%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6002	93.2%

O02M11

		Value	Count	Percent
Standard Attributes	Position	43		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	10	0.2%
	2	Skyscanner	15	0.2%
	4	Agoda	21	0.3%
	5	Airbnb	27	0.4%
	7	Expedia	22	0.3%
	8	KAYAK	6	0.1%
	9	Trivago	4	0.1%
	10	Hotels.com	21	0.3%
	11	HotelsCombined	15	0.2%
	12	Yeogi Eottae	28	0.4%
	13	Yanolja	20	0.3%
	14	Naver (Air/Hotel/Package)	17	0.3%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	19	0.3%
	17	Daily Hotel	5	0.1%
	18	MyRealTrip	15	0.2%
	19	WAUG	9	0.1%
	20	Klook	18	0.3%
	22	Triple	12	0.2%
	23	KKday	15	0.2%
	24	Playwings	3	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	1	0.0%
	27	Interpark Tour	24	0.4%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6111	94.9%

O02M12

		Value	Count	Percent
Standard Attributes	Position	44		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	229		
	Missing	6209		
Central Tendency and Dispersion	Mean	12.92		
	Standard Deviation	7.248		
	Percentile 25	7.00		
	Percentile 50	12.00		
	Percentile 75	18.00		
Labeled Values	1	Booking.com	11	0.2%
	2	Skyscanner	11	0.2%
	4	Agoda	12	0.2%
	5	Airbnb	12	0.2%
	7	Expedia	15	0.2%
	8	KAYAK	5	0.1%
	9	Trivago	8	0.1%
	10	Hotels.com	10	0.2%
	11	HotelsCombined	14	0.2%
	12	Yeogi Eottae	19	0.3%
	13	Yanolja	15	0.2%
	14	Naver (Air/Hotel/Package)	14	0.2%
	15	Hostelworld (Roamies)	2	0.0%
	16	Trip.com (formerly Ctrip)	14	0.2%
	17	Daily Hotel	3	0.0%
	18	MyRealTrip	8	0.1%
	19	WAUG	8	0.1%
	20	Klook	14	0.2%
	22	Triple	8	0.1%
	23	KKday	7	0.1%
	24	Playwings	1	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%

O02M12

	Value	Count	Percent
27	Interpark Tour	18	0.3%
97	Other	0	0.0%
98	Have not used any	0	0.0%

O02M13

		Value	Count	Percent
Standard Attributes	Position	45		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	6	0.1%
	2	Skyscanner	7	0.1%
	4	Agoda	12	0.2%
	5	Airbnb	9	0.1%
	7	Expedia	11	0.2%
	8	KAYAK	7	0.1%
	9	Trivago	3	0.0%
	10	Hotels.com	9	0.1%
	11	HotelsCombined	9	0.1%
	12	Yeogi Eottae	9	0.1%
	13	Yanolja	9	0.1%
	14	Naver (Air/Hotel/Package)	7	0.1%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	12	0.2%
	17	Daily Hotel	2	0.0%
	18	MyRealTrip	8	0.1%
	19	WAUG	6	0.1%
	20	Klook	8	0.1%
	22	Triple	7	0.1%
	23	KKday	6	0.1%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	1	0.0%

O02M13

		Value	Count	Percent
	27	Interpark Tour	16	0.2%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6274	97.5%

O02M14

		Value	Count	Percent
Standard Attributes	Position	46		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	108		
	Missing	6330		
Central Tendency and Dispersion	Mean	13.94		
	Standard Deviation	10.816		
	Percentile 25	8.00		
	Percentile 50	12.50		
	Percentile 75	19.50		
Labeled Values	1	Booking.com	5	0.1%
	2	Skyscanner	6	0.1%
	4	Agoda	5	0.1%
	5	Airbnb	3	0.0%
	7	Expedia	5	0.1%
	8	KAYAK	4	0.1%
	9	Trivago	4	0.1%
	10	Hotels.com	8	0.1%
	11	HotelsCombined	8	0.1%
	12	Yeogi Eottae	6	0.1%
	13	Yanolja	7	0.1%
	14	Naver (Air/Hotel/Package)	4	0.1%
	15	Hostelworld (Roamies)	1	0.0%
	16	Trip.com (formerly Ctrip)	9	0.1%
	17	Daily Hotel	1	0.0%

O02M14

	Value	Count	Percent
18	MyRealTrip	3	0.0%
19	WAUG	2	0.0%
20	Klook	9	0.1%
22	Triple	4	0.1%
23	KKday	5	0.1%
24	Playwings	0	0.0%
25	Gogosing	0	0.0%
26	Kyte	1	0.0%
27	Interpark Tour	7	0.1%
97	Other	1	0.0%
98	Have not used any	0	0.0%

O02M15

		Value	Count	Percent
Standard Attributes	Position	47		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	1	0.0%
	2	Skyscanner	3	0.0%
	4	Agoda	3	0.0%
	5	Airbnb	2	0.0%
	7	Expedia	2	0.0%
	8	KAYAK	3	0.0%
	9	Trivago	3	0.0%
	10	Hotels.com	6	0.1%
	11	HotelsCombined	6	0.1%
	12	Yeogi Eottae	2	0.0%
	13	Yanolja	1	0.0%
	14	Naver (Air/Hotel/Package)	5	0.1%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	7	0.1%
	17	Daily Hotel	0	0.0%

O02M15

		Value	Count	Percent
	18	MyRealTrip	3	0.0%
	19	WAUG	2	0.0%
	20	Klook	7	0.1%
	22	Triple	4	0.1%
	23	KKday	4	0.1%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	4	0.1%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6370	98.9%

O02M16

		Value	Count	Percent
Standard Attributes	Position	48		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	50		
	Missing	6388		
Central Tendency and Dispersion	Mean	14.16		
	Standard Deviation	7.204		
	Percentile 25	10.00		
	Percentile 50	14.00		
	Percentile 75	20.00		
Labeled Values	1	Booking.com	3	0.0%
	2	Skyscanner	1	0.0%
	4	Agoda	3	0.0%
	5	Airbnb	1	0.0%
	7	Expedia	2	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	2	0.0%
	10	Hotels.com	2	0.0%
	11	HotelsCombined	7	0.1%
	12	Yeogi Eottae	1	0.0%

O02M16

	Value	Count	Percent
13	Yanolja	2	0.0%
14	Naver (Air/Hotel/Package)	2	0.0%
15	Hostelworld (Roamies)	0	0.0%
16	Trip.com (formerly Ctrip)	4	0.1%
17	Daily Hotel	1	0.0%
18	MyRealTrip	3	0.0%
19	WAUG	3	0.0%
20	Klook	3	0.0%
22	Triple	2	0.0%
23	KKday	4	0.1%
24	Playwings	0	0.0%
25	Gogosing	2	0.0%
26	Kyte	1	0.0%
27	Interpark Tour	1	0.0%
97	Other	0	0.0%
98	Have not used any	0	0.0%

O02M17

		Value	Count	Percent
Standard Attributes	Position	49		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	1	0.0%
	2	Skyscanner	1	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	1	0.0%
	7	Expedia	2	0.0%
	8	KAYAK	1	0.0%
	9	Trivago	3	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	1	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	1	0.0%
	14	Naver (Air/Hotel/Package)	4	0.1%
	15	Hostelworld (Roamies)	1	0.0%
	16	Trip.com (formerly Ctrip)	1	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	2	0.0%
	19	WAUG	1	0.0%
	20	Klook	0	0.0%
	22	Triple	1	0.0%
	23	KKday	3	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	1	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6412	99.6%

O02M18

		Value	Count	Percent
Standard Attributes	Position	50		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	1	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	1	0.0%
	5	Airbnb	1	0.0%
	7	Expedia	1	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	2	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	2	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	2	0.0%
	22	Triple	1	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	2	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6424	99.8%

O02M19

		Value	Count	Percent
Standard Attributes	Position	51		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	1	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	1	0.0%
	9	Trivago	1	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	1	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	2	0.0%
	19	WAUG	1	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	1	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6429	99.9%

O02M20

		Value	Count	Percent
Standard Attributes	Position	52		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	2	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O02M21

		Value	Count	Percent
Standard Attributes	Position	53		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	2	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O02M22

		Value	Count	Percent
Standard Attributes	Position	54		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	2	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O02M23

		Value	Count	Percent
Standard Attributes	Position	55		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	2	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O02M24

		Value	Count	Percent
Standard Attributes	Position	56		
	Label	OTA Usage Experience		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	2	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O03M01

		Value	Count	Percent
Standard Attributes	Position	57		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	6438		
	Missing	0		
Central Tendency and Dispersion	Mean	49.44		
	Standard Deviation	43.028		
	Percentile 25	12.00		
	Percentile 50	20.00		
	Percentile 75	98.00		
Labeled Values	1	Booking.com	81	1.3%
	2	Skyscanner	167	2.6%
	4	Agoda	500	7.8%
	5	Airbnb	239	3.7%
	7	Expedia	45	0.7%
	8	KAYAK	9	0.1%
	9	Trivago	19	0.3%
	10	Hotels.com	159	2.5%
	11	HotelsCombined	113	1.8%
	12	Yeogi Eottae	519	8.1%
	13	Yanolja	710	11.0%
	14	Naver (Air/Hotel/Package)	349	5.4%
	15	Hostelworld (Roamies)	9	0.1%
	16	Trip.com (formerly Ctrip)	102	1.6%
	17	Daily Hotel	19	0.3%
	18	MyRealTrip	118	1.8%
	19	WAUG	15	0.2%
	20	Klook	108	1.7%
	22	Triple	57	0.9%
	23	KKday	54	0.8%
	24	Playwings	1	0.0%
	25	Gogosing	1	0.0%

O03M01

		Value	Count	Percent
	26	Kyte	7	0.1%
	27	Interpark Tour	226	3.5%
	97	Other	4	0.1%
	98	Have not used any	2807	43.6%

O03M02

		Value	Count	Percent
Standard Attributes	Position	58		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	1779		
	Missing	4659		
Central Tendency and Dispersion	Mean	11.87		
	Standard Deviation	6.595		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	14.00		
Labeled Values	1	Booking.com	39	0.6%
	2	Skyscanner	92	1.4%
	4	Agoda	207	3.2%
	5	Airbnb	127	2.0%
	7	Expedia	26	0.4%
	8	KAYAK	3	0.0%
	9	Trivago	14	0.2%
	10	Hotels.com	58	0.9%
	11	HotelsCombined	57	0.9%
	12	Yeogi Eottae	309	4.8%
	13	Yanolja	309	4.8%
	14	Naver (Air/Hotel/Package)	164	2.5%
	15	Hostelworld (Roamies)	1	0.0%
	16	Trip.com (formerly Ctrip)	58	0.9%

O03M02

		Value	Count	Percent
	17	Daily Hotel	14	0.2%
	18	MyRealTrip	73	1.1%
	19	WAUG	13	0.2%
	20	Klook	68	1.1%
	22	Triple	27	0.4%
	23	KKday	33	0.5%
	24	Playwings	3	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	1	0.0%
	27	Interpark Tour	82	1.3%
	97	Other	1	0.0%
	98	Have not used any	0	0.0%

O03M03

		Value	Count	Percent
Standard Attributes	Position	59		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	976		
	Missing	5462		
Central Tendency and Dispersion	Mean	11.94		
	Standard Deviation	7.835		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	16.00		
Labeled Values	1	Booking.com	29	0.5%
	2	Skyscanner	58	0.9%
	4	Agoda	133	2.1%
	5	Airbnb	77	1.2%
	7	Expedia	14	0.2%
	8	KAYAK	6	0.1%
	9	Trivago	7	0.1%
	10	Hotels.com	37	0.6%
	11	HotelsCombined	20	0.3%

O03M03

	Value	Count	Percent
12	Yeogi Eottae	144	2.2%
13	Yanolja	116	1.8%
14	Naver (Air/Hotel/Package)	85	1.3%
15	Hostelworld (Roamies)	1	0.0%
16	Trip.com (formerly Ctrip)	29	0.5%
17	Daily Hotel	9	0.1%
18	MyRealTrip	45	0.7%
19	WAUG	5	0.1%
20	Klook	67	1.0%
22	Triple	21	0.3%
23	KKday	20	0.3%
24	Playwings	1	0.0%
25	Gogosing	1	0.0%
26	Kyte	1	0.0%
27	Interpark Tour	48	0.7%
97	Other	2	0.0%
98	Have not used any	0	0.0%

O03M04

		Value	Count	Percent
Standard Attributes	Position	60		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	538		
	Missing	5900		
Central Tendency and Dispersion	Mean	12.83		
	Standard Deviation	8.127		
	Percentile 25	5.00		
	Percentile 50	13.00		
	Percentile 75	18.00		
Labeled Values	1	Booking.com	11	0.2%
	2	Skyscanner	35	0.5%
	4	Agoda	60	0.9%
	5	Airbnb	46	0.7%
	7	Expedia	10	0.2%
	8	KAYAK	2	0.0%
	9	Trivago	4	0.1%
	10	Hotels.com	21	0.3%
	11	HotelsCombined	14	0.2%
	12	Yeogi Eottae	60	0.9%
	13	Yanolja	55	0.9%
	14	Naver (Air/Hotel/Package)	41	0.6%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	19	0.3%
	17	Daily Hotel	4	0.1%
	18	MyRealTrip	32	0.5%
	19	WAUG	5	0.1%
	20	Klook	43	0.7%
	22	Triple	17	0.3%
	23	KKday	19	0.3%
	24	Playwings	2	0.0%
	25	Gogosing	1	0.0%

O03M04

		Value	Count	Percent
	26	Kyte	2	0.0%
	27	Interpark Tour	34	0.5%
	97	Other	1	0.0%
	98	Have not used any	0	0.0%

O03M05

		Value	Count	Percent
Standard Attributes	Position	61		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	301		
	Missing	6137		
Central Tendency and Dispersion	Mean	13.26		
	Standard Deviation	8.707		
	Percentile 25	5.00		
	Percentile 50	13.00		
	Percentile 75	18.00		
Labeled Values	1	Booking.com	9	0.1%
	2	Skyscanner	21	0.3%
	4	Agoda	26	0.4%
	5	Airbnb	23	0.4%
	7	Expedia	4	0.1%
	8	KAYAK	1	0.0%
	9	Trivago	2	0.0%
	10	Hotels.com	13	0.2%
	11	HotelsCombined	9	0.1%
	12	Yeogi Eottae	31	0.5%
	13	Yanolja	25	0.4%
	14	Naver (Air/Hotel/Package)	25	0.4%
	15	Hostelworld (Roamies)	2	0.0%
	16	Trip.com (formerly Ctrip)	11	0.2%

O03M05

	Value	Count	Percent
17	Daily Hotel	4	0.1%
18	MyRealTrip	24	0.4%
19	WAUG	5	0.1%
20	Klook	21	0.3%
22	Triple	13	0.2%
23	KKday	12	0.2%
24	Playwings	1	0.0%
25	Gogosing	0	0.0%
26	Kyte	0	0.0%
27	Interpark Tour	18	0.3%
97	Other	1	0.0%
98	Have not used any	0	0.0%

O03M06

		Value	Count	Percent
Standard Attributes	Position	62		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	5	0.1%
	2	Skyscanner	16	0.2%
	4	Agoda	21	0.3%
	5	Airbnb	10	0.2%
	7	Expedia	5	0.1%
	8	KAYAK	1	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	4	0.1%
	11	HotelsCombined	8	0.1%
	12	Yeogi Eottae	20	0.3%
	13	Yanolja	13	0.2%
	14	Naver (Air/Hotel/Package)	16	0.2%
	15	Hostelworld (Roamies)	1	0.0%

O03M06

		Value	Count	Percent
	16	Trip.com (formerly Ctrip)	10	0.2%
	17	Daily Hotel	1	0.0%
	18	MyRealTrip	15	0.2%
	19	WAUG	4	0.1%
	20	Klook	13	0.2%
	22	Triple	5	0.1%
	23	KKday	4	0.1%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	9	0.1%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6257	97.2%

O03M07

		Value	Count	Percent
Standard Attributes	Position	63		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	108		
	Missing	6330		
Central Tendency and Dispersion	Mean	13.21		
	Standard Deviation	7.584		
	Percentile 25	6.00		
	Percentile 50	13.00		
	Percentile 75	20.00		
Labeled Values	1	Booking.com	1	0.0%
	2	Skyscanner	10	0.2%
	4	Agoda	13	0.2%
	5	Airbnb	3	0.0%
	7	Expedia	2	0.0%
	8	KAYAK	2	0.0%
	9	Trivago	2	0.0%

O03M07

	Value	Count	Percent
10	Hotels.com	4	0.1%
11	HotelsCombined	7	0.1%
12	Yeogi Eottae	6	0.1%
13	Yanolja	10	0.2%
14	Naver (Air/Hotel/Package)	6	0.1%
15	Hostelworld (Roamies)	0	0.0%
16	Trip.com (formerly Ctrip)	5	0.1%
17	Daily Hotel	1	0.0%
18	MyRealTrip	7	0.1%
19	WAUG	1	0.0%
20	Klook	9	0.1%
22	Triple	5	0.1%
23	KKday	5	0.1%
24	Playwings	0	0.0%
25	Gogosing	1	0.0%
26	Kyte	0	0.0%
27	Interpark Tour	8	0.1%
97	Other	0	0.0%
98	Have not used any	0	0.0%

O03M08

		Value	Count	Percent
Standard Attributes	Position	64		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	4	0.1%
	2	Skyscanner	3	0.0%
	4	Agoda	6	0.1%
	5	Airbnb	8	0.1%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	4	0.1%
	11	HotelsCombined	2	0.0%
	12	Yeogi Eottae	4	0.1%
	13	Yanolja	6	0.1%
	14	Naver (Air/Hotel/Package)	5	0.1%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	3	0.0%
	17	Daily Hotel	1	0.0%
	18	MyRealTrip	8	0.1%
	19	WAUG	2	0.0%
	20	Klook	7	0.1%
	22	Triple	3	0.0%
	23	KKday	3	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	2	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6367	98.9%

O03M09

		Value	Count	Percent
Standard Attributes	Position	65		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	3	0.0%
	2	Skyscanner	3	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	2	0.0%
	7	Expedia	1	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	2	0.0%
	10	Hotels.com	2	0.0%
	11	HotelsCombined	2	0.0%
	12	Yeogi Eottae	6	0.1%
	13	Yanolja	2	0.0%
	14	Naver (Air/Hotel/Package)	6	0.1%
	15	Hostelworld (Roamies)	1	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	1	0.0%
	18	MyRealTrip	5	0.1%
	19	WAUG	0	0.0%
	20	Klook	4	0.1%
	22	Triple	3	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6395	99.3%

O03M10

		Value	Count	Percent
Standard Attributes	Position	66		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	1	0.0%
	2	Skyscanner	2	0.0%
	4	Agoda	3	0.0%
	5	Airbnb	3	0.0%
	7	Expedia	1	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	1	0.0%
	10	Hotels.com	2	0.0%
	11	HotelsCombined	1	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	1	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	2	0.0%
	17	Daily Hotel	1	0.0%
	18	MyRealTrip	3	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	1	0.0%
	23	KKday	2	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	2	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6412	99.6%

O03M11

		Value	Count	Percent
Standard Attributes	Position	67		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	3	0.0%
	2	Skyscanner	1	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	1	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	1	0.0%
	14	Naver (Air/Hotel/Package)	2	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	1	0.0%
	20	Klook	1	0.0%
	22	Triple	0	0.0%
	23	KKday	1	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6426	99.8%

O03M12

		Value	Count	Percent
Standard Attributes	Position	68		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	2	0.0%
	4	Agoda	2	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	1	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6432	99.9%

O03M13

		Value	Count	Percent
Standard Attributes	Position	69		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	1	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	1	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	1	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6435	100.0%

O03M14

		Value	Count	Percent
Standard Attributes	Position	70		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	1	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	1	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O03M15

		Value	Count	Percent
Standard Attributes	Position	71		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	1	0.0%
	5	Airbnb	1	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O03M16

		Value	Count	Percent
Standard Attributes	Position	72		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	1	0.0%
	13	Yanolja	1	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O03M17

		Value	Count	Percent
Standard Attributes	Position	73		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	1	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	1	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6436	100.0%

O03M18

		Value	Count	Percent
Standard Attributes	Position	74		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	1	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M19

		Value	Count	Percent
Standard Attributes	Position	75		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	1	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M20

		Value	Count	Percent
Standard Attributes	Position	76		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	1	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M21

		Value	Count	Percent
Standard Attributes	Position	77		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	1	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M22

		Value	Count	Percent
Standard Attributes	Position	78		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	1	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M23

		Value	Count	Percent
Standard Attributes	Position	79		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	1	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%
	26	Kyte	0	0.0%
	27	Interpark Tour	0	0.0%
	97	Other	0	0.0%
	98	Have not used any	0	0.0%
Missing Values	System		6437	100.0%

O03M24

		Value	Count	Percent
Standard Attributes	Position	80		
	Label	OTA Usage Experience (Past Year)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	0		
	Missing	6438		
Central Tendency and Dispersion	Mean	.		
	Standard Deviation	.		
	Percentile 25	.		
	Percentile 50	.		
	Percentile 75	.		
Labeled Values	1	Booking.com	0	0.0%
	2	Skyscanner	0	0.0%
	4	Agoda	0	0.0%
	5	Airbnb	0	0.0%
	7	Expedia	0	0.0%
	8	KAYAK	0	0.0%
	9	Trivago	0	0.0%
	10	Hotels.com	0	0.0%
	11	HotelsCombined	0	0.0%
	12	Yeogi Eottae	0	0.0%
	13	Yanolja	0	0.0%
	14	Naver (Air/Hotel/Package)	0	0.0%
	15	Hostelworld (Roamies)	0	0.0%
	16	Trip.com (formerly Ctrip)	0	0.0%
	17	Daily Hotel	0	0.0%
	18	MyRealTrip	0	0.0%
	19	WAUG	0	0.0%
	20	Klook	0	0.0%
	22	Triple	0	0.0%
	23	KKday	0	0.0%
	24	Playwings	0	0.0%
	25	Gogosing	0	0.0%

O03M24

	Value	Count	Percent
26	Kyte	0	0.0%
27	Interpark Tour	0	0.0%
97	Other	0	0.0%
98	Have not used any	0	0.0%

Assign_O

		Value	Count	Percent
Standard Attributes	Position	81		
	Label	OTA Assign		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	3631		
	Missing	2807		
Central Tendency and Dispersion	Mean	12.62		
	Standard Deviation	7.575		
	Percentile 25	5.00		
	Percentile 50	12.00		
	Percentile 75	16.00		
Labeled Values	1	Booking.com	134	2.1%
	2	Skyscanner	172	2.7%
	4	Agoda	348	5.4%
	5	Airbnb	259	4.0%
	7	Expedia	87	1.4%
	8	KAYAK	20	0.3%
	9	Trivago	45	0.7%
	10	Hotels.com	173	2.7%
	11	HotelsCombined	151	2.3%
	12	Yeogi Eottae	429	6.7%
	13	Yanolja	445	6.9%
	14	Naver (Air/Hotel/Package)	309	4.8%
	15	Hostelworld (Roamies)	13	0.2%
	16	Trip.com (formerly Ctrip)	142	2.2%
	17	Daily Hotel	50	0.8%

Assign_O

	Value	Count	Percent
18	MyRealTrip	143	2.2%
19	WAUG	45	0.7%
20	Klook	158	2.5%
22	Triple	120	1.9%
23	KKday	111	1.7%
24	Playwings	6	0.1%
25	Gogosing	4	0.1%
26	Kyte	10	0.2%
27	Interpark Tour	253	3.9%
97	Other	4	0.1%
98	Have not used any	0	0.0%

O0401

		Value	Count	Percent
Standard Attributes	Position	82		
	Label	Type of Travel (Assigned to OTA Group)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Domestic travel	2312	35.9%
	2	Overseas travel	1319	20.5%
Missing Values	System		2807	43.6%

O0402

		Value	Count	Percent
Standard Attributes	Position	83		
	Label	Purpose of Travel (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Business (e. g., business trip, meetings)	422	6.6%
	2	Leisure and vacation	2943	45.7%
	97	Other	266	4.1%
Missing Values	System		2807	43.6%

O05

		Value	Count	Percent
Standard Attributes	Position	84		
	Label	International Travel Region (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	1319		
	Missing	5119		
Central Tendency and Dispersion	Mean	9.52		
	Standard Deviation	12.055		
	Percentile 25	2.00		
	Percentile 50	6.00		
	Percentile 75	11.00		
Labeled Values	1	China	43	0.7%
	2	Japan	444	6.9%
	3	Macau	8	0.1%
	4	Hong Kong	35	0.5%
	5	Taiwan	76	1.2%
	6	Thailand	84	1.3%
	7	Singapore	36	0.6%

O05

	Value	Count	Percent
8	Philippines	57	0.9%
9	Vietnam	174	2.7%
10	Indonesia	22	0.3%
11	Malaysia	21	0.3%
12	India	2	0.0%
13	Middle East	1	0.0%
14	Türkiye	7	0.1%
15	Cambodia	4	0.1%
16	Other parts of Asia	10	0.2%
17	United States (excluding Hawaii)	53	0.8%
18	Hawaii	9	0.1%
19	Canada	10	0.2%
21	Central & Latin America	3	0.0%
22	Europe	133	2.1%
23	Australia	25	0.4%
24	New Zealand	9	0.1%
25	Guam	15	0.2%
26	Saipan	8	0.1%
27	Other parts of the South Pacific	3	0.0%
28	Africa	4	0.1%
29	Russia	3	0.0%
30	Mongolia	5	0.1%
31	Myanmar (Burma)	0	0.0%
97	Other	15	0.2%

O06M01

		Value	Count	Percent
Standard Attributes	Position	85		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Rental car	62	1.0%
	2	Flight ticket	410	6.4%
	3	Accommodation	2121	32.9%
	4	Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)	268	4.2%
	5	Local transportation	108	1.7%
	6	Admission ticket / activity pass	407	6.3%
	7	Guided tour products (e.g., guide, bus tour, audio guide, etc.)	187	2.9%
	97	Others	68	1.1%
Missing Values	System		2807	43.6%

O06M02

		Value	Count	Percent
Standard Attributes	Position	86		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Rental car	35	0.5%
	2	Flight ticket	99	1.5%
	3	Accommodation	172	2.7%
	4	Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)	0	0.0%
	5	Local transportation	44	0.7%
	6	Admission ticket / activity pass	141	2.2%
	7	Guided tour products (e.g., guide, bus tour, audio guide, etc.)	47	0.7%
	97	Others	15	0.2%
Missing Values	System		5885	91.4%

O06M03

		Value	Count	Percent
Standard Attributes	Position	87		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Rental car	16	0.2%
	2	Flight ticket	21	0.3%
	3	Accommodation	27	0.4%
	4	Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)	0	0.0%
	5	Local transportation	11	0.2%
	6	Admission ticket / activity pass	20	0.3%
	7	Guided tour products (e.g., guide, bus tour, audio guide, etc.)	16	0.2%
	97	Others	2	0.0%
Missing Values	System		6325	98.2%

O06M04

		Value	Count	Percent
Standard Attributes	Position	88		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Rental car	4	0.1%
	2	Flight ticket	2	0.0%
	3	Accommodation	1	0.0%
	4	Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)	0	0.0%
	5	Local transportation	2	0.0%
	6	Admission ticket / activity pass	1	0.0%
	7	Guided tour products (e.g., guide, bus tour, audio guide, etc.)	4	0.1%
	97	Others	1	0.0%
Missing Values	System		6423	99.8%

O06M05

		Value	Count	Percent
Standard Attributes	Position	89		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Rental car	0	0.0%
	2	Flight ticket	0	0.0%
	3	Accommodation	1	0.0%
	4	Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)	0	0.0%
	5	Local transportation	0	0.0%
	6	Admission ticket / activity pass	0	0.0%
	7	Guided tour products (e.g., guide, bus tour, audio guide, etc.)	2	0.0%
	97	Others	0	0.0%
Missing Values	System		6435	100.0%

O06M06

		Value	Count	Percent
Standard Attributes	Position	90		
	Label	Purchased Products (Assigned to OTA Group)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	6		1	0.0%
Missing Values	System		6437	100.0%

O07M01

		Value	Count	Percent
Standard Attributes	Position	91		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	309	4.8%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	285	4.4%

O07M01

	Value	Count	Percent
3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	184	2.9%
4	Good pricing (e.g., special deals, lowest price options)	1216	18.9%
5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	108	1.7%
6	Exclusive deals and appealing promotions	246	3.8%
7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	481	7.5%
8	Excellent design and user interface	56	0.9%
9	Many user reviews	214	3.3%
10	Reputable brand (reliable)	209	3.2%
11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	110	1.7%
97	Other	64	1.0%
98	I didn't make the decision myself	149	2.3%

O07M01

		Value	Count	Percent
Missing Values	System		2807	43.6%

O07M02

		Value	Count	Percent
Standard Attributes	Position	92		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	160	2.5%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	186	2.9%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	111	1.7%
	4	Good pricing (e.g., special deals, lowest price options)	350	5.4%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	102	1.6%

O07M02

		Value	Count	Percent
	6	Exclusive deals and appealing promotions	171	2.7%
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	169	2.6%
	8	Excellent design and user interface	43	0.7%
	9	Many user reviews	136	2.1%
	10	Reputable brand (reliable)	91	1.4%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	54	0.8%
	97	Other	5	0.1%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		4860	75.5%

O07M03

		Value	Count	Percent
Standard Attributes	Position	93		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	96	1.5%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	88	1.4%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	58	0.9%
	4	Good pricing (e.g., special deals, lowest price options)	162	2.5%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	43	0.7%
	6	Exclusive deals and appealing promotions	67	1.0%

O07M03

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	90	1.4%
	8	Excellent design and user interface	33	0.5%
	9	Many user reviews	70	1.1%
	10	Reputable brand (reliable)	52	0.8%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	34	0.5%
	97	Other	3	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		5642	87.6%

O07M04

		Value	Count	Percent
Standard Attributes	Position	94		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	41	0.6%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	28	0.4%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	34	0.5%
	4	Good pricing (e.g., special deals, lowest price options)	54	0.8%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	20	0.3%
	6	Exclusive deals and appealing promotions	29	0.5%

O07M04

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	35	0.5%
	8	Excellent design and user interface	14	0.2%
	9	Many user reviews	44	0.7%
	10	Reputable brand (reliable)	26	0.4%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	11	0.2%
	97	Other	1	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6101	94.8%

O07M05

		Value	Count	Percent
Standard Attributes	Position	95		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	20	0.3%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	20	0.3%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	14	0.2%
	4	Good pricing (e.g., special deals, lowest price options)	22	0.3%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	5	0.1%
	6	Exclusive deals and appealing promotions	18	0.3%

O07M05

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	17	0.3%
	8	Excellent design and user interface	7	0.1%
	9	Many user reviews	13	0.2%
	10	Reputable brand (reliable)	12	0.2%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	6	0.1%
	97	Other	2	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6282	97.6%

O07M06

		Value	Count	Percent
Standard Attributes	Position	96		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	8	0.1%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	8	0.1%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	10	0.2%
	4	Good pricing (e.g., special deals, lowest price options)	12	0.2%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	6	0.1%
	6	Exclusive deals and appealing promotions	3	0.0%

O07M06

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	8	0.1%
	8	Excellent design and user interface	5	0.1%
	9	Many user reviews	4	0.1%
	10	Reputable brand (reliable)	6	0.1%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	3	0.0%
	97	Other	0	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6365	98.9%

O07M07

		Value	Count	Percent
Standard Attributes	Position	97		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	4	0.1%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	4	0.1%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	1	0.0%
	4	Good pricing (e.g., special deals, lowest price options)	4	0.1%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	0	0.0%
	6	Exclusive deals and appealing promotions	3	0.0%

O07M07

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	4	0.1%
	8	Excellent design and user interface	1	0.0%
	9	Many user reviews	4	0.1%
	10	Reputable brand (reliable)	5	0.1%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	0	0.0%
	97	Other	1	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6407	99.5%

O07M08

		Value	Count	Percent
Standard Attributes	Position	98		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	0	0.0%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	1	0.0%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	2	0.0%
	4	Good pricing (e.g., special deals, lowest price options)	3	0.0%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	3	0.0%
	6	Exclusive deals and appealing promotions	2	0.0%

O07M08

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	0	0.0%
	8	Excellent design and user interface	1	0.0%
	9	Many user reviews	2	0.0%
	10	Reputable brand (reliable)	1	0.0%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	2	0.0%
	97	Other	0	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6421	99.7%

O07M09

		Value	Count	Percent
Standard Attributes	Position	99		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	1	0.0%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	0	0.0%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	1	0.0%
	4	Good pricing (e.g., special deals, lowest price options)	1	0.0%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	3	0.0%
	6	Exclusive deals and appealing promotions	2	0.0%

O07M09

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	0	0.0%
	8	Excellent design and user interface	0	0.0%
	9	Many user reviews	0	0.0%
	10	Reputable brand (reliable)	1	0.0%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	0	0.0%
	97	Other	0	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6429	99.9%

O07M10

		Value	Count	Percent
Standard Attributes	Position	100		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	1	0.0%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	0	0.0%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	0	0.0%
	4	Good pricing (e.g., special deals, lowest price options)	0	0.0%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	0	0.0%
	6	Exclusive deals and appealing promotions	2	0.0%

O07M10

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	0	0.0%
	8	Excellent design and user interface	0	0.0%
	9	Many user reviews	0	0.0%
	10	Reputable brand (reliable)	0	0.0%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	1	0.0%
	97	Other	0	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6434	99.9%

O07M11

		Value	Count	Percent
Standard Attributes	Position	101		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	0	0.0%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	1	0.0%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	0	0.0%
	4	Good pricing (e.g., special deals, lowest price options)	0	0.0%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	0	0.0%
	6	Exclusive deals and appealing promotions	0	0.0%

O07M11

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	0	0.0%
	8	Excellent design and user interface	0	0.0%
	9	Many user reviews	0	0.0%
	10	Reputable brand (reliable)	0	0.0%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	1	0.0%
	97	Other	0	0.0%
	98	I didn't make the decision myself	0	0.0%
Missing Values	System		6436	100.0%

O07M12

		Value	Count	Percent
Standard Attributes	Position	102		
	Label	Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F8.2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1.00	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	0	0.0%
	2.00	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	0	0.0%
	3.00	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	0	0.0%
	4.00	Good pricing (e.g., special deals, lowest price options)	0	0.0%
	5.00	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	0	0.0%
	6.00	Exclusive deals and appealing promotions	0	0.0%

O07M12

		Value	Count	Percent
	7.00	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	0	0.0%
	8.00	Excellent design and user interface	0	0.0%
	9.00	Many user reviews	0	0.0%
	10.00	Reputable brand (reliable)	0	0.0%
	11.00	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	0	0.0%
	97.00	Other	0	0.0%
	98.00	I didn't make the decision myself	0	0.0%
Missing Values	System		6438	100.0%

O0701

		Value	Count	Percent
Standard Attributes	Position	103		
	Label	Primary Reason for Preference (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)	262	4.1%
	2	A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)	293	4.6%
	3	Useful information (e.g., detailed descriptions, codeshare info, destination guides)	154	2.4%
	4	Good pricing (e.g., special deals, lowest price options)	1484	23.1%
	5	Mileage/point rewards (e.g., stay 10 nights, get 1 free)	105	1.6%
	6	Exclusive deals and appealing promotions	207	3.2%

O0701

		Value	Count	Percent
	7	User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)	482	7.5%
	8	Excellent design and user interface	42	0.7%
	9	Many user reviews	164	2.5%
	10	Reputable brand (reliable)	153	2.4%
	11	Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)	68	1.1%
	97	Other	68	1.1%
	98	I didn't make the decision myself	149	2.3%
Missing Values	System		2807	43.6%

O0702

		Value	Count	Percent
Standard Attributes	Position	104		
	Label	Payment Method (Assigned to OTA Group)		
	Type	Numeric		
	Format	F2		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	PC (desktop/laptop) via internet browser	867	13.5%
	2	Mobile device (smartphone or tablet) via website or app	2697	41.9%
	99	Other / Not sure	67	1.0%
Missing Values	System		2807	43.6%

O0801

		Value	Count	Percent
Standard Attributes	Position	105		
	Label	OTA Perceived Quality of Experience (value for money)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	19	0.3%
	2	poor	81	1.3%
	3	Average/Neutral	1246	19.4%
	4	Good	1945	30.2%
	5	Very good	340	5.3%
Missing Values	System		2807	43.6%

O0802

		Value	Count	Percent
Standard Attributes	Position	106		
	Label	OTA Perceived Quality of Experience (mileage/points)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	56	0.9%
	2	poor	342	5.3%
	3	Average/Neutral	1624	25.2%
	4	Good	1357	21.1%
	5	Very good	252	3.9%
Missing Values	System		2807	43.6%

O0803

		Value	Count	Percent
Standard Attributes	Position	107		
	Label	OTA Perceived Quality of Experience (product variety)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	12	0.2%
	2	poor	86	1.3%
	3	Average/Neutral	1113	17.3%
	4	Good	2064	32.1%
	5	Very good	356	5.5%
Missing Values	System		2807	43.6%

O0804

		Value	Count	Percent
Standard Attributes	Position	108		
	Label	OTA Perceived Quality of Experience (product/travel –related information)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	36	0.6%
	2	poor	123	1.9%
	3	Average/Neutral	1321	20.5%
	4	Good	1859	28.9%
	5	Very good	292	4.5%
Missing Values	System		2807	43.6%

O0805

		Value	Count	Percent
Standard Attributes	Position	109		
	Label	OTA Perceived Quality of Experience (website/app design and UI)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	20	0.3%
	2	poor	139	2.2%
	3	Average/Neutral	1403	21.8%
	4	Good	1774	27.6%
	5	Very good	295	4.6%
Missing Values	System		2807	43.6%

O0806

		Value	Count	Percent
Standard Attributes	Position	110		
	Label	OTA Perceived Quality of Experience (ease of use of the website/app)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	22	0.3%
	2	poor	103	1.6%
	3	Average/Neutral	1148	17.8%
	4	Good	2000	31.1%
	5	Very good	358	5.6%
Missing Values	System		2807	43.6%

O0807

		Value	Count	Percent
Standard Attributes	Position	111		
	Label	OTA Perceived Quality of Experience (customer service)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	62	1.0%
	2	poor	159	2.5%
	3	Average/Neutral	1522	23.6%
	4	Good	1613	25.1%
	5	Very good	275	4.3%
Missing Values	System		2807	43.6%

O09

		Value	Count	Percent
Standard Attributes	Position	112		
	Label	Overall Satisfaction with OTA		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very dissatisfied	28	0.4%
	2	Dissatisfied	91	1.4%
	3	Neutral	1138	17.7%
	4	Satisfied	2107	32.7%
	5	Very satisfied	267	4.1%
Missing Values	System		2807	43.6%

O09_1

		Value	Count	Percent
Standard Attributes	Position	113		
	Label	Perceived Value for Money (Psychological Value) (Assigned to OTA Group)		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very poor	28	0.4%
	2	poor	98	1.5%
	3	Average/Neutral	1248	19.4%
	4	Good	2002	31.1%
	5	Very good	255	4.0%
Missing Values	System		2807	43.6%

O10

		Value	Count	Percent
Standard Attributes	Position	114		
	Label	Willingness to Recommend the OTA		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Very dissatisfied	27	0.4%
	2	Dissatisfied	97	1.5%
	3	Neutral	1179	18.3%
	4	Satisfied	2014	31.3%
	5	Very satisfied	314	4.9%
Missing Values	System		2807	43.6%

O11

		Value	Count	Percent
Standard Attributes	Position	115		
	Label	Willingness to Reuse the OTA		
	Type	Numeric		
	Format	F1		
	Measurement	Nominal		
	Role	Input		
Valid Values	1	Definitely would not use again	23	0.4%
	2	Probably would not use again	67	1.0%
	3	Neutral	946	14.7%
	4	Probably would use again	2191	34.0%
	5	Definitely would use again	404	6.3%
Missing Values	System		2807	43.6%

Q13

		Value	Count	Percent
Standard Attributes	Position	116		
	Label	Preferred OTA for International Travel		
	Type	Numeric		
	Format	F2		
	Measurement	Scale		
	Role	Input		
N	Valid	6438		
	Missing	0		
Central Tendency and Dispersion	Mean	49.42		
	Standard Deviation	44.068		
	Percentile 25	10.00		
	Percentile 50	17.00		
	Percentile 75	98.00		
Labeled Values	1	Booking.com	88	1.4%
	2	Skyscanner	216	3.4%
	4	Agoda	523	8.1%
	5	Airbnb	419	6.5%
	7	Expedia	94	1.5%
	8	KAYAK	11	0.2%
	9	Trivago	77	1.2%
	10	Hotels.com	279	4.3%
	11	HotelsCombined	417	6.5%
	12	Yeogi Eottae	345	5.4%
	13	Yanolja	258	4.0%
	14	Naver (Air/Hotel/Package)	371	5.8%
	15	Hostelworld (Roamies)	13	0.2%
	16	Trip.com (formerly Ctrip)	105	1.6%
	17	Daily Hotel	26	0.4%
	18	MyRealTrip	131	2.0%
	19	WAUG	7	0.1%
	20	Klook	57	0.9%
	22	Triple	65	1.0%
	23	KKday	21	0.3%
	24	Playwings	7	0.1%

O13

	Value	Count	Percent
25	Gogosing	9	0.1%
26	Kyte	6	0.1%
98	Nothing in particular I'd like to try	2893	44.9%