Online Travel Agency (OTA) Satisfaction of South Koreans_2024

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

About the Dataset

This dataset is part of the **Annual Travel Destination and Service Satisfaction Study**, one of ConsumerInsight's five syndicated studies on South Korean travelers. Conducted annually since **2016** with approximately **25,000 respondents** each year, the study aims to track and analyze long-term shifts in travel behavior and consumer evaluations of travel destinations and products.

Data Sampling

The provided data is a **50% sample** from the **2024 study**. From the complete dataset, respondents were assigned sequential ID numbers based on their response order. This sample was extracted by selecting all respondents with an **even-numbered ID.**

Data Contents

The dataset includes the following information:

1. **Respondent Characteristics**
2. **OTA Brand Awareness**
3. **OTA Usage Experience**
4. **Characteristics of Products Purchased via OTA**
   - Product Type, Travel Purpose, Travel Destination
5. **Primary Reason for Preference**
6. **OTA Perceived Quality of Experience**
   - Value for money, Mileage/points, Product variety, Product/travel-related information, Website/app design and UI, Ease of use of the website/app, Customer service
7. **OTA Brand Satisfaction**
   - Satisfaction Level, Value for Money/Perceived Value, Intention to Recommend, Intention to Repurchase
8. **Preferred OTA for International Travel**

*** Respondent Criteria:** Ages of 20 and 69 who reside in South Korea.

*** Sample Size:** Among the total population of 25,442, the dataset comprises responses from 6,438 participants.

*** Survey Period:** September 2024

[Table1-1] Data File: Online Travel Agency (OTA) Satisfaction of South Koreans_2024

Variable Names	Question Number	Content of the Question
respondent_id	idx	
gender	DQ01	Gender
age_group	DQ02	Year of Birth
area_of_residence	DQ08	Region of Residence
marital_status	DQ03	Marital Status
household_composition	DQ04	Family Status
occupation	DQ05	Occupation
household_income_level	DQ06	Monthly Household Income
ota_brand_awareness	O0101	OTA Brand Awareness_Booking.com
ota_brand_awareness	O0102	OTA Brand Awareness_Skyscanner
ota_brand_awareness	O0104	OTA Brand Awareness_Agoda
ota_brand_awareness	O0105	OTA Brand Awareness_Airbnb
ota_brand_awareness	O0107	OTA Brand Awareness_Expedia
ota_brand_awareness	O0108	OTA Brand Awareness_KAYAK
ota_brand_awareness	O0109	OTA Brand Awareness_Trivago
ota_brand_awareness	O0110	OTA Brand Awareness_Hotels.com
ota_brand_awareness	O0111	OTA Brand Awareness_HotelsCombined
ota_brand_awareness	O0112	OTA Brand Awareness_Yeogi Eottae
ota_brand_awareness	O0113	OTA Brand Awareness_Yanolja
ota_brand_awareness	O0114	OTA Brand Awareness_Naver (Air/Hotel/Package)
ota_brand_awareness	O0115	OTA Brand Awareness_Hostelworld (Roamies)
ota_brand_awareness	O0116	OTA Brand Awareness_Trip.com (formerly Ctrip)
ota_brand_awareness	O0117	OTA Brand Awareness_Daily Hotel
ota_brand_awareness	O0118	OTA Brand Awareness_MyRealTrip
ota_brand_awareness	O0119	OTA Brand Awareness_WAUG
ota_brand_awareness	O0120	OTA Brand Awareness_Klook
ota_brand_awareness	O0122	OTA Brand Awareness_Triple
ota_brand_awareness	O0123	OTA Brand Awareness_KKday
ota_brand_awareness	O0124	OTA Brand Awareness_Playwings
ota_brand_awareness	O0125	OTA Brand Awareness_Gogosing
ota_brand_awareness	O0126	OTA Brand Awareness_Kyte
ota_brand_awareness	O0127	OTA Brand Awareness_Interpark Tour
ota_usage_experience	O02M01	OTA Usage Experience
ota_usage_experience	O02M02	OTA Usage Experience
ota_usage_experience	O02M03	OTA Usage Experience
ota_usage_experience	O02M04	OTA Usage Experience
ota_usage_experience	O02M05	OTA Usage Experience
ota_usage_experience	O02M06	OTA Usage Experience
ota_usage_experience	O02M07	OTA Usage Experience
ota_usage_experience	O02M08	OTA Usage Experience
ota_usage_experience	O02M09	OTA Usage Experience
ota_usage_experience	O02M10	OTA Usage Experience
ota_usage_experience	O02M11	OTA Usage Experience
ota_usage_experience	O02M12	OTA Usage Experience
ota_usage_experience	O02M13	OTA Usage Experience
ota_usage_experience	O02M14	OTA Usage Experience
ota_usage_experience	O02M15	OTA Usage Experience
ota_usage_experience	O02M16	OTA Usage Experience
ota_usage_experience	O02M17	OTA Usage Experience
ota_usage_experience	O02M18	OTA Usage Experience
ota_usage_experience	O02M19	OTA Usage Experience
ota_usage_experience	O02M20	OTA Usage Experience
ota_usage_experience	O02M21	OTA Usage Experience

ota_usage_experience	O02M22	OTA Usage Experience
ota_usage_experience	O02M23	OTA Usage Experience
ota_usage_experience	O02M24	OTA Usage Experience
ota_usage_experience_past_year	O03M01	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M02	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M03	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M04	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M05	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M06	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M07	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M08	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M09	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M10	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M11	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M12	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M13	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M14	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M15	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M16	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M17	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M18	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M19	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M20	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M21	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M22	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M23	OTA Usage Experience (Past Year)
ota_usage_experience_past_year	O03M24	OTA Usage Experience (Past Year)
ota_assign	Assign_O	OTA Assign
ota_usage_travel_type	O0401	Type of Travel
ota_usage_travel_purpose	O0402	Purpose of Travel
ota_usage_International_travel_region	O05	International Travel Region
ota_usage_purchased_products	O06M01	Purchased Products
ota_usage_purchased_products	O06M02	Purchased Products
ota_usage_purchased_products	O06M03	Purchased Products
ota_usage_purchased_products	O06M04	Purchased Products
ota_usage_purchased_products	O06M05	Purchased Products
ota_usage_purchased_products	O06M06	Purchased Products
ota_usage_preference_reason	O07M01	Reason for Preference
ota_usage_preference_reason	O07M02	Reason for Preference
ota_usage_preference_reason	O07M03	Reason for Preference
ota_usage_preference_reason	O07M04	Reason for Preference
ota_usage_preference_reason	O07M05	Reason for Preference
ota_usage_preference_reason	O07M06	Reason for Preference
ota_usage_preference_reason	O07M07	Reason for Preference
ota_usage_preference_reason	O07M08	Reason for Preference
ota_usage_preference_reason	O07M09	Reason for Preference
ota_usage_preference_reason	O07M10	Reason for Preference
ota_usage_preference_reason	O07M11	Reason for Preference
ota_usage_preference_reason	O07M12	Reason for Preference
ota_usage_primary_preference_reason	O0701	Primary Reason for Preference
ota_usage_payment_method	O0702	Payment Method
ota_quality_value_for_money	O0801	OTA Perceived Quality of Experience (value for money)
ota_quality_mileage_points	O0802	OTA Perceived Quality of Experience (mileage/points)
ota_quality_product_variety	O0803	OTA Perceived Quality of Experience (product variety)
ota_quality_product_info	O0804	OTA Perceived Quality of Experience (product/travel-related information)
ota_quality_design_ui	O0805	OTA Perceived Quality of Experience (website/app design and UI)
ota_quality_ease_of_use	O0806	OTA Perceived Quality of Experience (ease of use of the website/app)
ota_quality_customer_service	O0807	OTA Perceived Quality of Experience (customer service)
ota_satisfaction	O09	Overall Satisfaction with OTA
ota_value_for_money	O09_1	Perceived Value for Money (Psychological Value)

ota_recommendation	O10	Willingness to Recommend the OTA
ota_reuse_intention	O11	Willingness to Reuse the OTA
ota_preferred_for_ International_travel	O13	Preferred OTA for International Travel

[Table 2] Survey Structure of Online Travel Agency (OTA) Satisfaction of South Koreans

DEMOGRAPHIC	
DQ1	Gender
DQ2	Year of Birth
DQ8	Region of Residence
DQ3	Marital Status
DQ4	Family Status
DQ5	Occupation
DQ6	Monthly Household Income
O. Online Travel Agency (OTA)	
O1	OTA Brand Awareness
O2	OTA Usage Experience
O3	OTA Usage Experience (Past Year)
O4-1	Type of Travel
O4-2	Purpose of Travel
O5	International Travel Region
O6	Purchased Products
O7	Reason for Preference
O7-1	Primary Reason for Preference
O7-2	Payment Method
O8-1	OTA Perceived Quality of Experience (value for money)
O8-2	OTA Perceived Quality of Experience (mileage/points)
O8-3	OTA Perceived Quality of Experience (product variety)
O8-4	OTA Perceived Quality of Experience (product/travel-related information)
O8-5	OTA Perceived Quality of Experience (website/app design and UI)
O8-6	OTA Perceived Quality of Experience (ease of use of the website/app)
O8-7	OTA Perceived Quality of Experience (customer service)
O9	Overall Satisfaction with OTA
O9-1	Perceived Value for Money (Psychological Value)
O10	Willingness to Recommend the OTA
O11	Willingness to Reuse the OTA
O13	Preferred OTA for International Travel

[Questionnaire]

DEMOGRAPHIC

All survey questions are now completed.

The following section asks for basic classification information. This information is needed for statistical analysis.
Your personal information will only be used for statistical purposes, in accordance with Article 13 of the Statistics Act, and will never be used for any other purpose without your consent.

+Gender+

DQ1. What is your **gender**?

1) Male 2) Female

+Year of Birth+

DQ2. Please enter your exact **year of birth**. *(open)* _____year

+Region of Residence+

DQ8. Where do you **currently reside**? Please select **your current place of residence**, not your address on the resident registration.

1) Gangwon 2) Gyeonggi 3) Gyeongnam 4) Gyeongbuk 5) Gwangju 6) Daegu 7) Daejeon 8) Busan
9) Seoul 10) Sejong 11) Ulsan 12) Incheon 13) Jeonnam 14) Jeonbuk 15) Jeju 16) Chungnam 17) Chungbuk

+Marital Status+

DQ3. What is your current **marital** status?

1) Single/Never married 2) Married 3) Other (e.g., divorced, widowed)

+Family Status+

DQ4. Do you have any children? If yes, what is the life stage of **your youngest child**?

1) No children 2) Infant (1–3 years old) 3) Preschooler (4–7 years old) 4) Elementary school student 5) Middle/High school student
6) University/Graduate student 7) Unmarried adult 8) Married adult 9) Married adult with children

+Occupation+

DQ5. What is **your current occupation**?

1) Self-employed (e.g., small business owner with fewer than 10 employees, family worker, individual taxi driver)
2) Sales/Service worker (e.g., store clerk, insurance agent, salesperson, hairdresser)

3) Skilled worker (e.g., production line worker, machinist, carpenter, driver)
4) Manual laborer (e.g., cleaner, delivery/transport worker, building maintenance/security)
5) Office worker (e.g., company staff below department head, public servant grade 5 or below)
6) Technical worker (e.g., teacher, private tutor, nurse, engineer)
7) Managerial/Executive (e.g., company executive, public servant grade 4 or above)
8) Professional (e.g., university professor, doctor, lawyer, accountant, patent attorney, journalist)
9) Freelancer/Independent (e.g., artist, clergy)
10) Full-time homemaker
11) Middle school student
12) High school student
13) University (or graduate school) student
14) Unemployed/Retired (no income or minimal side income)
15) Other (___)

+Monthly Household Income+

DQ6. What is **your total monthly household income**, **including the income of all family members** living together?

- Please include all sources of income such as interest income, side jobs, bonuses, and rental income.
- This information is essential for analysis, so please respond as accurately as possible.

0) Less than 1,000,000 KRW
1) 1,000,000 KRW 2) 2,000,000 KRW 3) 3,000,000 KRW 4) 4,000,000 KRW 5) 5,000,000 KRW 6) 6,000,000 KRW
7) 7,000,000 KRW 8) 8,000,000 KRW 9) 9,000,000 KRW 10) 10,000,000 KRW 11) Over 10,000,000 KRW
12) Don't know

O. Online Travel Agency (OTA)

※ We would now like to ask you about **Online Travel Agencies (OTA)**.

+OTA Brand Awareness+

O1. **Have you ever heard** of the following **Online Travel Agencies (OTA)**?

1) Yes (I have heard of it) 2) No (I have not heard of it)

+OTA Usage Experience+

O2. Then, which **Online Travel Agencies (OTA)** have you **ever used**, even once? Please **select all that apply**.

If you select "Other," please specify the name of the most recent **brand** you used.

+OTA Usage Experience (Past Year)+

O3. Which **Online Travel Agencies (OTA)** **have you used** in **the past year**? Please **select all that apply**.

Options (Brands):

1) Gogosing 2) Naver (Air/Hotel/Package) 3) Daily Hotel 4) MyRealTrip 5) Mohaji 6) Booking.com
7) Skyscanner 8) Agoda 9) Yanolja 10) Yeogi Eottae 11) Airbnb 12) WAUG 13) Expedia 25) Interpark Tour
14) KAYAK 15) Kyte 16) Klook 17) Trivago 18) Triple 19) Trip.com (formerly Ctrip) 20) Playwings
21) Hostelworld (Roamies) 22) Hotels.com 23) HotelsCombined 24) KKday
99) Other (please specify: _____) 100) Have not used any

+Type of Travel+, +Purpose of Travel+

O4. **What type of trip** was the travel product (e.g., accommodation, flights) you **most recently** purchased through **'O3 OTA'** for?

O4-1. Travel Destination	O4-2. Purpose of Travel
1) Domestic travel	1) Business (e.g., business trip, meetings)
2) International travel	2) Leisure and vacation
	3) Other

+ International Travel Region+

O5. Then, for **which specific region** did you use **'O3 OTA'** to book your trip? Please select **the main travel destination**.

Asia	1) China 2) Japan 3) Macau 4) Hong Kong 5) Taiwan 6) Thailand 7) Singapore 8) Philippines 9) Vietnam 10) Indonesia 11) Malaysia 12) India 13) Middle East 14) Türkiye 15) Cambodia ??) Mongolia ??) Myanmar (Burma) 16) Other parts of Asia
America	17) United States (excluding Hawaii) 18) Hawaii 19) Canada 21) Central & Latin America
Europe	22) Europe 29) Russia
South Pacific	23) Australia 24) New Zealand 25) Guam 26) Saipan 27) Other parts of the South Pacific
Africa	28) Africa
	9997) Other ( )
	9998) Did not travel anywhere in the past year

+Purchased Products+

O6. **What products/services did you purchase** most recently through **'O3 OTA'**? Please **select all that apply**.

1) Rental car

2) Flight ticket
3) Accommodation
4) Partial package (e.g., airtel, aircartel – includes flight + accommodation and/or rental car)
5) Local transportation
6) Admission ticket / activity pass
7) Guided tour products (e.g., guide, bus tour, audio guide, etc.)
8) Others

+Reason for Preference+

O7. **Why did you choose** to purchase your travel products/services through **'O3 OTA'**? Please **select all that apply**.

+Primary Reason for Preference+

O7-1. What was **the main reason** you chose to purchase your travel products/services through **'O3 OTA'**?

1) The wide variety of products/services available (e.g., accommodations, flights, rental cars, attraction tickets)
2) A wide range of products and services (e.g., many hotel listings, multiple flight routes/seats)
3) Useful information (e.g., detailed descriptions, codeshare info, destination guides)
4) Good pricing (e.g., special deals, lowest price options)
5) Mileage/point rewards (e.g., stay 10 nights, get 1 free)
6) Exclusive deals and appealing promotions
7) User-friendly website or app interface (e.g., product search, filters, easy payment, fast loading)
8) Excellent design and user interface
9) Many user reviews
10) Reputable brand (reliable)
11) Good customer service (e.g., agent support, itinerary changes, cancellation/refund handling)
12) Other
13) I didn't make the decision myself

+Payment Method+

O7-2. **Where did you** complete the payment for the travel product you **purchased** from **'O3 OTA'**?

If you made multiple purchases, please respond based on the transaction **with the largest amount**.

1) PC (desktop/laptop) via internet browser
2) Mobile device (smartphone or tablet) via website or app
3) Other / Not sure

+OTA Perceived Quality of Experience+

From now on, please evaluate how well or poorly O3 OTA performed in each of the following areas:

O8-1. How would you rate **O3 OTA** in terms of **value for money** (e.g., satisfaction relative to the amount paid)?

O8-2. How would you rate **O3 OTA** in terms of **mileage/points** (e.g., accumulation amount, usage limits, etc.)?

O8-3. How would you rate **O3 OTA** in terms of **product variety** (e.g., wide selection of hotels/flights)?

O8-4. How would you rate **O3 OTA** in terms of **product/travel-related information** (e.g., detailed product info, codeshare, refund policies)?

O8-5. How would you rate **O3 OTA** in terms of **website/app design and UI** (e.g., sleek design, comfortable user interface)?

O8-6. How would you rate **O3 OTA** in terms of **ease of use of the website/app** (e.g., filtering, search, loading speed)?

O8-7. How would you rate **O3 OTA** in terms of **customer service** (e.g., connecting with representatives/chatbots, communication with hosts, changes, cancellations/refunds)?

Very poor	poor	Average/Neutral	Good	Very good

+Overall Satisfaction with OTA+

O9. Overall, **how satisfied** are you with **O3 OTA**?

Please **consider all aspects** such as **price, mileage/points, website/app, and customer service** when answering.

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

+Perceived Value for Money (Psychological Value)+

O9-1. Considering the overall product quality, website/app, customer service, and brand of **O3 OTA**, how would you rate its **overall emotional value for money** relative to **the total amount you paid**? Please check the option that best reflects your opinion.

※ **Emotional Value for money** here refers to **the psychological satisfaction relative to the money and effort you spent**.

The value for money of '**O3 OTA**' is...				
Very poor	**poor**	**Average/Neutral**	**Good**	**Very good**

+Willingness to Recommend the OTA+

O10. How likely are you **to recommend** **O3 OTA** **to others**?

Would never recommend	Would not recommend	Neutral	Would recommend	Would definitely recommend

+Willingness to Reuse the OTA+

O11. How likely are you **to use O3 OTA again in the future**?

Definitely would not use again	Probably would not use again	Neutral	Probably would use again	Definitely would use again

+Preferred OTA for International Travel+

O13. **When traveling abroad**, which Online Travel Agency (OTA) would you most **prefer to use**?

1) Gogosing 2) Naver (Air/Hotel/Package) 3) Daily Hotel 4) MyRealTrip 5) Mohaji 6) Booking.com
7) Skyscanner 8) Agoda 9) Yanolja 10) Yeogi Eottae 11) Airbnb 12) WAUG 13) Expedia 25) Interpark Tour
14) KAYAK 15) Kyte 16) Klook 17) Trivago 18) Triple 19) Trip.com (formerly Ctrip) 20) Playwings
21) Hostelworld (Roamies) 22) Hotels.com 23) HotelsCombined 24) KKday
99) Other (please specify: _____) 100) Nothing in particular I'd like to try