Overseas Travel Destination Satisfaction of South Koreans

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 overseas 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. **Overseas Travel Destinations** (Visited in the past year)
3. **Overseas Travel Behavior**
4. **Evaluation of Overseas Travel Destination**
5. **Stressful Experiences During Overseas Travel**
6. **Perceived Satisfaction** with Overseas Destination
7. **Perceived Value-for-Money** (Emotional ROI) of Overseas Destination
8. **Willingness to Recommend** Overseas Destination

*** Respondent Criteria:** Respondents who traveled overseas within the past year

*** Sample Size:** Among the total population of 25,442, the dataset comprises responses from 6,122 participants.

*** Survey Period:** September 2024

[Table1-1] Data File: Overseas Travel Destination 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
overseas_travel_destination	B0101M01	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M02	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M03	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M04	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M05	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M06	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M07	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M08	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M09	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M10	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M11	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M12	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M13	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M14	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M15	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M16	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M17	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M18	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M19	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M20	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M21	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M22	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M23	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M24	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M25	Overseas Travel Destinations (Past Year)
overseas_travel_destination	B0101M26	Overseas Travel Destinations (Past Year)
overseas_travel_europe_region	B0201M01	Detailed Regions in Europe
overseas_travel_europe_region	B0201M02	Detailed Regions in Europe
overseas_travel_europe_region	B0201M03	Detailed Regions in Europe
overseas_travel_europe_region	B0201M04	Detailed Regions in Europe
overseas_travel_europe_region	B0201M05	Detailed Regions in Europe
overseas_travel_europe_region	B0201M06	Detailed Regions in Europe
overseas_travel_europe_region	B0201M07	Detailed Regions in Europe
overseas_travel_europe_region	B0201M08	Detailed Regions in Europe
overseas_travel_europe_region	B0201M09	Detailed Regions in Europe
overseas_travel_europe_region	B0201M10	Detailed Regions in Europe
overseas_travel_europe_region	B0201M11	Detailed Regions in Europe
overseas_travel_europe_region	B0201M12	Detailed Regions in Europe

overseas_travel_europe_region	B0201M13	Detailed Regions in Europe
overseas_travel_europe_region	B0201M14	Detailed Regions in Europe
overseas_travel_europe_region	B0201M15	Detailed Regions in Europe
overseas_travel_europe_region	B0201M16	Detailed Regions in Europe
overseas_travel_europe_region	B0201M17	Detailed Regions in Europe
overseas_travel_europe_region	B0201M18	Detailed Regions in Europe
overseas_travel_europe_longest_stay_country	B02_2_1	Detailed Regions in Europe stay longest
overseas_travel_europe_longest_stay_country	B02_2_2	Detailed Regions in Europe stay longest
overseas_travel_type	B04	Type of Overseas Travel
overseas_travel_duration	B05_3	Duration of Overseas Travel
overseas_travel_companion	B06M01	Travel Companions (Overseas)
overseas_travel_companion	B06M02	Travel Companions (Overseas)
overseas_travel_companion	B06M03	Travel Companions (Overseas)
overseas_travel_companion	B06M04	Travel Companions (Overseas)
overseas_travel_companion	B06M05	Travel Companions (Overseas)
overseas_travel_companion	B06M06	Travel Companions (Overseas)
overseas_travel_companion	B06M07	Travel Companions (Overseas)
overseas_travel_companion	B06M08	Travel Companions (Overseas)
overseas_travel_companion_number	B06_1	Number of Travel Companions (Overseas)
overseas_travel_activity	B07	Main Activities During Overseas Travel
overseas_travel_expense	B09	Total Overseas Travel Expenses (Per Person)
overseas_travel_eval_activity	B10_1	Evaluation of Overseas Travel Destination (activity)
overseas_travel_eval_food	B10_2	Evaluation of Overseas Travel Destination (food tourism)
overseas_travel_eval_sightseeing	B10_3	Evaluation of Overseas Travel Destination (sightseeing)
overseas_travel_eval_shopping	B10_4	Evaluation of Overseas Travel Destination (shopping)
overseas_travel_eval_relaxing	B10_5	Evaluation of Overseas Travel Destination (relaxing)
overseas_travel_stress_transport	B12_1	Stressful Experiences During Overseas Travel (transportation environment)
overseas_travel_stress_pricing	B12_2	Stressful Experiences During Overseas Travel (general pricing practices)
overseas_travel_stress_hygiene	B12_3	Stressful Experiences During Overseas Travel (cleanliness or hygiene)
overseas_travel_stress_facility	B12_4	Stressful Experiences During Overseas Travel (public facilities)
overseas_travel_stress_safety	B12_5	Stressful Experiences During Overseas Travel (related to safety and security)
overseas_travel_stress_communication	B12_6	Stressful Experiences During Overseas Travel (communication issues)
overseas_travel_satisfaction	B13	Perceived Satisfaction with Overseas Destination
overseas_travel_value_for_money	B13_1	Perceived Value-for-Money (Emotional ROI) of Overseas Destination
overseas_travel_recommendation	B14	Willingness to Recommend Overseas Destination

[Table 2] Survey Structure of Overseas Travel Destination 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
B. Overseas Travel	
B1-1	Overseas Travel Destinations (Past Year)
B2-1	Detailed Regions in Europe
B2-2	Detailed Regions in Europe (longest country)
B4	Type of Overseas Travel
B5	Duration of Overseas Travel
B6	Travel Companions (Overseas)
B6-1	Number of Travel Companions (Overseas)
B7	Main Activities During Overseas Travel
B9	Total Overseas Travel Expenses (Per Person)
B10-1	Evaluation of Overseas Travel Destination (activity)
B10-2	Evaluation of Overseas Travel Destination (food tourism)
B10-3	Evaluation of Overseas Travel Destination (sightseeing)
B10-4	Evaluation of Overseas Travel Destination (shopping)
B10-5	Evaluation of Overseas Travel Destination (relaxing)
B12-1	Stressful Experiences During Overseas Travel (transportation environment)
B12-2	Stressful Experiences During Overseas Travel (general pricing practices)
B12-3	Stressful Experiences During Overseas Travel (cleanliness or hygiene)
B12-4	Stressful Experiences During Overseas Travel (public facilities)
B12-5	Stressful Experiences During Overseas Travel (related to safety and security)
B12-6	Stressful Experiences During Overseas Travel (communication issues)
B13	Perceived Satisfaction with Overseas Destination
B13-1	Perceived Value-for-Money (Emotional ROI) of Overseas Destination
B14	Willingness to Recommend Overseas Destination

[Questionnaire]

DEMOGRAPHIC

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**. _____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

B. Overseas Travel

※ From this point on, we would like to ask you **about your Overseas travel.**

+Overseas Travel Destinations (Past Year)+

B1-1. **In the past year (from September 2023 to August 2024)**, which places have **you visited** for tourism or leisure purposes? Please select **all that apply**.

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 30) Mongolia 31) 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

+Detailed Regions in Europe+

B2-1. [For respondents who selected 22) Europe in B1-1] **Which countries** did you visit **during your recent trip to Europe**?

B2-2. [Only for those who selected 3 or more countries in B2-1] Among them, in which two countries did you **stay the longest**? Please select **two in order**.

▨ 1st : _____ , ▨ 2nd : _____

Eastern Europe	1) Czech Republic 2) Croatia 3) Poland 4) Hungary
Western Europe	5) Netherlands 6) Germany 7) Switzerland 8) United Kingdom 9) Ireland 10) Austria 11) France
Northern Europe	12) Norway 13) Denmark 14) Sweden 15) Iceland 16) Finland
Southern Europe	17) Greece 18) Spain 19) Italy 20) Portugal
Other	21) Russia 22) Other European country ( )

+Type of Overseas Travel+

B4. What **type of travel** did you choose for your overseas trip (B1. Travel destination)?

Ex) China, Japan, Hawaii, Europe

1) Independent travel
2) Group package tour (purchased product **including flight + accommodation + guided tours**)
3) Air-hotel package tour (purchased product including **only flight and accommodation**)

+Duration of Overseas Travel+

B5. How many **nights and days** was your trip (B1. Overseas travel destination)?

_____ nights _____ days

+Travel Companions (Overseas)+

B6. **Who did** you travel with on this trip (B1. Overseas travel destination)? Please select **all that apply**.
(For package tours, please answer only based on the people you planned the trip with.)

1) Alone 2) Spouse 3) Partner(lovers) 4) Parents 5) Siblings 6) Children
7) Friends 8) Colleagues 9) Others

+Number of Travel Companions (Overseas)+

B6-1. Then, **including yourself**, how **many people did you travel with**?

For **package tours**, please count **only those with whom you planned the trip**.

Total including myself: _____ people

+Main Activities During Overseas Travel+

B7. What was your **main activity** at the travel destination (B1. Overseas destination)?

Please **select only one**.

Ex.) Shanghai China, Tokyo Japan, Hawaii, France, Italy, etc.

1) Enjoying theme/water parks, hot springs, folk villages
2) Enjoying urban scenery (architecture, streets, etc.)
3) Enjoying cultural and artistic activities (museums, performances, etc.)
4) Shopping
5) Food tourism (local specialties, seasonal cuisine)
6) Exploring historical sites (heritage sites, museums, etc.)
7) Enjoying nature/scenery (mountains, seas, etc.)
8) Attending festivals or events
9) Sports or activities (hiking, fishing, ziplining, etc.)
10) Visiting relatives/friends
11) Rest and relaxation
12) Other (please specify: _____)

+Total Overseas Travel Expenses (Per Person)+

B9. Approximately **how much did you spend in total** for this trip (B1. Travel destination), **per person**?
Please **include all expenses** incurred **before departure and during the trip**
(e.g., airfare, accommodation, travel packages, food & beverages, shopping, etc.).

Total cost per person: approximately _____ KRW

□ Not sure

+Evaluation of Overseas Travel Destination (5 Aspects)+

※ From this point on, we would like to ask how excellent or lacking you found the overseas travel destination (B1. Overseas destination) in each of the following areas.

B10-1. Do you consider it a good destination for **activities**
(e.g., hobbies, entertainment, activities, festivals)?
B10-2. Do you consider it a good destination for **food tourism** (e.g., variety, taste of cuisine)?
B10-3. Do you consider it a good destination for **sightseeing** (e.g., nature, culture, urban scenery)?
B10-4. Do you consider it a good destination for **shopping** (e.g., local specialties, souvenirs)?
B10-5. Do you consider it a good destination for **relaxing** (e.g., leisure, lodging)?

Very poor	poor	Average /Neutral	Good	Very good

+Stressful Experiences During Overseas Travel (6 Factors)+

At your overseas travel destination (B1. Overseas destination), how much stress did you experience in each of the following areas?

B12-1. How much stress did you experience due to the **transportation environment**
(e.g., public transit, traffic congestion, parking rules)?
B12-2. How much stress did you experience due to currency exchange, overpriced goods, or **general pricing practices**?
B12-3. How much stress did you experience due to **cleanliness or hygiene**
(e.g., restaurants, accommodations, streets)?
B12-4. How much stress did you experience due to **public facilities**
(e.g., restrooms, information centers)?
B12-5. How much stress did you experience **related to safety and security**
(e.g., fear of crime, lack of security measures)?
B12-6. How much stress did you experience due to **communication issues**, unfamiliar laws, or local customs and etiquette?

Not at all	Rarely	Somewhat	A lot	Very much

+Perceived Satisfaction with Overseas Destination+

B13. Overall, **how satisfied** are you with (B1. Overseas destination) **as a travel destination**? Please check the option that best describes your experience.

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied

+Perceived Value-for-Money (Emotional ROI) of Overseas Destination+

B13-1. Considering **the total cost you spent** on the trip, how would you **rate the Emotional Value-For-Money** of **(B1. Overseas destination)** as a travel destination? Please check the option that best reflects your opinion.

※ **Emotional Value-For-Money** refers **to the psychological satisfaction gained in relation to the cost and effort invested**.

The emotional value-for-money of (B1. Overseas destination) is...				
Very poor	**poor**	**Average/Neutral**	**Good**	**Very good**

+Willingness to Recommend Overseas Destination+

B14. How willing are you to **recommend** (B1. Overseas destination) **to others**?
Please check the option that best represents your intention.

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