Consumer Research on Travel

This data is part of the Weekly Travel Behavior and Planning Study, one of ConsumerInsight's five syndicated travel studies. The study aims to track and analyze trends in the Korean travel market. It covers three main areas: travel trends, current travel behavior, and future travel plans. A detailed breakdown of the survey structure is provided in Table 2, and we plan to release travel expense data on a weekly basis. Table 1 contains key information about this dataset. Variable labels and values are embedded within the SPSS dataset.

The ConsumerInsight Panel (IBP) consists of approximately 860,000 members, all of whom were selected from our annual Automobile Syndicated Study after a thorough reliability and sincerity verification process. No panel members joined voluntarily in exchange for survey rewards.

For the Weekly Travel Behavior and Planning Study, participants are selected based on South Korea's demographic composition (gender, age, and region). Invitations are sent randomly via email, and responses are collected on a first-come, first-served basis until 500 participants complete the survey. To prevent duplicate responses, any respondent is restricted from participating again within three months. The survey is conducted weekly, starting every Monday, with the first Monday of each month marking the beginning of that month's survey cycle.

The overview of the survey is as follows:

① Sample Composition: Based on Population Census ratio (gender by age by region)

* Gender X Age Composition

Age	Male	Female	Sum
20s	48	43	91
30s	54	51	105
40s	61	60	121
50s	57	57	114
60s	34	35	69
합계	**254**	**246**	**500**

* Residential Area Composition Ratio

Residence	n	Residence	n
Seoul	**101**	Gangwon-do	**15**
Busan	**35**	Chungcheongbuk-do	**15**
Daegu	**25**	Chungcheongnam-do	**21**
Incheon	**29**	Jeollabuk-do	**17**
Gwangju	**15**	Jeollanam-do	**16**
Daejeon	**15**	Gyeongsangbuk-do	**25**
Ulsan	**12**	Gyeongsangnam-do	**32**
Gyeonggi-do	**121**	Jeju-do	**6**

* Based on the Population Census, the minimum sample size is 500, with Sejong included in Chungcheongnam-do.

② Sample Size : 500

③ Expected response time: 15 min

④ Survey starts: Every Monday

[Table 1] Data File: Travel destination interest_overseas_until2024.sav(2016~2024)

Variable Names	Question Number	Content of the Question	
RESPOND_ID	-	ID of Consumer Insight Panel	
EXAMIN_BEGIN_DE	-	Survey start date(YYYYMMDD)	
SEXDSTN_FLAG_CD	Gender	Gender	
AGRDE_FLAG_NM	Age	Age	
ANSWRR_OC_AREA_NM	Address	Current Address	
HSHLD_INCOME_DGREE_NM	DQ4-2	Household's total monthly income	
CHINA_TOUR_INTRST_VALUE	SQ3-1	Travel destination interest	China
JP_TOUR_INTRST_VALUE	SQ3-1		Japan
HONGKONG_MACAU_TOUR_INTRST_VALUE	SQ3-1		Hongkong/Macau
SEASIA_TOUR_INTRST_VALUE	SQ3-1		Southeast Asia
MDLEST_SWASIA_TOUR_INTRST_VALUE	SQ3-1		Middle East/Southwest Asia
USA_CANADA_TOUR_INTRST_VALUE	SQ3-1		USA/Canada
SAMRC_LAMRC_TOUR_INTRST_VALUE	SQ3-1		South/central Americas
WEURP_NEURP_TOUR_INTRST_VALUE	SQ3-1		Western/Northern Europe
EEURP_TOUR_INTRST_VALUE	SQ3-1		Eastern Europe
SEURP_TOUR_INTRST_VALUE	SQ3-1		Southern Europe
SPCPC_TOUR_INTRST_VALUE	SQ3-1		South Pacific
AFRICA_TOUR_INTRST_VALUE	SQ3-1		Africa

[Table 2] Survey Structure of **Weekly travel behavior and planning study**

- The variables included in the dataset are marked in red in the list below.

SQ. Screening	
Gender	**Gender**
Age	**Age**
Address	**Current address**
SQ01-1.	Tourism and travel expenditure trends_overall
SQ01-2.	Intentions of spending on tourism and travel_Overall
SQ01-3.	Intentions of spending on tourism and travel_domestic
SQ01-4.	Intentions to spend on tourism and travel_overseas
SQ02-1.	Travel destination interest_domestic
SQ02-2.	Over the past 3 years, travel destination (metropolitan)_domestic
SQ02-3	Intent to use travel information search channels_domestic
SQ03-1.	**Travel destination interest_overseas**
SQ03-2.	Travel destination (country/region) abroad for the past 3 years.
SQ03-3	Intent to use travel information search channel_overseas
SQ004-0-1.	Travel experience possession rate 3 months_domestic/overseas
SQ04-0-2.	Travel experience possession rate 6 months_overseas
SQ04.	Travel plan possession rate 3 months_domestic/overseas
SQ04-1.	Travel plan possession rate 6 months_overseas
AA. Domestic Travel Experience	
AA1.	Number of trips (within 3 months)_Domestic experience
AA2-0.	Travel area (metropolitan) overall_domestic experience
AA2-1.	Travel destination (metropolitan)_domestic experience
AA2-2.	Travel destination (city/county)_domestic experience
AA2-2-2	Jeju Island accommodation area (town/village)
AA2-3.	Travel planning period_domestic experience
AA3-0-1~6.	Travel Information Search_Domestic Experience
AA3-1.	Travel Timing_Domestic Experience
AA3-2.	Vacation use_domestic experience
AA4.	Travel companion_domestic experience
AA5.	Number of travel companions_domestic experience
AA6.	Travel style_domestic experience
AA7.	Reasons for choosing travel destinations_domestic experience
AA8.	Transportation options to the travel destination_domestic experience
AA9.	Transportation within the travel destination_domestic experience
AA10.	Accommodation domestic experience
AA11.	Reasons for choosing accommodation_ Domestic experience
AA11-1.	Reasons for choosing accommodation_domestic experience
AA11-2-1~6.	Quality evaluation of accommodation facilities (6 types)_Domestic experience
AA11-3.	Lodging satisfaction level_domestic experience
AA12.	Reservation/Purchase Product_Domestic Experience
AA12-1.	Direct booking/purchase product_domestic experience
AA13-1.	Package reservation/purchase channel_domestic experience
AA14-1.	Package reservation/purchase method_domestic experience
AA13-1-2.	Package Channel-Social Commerce_Domestic Experience
AA13-1-3.	Package Channel-Open Market_Domestic Experience

AA13-1-4.	Package Channel - Comprehensive Travel Agency_Domestic Experience
AA13-1-6.	Package Channel - Specialized website/app for travel products _Domestic experience
AA13-1-7.	Package Channel-TV Home Shopping_Domestic Experience
AA13-2.	Car rental/purchase channel_domestic experience
AA14-2.	Car rental/purchase method_domestic experience
AA13-2-2.	Rental Car Channel - Social Commerce_Domestic Experience
AA13-2-3.	Car Rental Channel-Open Market_Domestic Experience
AA13-2-4.	Car rental channel - Comprehensive travel agency_domestic experience
AA13-2-5.	Rental car channel - rental car company_domestic experience
AA13-2-6.	Rental car channel - specialized website/app for travel products_domestic experience
AA13-3.	Airline ticket reservation/purchase channel_domestic experience
AA14-3.	How to reserve/purchase airline tickets_domestic experience
AA13-3-2.	Airline ticket channel - social commerce_domestic experience
AA13-3-3.	Airline ticket channel - open market_domestic experience
AA13-3-4.	Airline ticket channel - Comprehensive travel agency_domestic experience
AA13-3-5.	Airline ticket channel - airline_domestic experience
AA13-3-6.	Airline ticket channel - travel product specialized web/app_domestic experience
AA13-3-7.	Airline ticket channel-TV home shopping_domestic experience
AA13-4	Accommodation reservation/purchase channel_domestic experience
AA14-4.	Accommodation reservation/purchase method_domestic experience
AA13-4-2.	Accommodation Channel-Social Commerce_Domestic Experience
AA13-4-3.	Accommodation Channel-Open Market_Domestic Experience
AA13-4-4.	Accommodation Channel - Comprehensive Travel Agency_Domestic Experience
AA13-4-6.	Accommodation channel - travel product specialized website/app_domestic experience
AA13-4-7.	Accommodation Channel-TV Home Shopping_Domestic Experience
AA13-5	Admission ticket/tour product reservation/purchase channel_domestic experience
AA14-5.	How to reserve/purchase admission tickets/tour packages_domestic experience
AA13-5-2	Admission tickets/tour products channel-social commerce_domestic experience
AA13-5-3	Admission tickets/tour product channel-open market_domestic experience
AA13-5-4	Admission ticket/tour product channel - Comprehensive travel agency_domestic experience
AA13-5-6	Admission ticket/tour product channel - specialized website/app for travel products_domestic experience
AA13-5-7	Admission ticket/tour product channel-TV home shopping_domestic experience
AA14-6	Reservation/purchase method - Express/intercity bus ticket_domestic experience
AA14-7	Reservation/Purchase Method-Train Ticket_Domestic Experience
AA15-1.	Preferred activities during travel_domestic experiences
AA15-2.	Travel preference activities_domestic experience
AA15-3.	Travel hobby/exercise activities_domestic experience
AA16.	Restaurant/food selection criteria_domestic experience
AA17.	Total travel expenses per person_domestic experience
AA18.	Cost by travel category (6 types)_Domestic experience
AA19.	Satisfaction with travel destinations_domestic experience
AA20.	Intention to revisit travel destinations_domestic experience
AA21.	Intent to recommend travel destinations_domestic experience
A22.	Local festival visit experience_domestic
A23.	Festival Experience (Region/Festival Name) Domestic
A24-0~5.	Regional Festival Abundance (5 types)_Domestic
A25-0~6.	Regional festival pleasantness (6 types) _domestic

A26	Local festival satisfaction perception_domestic
A27	Intent to recommend local festivals_domestic
A28	Intention to revisit local festivals_domestic
A. Domestic Travel Planning	
A1.	Number of trips (within 3 months)_Domestic plans
A1-1.	Degree of travel concretization_domestic plan
A2-1.	Travel destination (metropolitan)_domestic plan - when the destination is decided.
A2-2.	Travel destination (metropolitan)_domestic plan - in case the destination is undecided.
A2-3.	Travel destination (city/county)_domestic plan
A3-1.	Travel timing_domestic plans - when the travel time is decided.
A3-2.	Travel timing_domestic plans - if the travel time is undecided.
A3-3.	Vacation use_domestic plans - when travel dates are decided
A3-4.	Vacation use_domestic plans - when the travel date is undecided
A10.	Accommodation_domestic plan
A11-0.	Reasons for choosing accommodation_domestic plans
A11.	Accommodation preference_reasons_domestic plans
A4-2.	Preferred activities during travel_domestic plans
A4-3.	Travel preference activities_domestic plans
A5.	Travel hobby/exercise activities_domestic plans
A6.	Key considerations when planning an accommodation trip
BB. Overseas Travel Experience	
B0-1.	Travel agency brand recall_abroad
B0-2.	Travel agency aided awareness_abroad
B0-3.	Travel agency experience_overseas
BB1.	Number of trips (within 6 months)_Overseas experience
BB2-1.	Travel destination (country/region)_overseas experience
BB2-1-1	Travel destination (country/region) number of visits_overseas experience
BB2-2-1.	The region where I stayed the longest - China_overseas experience
BB2-2-2.	The region where I stayed the longest - Japan_overseas experience
BB2-2-6.	The region where I stayed the longest - Thailand_overseas experience
BB2-2-8.	The longest-staying area - Philippines_overseas experience
BB2-2-9.	The region where I stayed the longest - Vietnam_overseas experience
BB2-2-10.	The region where I stayed the longest - Indonesia_Overseas experience
BB2-2-11.	The region where I stayed the longest - Malaysia_overseas experience
BB3.	Number of countries visited_overseas experience
BB4-0	Countries visited - Europe_overseas experience
BB4	Country that stayed the longest - Europe_overseas experience
BB4-1.	Travel plan period_overseas experience
BB5-0-1~6.	Exploring Travel Information_Overseas Experience
BB5-2.	Travel Timing_Overseas Experience
BB5-3.	Vacation use_overseas experience
BB6.	Travel companion_overseas experience
BB7.	Number of travel companion_overseas experience
BB8.	Travel style_overseas experience
BB9.	Reasons for choosing a travel destination_overseas experience
BB9-1.	Accommodation Overseas Experience
BB10.	Reservation/Purchase Product_Overseas Experience

BB10-1.	Direct booking/purchasing products_overseas experience
BB11.	Preferred Travel Agency_International Experience
BB12.	Travel agency preference_reasons for overseas experience
BB13-1.	Package reservation/purchase channel_overseas experience
BB14-1.	Package reservation/purchase method_overseas experience
BB13-1-2.	Package Channel-Social Commerce_Overseas Experience
BB13-1-3.	Package Channel-Open Market_Overseas Experience
BB13-1-6.	Package Channel - Specialized website/app for travel products _ Overseas experience
BB13-1-7.	Package Channel-Home Shopping_Overseas Experience
BB13-2.	Rental car reservation/purchase channel_overseas experience
BB14-2.	Car rental/purchase methods_overseas experience
BB13-2-2.	Rental Car Channel - Social Commerce_Overseas Experience
BB13-2-3.	Rental Car Channel-Open Market_Overseas Experience
BB13-2-4.	Rental car channel - comprehensive travel agency_overseas experience
BB13-2-5.	Rental car channel - rental car company_overseas experience
BB13-2-6.	Rental car channel - specialized website/app for travel products _ overseas experience
BB13-3.	Flight booking/purchase channel_overseas experience
BB14-3.	How to reserve/purchase airline tickets_overseas experience
BB13-3-2.	Airline ticket channel-social commerce_overseas experience
BB13-3-3.	Airline ticket channel - open market_overseas experience
BB13-3-4.	Air ticket channel - Comprehensive travel agency_overseas experience
BB13-3-5.	Airline ticket channel-airline_overseas experience
BB13-3-6.	Airline ticket channel - specialized website/app for travel products_overseas experience
BB13-3-7.	Airline ticket channel-TV home shopping_overseas experience
BB13-4.	Accommodation reservation/purchase channel_overseas experience
BB14-4.	Accommodation reservation/purchase method_overseas experience
BB13-4-2.	Accommodation Channel-Social Commerce_Overseas Experience
BB13-4-3.	Accommodation Channel-Open Market_Overseas Experience
BB13-4-4.	Accommodation Channel - Comprehensive Travel Agency_Overseas Experience
BB13-4-6.	Accommodation channel - specialized website/app for travel products_overseas experience
BB13-5.	Local transportation reservation/purchase channel_overseas experience
BB14-5.	Local transportation/ticket/tour reservation/purchase methods_overseas experience
BB13-5-2.	Local Traffic Channel-Social Commerce_Overseas Experience
BB13-5-3.	Local traffic channel-Open market_overseas experience
BB13-5-4.	Local transportation channel - Comprehensive travel agency_ Overseas experience
BB13-5-6.	Local traffic channel - reservation specialty channel_overseas experience
BB13-6.	Activity/ticket/tour product reservation/purchase channel_overseas experience
BB13-6-2.	Activity/Admission Ticket/Tour Channel-Social Commerce_Overseas Experience
BB13-6-3.	Activity/Admission Ticket/Tour Channel - Open Market_Overseas Experience
BB13-6-4.	Activity/Admission Ticket/Tour Channel - Comprehensive Travel Agency_Overseas Experience
BB13-6-6.	Activity/Admission/Tour Channel - Reservation Specialist Channel_Overseas Experience
BB15-1.	Preferred activities when traveling_overseas experience
BB15-2.	Travel preference activity_overseas experience
BB15-3.	Travel hobby/exercise activity_overseas experience
BB16-1.	Cost - Travel agency product (per person) _ Overseas experience
BB16-2.	Cost-Other expenses (per person)_Overseas experience
BB16-3.	Total travel expenses per person_overseas experience

BB17.	Satisfaction with travel destinations_overseas experience
BB18.	Intention to revisit travel destinations_overseas experience
BB19.	Intention to recommend travel destinations_overseas experience
BB20.	Travel agency satisfaction_Overseas experience
B. Overseas Travel Planning	
B1.	Number of trips (within 6 months)_Overseas plans
B1-1.	Degree of travel concretization_overseas plans
B2-1.	Travel destination (country/region)_overseas plan - when the destination is decided.
B2-2.	Travel destination (country/region)_Overseas plan - in case the destination is undecided.
B2-1-1	Number of visits to travel destinations (countries/regions)_Overseas experience
B2-3-1.	The longest staying area - China_overseas plan
B2-3-2.	The longest staying area - Japan_overseas plan
B2-3-6.	The longest staying area - Thailand_overseas plans
B2-3-8.	The longest staying area - Philippines_overseas plans
B2-3-9.	The longest staying area - Vietnam_overseas plans
B2-3-10.	The longest staying area - Indonesia_overseas plans
B2-3-11.	The longest staying area - Malaysia_overseas plans
B3.	Number of Visited Countries_International Plans
B4-0	Visited country - Europe_overseas plan
B4	The country to stay the longest - Europe_overseas plans
B5-2.	Travel timing_overseas plans - when the travel time is decided.
B5-3.	Travel timing_overseas plans - if the travel time is undecided.
B5-4.	Vacation use_overseas plans - when travel dates are decided
B5-5.	Vacation use_overseas plans - in case of undecided travel dates
B8.	Travel style_overseas plans
B10-4.	Preferred Travel Agency_Overseas Plans
B10-5.	Travel agency preference_overseas plans
B7-1.	Preferred activities when traveling_overseas plans
B7-2.	Travel arrangements_activities_overseas plans
B7-3.	Travel hobby/exercise activity_overseas plans
DQ. Demography	
DQ2	Marital Status
DQ2-1	Intention to Marriage
DQ2-3	Age of Youngest child
DQ2-2-1	Household
DQ2-4-1	Pet
DQ3	Occupation
DQ3-1	Employment type
DQ3-2	Type of company
DQ3-2-2	Industry of company
DQ3-2-3	Job role
DQ4-1	Monthly personal income
DQ4-2	**Household's total monthly income**
DQ6-1	Vehicle ownership

[Questionaire]

SQ03-1. These days, the thought of wanting to visit **'OOO'** compared to before has

City/Province	Grown significantly	Grown a bit	Similar	Faded a bit	Faded significantly
China	1	2	3	4	5
Japan	1	2	3	4	5
Hongkong/Macau	1	2	3	4	5
Southeast Asia (Thailand, Vietnam, Philippines, Singapore, etc.)	1	2	3	4	5
Middle East/Southwest Asia (India, Türkiye, etc.)	1	2	3	4	5
US/Canada	1	2	3	4	5
South/central Americas	1	2	3	4	5
Western Europe/Northern Europe (UK, France, Germany, Italy, etc.)	1	2	3	4	5
Eastern Europe (Czech Republic, Austria, Croatia, etc.)	1	2	3	4	5
Southern Europe (Spain, Portugal, Greece, etc.)	1	2	3	4	5
South Pacific (Australia, New Zealand, Guam, Saipan, etc.)	1	2	3	4	5
Africa	1	2	3	4	5