



# **Vision Insights South Korea Traveler Profiles H1 2025 (January 1 – June 30, 2025)**

July 23, 2025



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM



# Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Canada, South Korea, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Canada, South Korea, Australia, and Korea

# South Korea - Segment Definitions

## **Avid Traveler 90M+ Won**

- Gross household income is 90M+ won
- Age is 25-54
- Either took an international vacation or very likely/likely to book a flight in the next 12 months

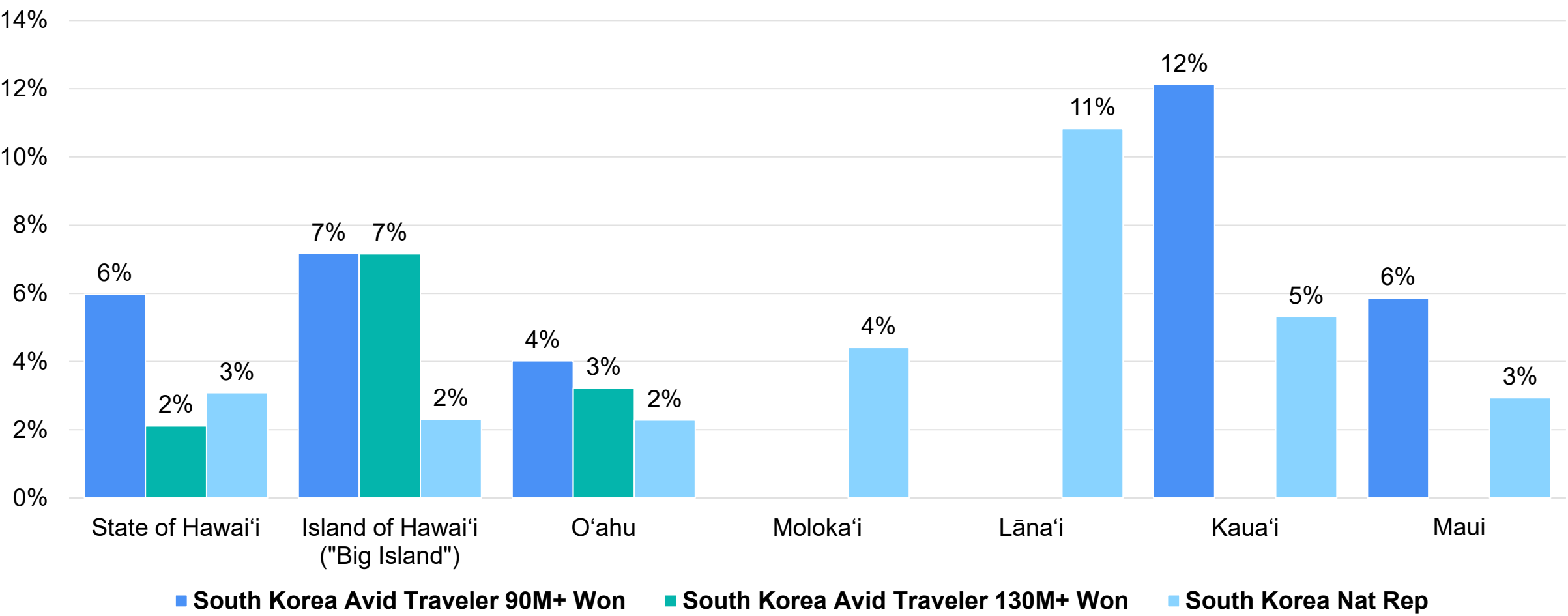
## **Avid Traveler 130M+ Won**

- Gross household income is 130M+ won
- Age is 25-54
- Either took an international vacation, very likely/likely to book a flight in the next 12 months, or visited any of the Hawaiian Islands in the past two years

## **Nationally Representative Sample (Nat Rep)**

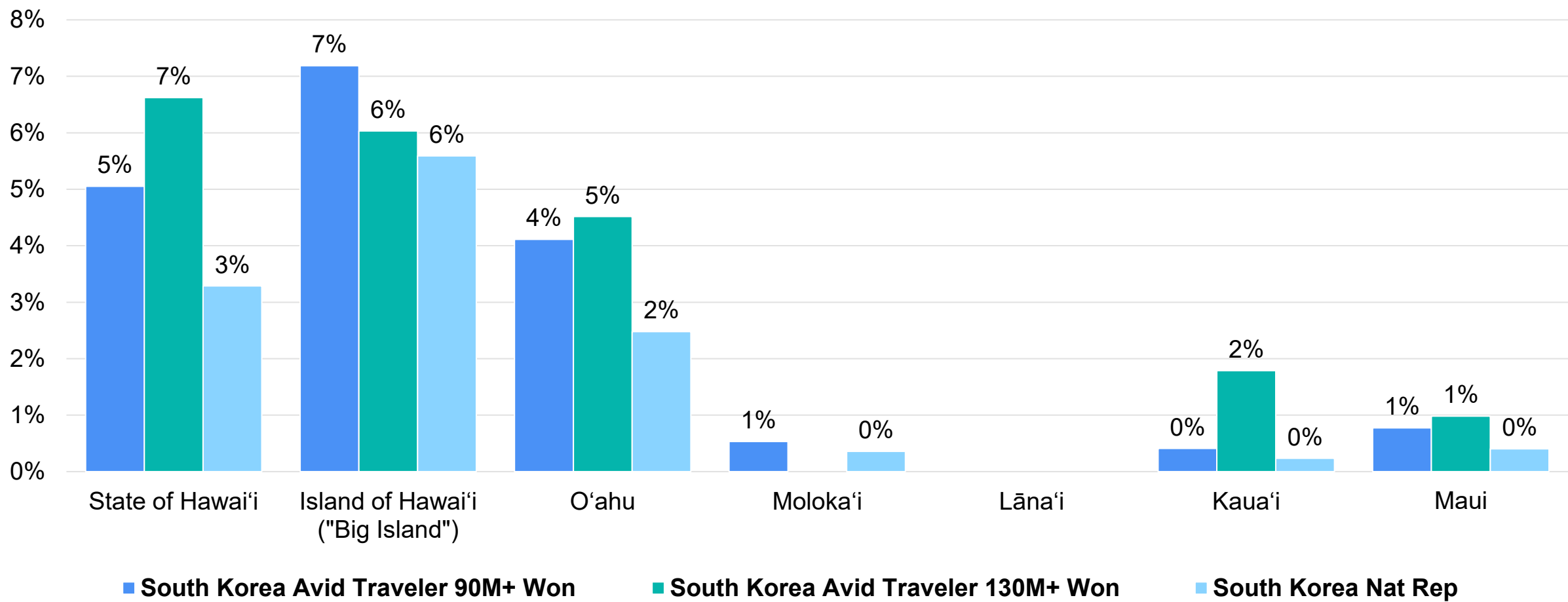
- Representative of South Korea adults in terms of age, gender, social class and education

# South Korea - Leisure Trip in Past 12 Months



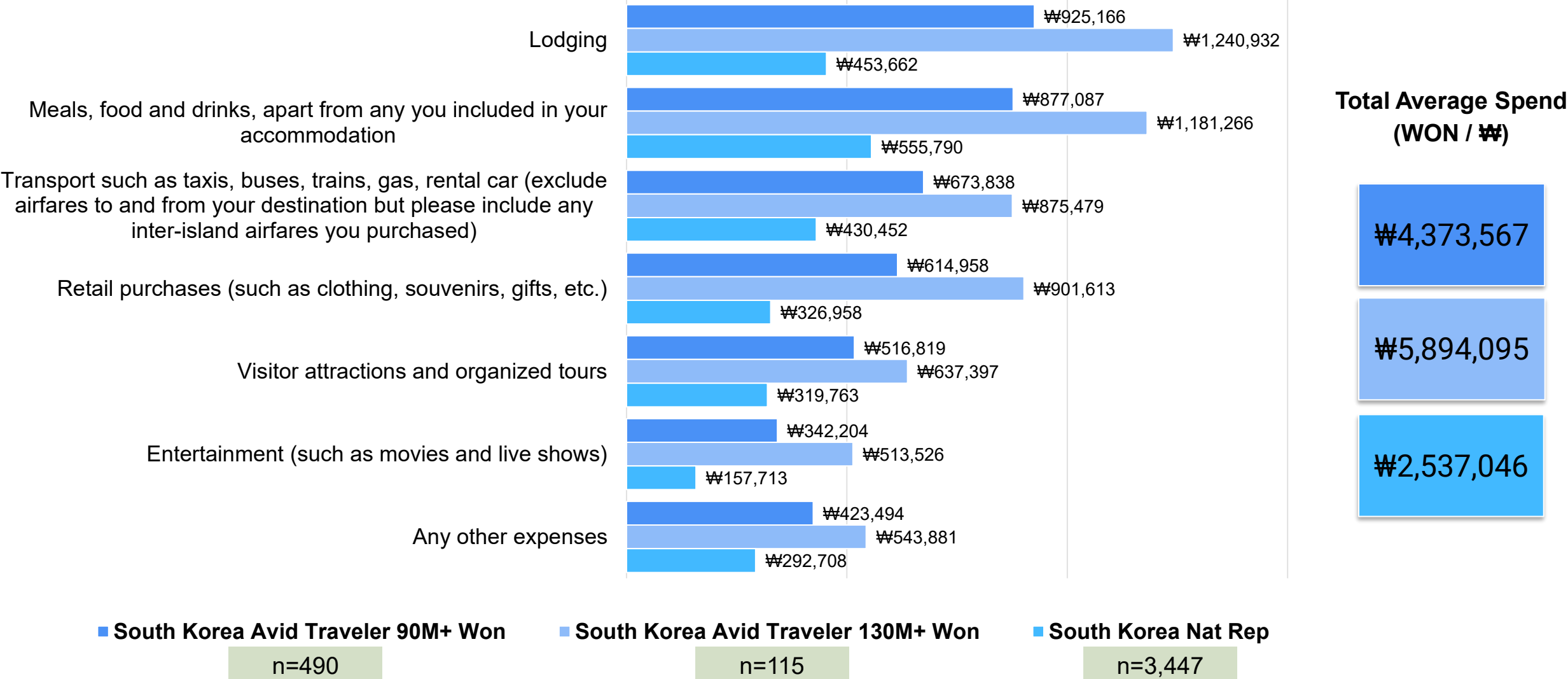
Sample Min. n=50

# South Korea - Next Destination for Leisure Trip



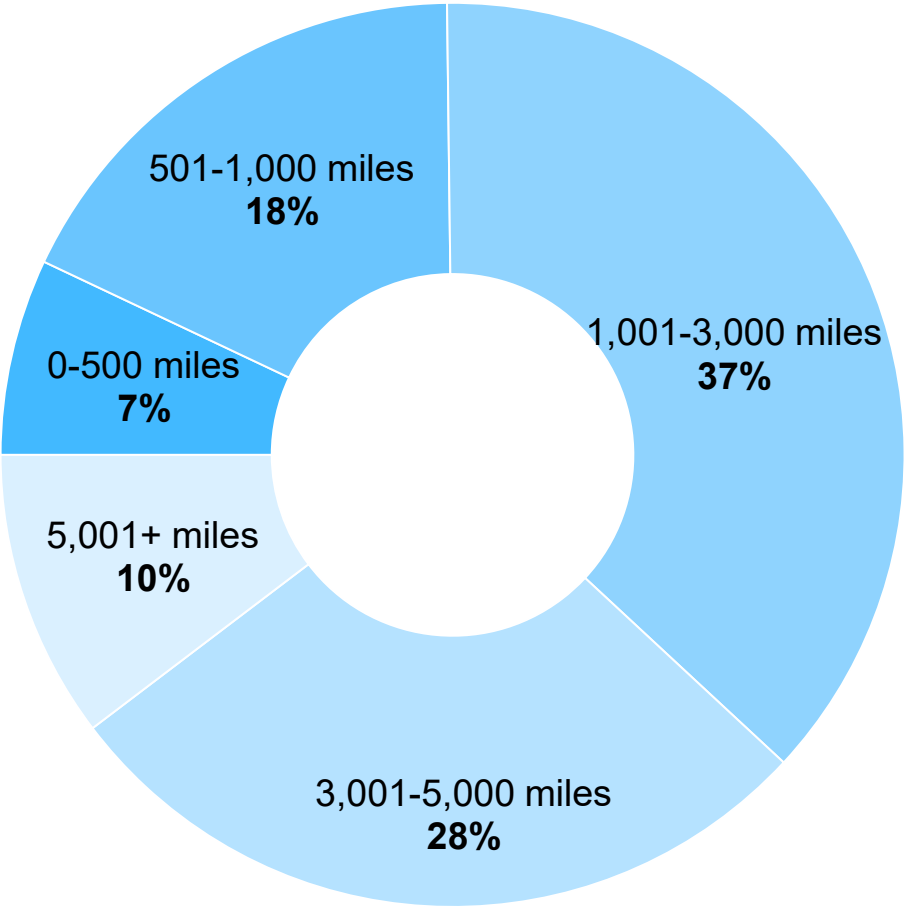
Sample Min. n=50

# South Korea - Total Annual Holiday Spend



# South Korea Avid Travelers 90M+ Won: Annual Vacation

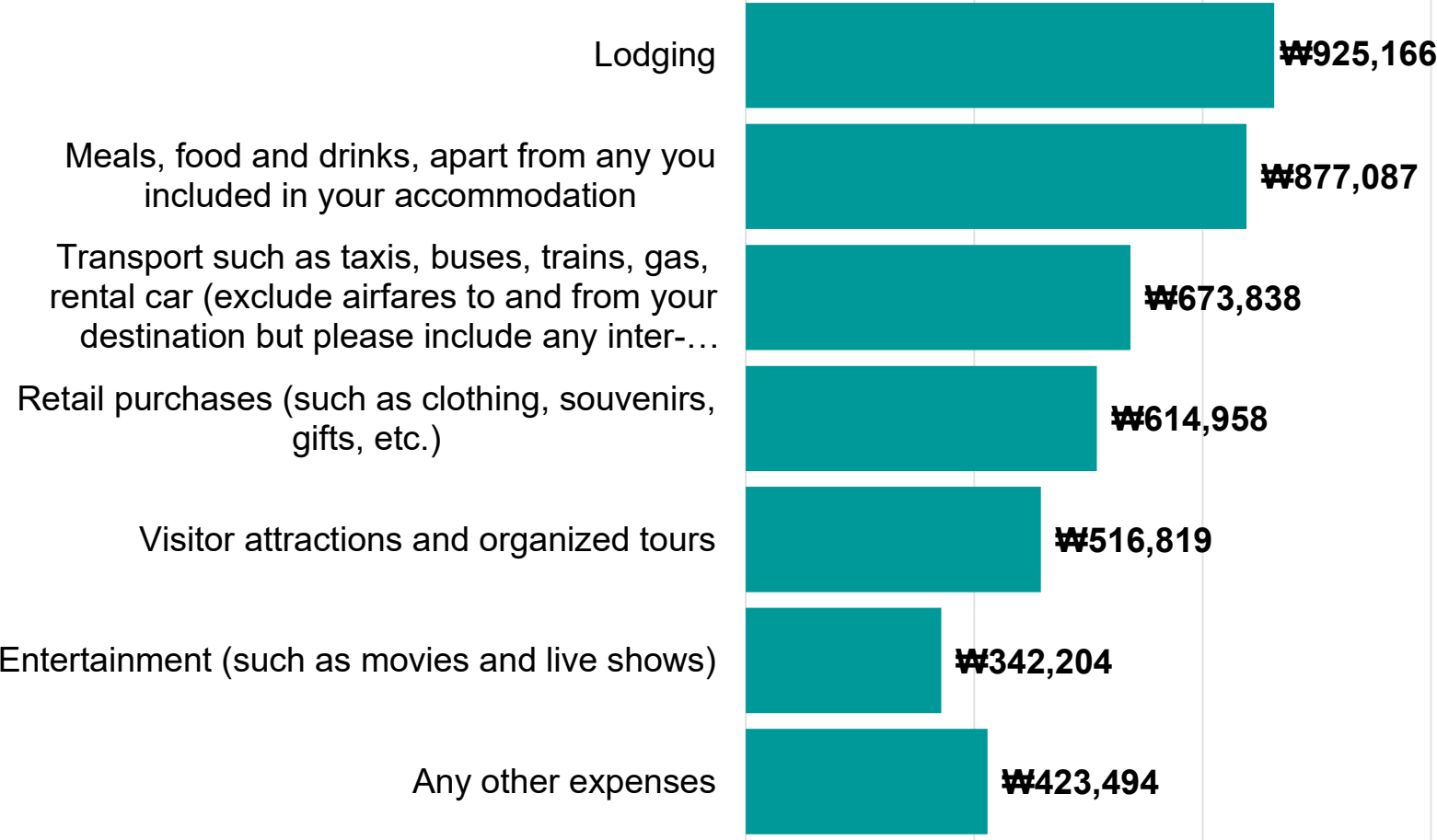
## Distance Travelled on Annual Vacation



Sample Size: n=490

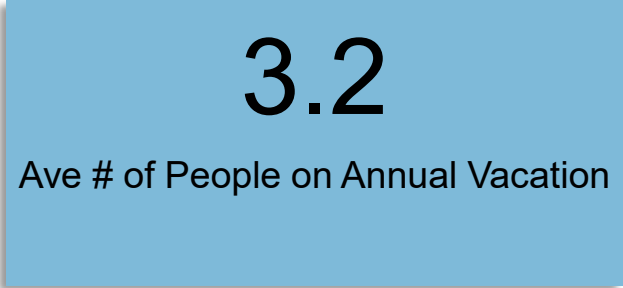
# South Korea Avid Travelers 90M+ Won: Annual Vacation

## Average Spend



Sample Size: n=490

## Spend Per Person Per Day

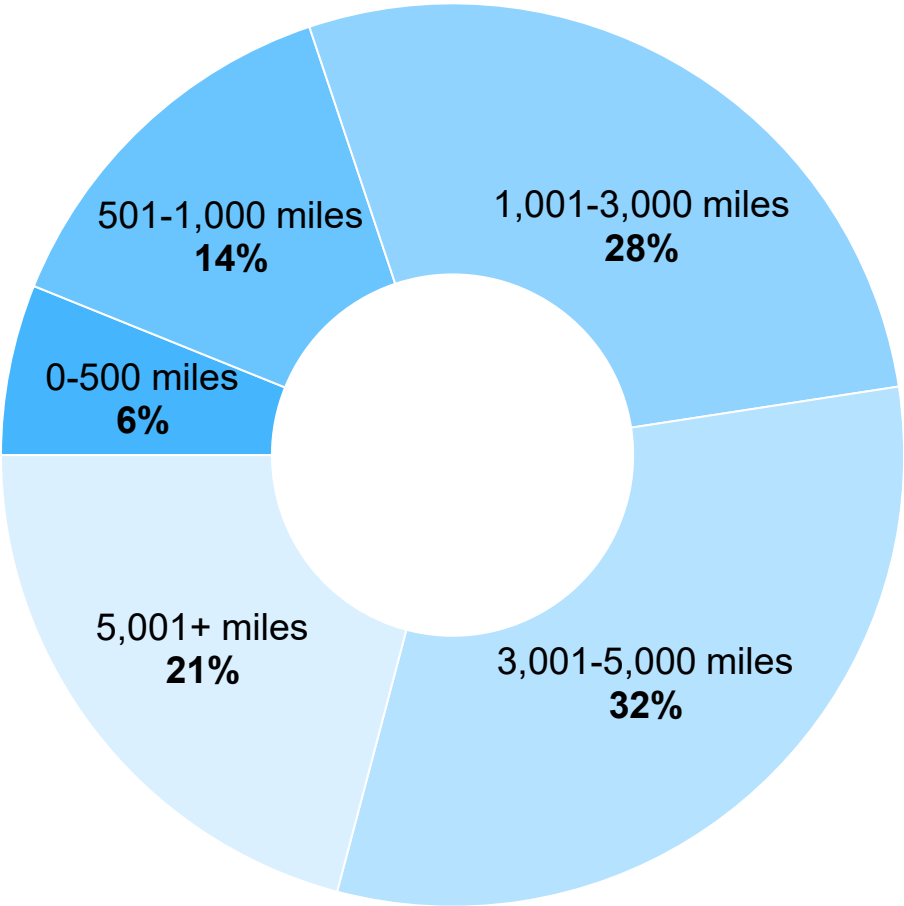


Ave. Per Person Per Day Spend



# South Korea Avid Travelers 130M+ Won: Annual Vacation

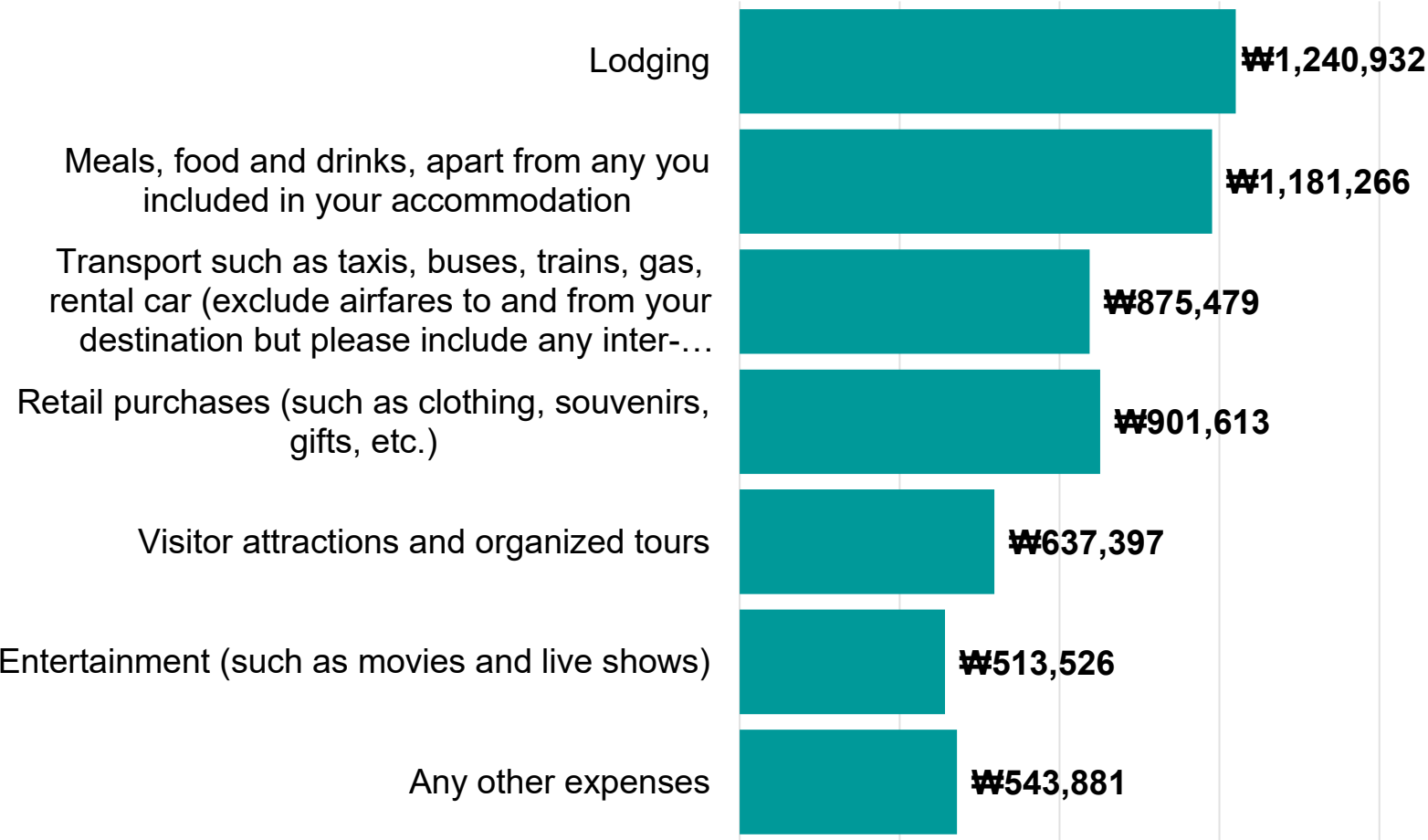
## Distance Travelled on Annual Vacation



Sample Size: n=115

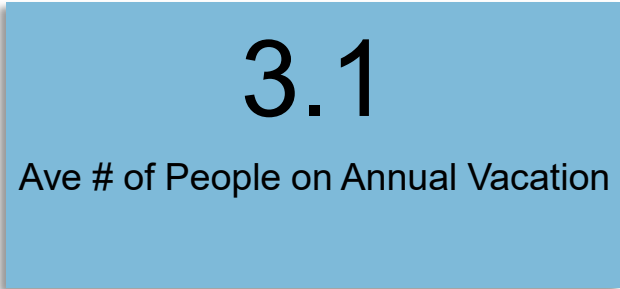
# South Korea Avid Travelers 130M+ Won: Annual Vacation

## Average Spend



Sample Size: n=115

## Spend Per Person Per Day

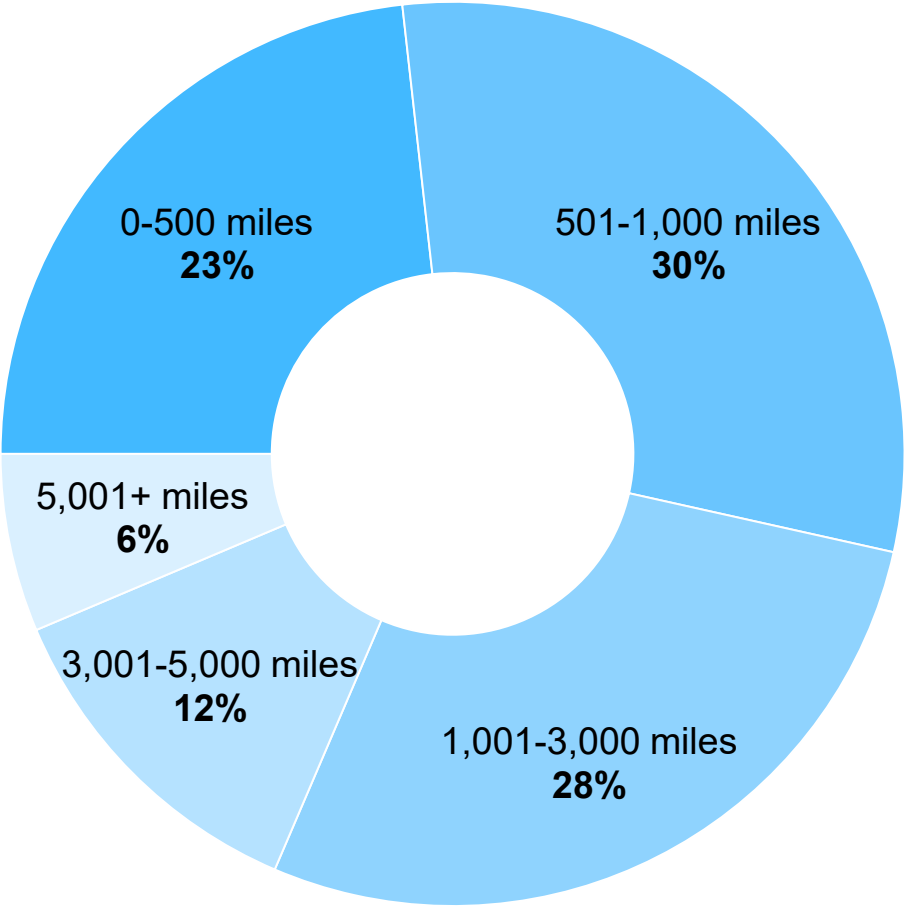


₩274,929

Ave. Per Person Per Day Spend

# South Korea Nat Rep: Annual Vacation

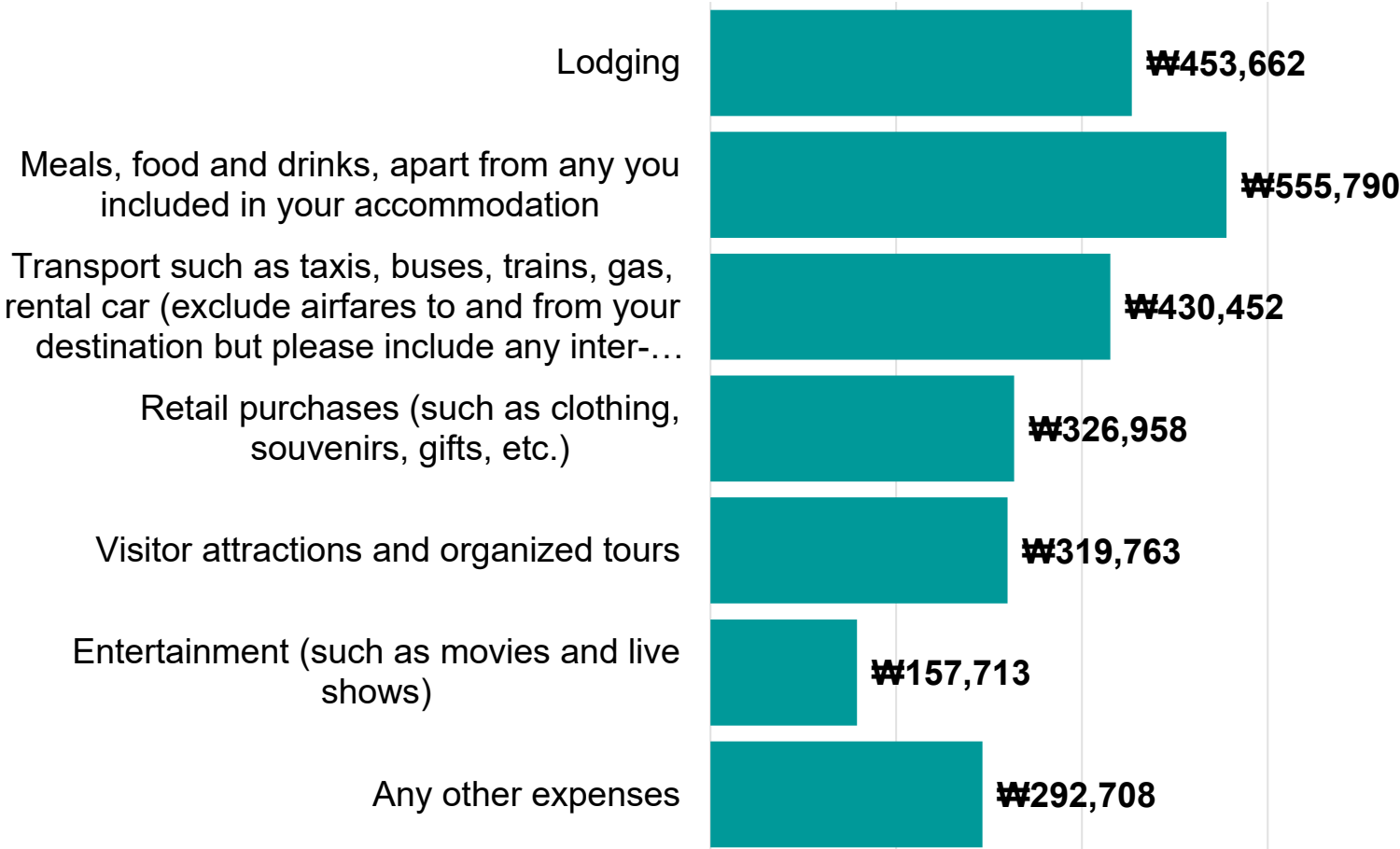
## Distance Travelled on Annual Vacation



Sample Size: n=3,447

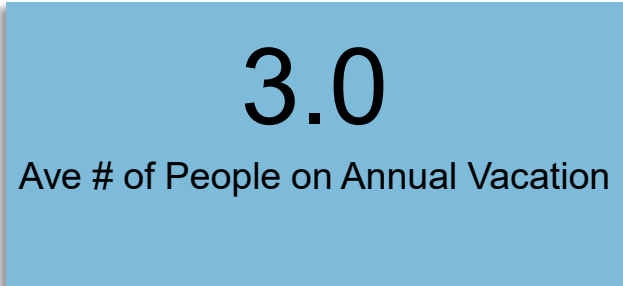
# South Korea Nat Rep: Annual Vacation

## Average Spend



Sample Size: n=3,447

## Spend Per Person Per Day



**₩178,253**  
Ave. Per Person Per Day Spend

# South Korea - Importance of Travel Factors

	Very Important 5		
	South Korea: Avid Traveler 90M+ Won	South Korea: Avid Traveler 130M+ Won	South Korea Market
Value for money	40%	33%	49%
Comfort and accessibility	40%	41%	44%
Natural attractions/activities	26%	24%	28%
Family friendly locations and activities	33%	35%	30%
Opportunity to experience local restaurants/businesses	30%	35%	23%
Cultural attractions	27%	28%	27%
Entertainment and nightlife	17%	15%	13%
Consideration of sustainable principles	17%	16%	16%
Safe and secure destination	55%	54%	62%

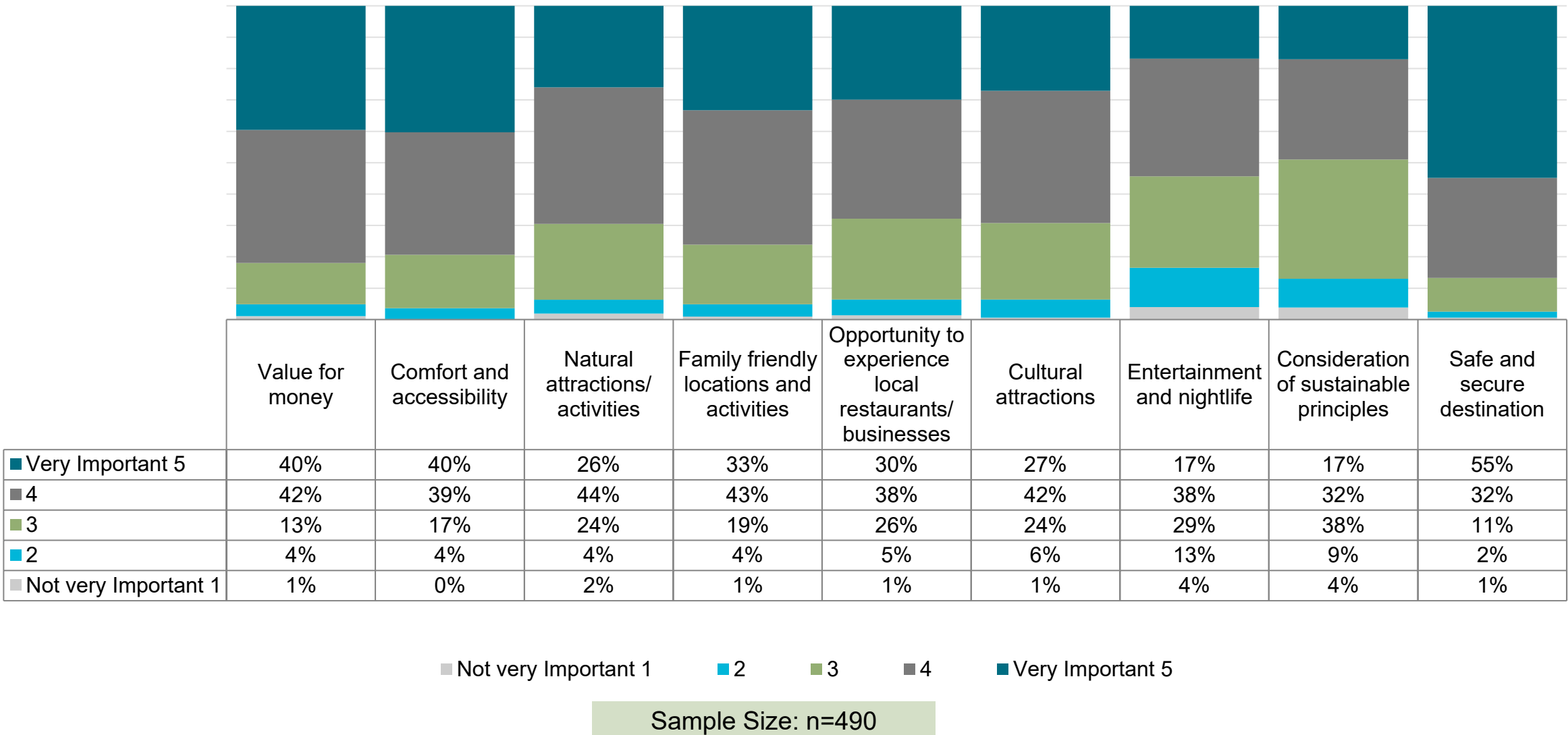
Sample Size:

n=490

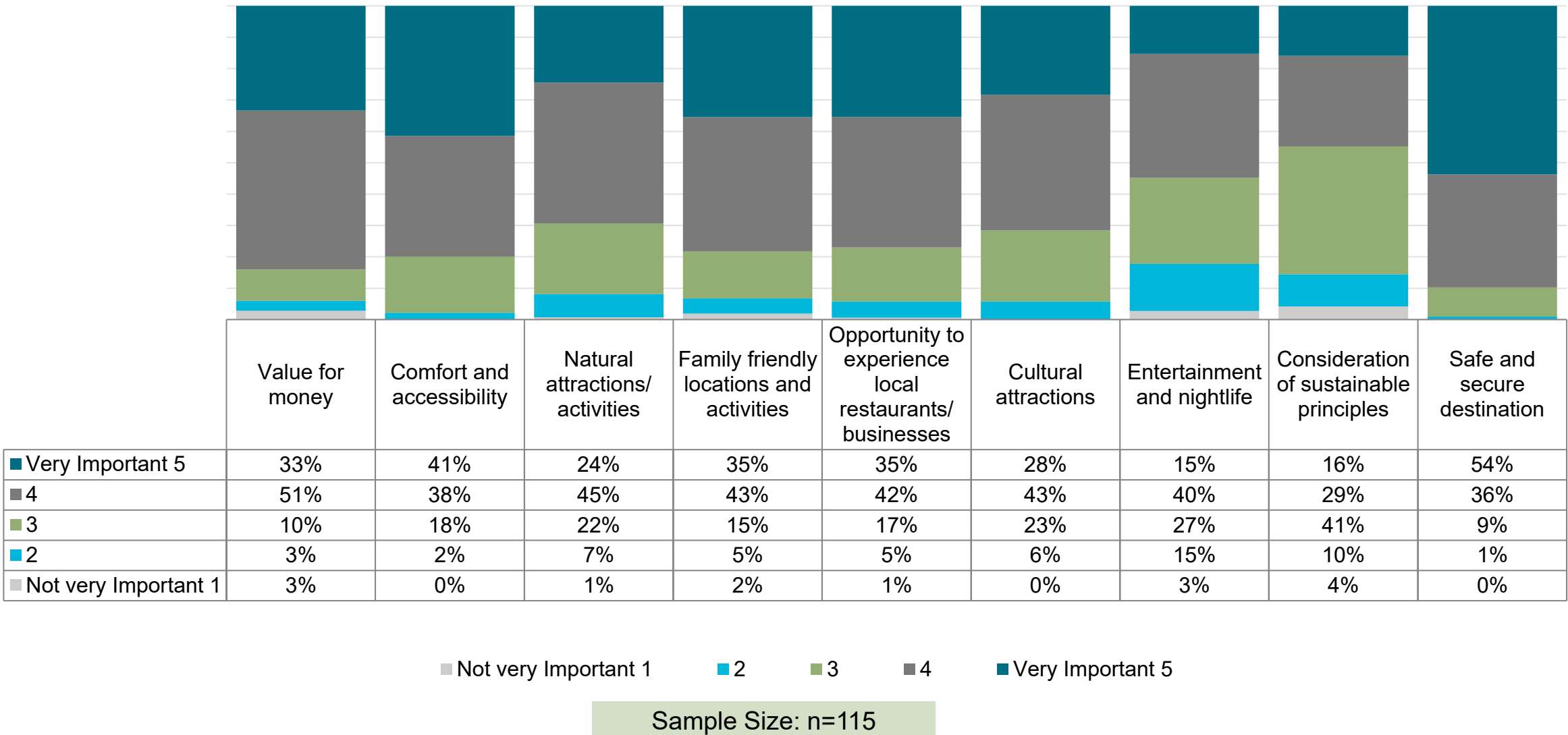
n=115

n=3,447

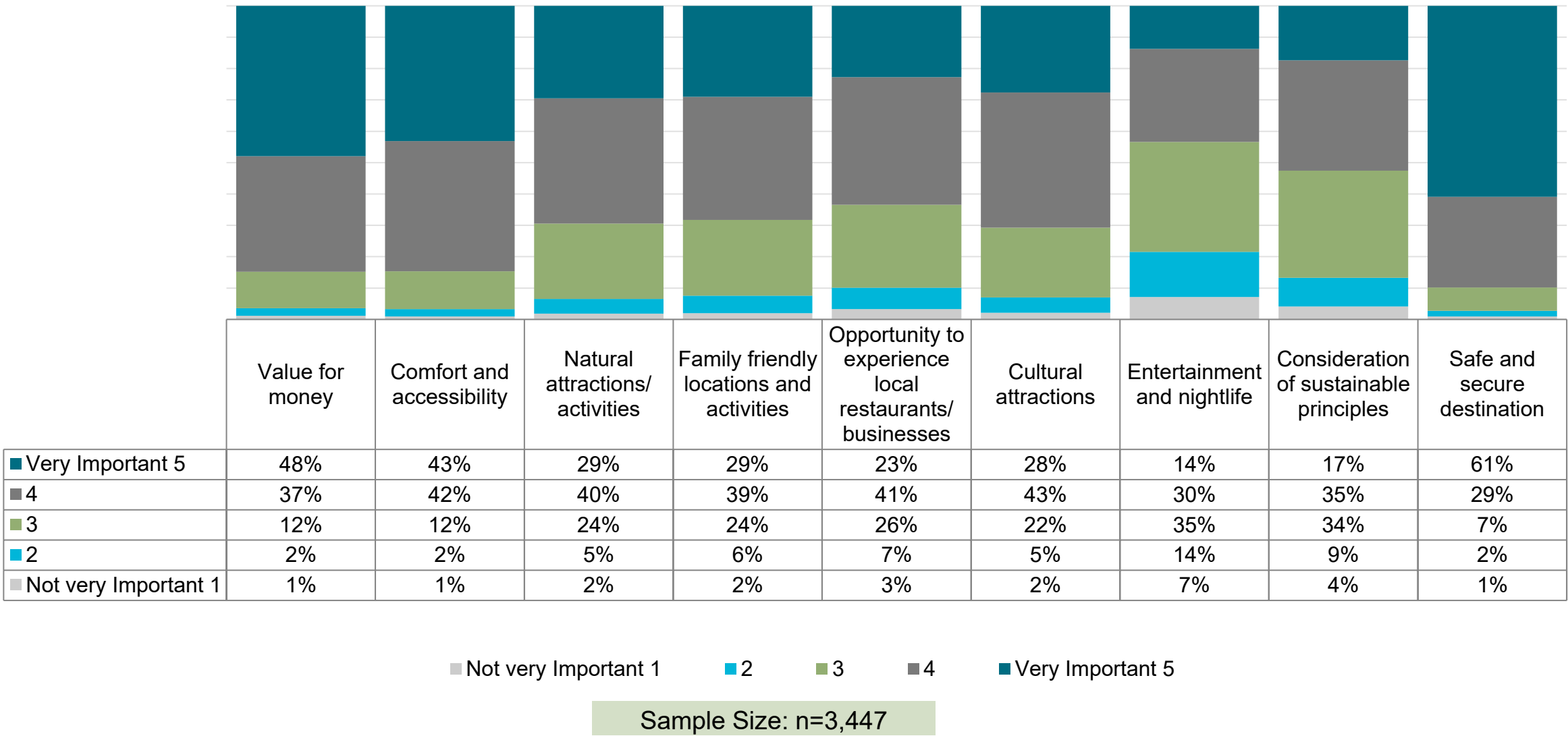
# South Korea Avid Travelers 90M+ Won: Importance of Travel Factors



# South Korea Avid Travelers 130M+ Won: Importance of Travel Factors



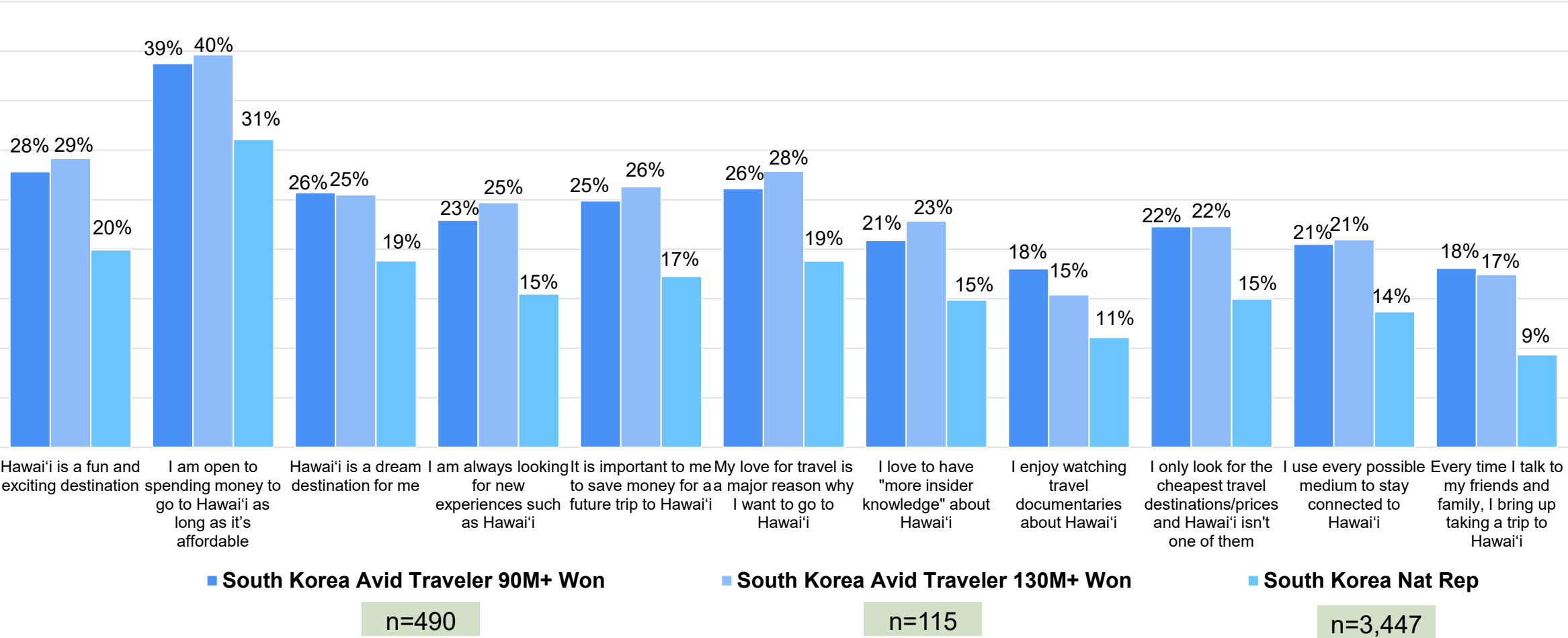
# South Korea Nat Rep: Importance of Travel Factors





# South Korea - Hawai'i as an Aspirational Destination

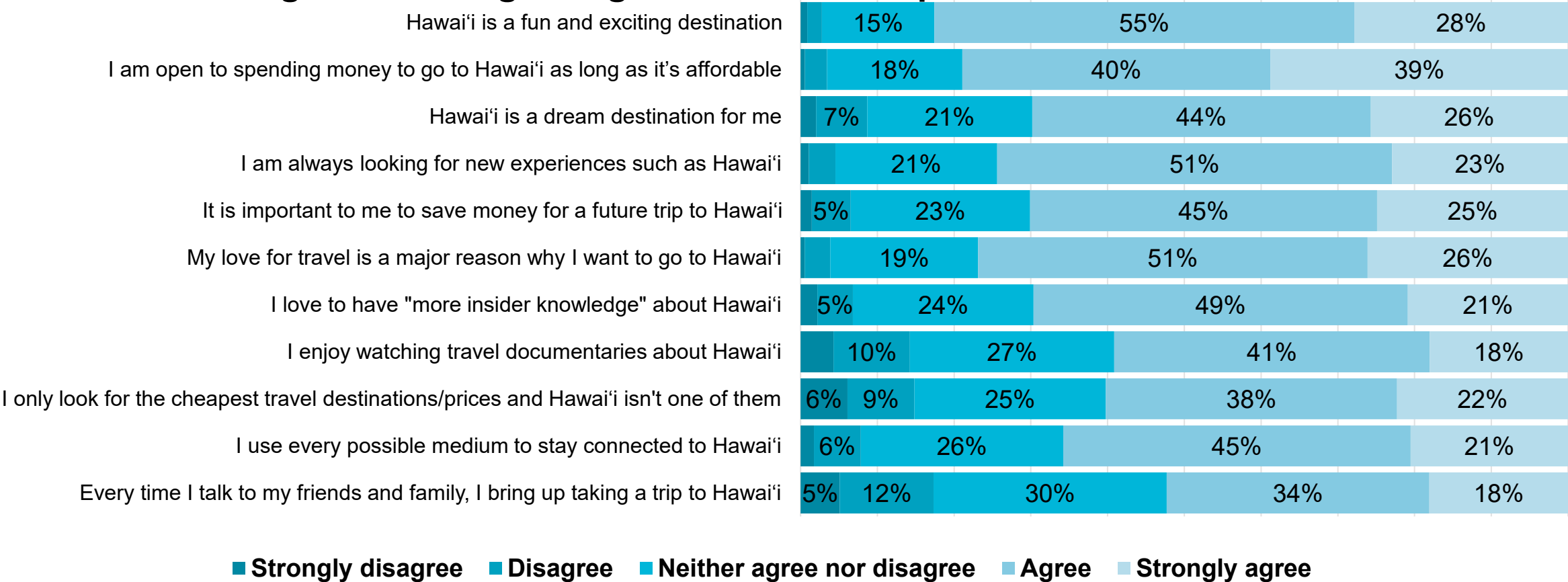
## Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)



Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

# South Korea Avid Travelers 90M+ Won: Hawai'i as an Aspirational Destination

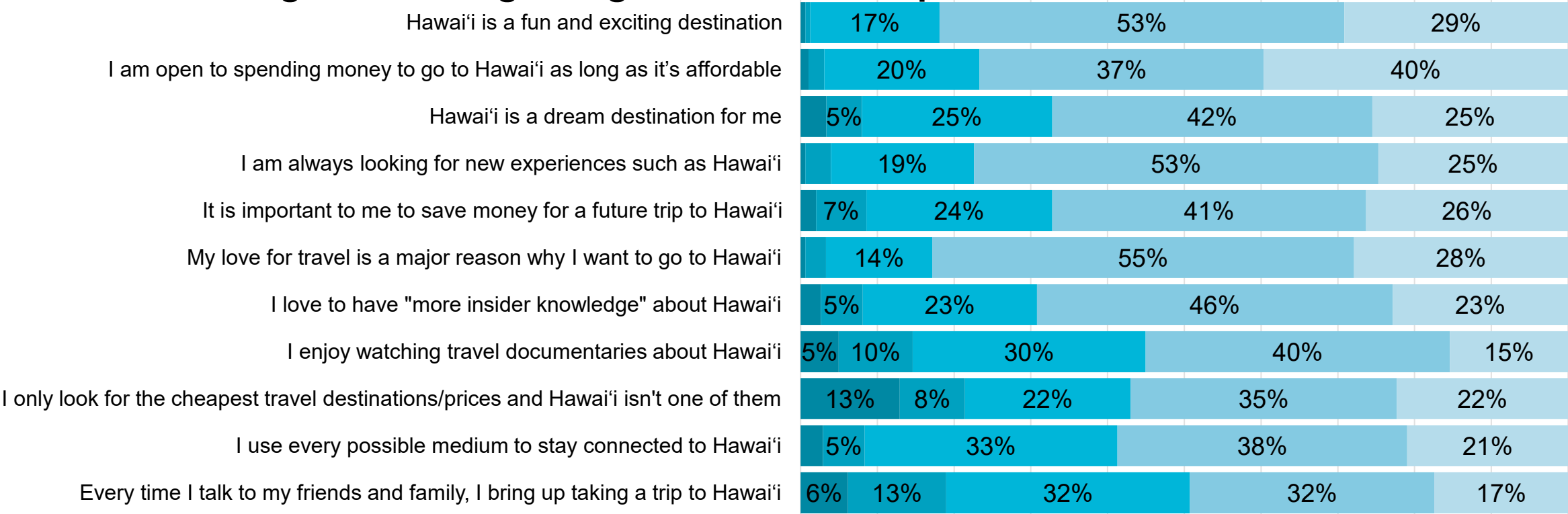
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Sample Size: n=490

# South Korea Avid Travelers 130M+ Won: Hawai'i as an Aspirational Destination

## Agreement Regarding Hawai'i as an Aspirational Destination



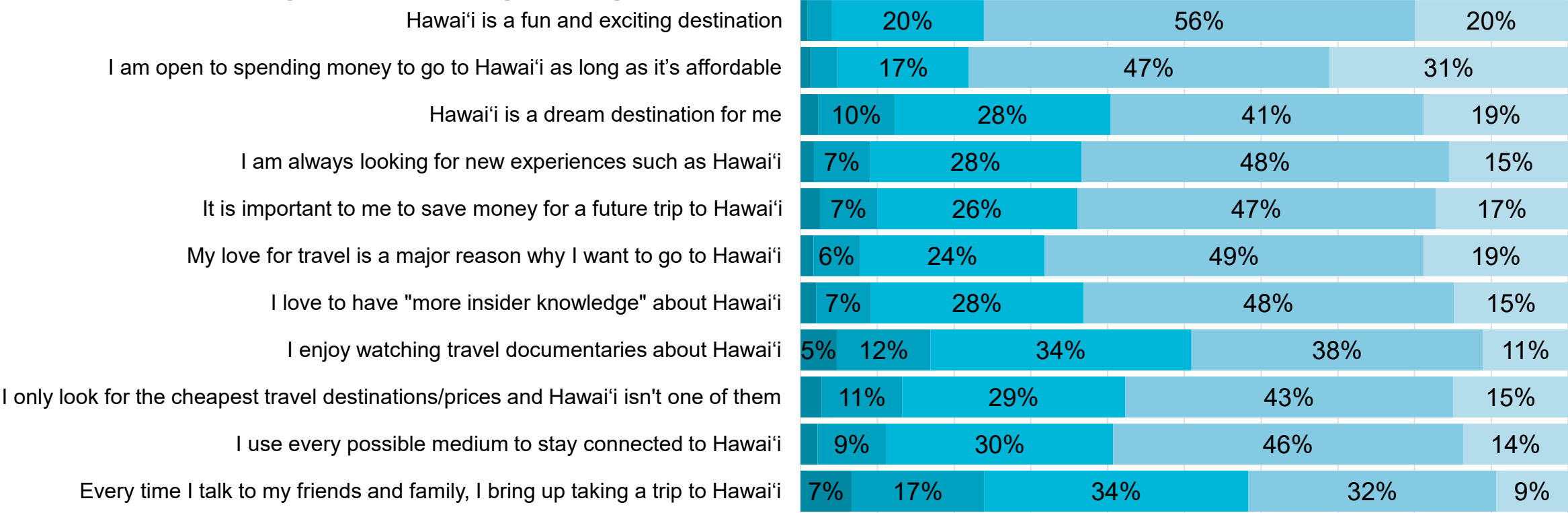
■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=115

# South Korea Nat Rep:

## Hawai'i as an Aspirational Destination

### Agreement Regarding Hawai'i as an Aspirational Destination

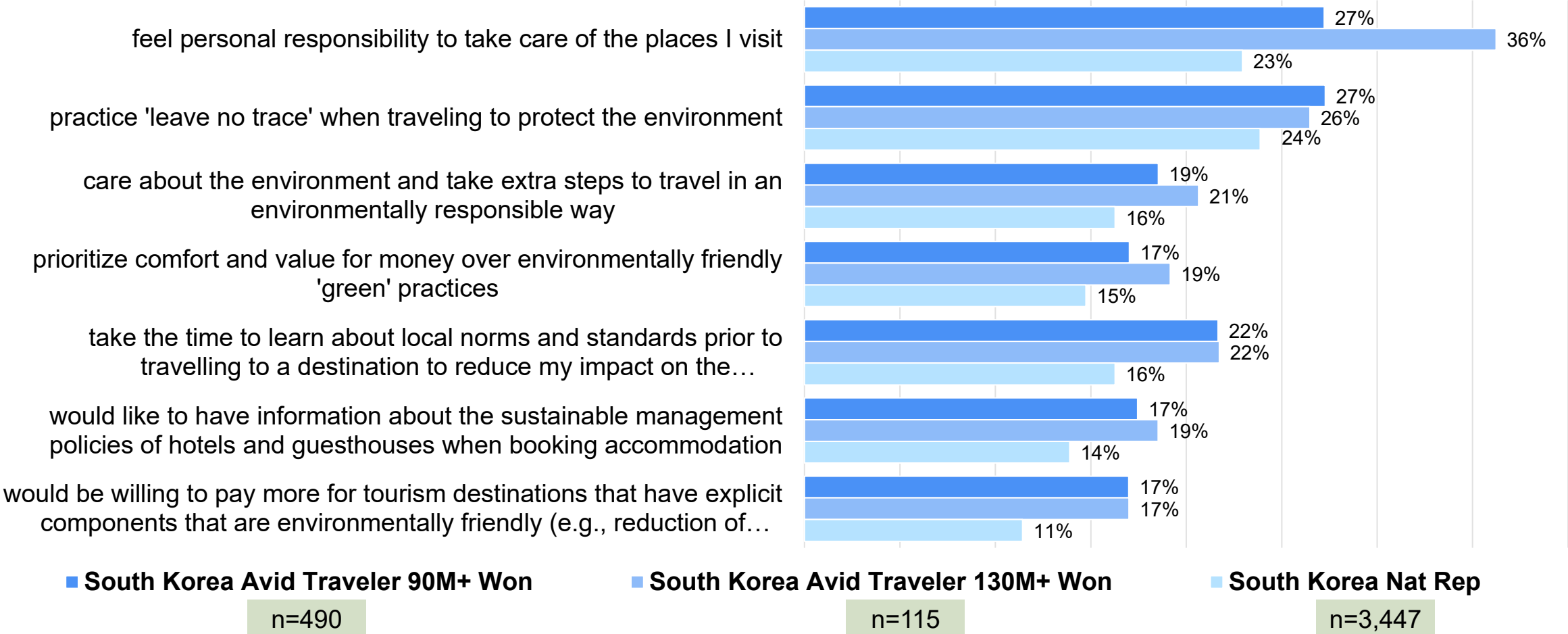


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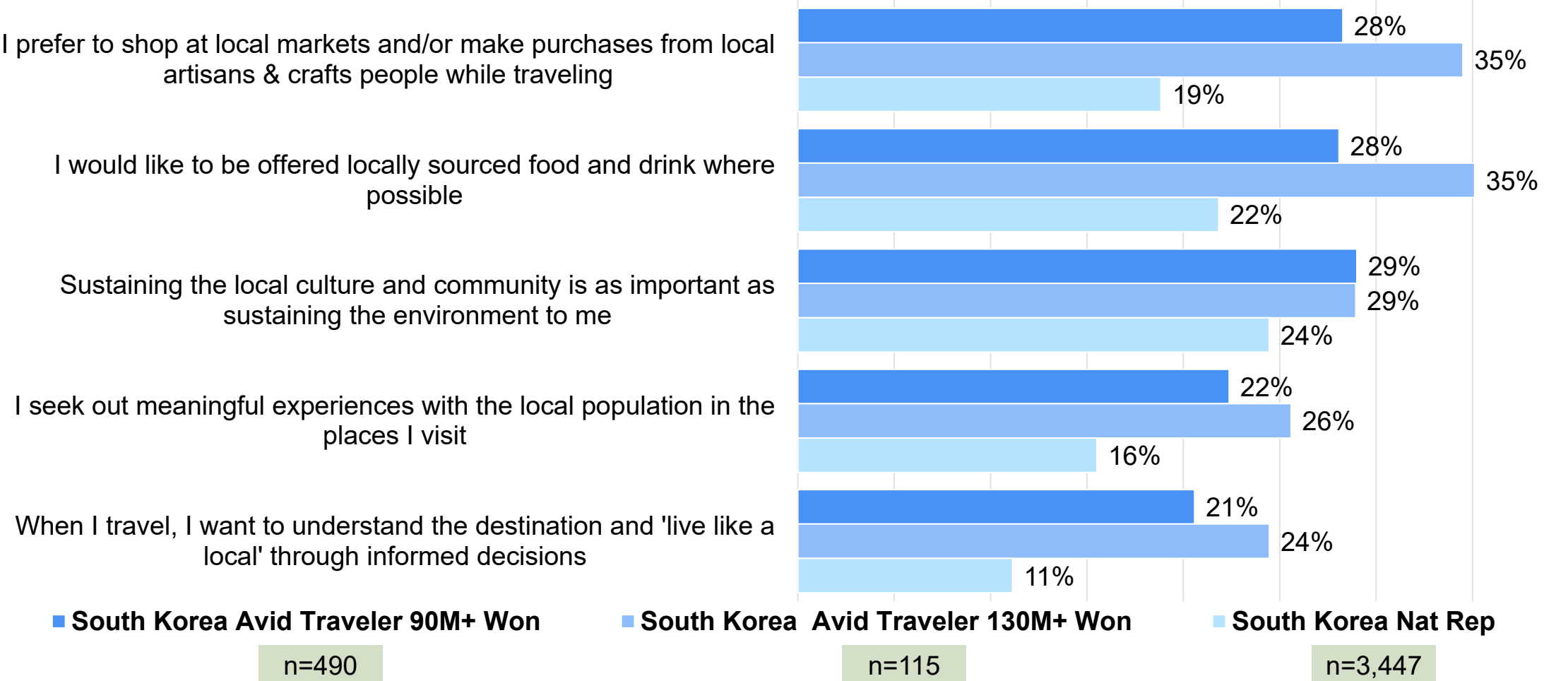
# South Korea - Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



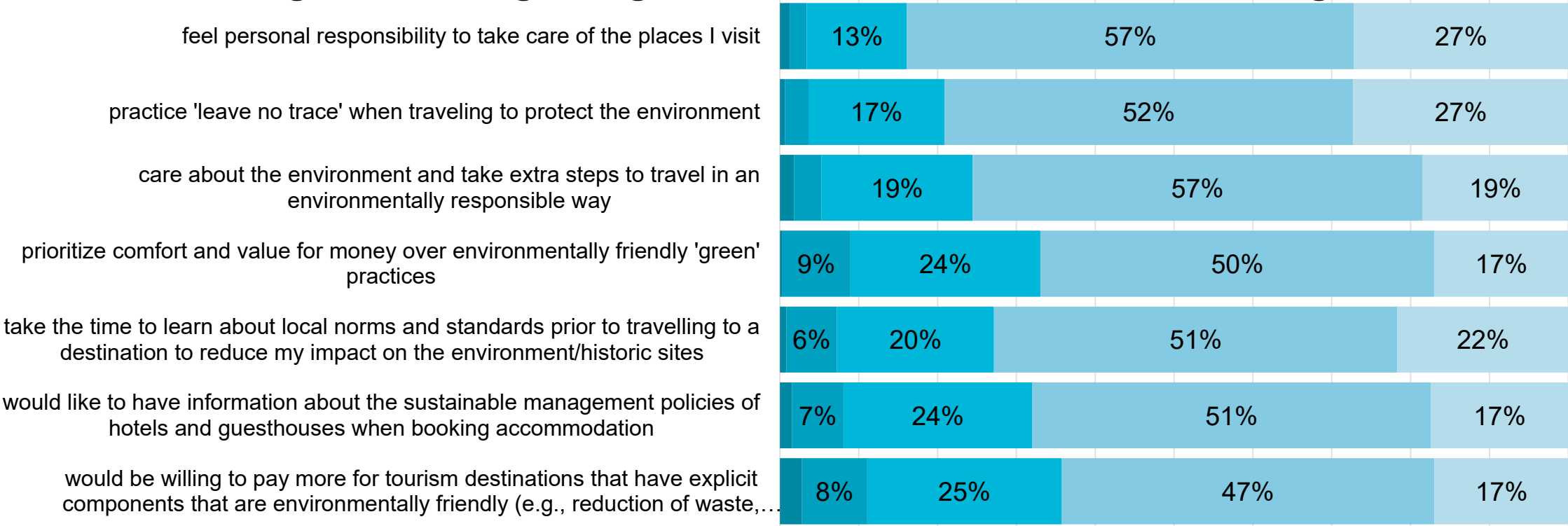
# South Korea - Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustaining Local Culture While Traveling (Strongly Agree)



# South Korea Avid Travelers 90M+ Won: Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustainable Practices While Traveling

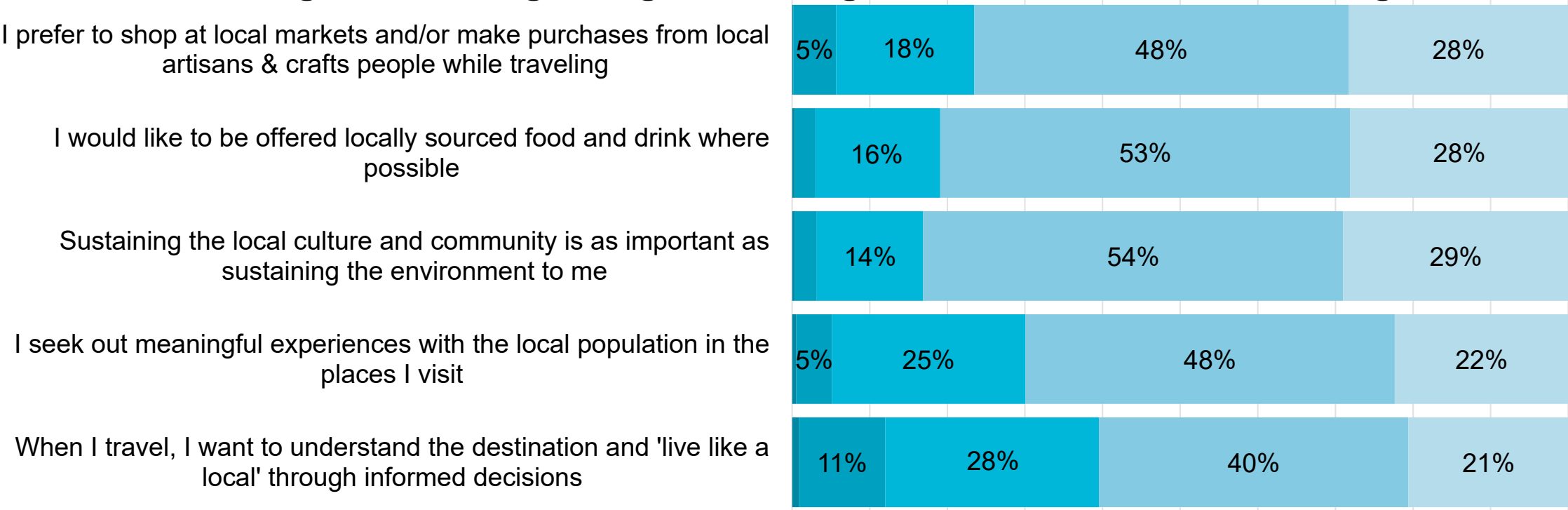


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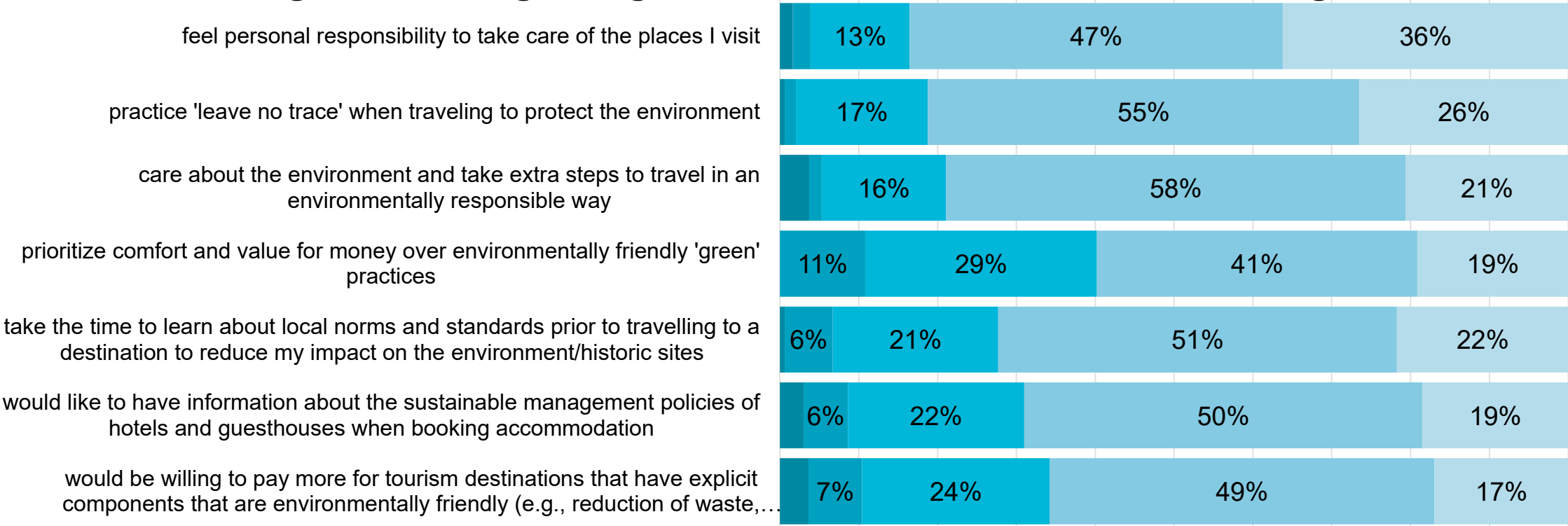
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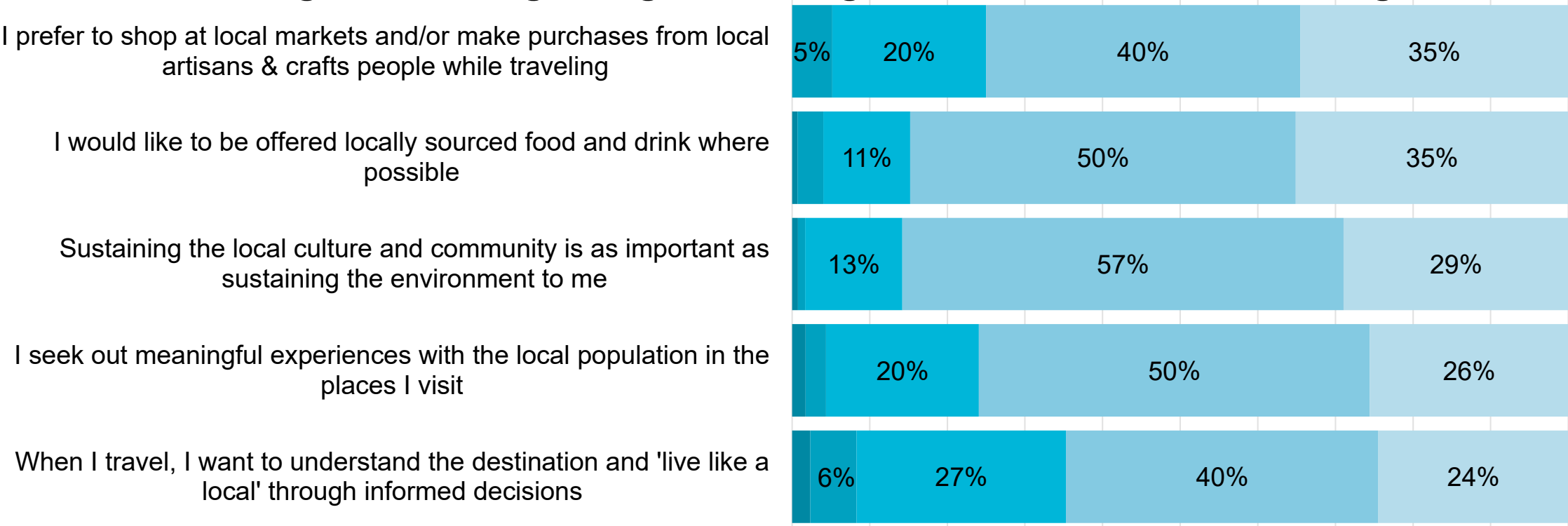


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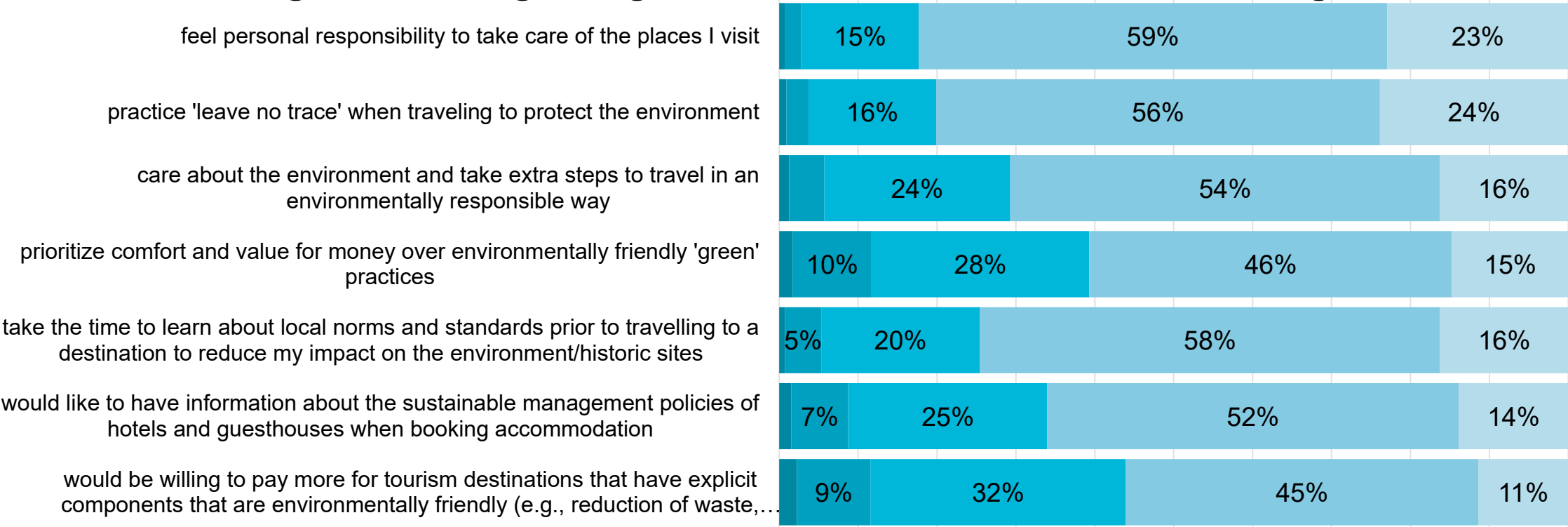


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# South Korea Nat Rep: Sustainability and Travel Responsibility Statements

## Agreement Regarding Sustainable Practices While Traveling

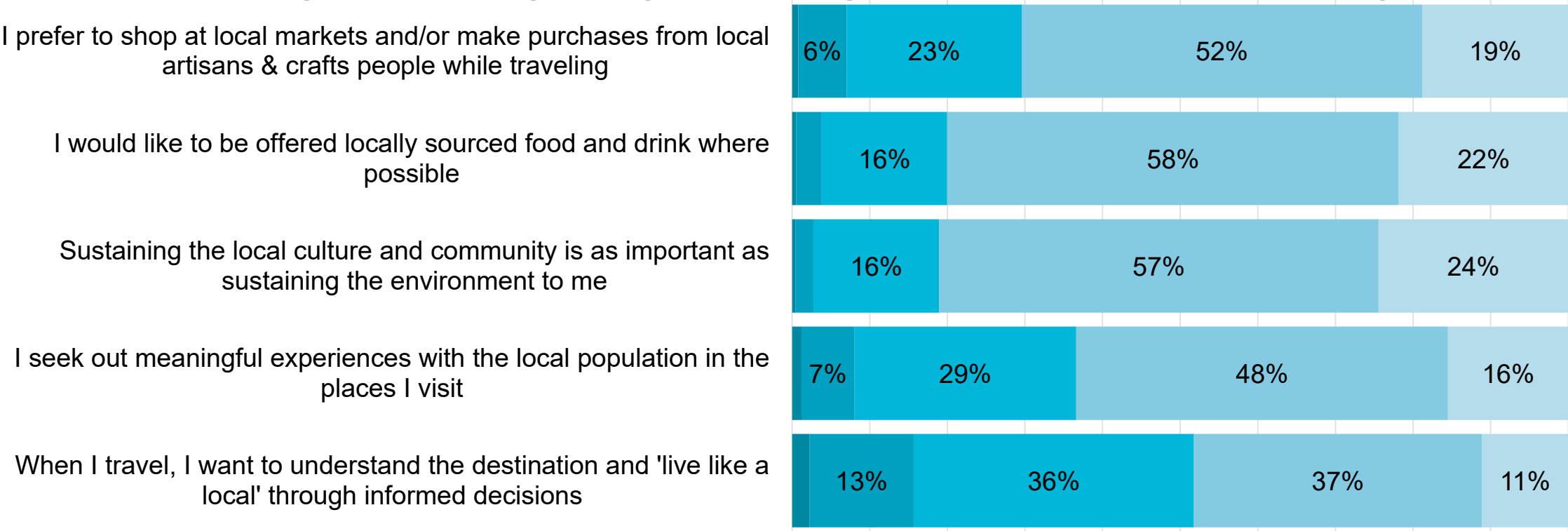


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Sample Size: n=3,447

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## Agreement Regarding Sustaining Local Culture While Traveling

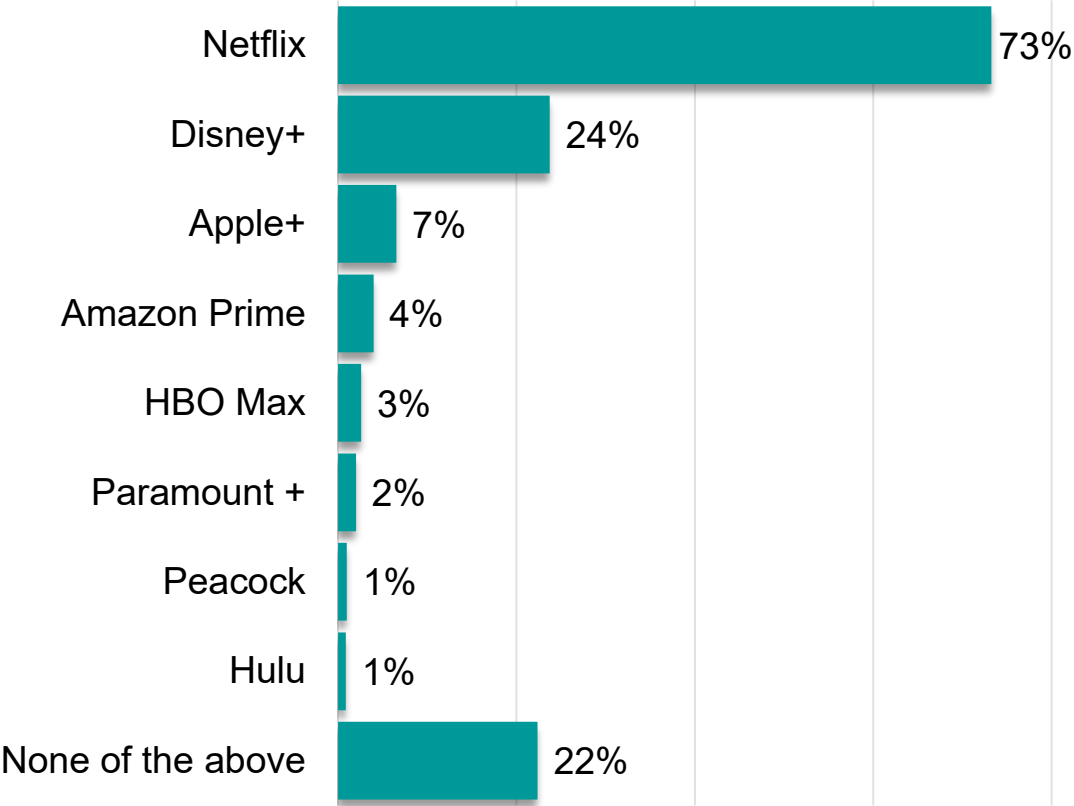


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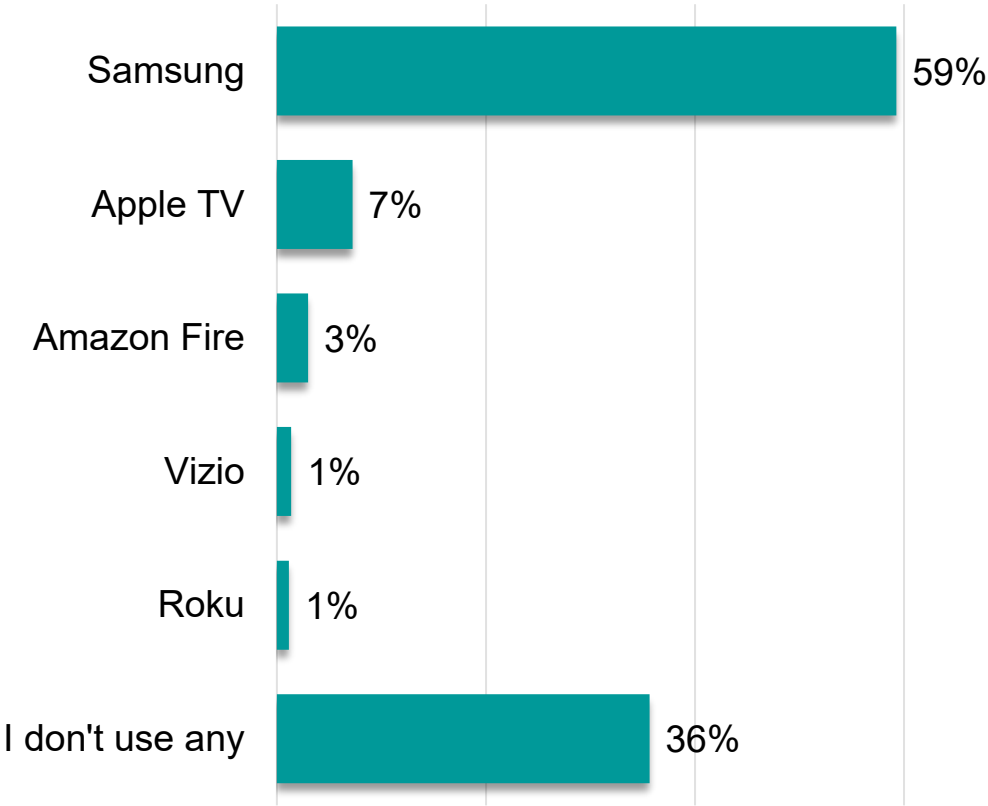
Sample Size: n=3,447

# South Korea Media Consumption

Streaming Platforms Used Weekly



Connected Device Used

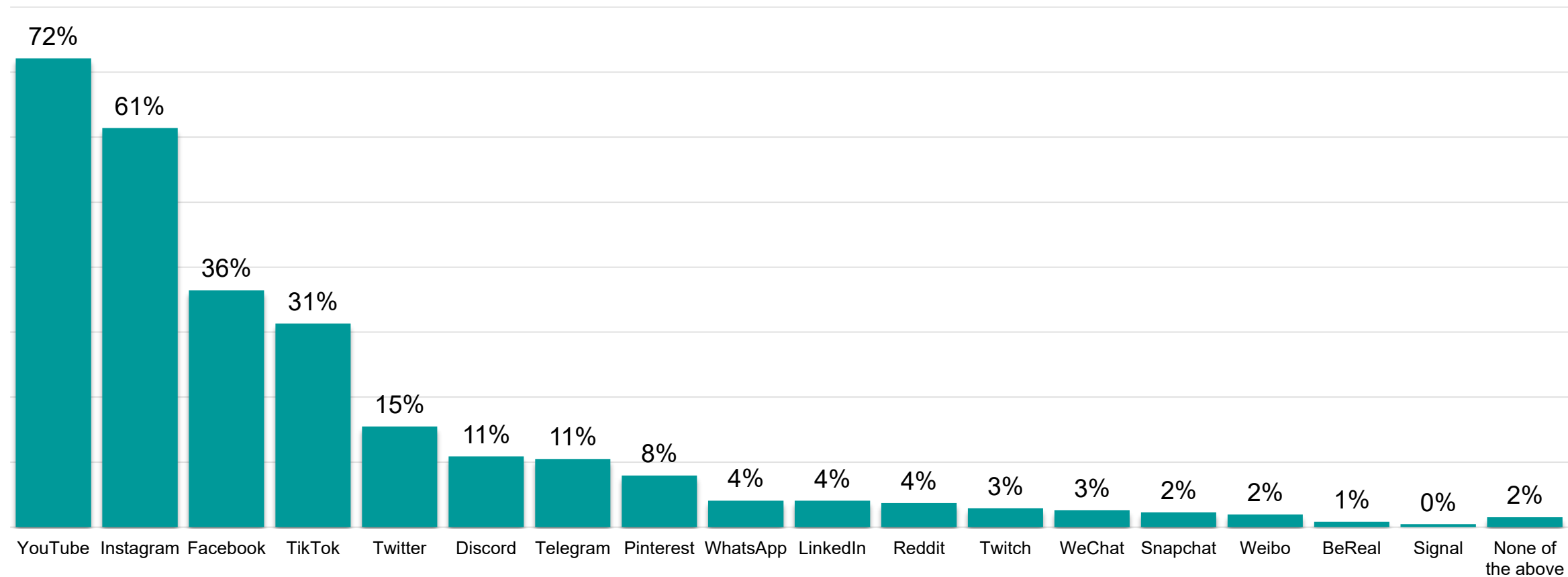


Sample Size: n=3,447

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

# South Korea Media Consumption

## Social Media Platforms Used Weekly



Sample Size: n=3,447

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

# South Korea Media Consumption

## Travel Destination Source of Awareness

TV Program/Documentary	39%
Online	43%
Radio	4%
TV commercials	29%
Newspaper	6%
Friends/Family	43%
Social Media	39%
YouTube	66%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	6%
Email	6%
I don't recall	2%

## Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	27%
I search for information about the destination online	65%
I look up the destination on social media	39%
I talk to friends/family about the destination	46%
I book travel to the destination almost immediately	12%
I don't do anything	4%
None of the above	3%

Sample Size: n=3,447