



Vision Insights

South Korea Traveler Profiles

H1 2026

(January 1 – June 30, 2026)

July 30, 2026



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

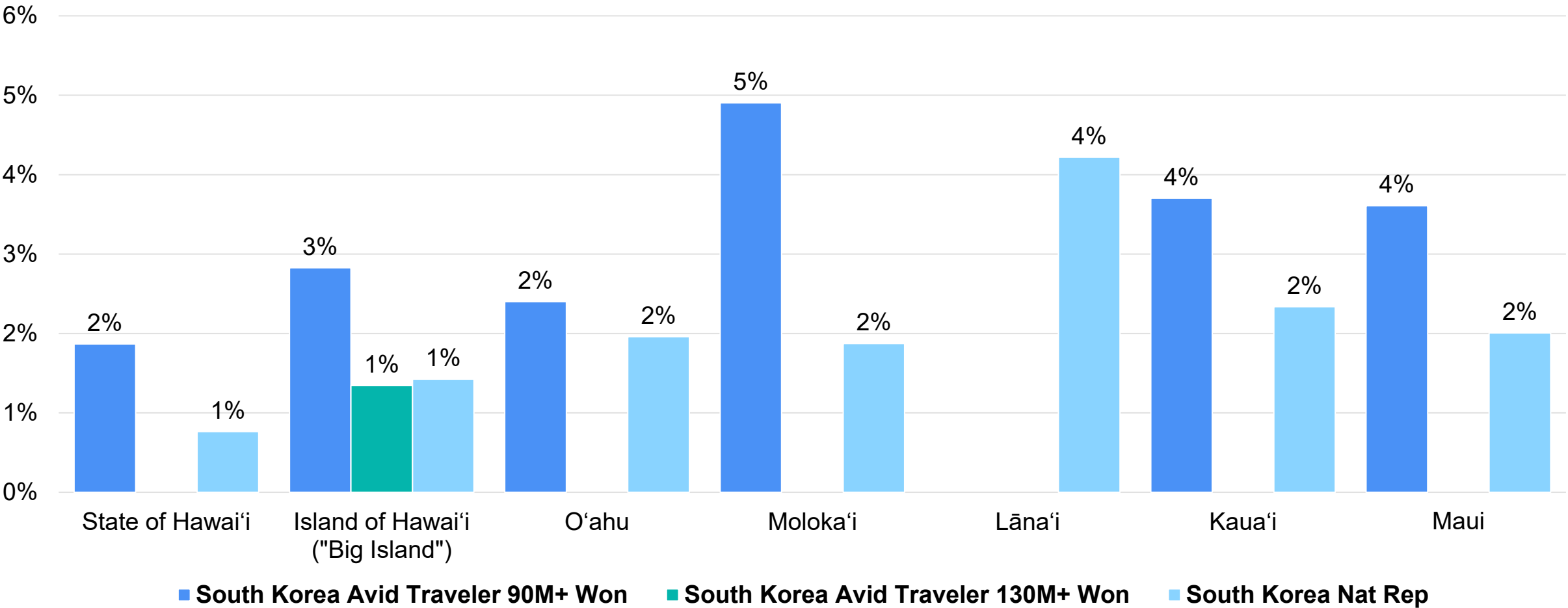
Avid Traveler 130M+ Won

- 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)

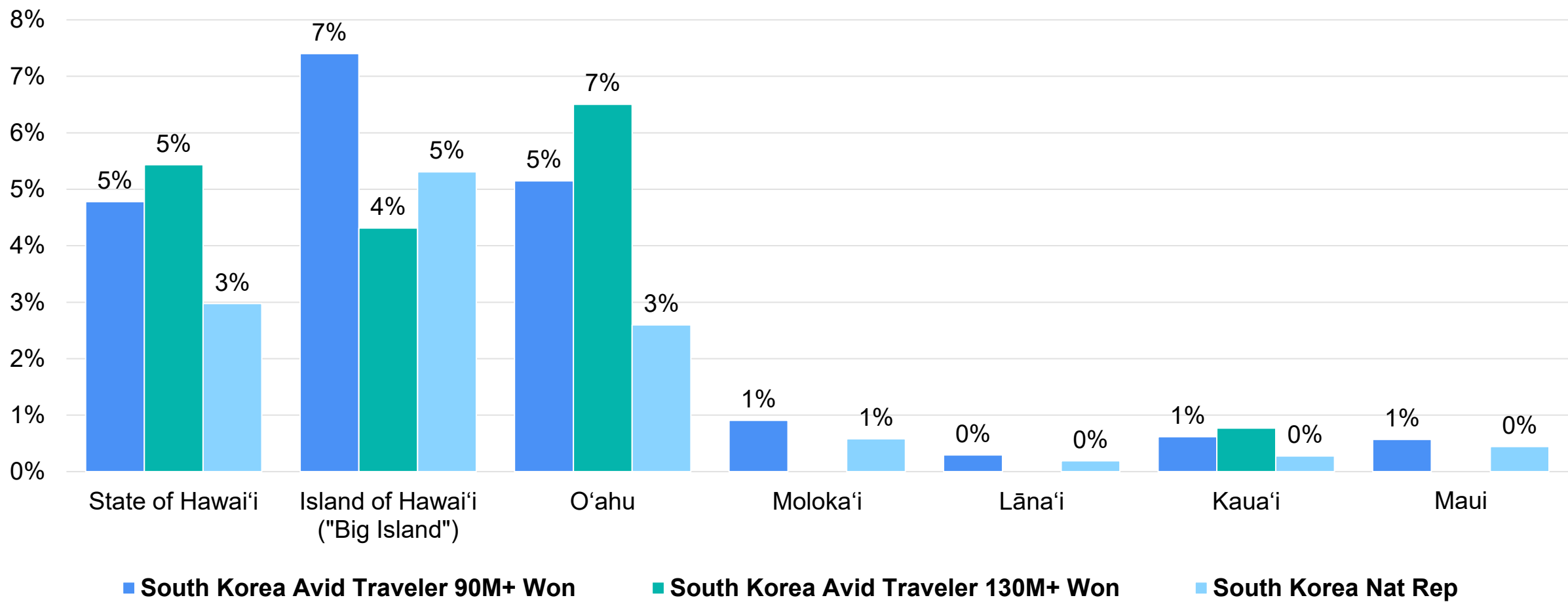
- Representative of South Korea adults in terms of age, gender, social class and education

South Korea - Leisure Trip in Past 12 Months



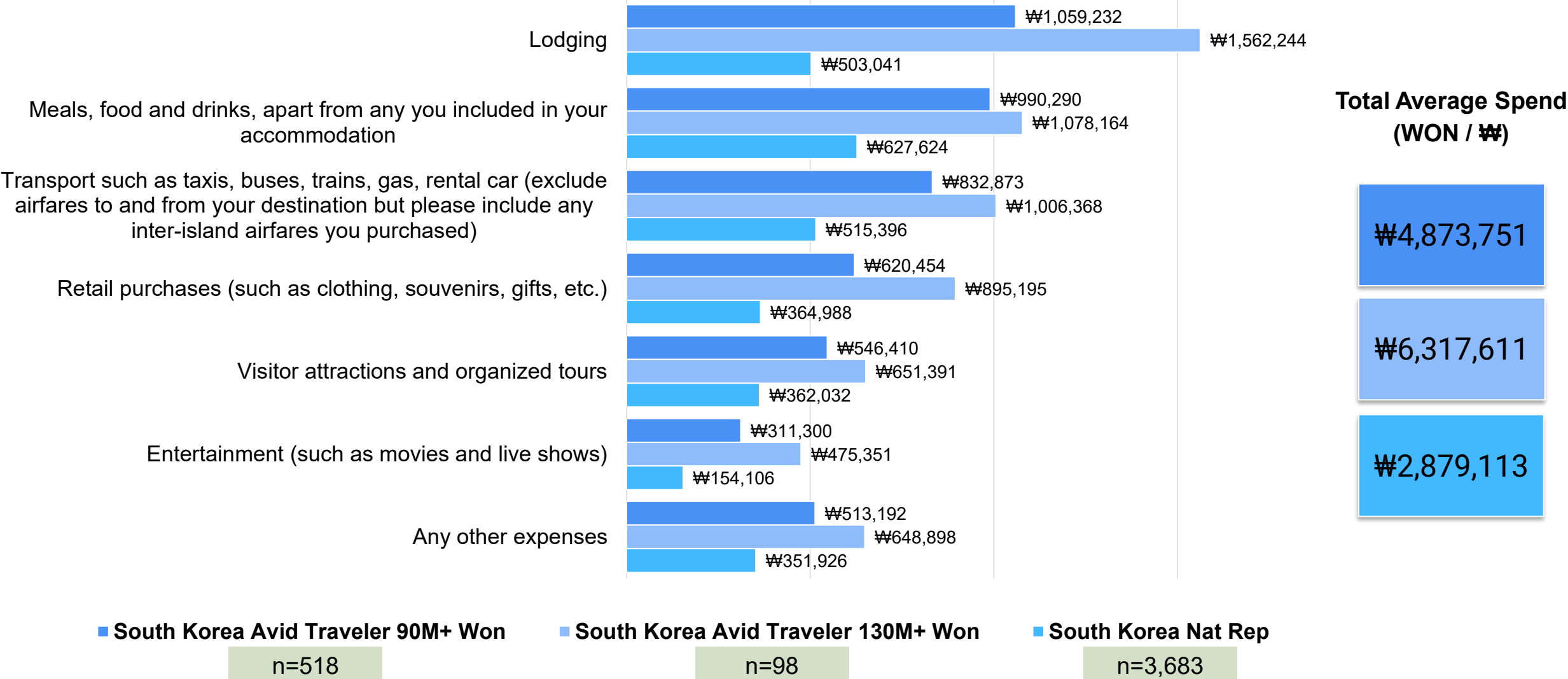
Sample Min. n=50

South Korea - Next Destination for Leisure Trip



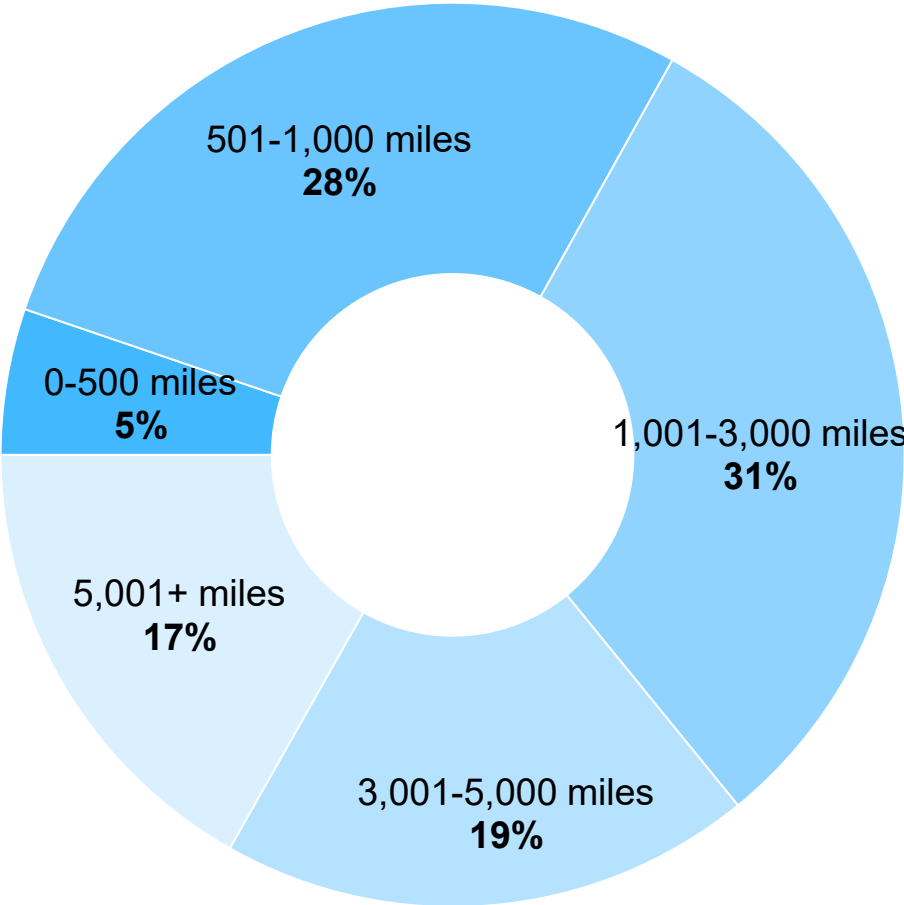
Sample Min. n=50

South Korea - Total Annual Holiday Spend



South Korea Avid Travelers 90M+ Won: Annual Vacation

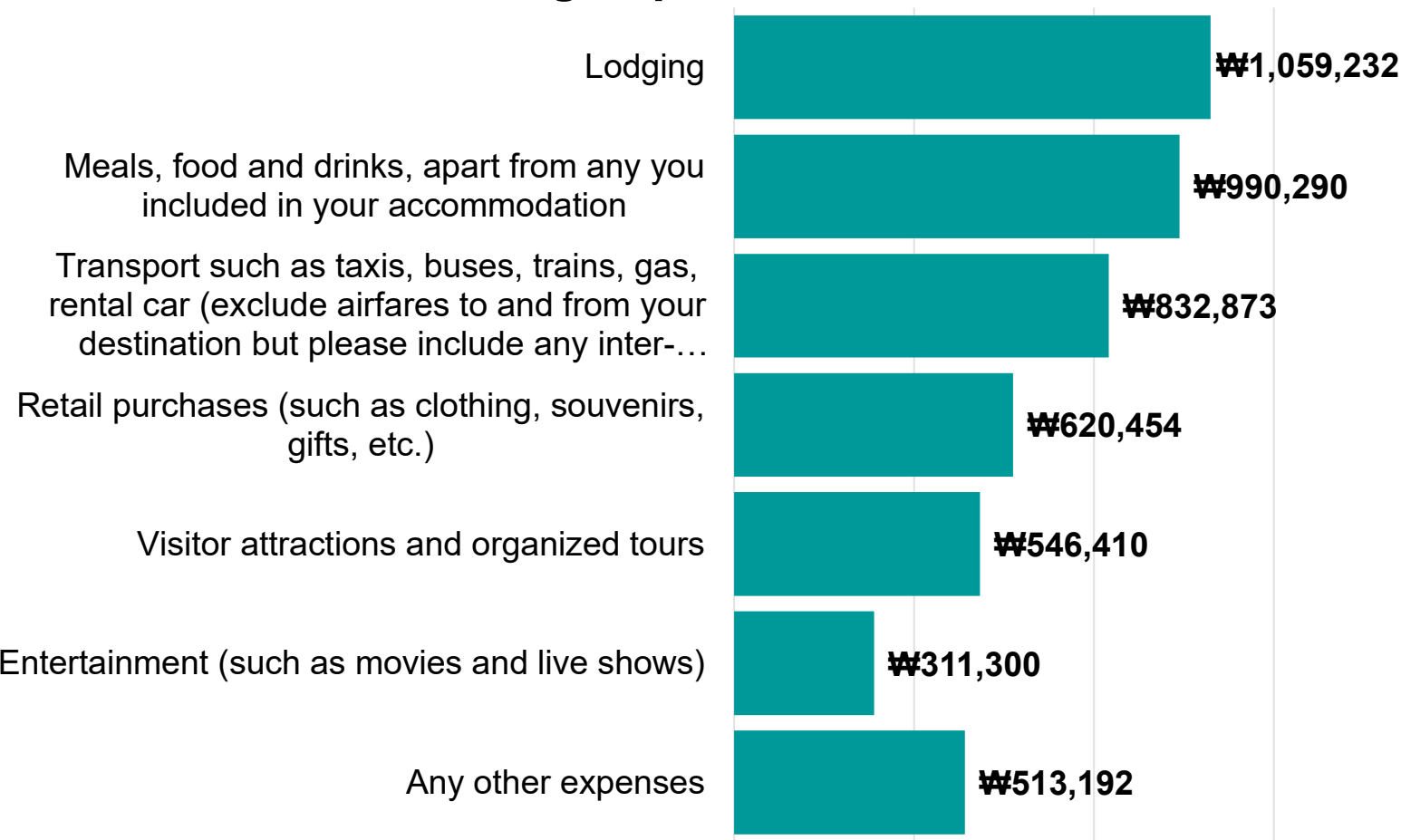
Distance Travelled on Annual Vacation



Sample Size: n=518

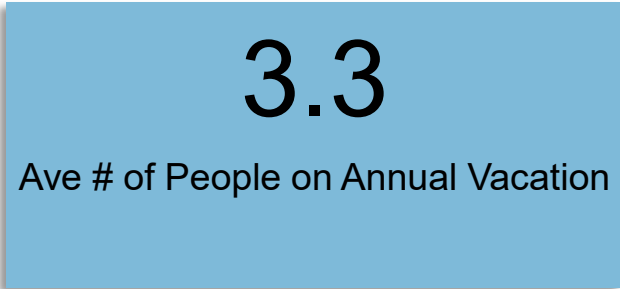
South Korea Avid Travelers 90M+ Won: Annual Vacation

Average Spend



Sample Size: n=518

Spend Per Person Per Day

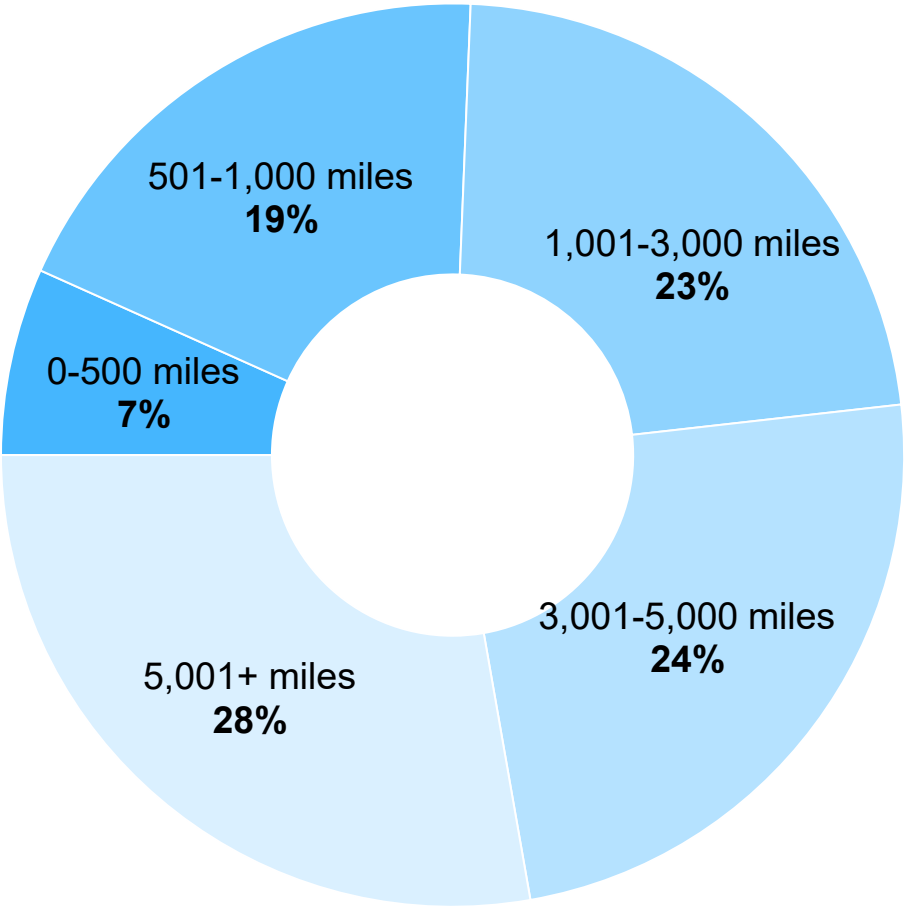


₩254,774

Ave. Per Person Per Day Spend

South Korea Avid Travelers 130M+ Won: Annual Vacation

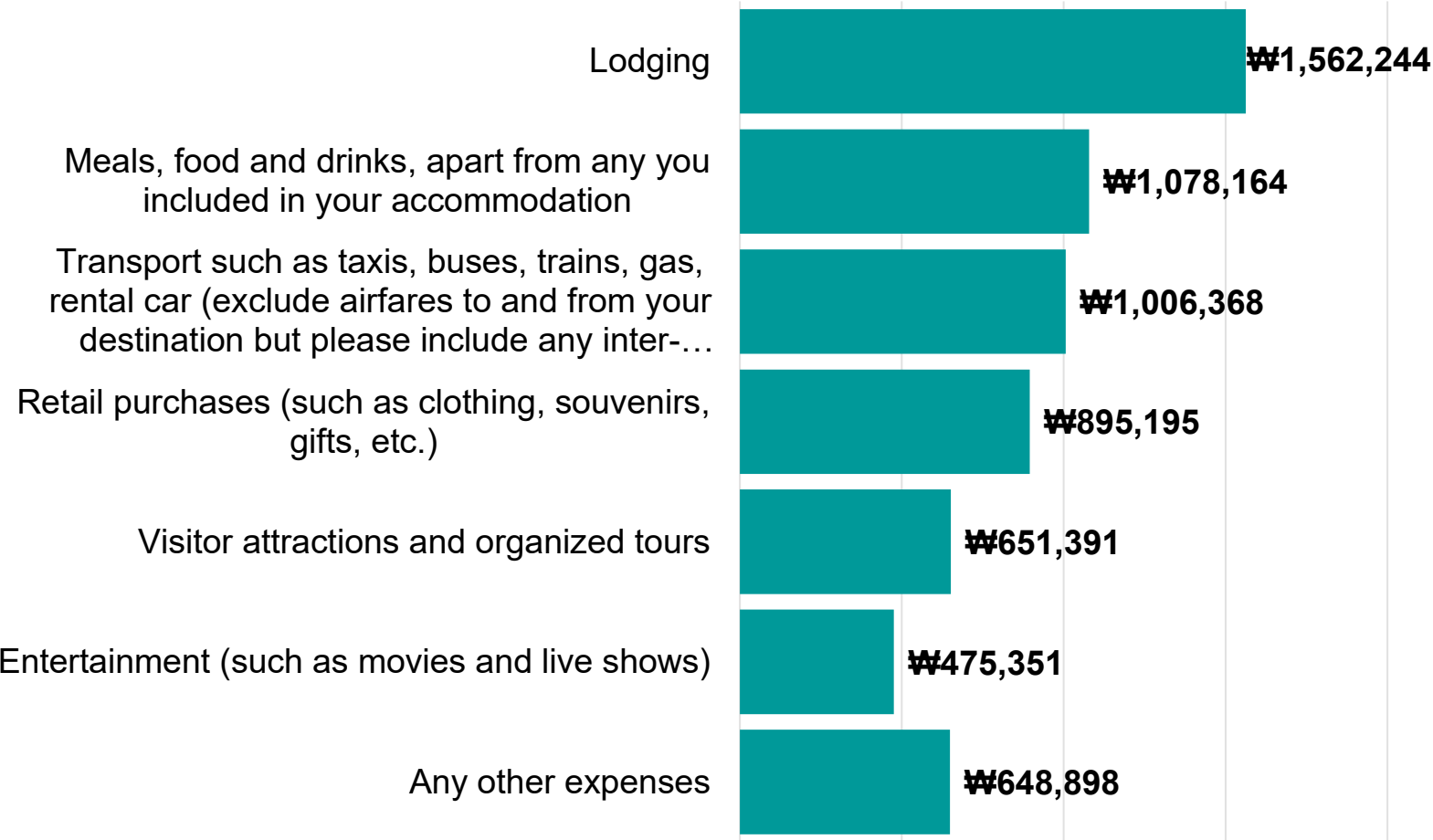
Distance Travelled on Annual Vacation



Sample Size: n=98

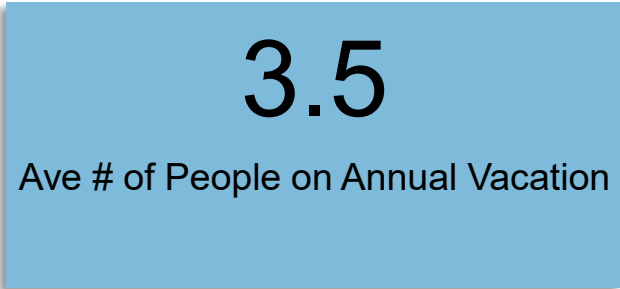
South Korea Avid Travelers 130M+ Won: Annual Vacation

Average Spend



Sample Size: n=98

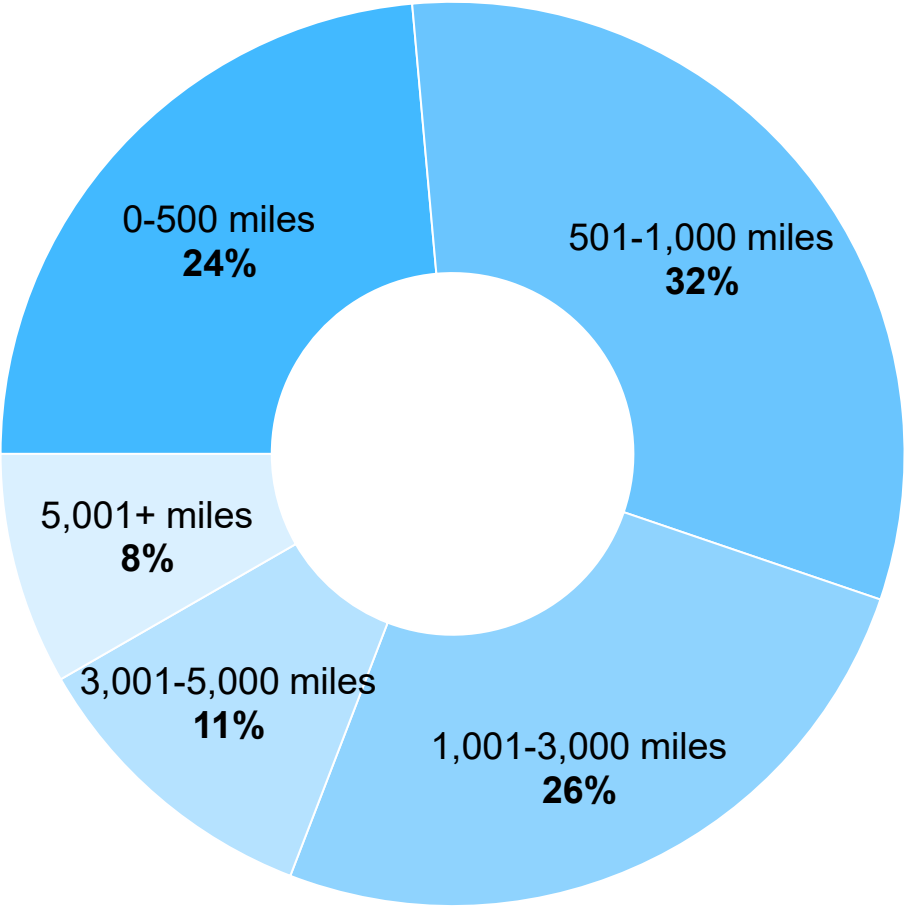
Spend Per Person Per Day



Ave. Per Person Per Day Spend

South Korea Nat Rep: Annual Vacation

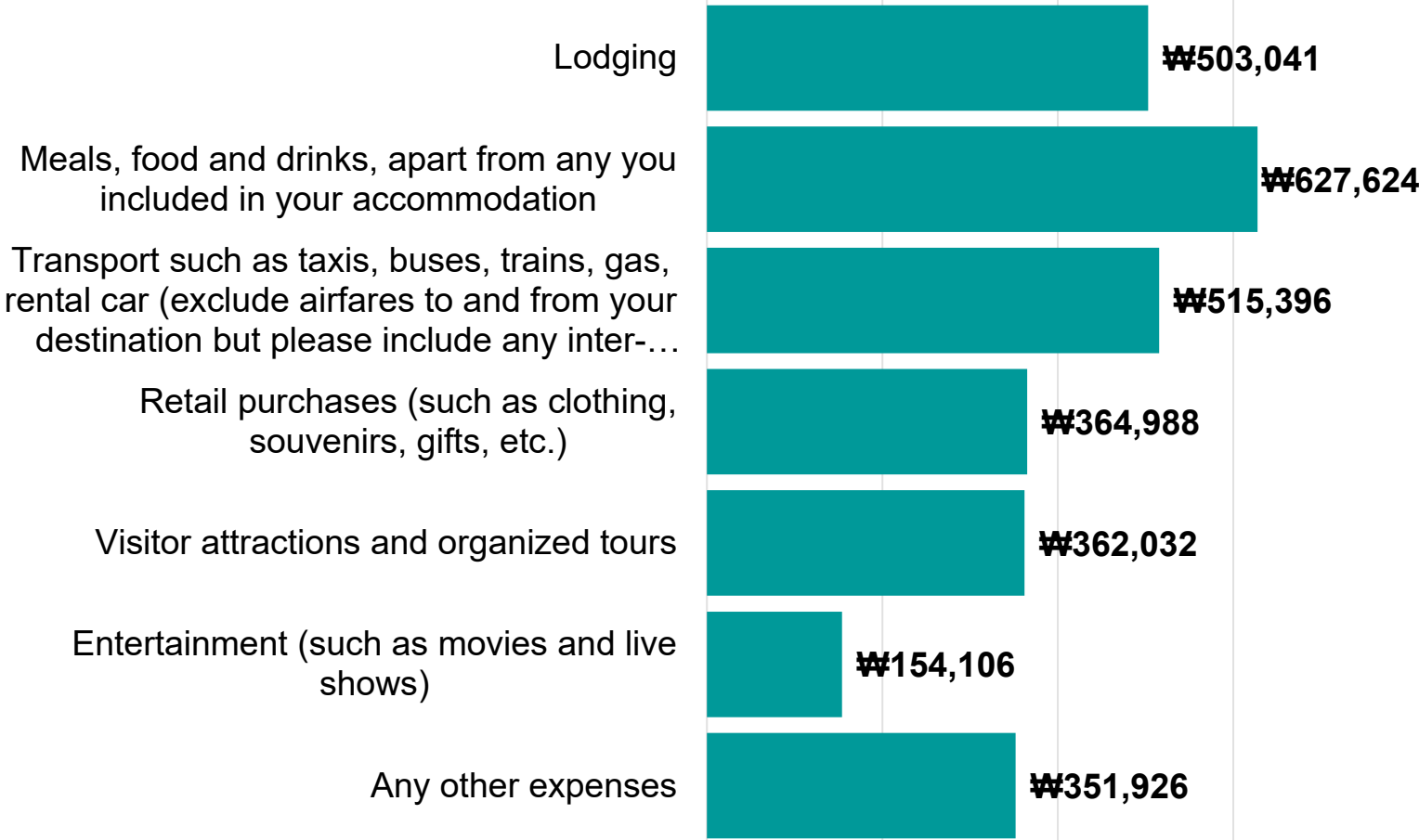
Distance Travelled on Annual Vacation



Sample Size: n=3,683

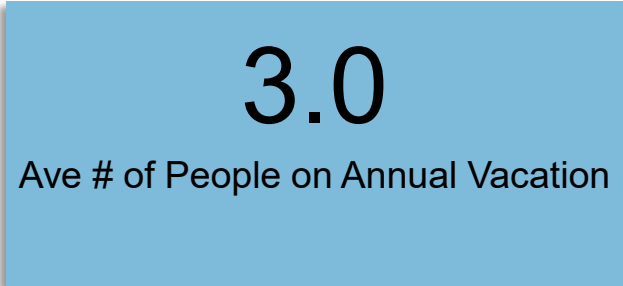
South Korea Nat Rep: Annual Vacation

Average Spend



Sample Size: n=3,683

Spend Per Person Per Day



₩195,546

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	35%	30%	43%
Comfort and accessibility	35%	29%	41%
Natural attractions/activities	26%	18%	25%
Family friendly locations and activities	30%	21%	27%
Opportunity to experience local restaurants/businesses	21%	22%	20%
Cultural attractions	24%	25%	26%
Entertainment and nightlife	14%	12%	12%
Consideration of sustainable principles	16%	14%	16%
Safe and secure destination	50%	48%	56%

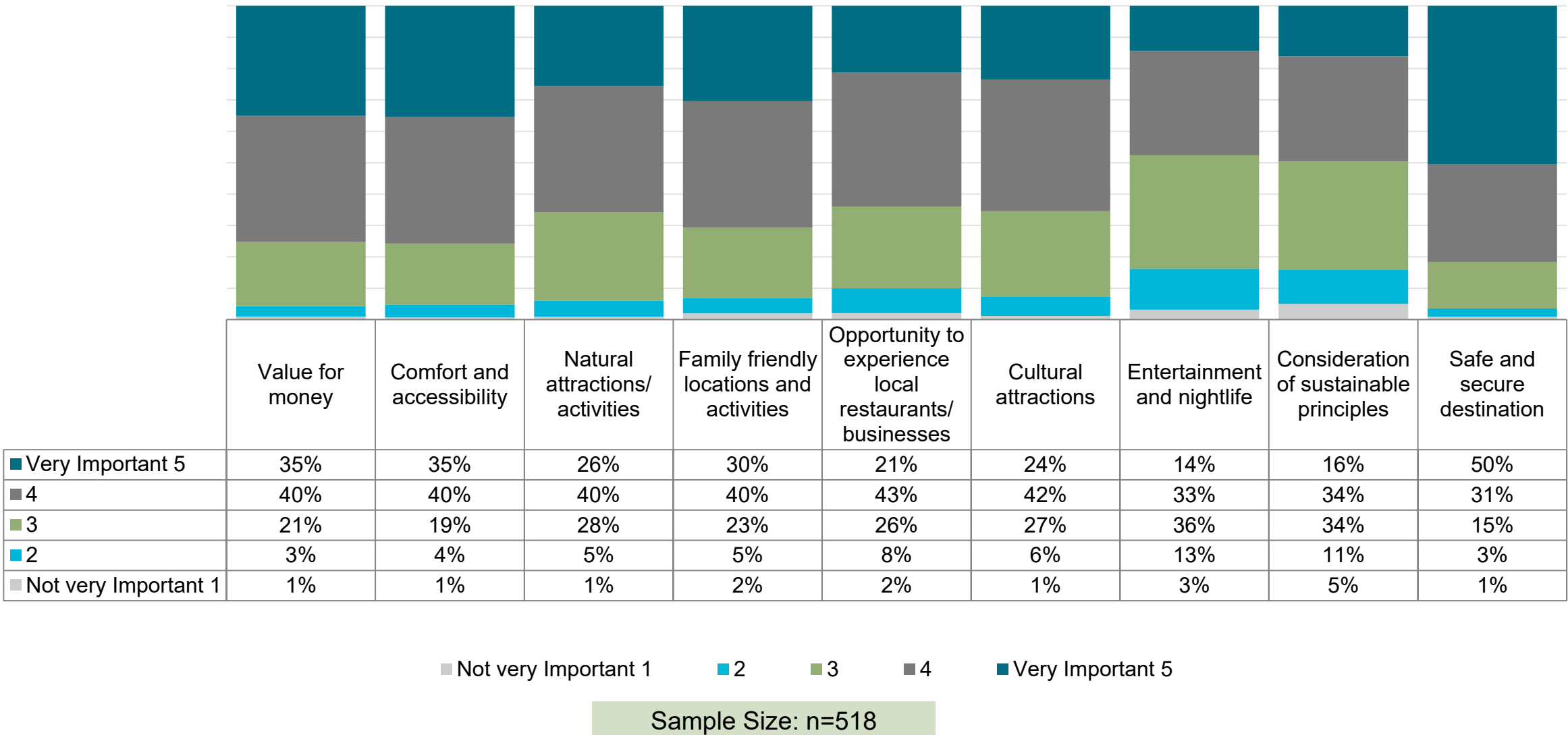
Sample Size:

n=518

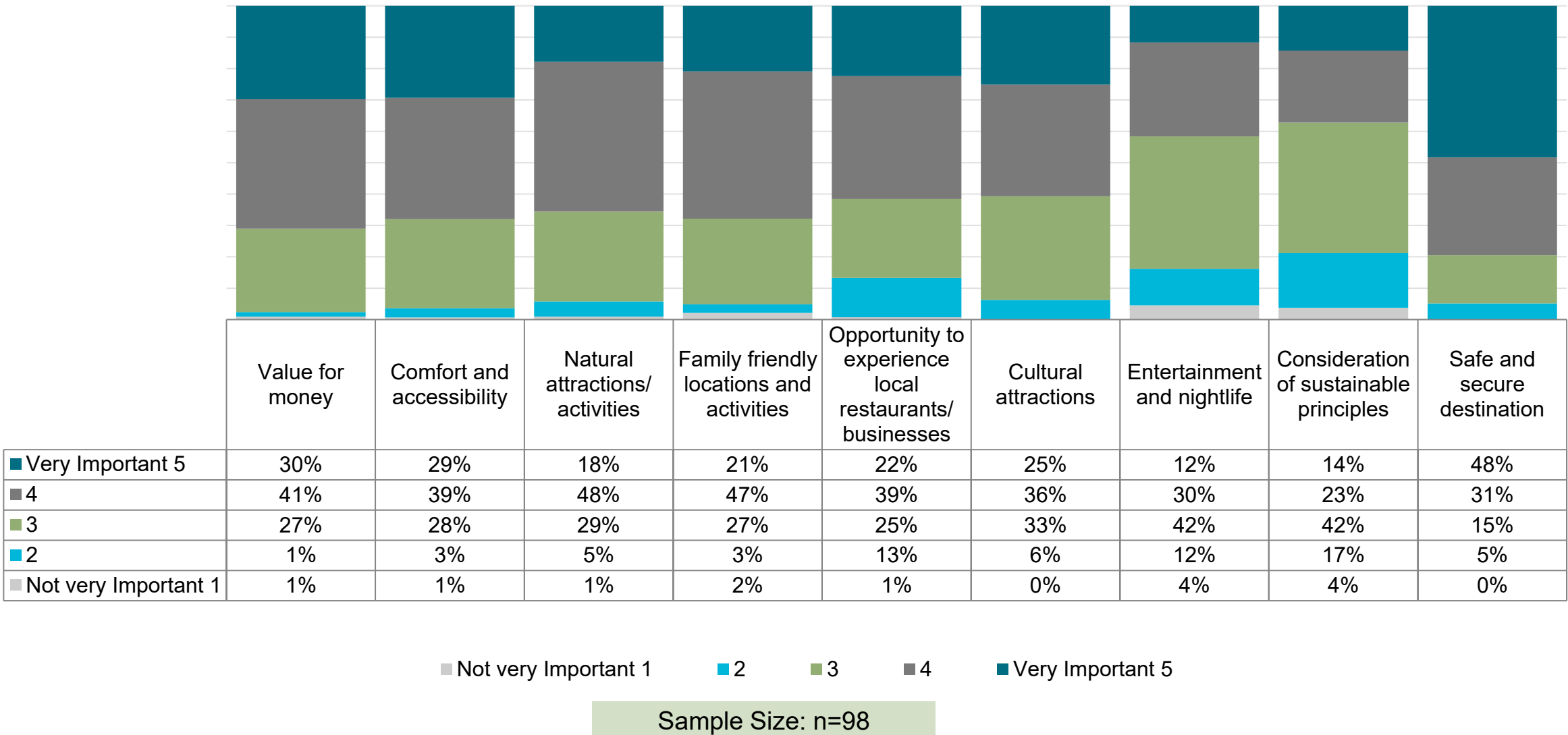
n=98

n=3,683

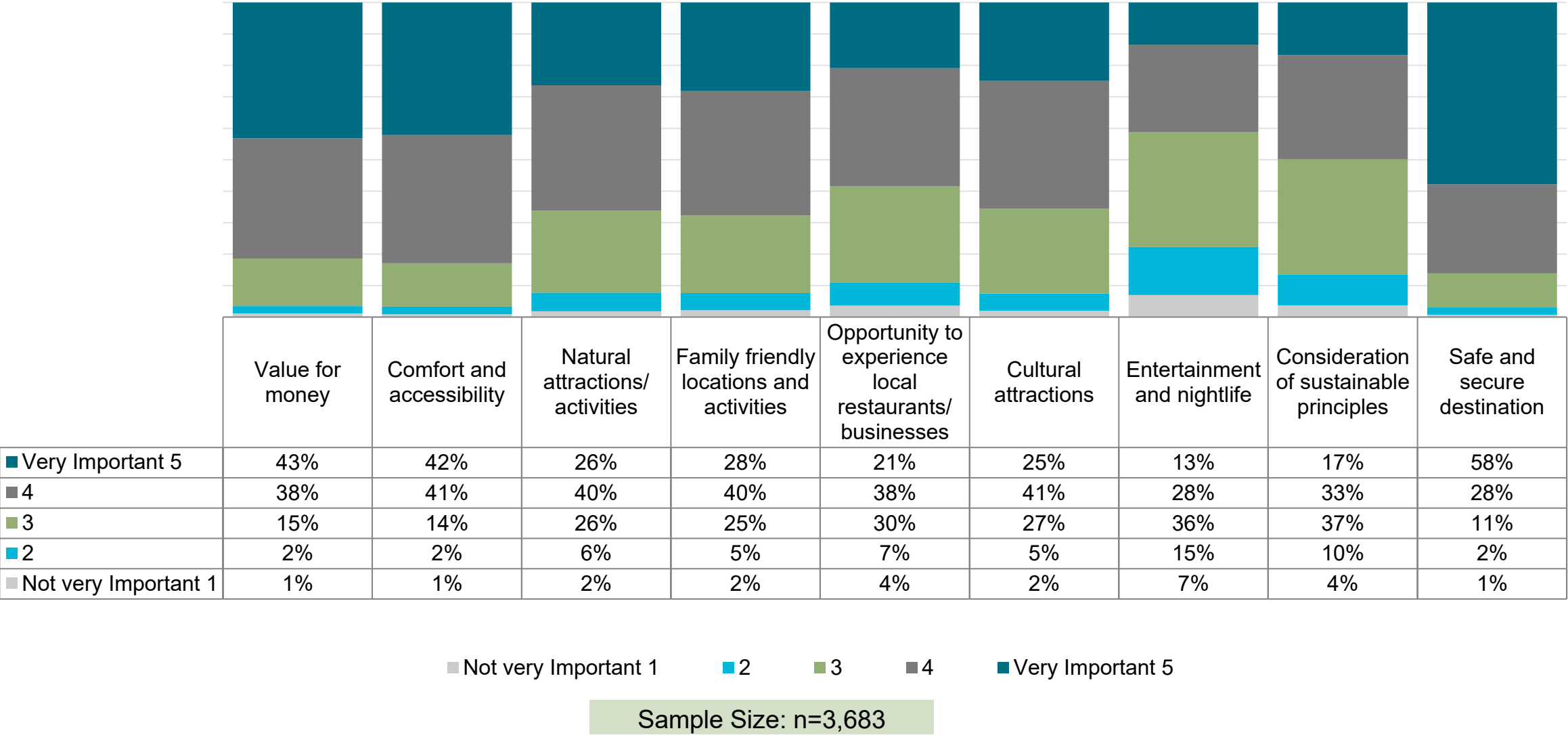
South Korea Avid Travelers 90M+ Won: Importance of Travel Factors



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

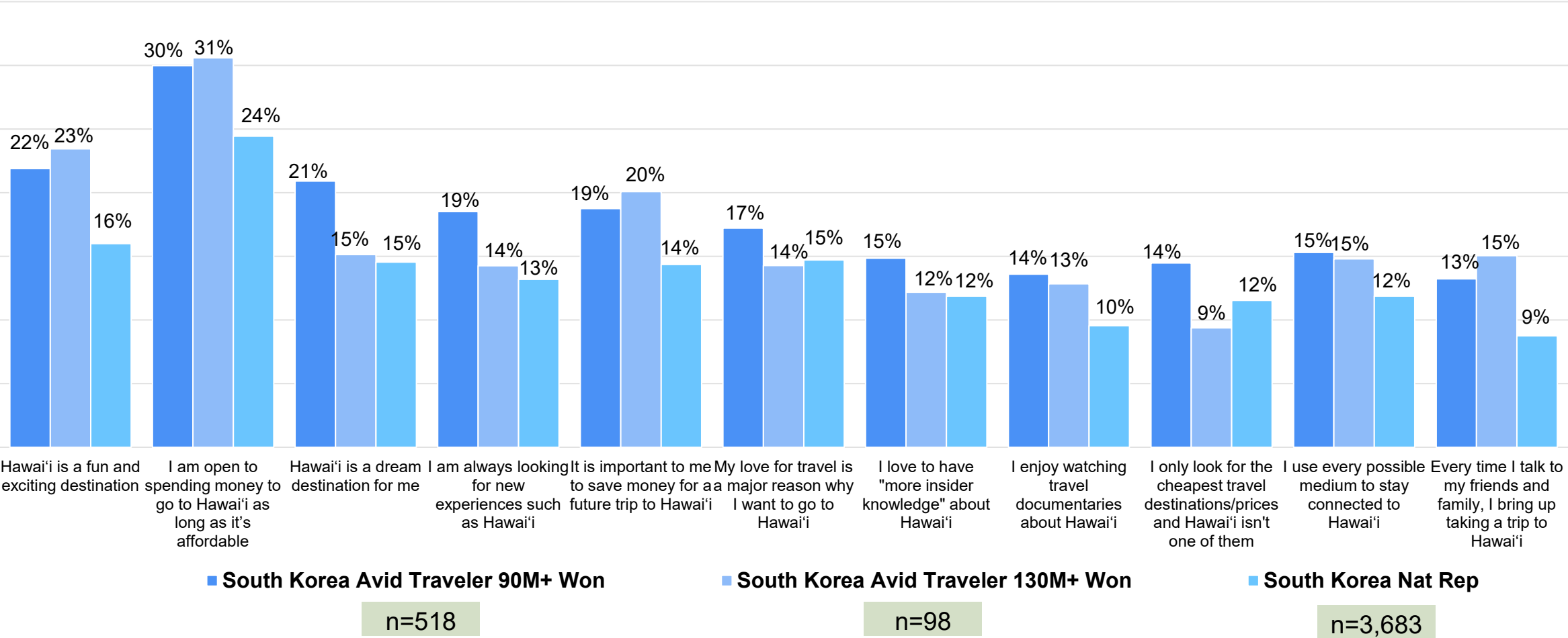


South Korea Nat Rep: Importance of Travel Factors



South Korea - Hawai'i as an Aspirational Destination

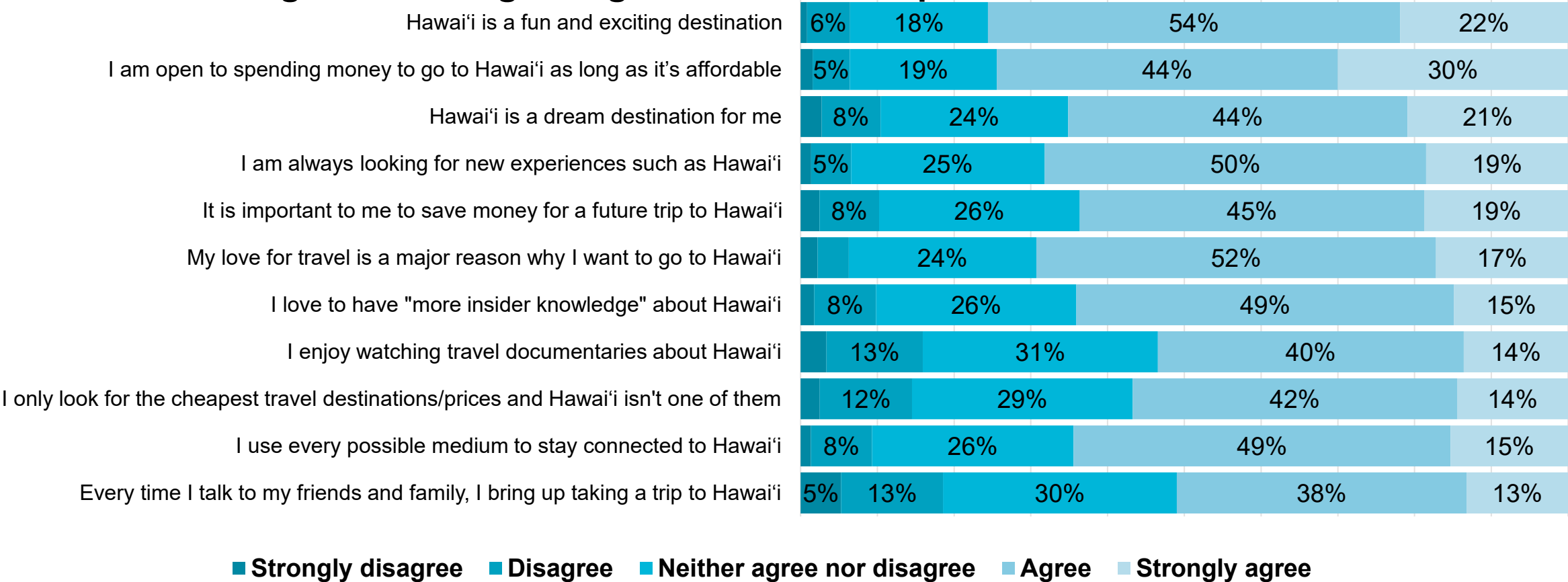
Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)



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

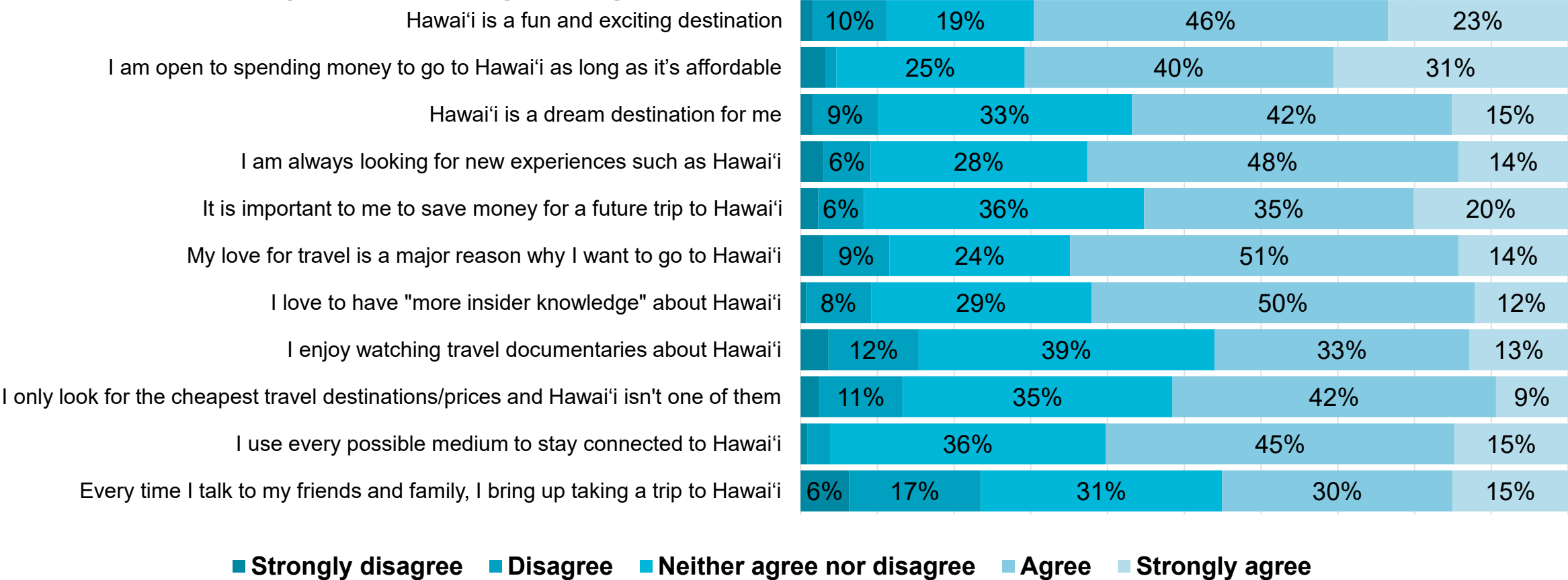
Agreement Regarding Hawai'i as an Aspirational Destination



Sample Size: n=518

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

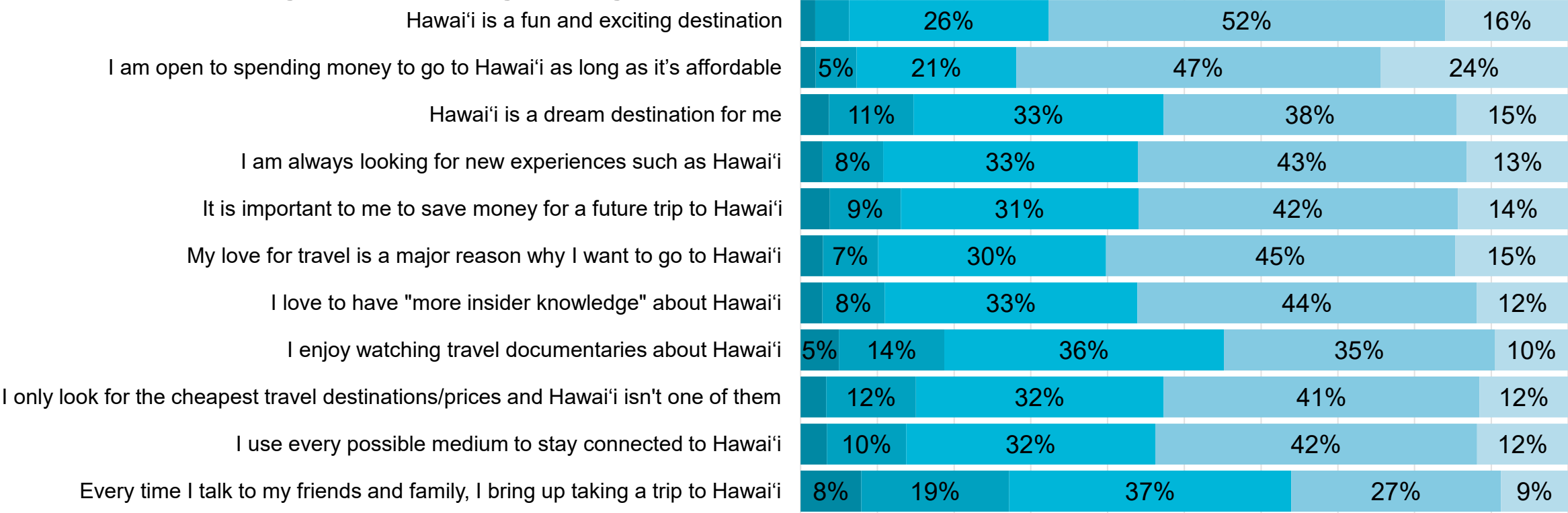
Agreement Regarding Hawai'i as an Aspirational Destination



Sample Size: n=98

South Korea Nat Rep: Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

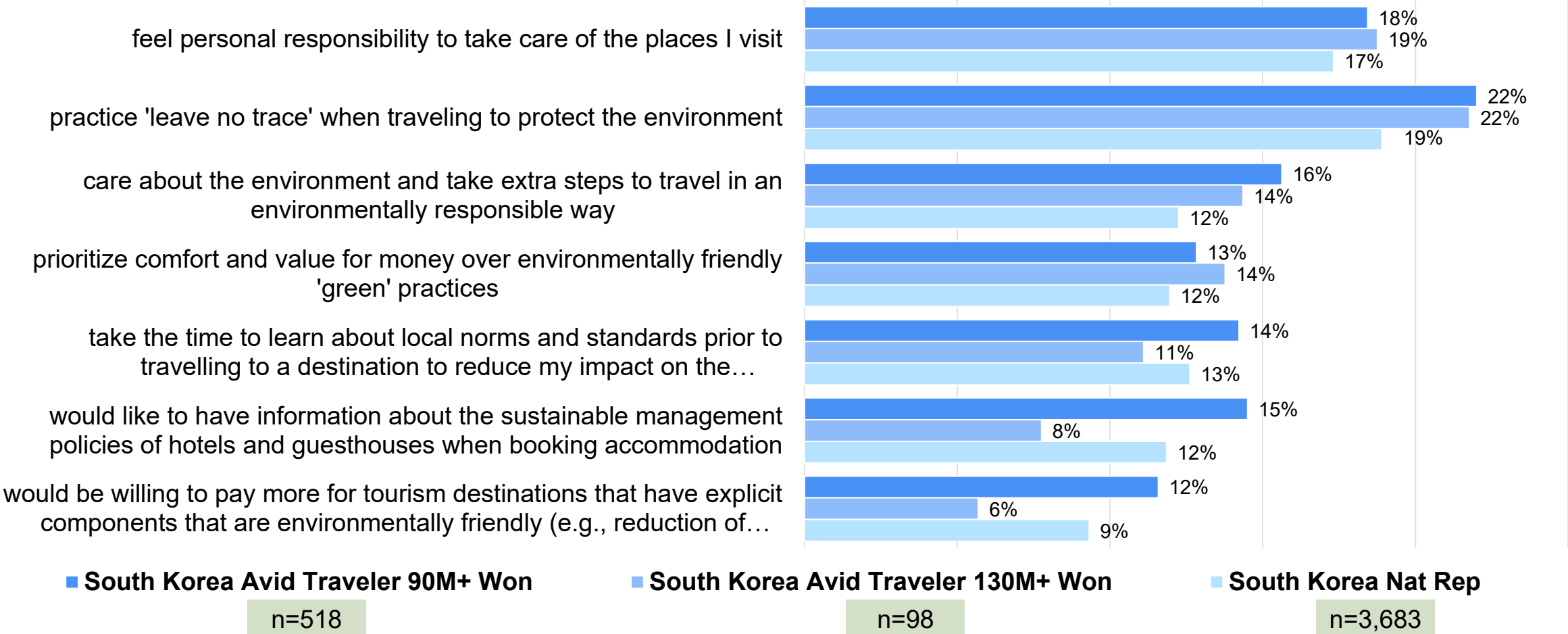


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=3,683

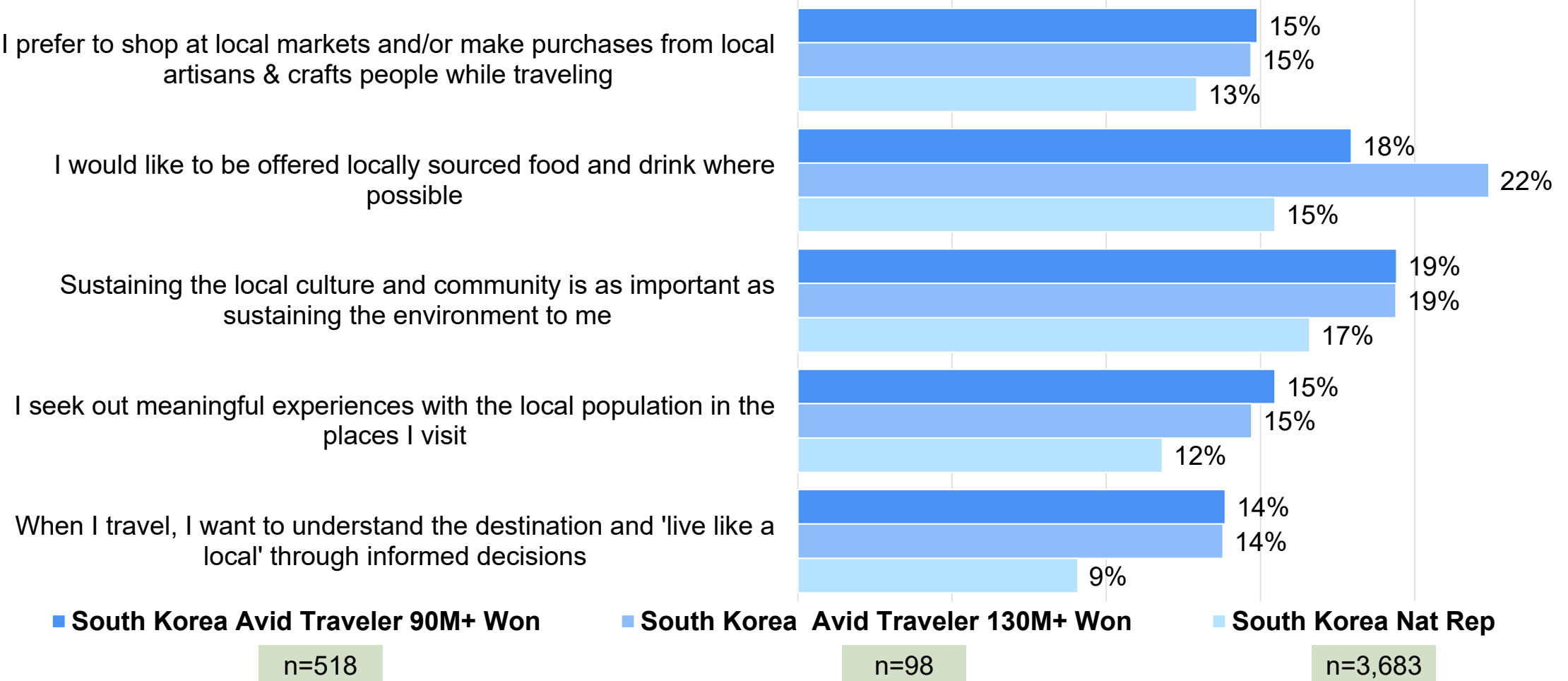
South Korea - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



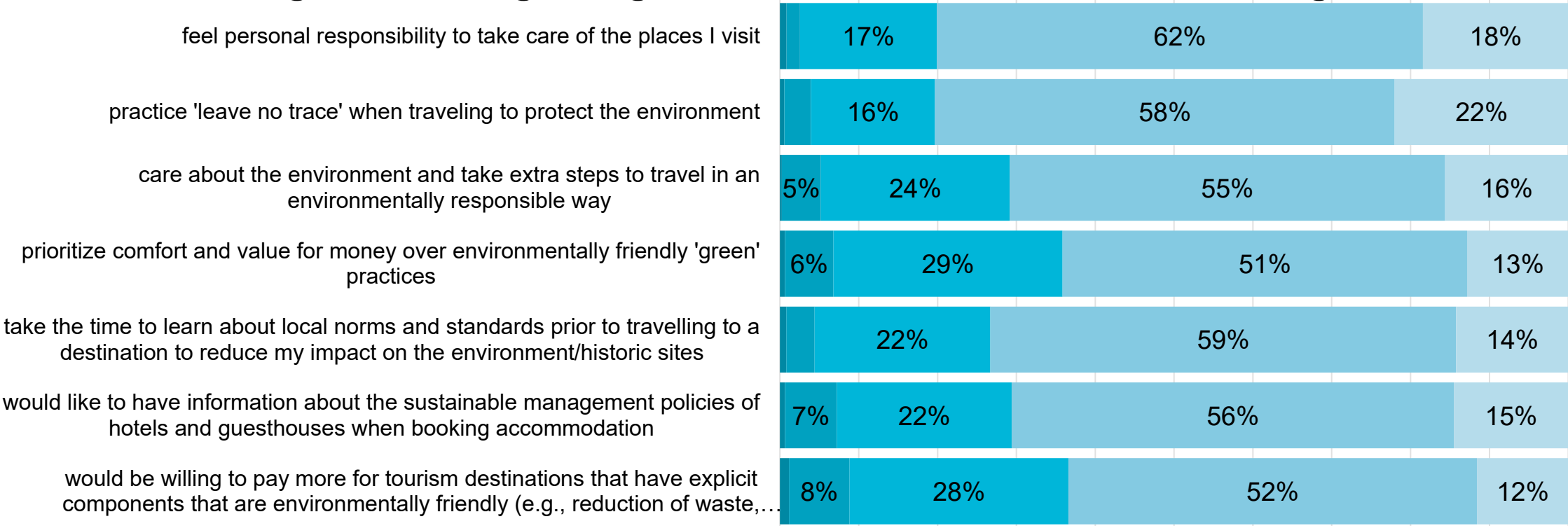
South Korea - Sustainability and Travel Responsibility Statements

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

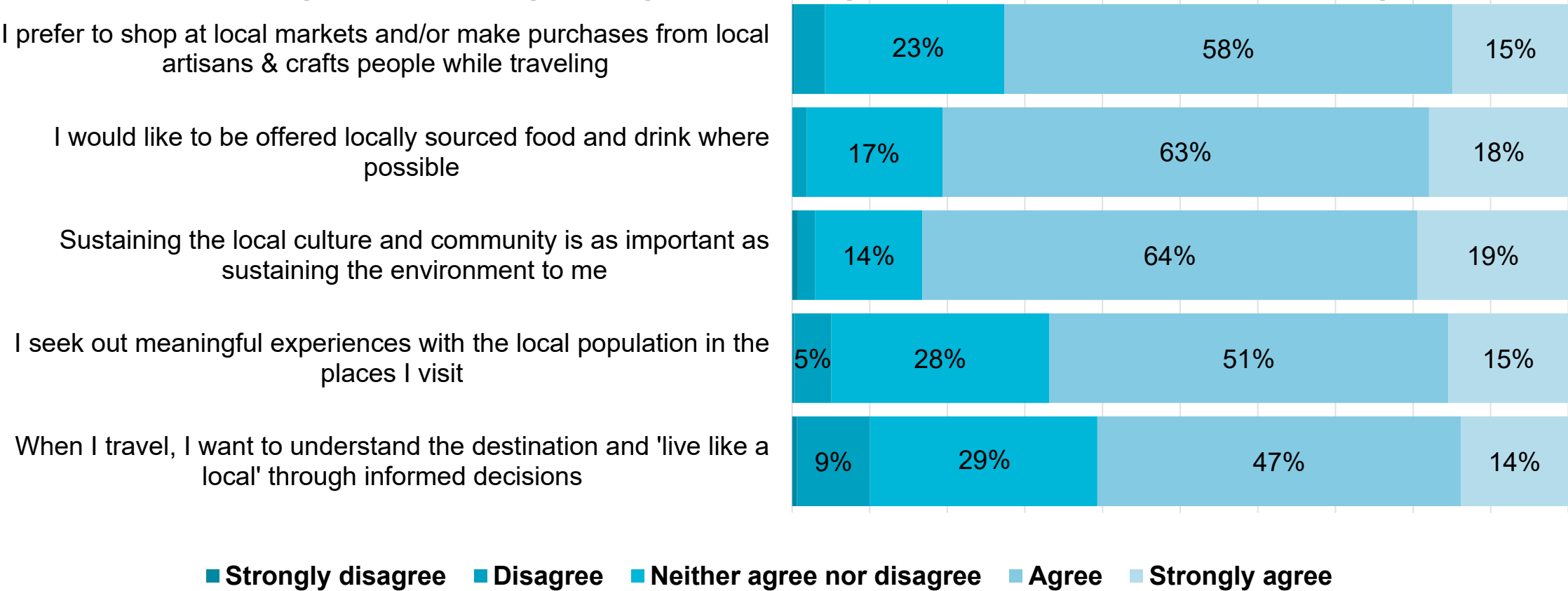


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South Korea Avid Travelers 90M+ Won: Sustainability and Travel Responsibility Statements

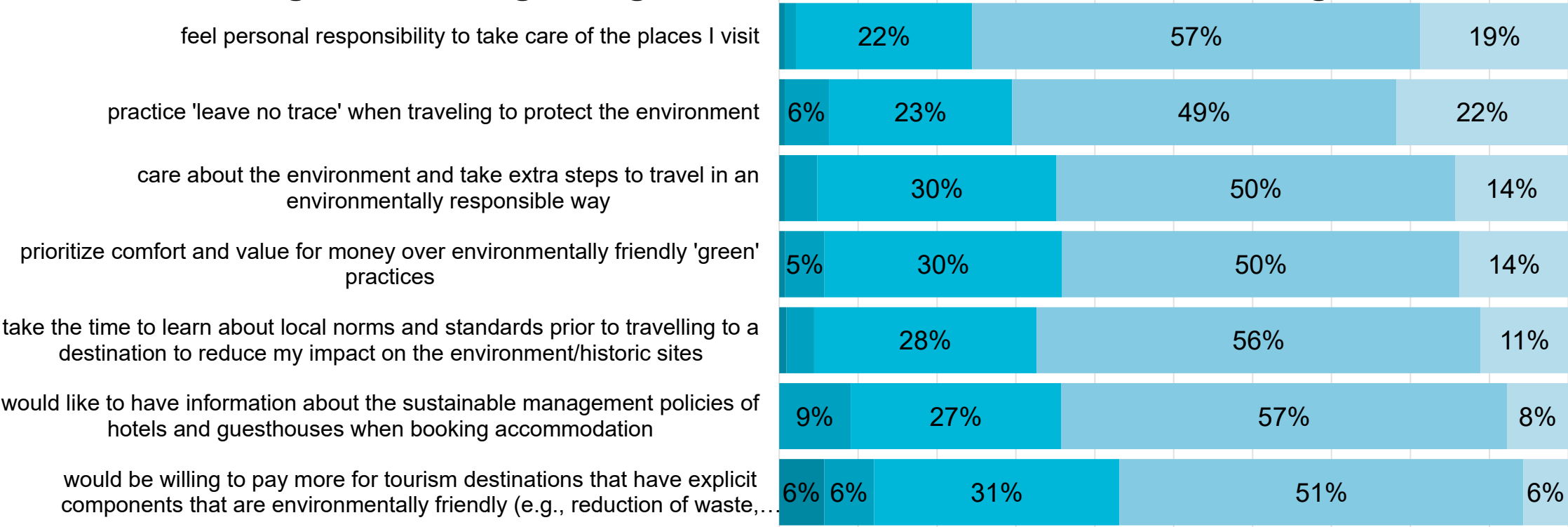
Agreement Regarding Sustaining Local Culture While Traveling



Sample Size: n=518

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Agreement Regarding Sustainable Practices While Traveling

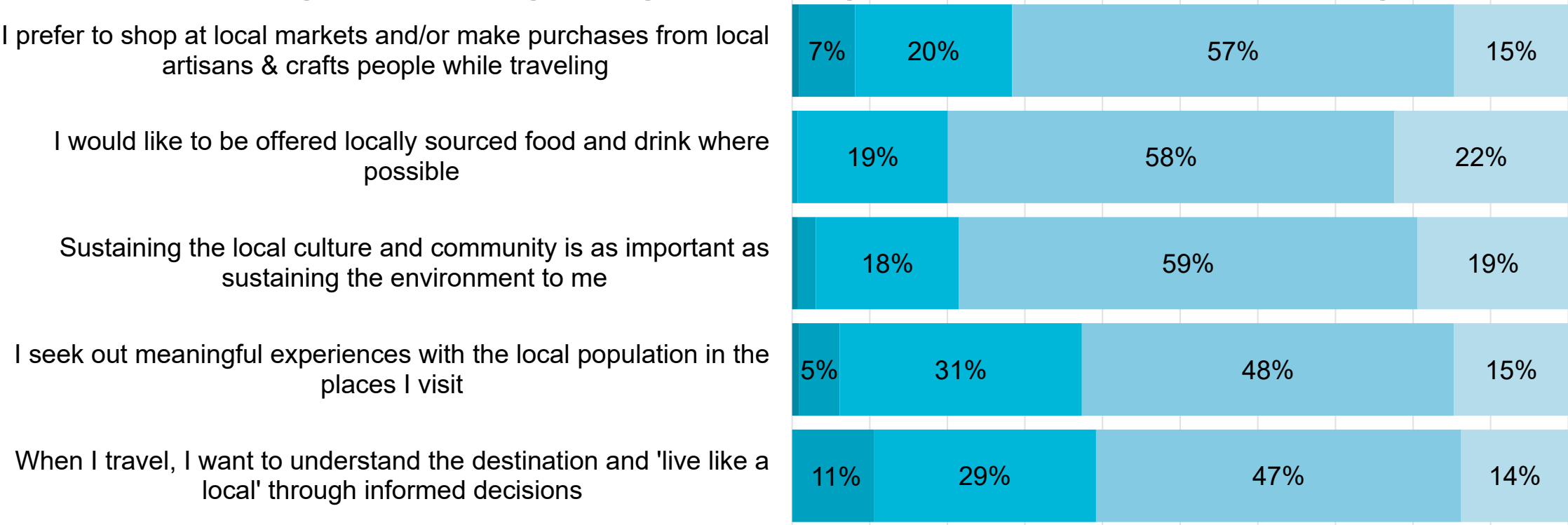


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Agreement Regarding Sustaining Local Culture While Traveling

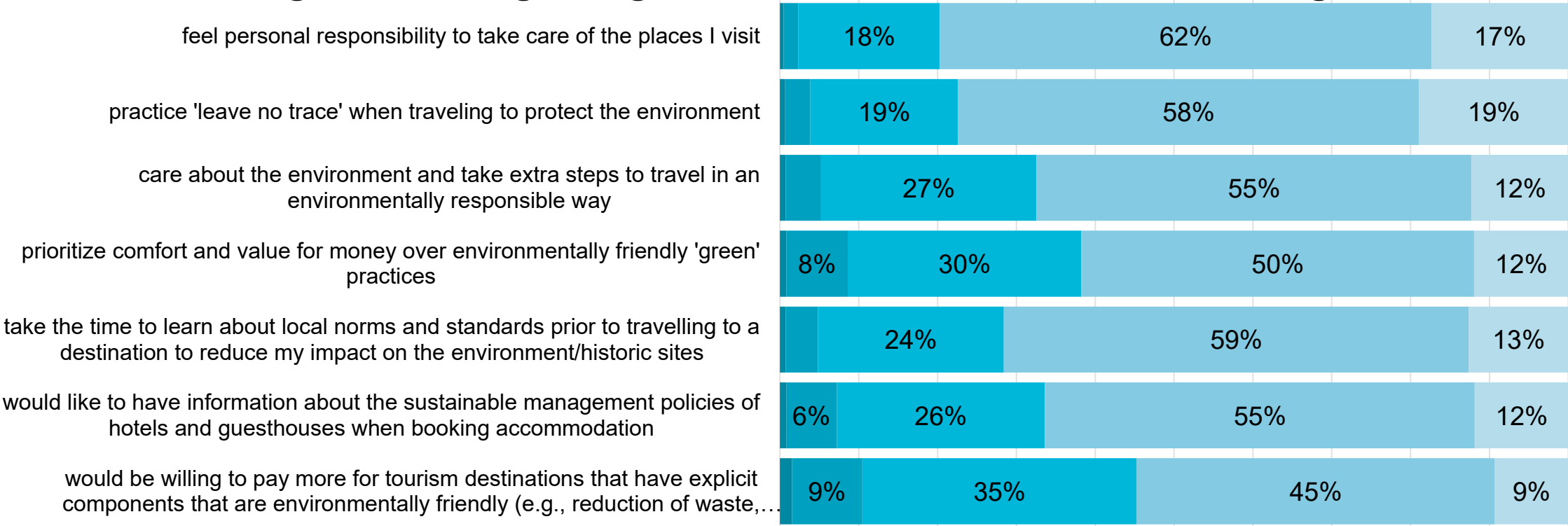


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South Korea Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

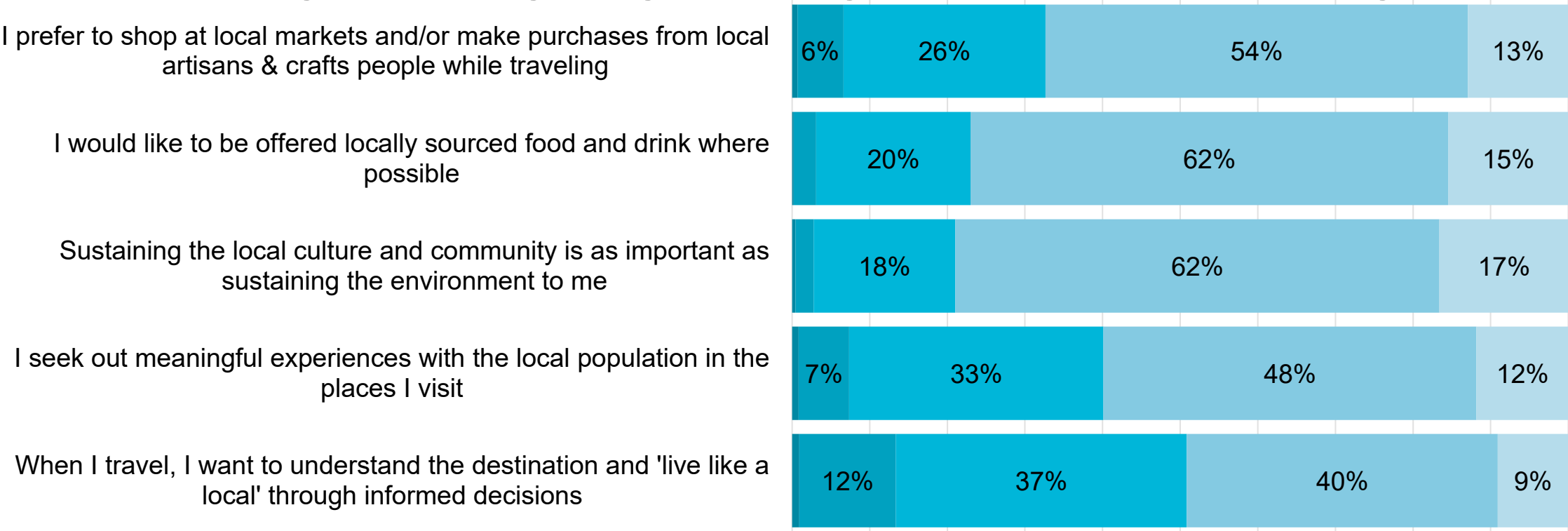


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Agreement Regarding Sustaining Local Culture While Traveling

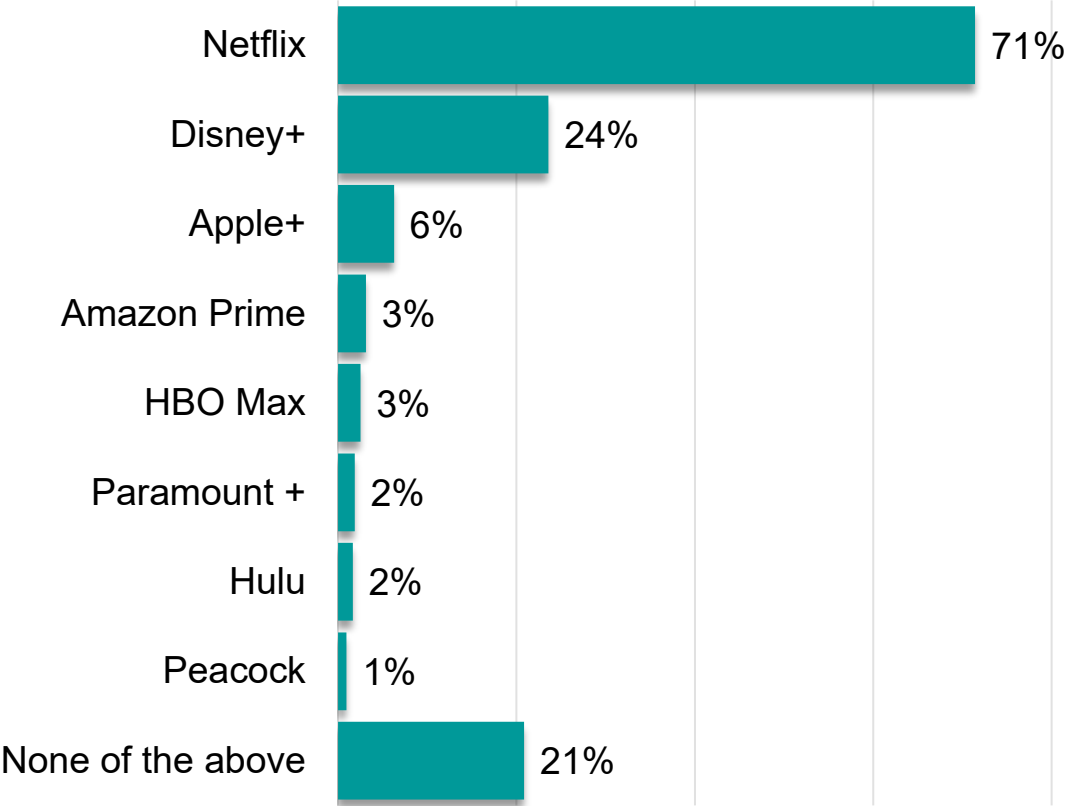


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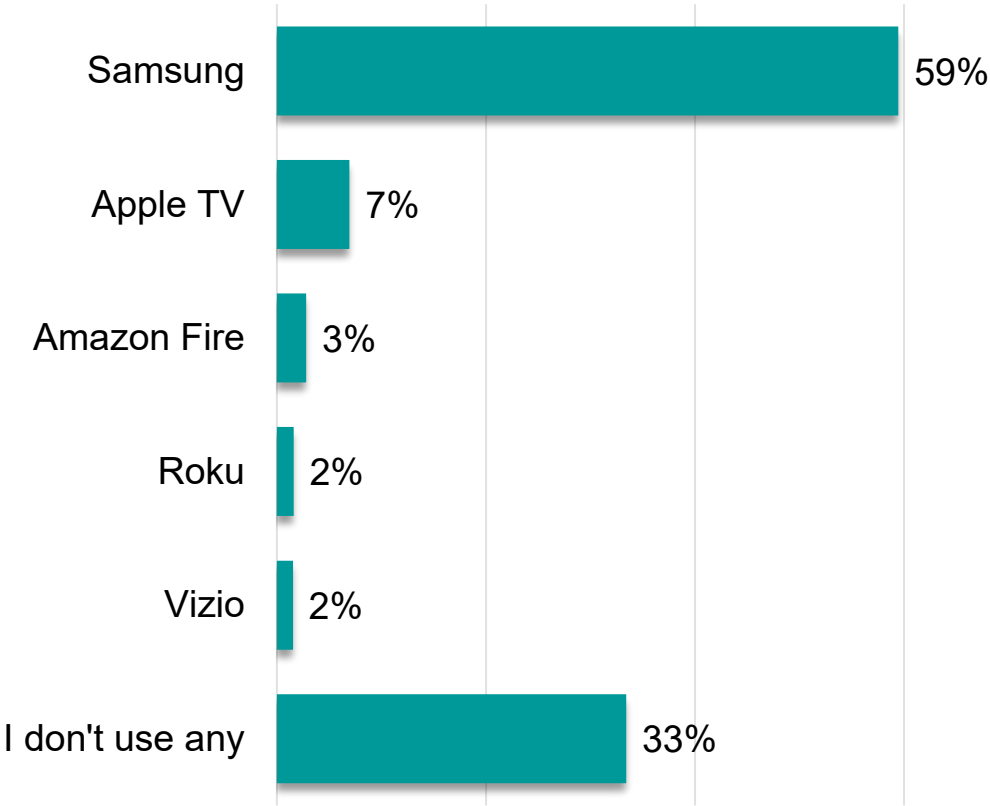
Sample Size: n=3,683

South Korea Media Consumption

Streaming Platforms Used Weekly



Connected Device Used

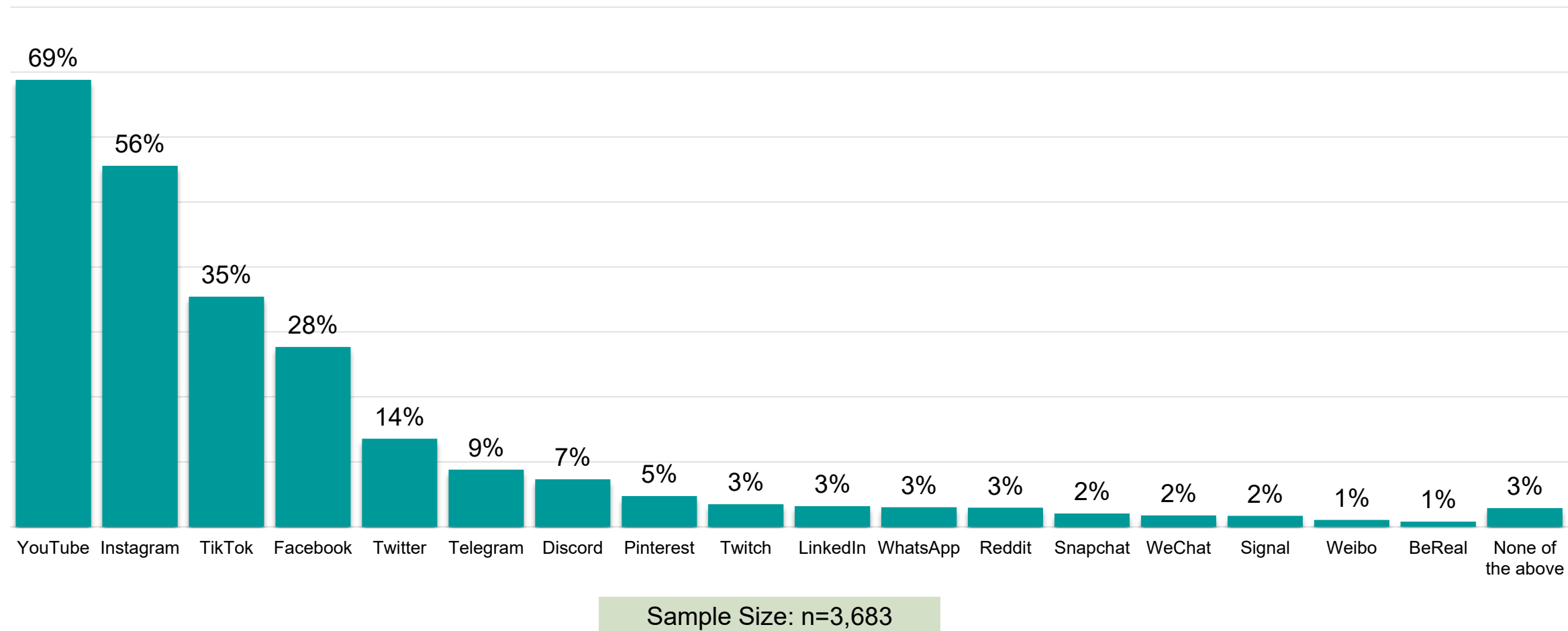


Sample Size: n=3,683

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



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	33%
Online	42%
Radio	3%
TV commercials	24%
Newspaper	4%
Friends/Family	36%
Social Media	34%
YouTube	60%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	6%
Email	4%
I don't recall	4%

Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	19%
I search for information about the destination online	51%
I look up the destination on social media	31%
I talk to friends/family about the destination	36%
I book travel to the destination almost immediately	8%
I don't do anything	7%
None of the above	5%

Sample Size: n=3,683