

2022 JEJU visitor survey

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1. Status of Travel to Jeju

1) Revisit rate

The revisit rate of domestic tourists to Jeju in 2022 was found to be 74.8% (2.93 visits on average).

The revisit rate of domestic tourists by more than 4 times has decreased significantly by more than 12%p compared to 2021 (34.9% in 2021 → 22.1% in 2022).

Table 1. Revisit rate

(Base: All, Unit: %)

	2020	2021	2022
Domestic tourists	80.0	82.1	74.8

2) Period of stay in Jeju Island

Domestic tourists visit Jeju for 4 nights 5 days (4.17 days on average)

Table 2. Period of stay in Jeju Island

(Base : All, Unit: day)

	2020	2021	2022
Domestic tourists	4.17 days	4.57 days	4.17 days

3) Purpose of travel

Most of the domestic tourists visit Jeju Island for the purpose of 'vacation or tour'.

Table 3. Purpose of travel

(Base : All, Unit: %)

	Vacation or Tour	Business/Education/Travel	Other
Domestic tourists	94.6	3.5	1.9

4) Travel consideration factor

When choosing Jeju as the destination for travel, domestic tourists regarded 'Sightseeing' as the most important factor.

Among domestic tourists, the low-age groups under their 30s were found to consider 'foodie travel' relatively higher than other age groups (9.4%~9.8%).

Table 4. Travel consideration factor

(Base : All, Unit: %)

	Sightseeing	Recreation/rest	Foodie travel	Other
Domestic tourists	42.8	41.0	6.1	10.1

5) Companion information

According to the result of a survey of companions when visiting Jeju Island, the percentage of visiting with 'family / relatives' is the highest

Visitors aged between 15 and 30 visit Jeju Island with their 'friends / lovers' the most (more than 68%)

Table 5. companions when visiting Jeju Island

(Base : All, Unit: %)

	Fam- ily/rel- atives	Friends/lov- ers	Col- leagues	Alone	Pet
Do- mes- tic tour- ists	57.2	34.1	6.3	5.2	0.5

When visiting Jeju Island, 4.34 people, including himself / herself, are visiting, and it has increased significantly compared to the previous year (increased by 1 person).

When visiting Jeju Island, the number of companions under the age of 15 is 0.58, while the number of companions who are socially underprivileged is 0.24.

6) Key activities in Jeju

Most domestic tourists were found to be engaged in activities such as 'foodie travel', 'sightseeing', and 'shopping' as major activities.

- The first three ranks are not changed for past 3 years.

- In 2022, 'activities at beach' have increased by 20%p than that of 2021 (29.1% in 2021 → 50.7% in 2022).

2. Travel Expenditures at Jeju

1) Total expenditure per person

The total expenditure of domestic tourists per person was found to be ¥661,371 on average.

Table 6. Total expenditure per person

(Base: All, Unit: KRW, Won)

	2020	2021	2022
Domestic tourists	506,344	600,626	661,371

2) Expenditure of FITs¹

Korean FITs spend total of ¥672,966 per person, an increase of ¥56,110 compared to 2021.

It was surveyed that the 'food and beverage' (164,170won) account for the largest portion of the expenses of individual travelers.

Table 7. Expenditure of FITs

(Base: FITs, Unit: KRW, Won)

	2020	2021	2022
Domestic tourists	511,181	616,856	672,966

3) Expenditure of tourists on full package tour²

Domestic tourists on full-package tour spend total of 617,572 won per person on average, which is an average increase of 209,589won compared to 2021.

According to the proportion of payments by item of tourists on full package tour, the proportion of 'local travel agency expenses' was the largest, while the proportion of 'tourism/culture related expenditure' was the least.

Table 8. Expenditure of tourists on full package tour

(Base: Tourists on Full package traveler, Unit: KRW, Won)

	2020	2021	2022
Domestic tourists	301,153	407,983	617,572

4) Expenditure of tourists on semi-package tour³

Domestic tourists on semi-package tour spend total of 507,147 won per person on average, which is an increase of 12,222 won compared to 2021.

According to the proportion of payments by item of tourists on semi-package tour, 'food and beverage costs' accounts for the largest proportion.

Table 9. Expenditure of tourists on full package tour

(Base: Tourists on semi-package tour, Unit: KRW, Won)

	2020	2021	2022
Domestic tourists	480, 408	494, 925	507, 147

3. Overall Evaluation on Jeju Travel

1) Overall satisfaction

The overall satisfaction level of domestic tourists to Jeju was found to be 3.95 points (satisfaction ratio as 84.0%) on average. Overall satisfaction with Jeju travel is similar to 2020.

Table 10. Overall satisfaction

(Base: All, Unit: Average for 5-point scale)

	2020	2021	2022
Domestic tourists	3. 96	3. 88	3. 95

2) Complaints about Jeju Travel

The percentage of domestic tourists who have complaints about the prices when traveling to Jeju was found to be the highest, 53.4%.

The percentage of respondents who answered that they were not satisfied nor uncomfortable, showed an increase of 7.8%p from the previous year.

3) Intention to revisit Jeju

Domestic tourists' intention to revisit is 4.11 points, a slight decrease for past two years.

Table 11. Intention to revisit Jeju

(Base: All, Unit: Average for 5-point scale)

	2020	2021	2022
Domestic tourists	4. 27	4. 17	4. 11

Note:

- 1 Expenditures by individual travelers (FITs) include all expenses, such as domestic air/shipping
- 2 Expenditures by tourists on full-package tour include all expenses, such as local travel agency expenses
- 3 Expenditures by tourists on semi-package tour include all expenses, such as local travel agency expenses