

March 5, 2012



Inbound Tourism Statistics

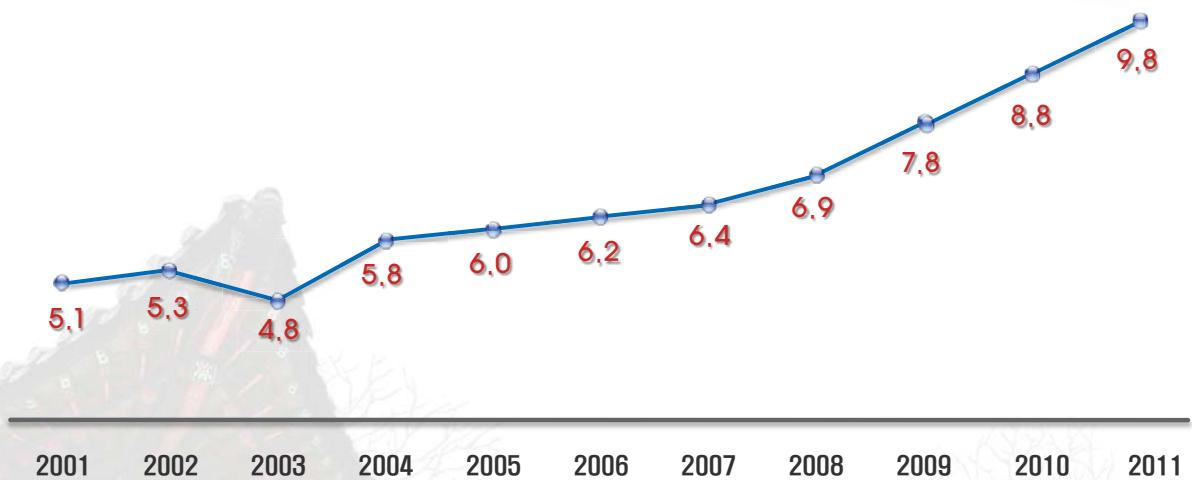
Republic of Korea

I Inbound Tourism Trend



Republic of Korea

(Unit : Mil. persons)



Shares info about the entry data with the Korea Immigration Service: Nationality, sex, age, purpose of visiting Korea, entry Place, etc.

1 Survey Overview

- **First survey: 1974**
- **Target surveyed: Foreigners leaving Korea after a visit to Korea (visitors staying for 90 days or less)**
- **Stat. cycle: Announced annually (monthly survey)**
- **Sample numbers (2011) : 12,038 persons (approx. 1,000 persons per month)**
- **Survey method: Interview survey with foreigners leaving Korea at major international airport or ports**
- **Survey items: Travel date, visiting purpose, info-gathering method, company, visiting region, main activities, lodging or accommodation, expenditure and satisfaction with the visit to Korea, etc.**

2 Survey Improvement Scheme

- **Reviewing survey items of foreign countries similar to the Korea National Tourism Survey and IRTS, and improving the items to reflect them in the survey starting in 2011**
- **Extension of the target surveyed**
 - Excludes one - day visitors → includes one - days visitors
 - Excludes those staying for more than 90 days → includes those staying for more than 90 days and less than one year
- **Analyzes expenditure: Excludes expenses amounting to more than US\$10,000 from the analysis → expenses more than US\$10,000 are replaced with US\$10,000 and reflected in the analysis**
- **Analyzes staying days: Excludes staying days of more than 60 days → staying days of more than 60 days is replaced with 60 days and reflected in the analysis**



THANK YOU