Inbound Tourism Statistics

November 24, 2010

Republic of Korea

Inbound Tourism Trend

(Units: Million persons)

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

5.3 5.1 5.3 4.8 5.8 6.0 6.2 6.4 6.9 7.8

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

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 (2009): 11,912 persons (approx. 1,000 persons per month)
- Survey method: Interview survey with foreigners leaving Korea at major international airports 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.

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