Outbound Tourism Statistics

November 23, 2010

Outbound Tourism Trend

(Units: Mil. persons)

Shares info about the number of total outbound tourists with the Korea Immigration Service.
**Korea National Tourism Survey**

1. **Survey Overview**
   - Target surveyed: People aged 15 or more nationwide
   - Stat. cycle: Announced annually
   - Sample numbers (2009): 2,814 households, 6,768 persons
   - Survey method
     - Conducted an independent survey until 2008 but plans to carry out an integrated survey incorporated into the Korea National Tourism Survey starting in 2009.
     - Those on the panel answer the survey in person after finishing their overseas tour. Survey questionnaires collected twice a year.
   - Survey items: Travel date, company, visiting nation, transportation means, main activities, lodging or accommodation, expenditure and satisfaction with the visiting nations.

2. **Survey Improvement Scheme**
   - Reviewing the 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
   - Improves expenditure item: Integrated into food & beverage expenses, accommodation charges, and culture and entertainment expenses.
     Upon the establishment of tourism policies, deletes less useful items and inserts items relevant to changes in tourism
   - Conducts an on-line survey in parallel with a paper survey
   - Reviews and analyzes local government level survey results
Thank You