Inbound Tourism Statistics

Republic of Korea

July 4, 2011

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

Inbound Tourism Trend

(Units: Mil. persons)

Republic of Korea

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

5.3 5.1 5.3 4.8 5.8 6.0 6.2 6.4 6.9 7.8 8.8
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 (2010): 11,995 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 oneday visitors → includes oneday 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