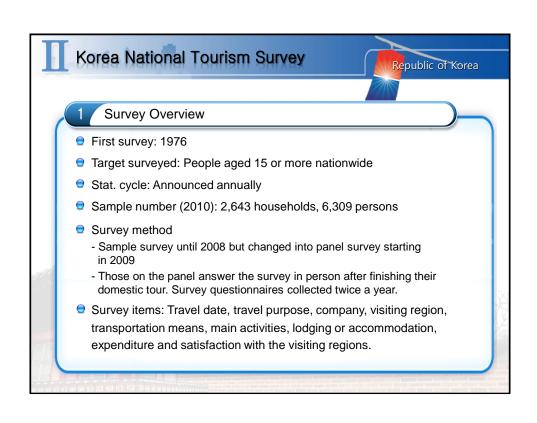


Type of Domestic Tourism Statistics Republic of Korea Korea National Tourism Survey Survey on people 's domestic and overseas tours Division 2010 2009 2008 Number of domestic 30,917 31,201 37,391 tour participants (Unit: 1,000 persons) Number of domestic 168 220 246 tour participation (Unit: Mil. times) Number of domestic 340 375 408 tour participating days (Unit: Mil. days) Total expenditure for 16,860 16,365 15,711 domestic tours (Unit: Bil. won)



Korea National Tourism Survey 2 Survey Improvement Scheme • Reviewed the survey items of foreign countries similar to the Korea National Tourism Survey and IRTS and improved 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

