

July 4, 2011



# Domestic Tourism Statistics

Republic of Korea

## I Type of Domestic Tourism Statistics

Republic of Korea

### 1 Sightseeing Destinations Stat

- Compile the number of paid/free visitors to the local sightseeing destinations

(Unit : 1,000 persons)

Region	Total		Paid sightseeing destinations		Free sightseeing destinations	
	Number of destinations	Number of visitors	Number of destinations	Number of visitors	Number of destinations	Number of visitors
Seoul	25	55,000	19	2,000	20	70,000
Busan	24	54,290	13	1,945	11	52,345
Daegu	18	35,351	6	11,877	12	23,474
⋮	⋮	⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮	⋮	⋮

# I Type of Domestic Tourism Statistics

Republic of Korea

## 2 Korea National Tourism Survey

- Survey on people ' s domestic and overseas tours

Division	2010	2009	2008
Number of domestic tour participants (Unit: 1,000 persons)	30,917	31,201	37,391
Number of domestic tour participation (Unit: Mil. times)	168	220	246
Number of domestic tour participating days (Unit: Mil. days)	340	375	408
Total expenditure for domestic tours (Unit: Bil. won)	16,860	16,365	15,711

# II Korea National Tourism Survey

Republic of Korea

## 1 Survey Overview

- First survey: 1976
- Target surveyed: People aged 15 or more nationwide
- Stat. cycle: Announced annually
- Sample number (2010): 2,643 households, 6,309 persons
- Survey method
  - Sample survey until 2008 but changed into panel survey starting in 2009
  - Those on the panel answer the survey in person after finishing their domestic tour. Survey questionnaires collected twice a year.
- Survey items: Travel date, travel purpose, company, visiting region, transportation means, main activities, lodging or accommodation, expenditure and satisfaction with the visiting regions.

## 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

