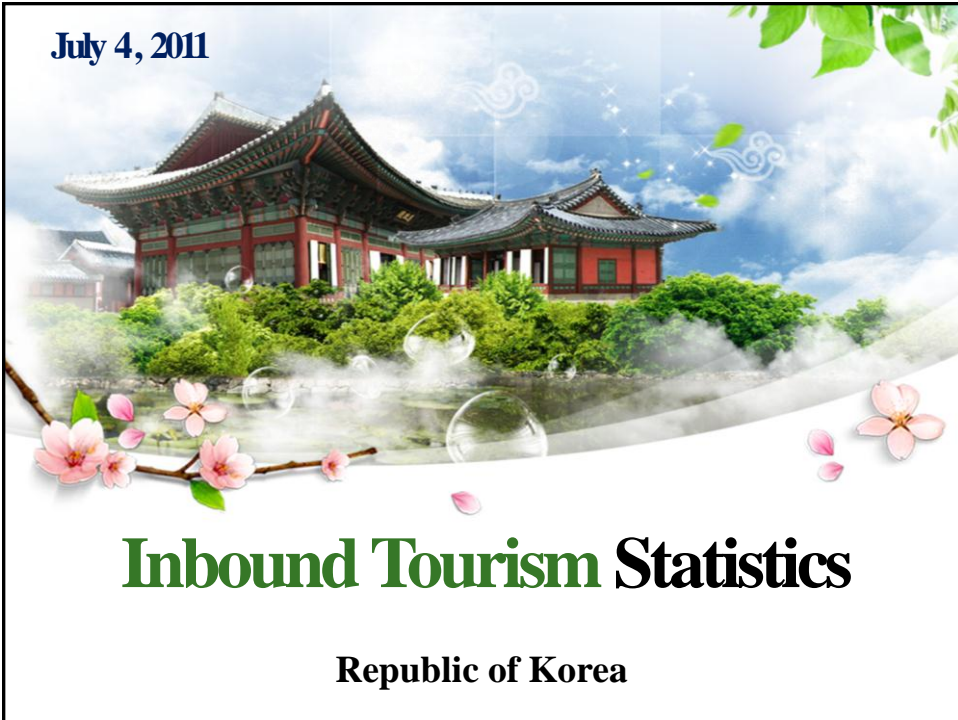
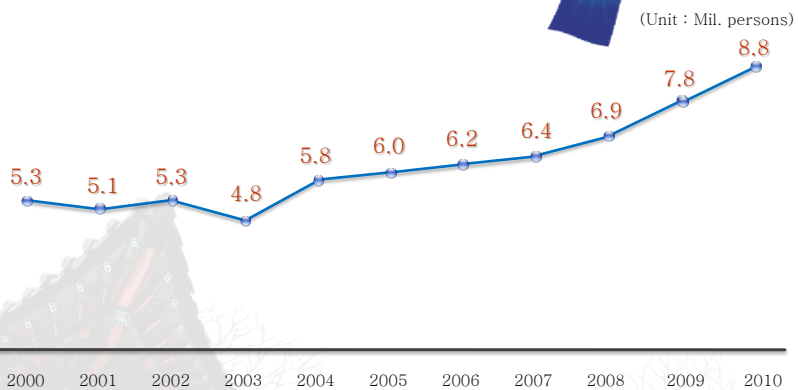


July 4, 2011



I Inbound Tourism Trend

Republic of Korea



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

II International Visitor Survey

Republic of Korea

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.

II International Visitor Survey

Republic of Korea

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

