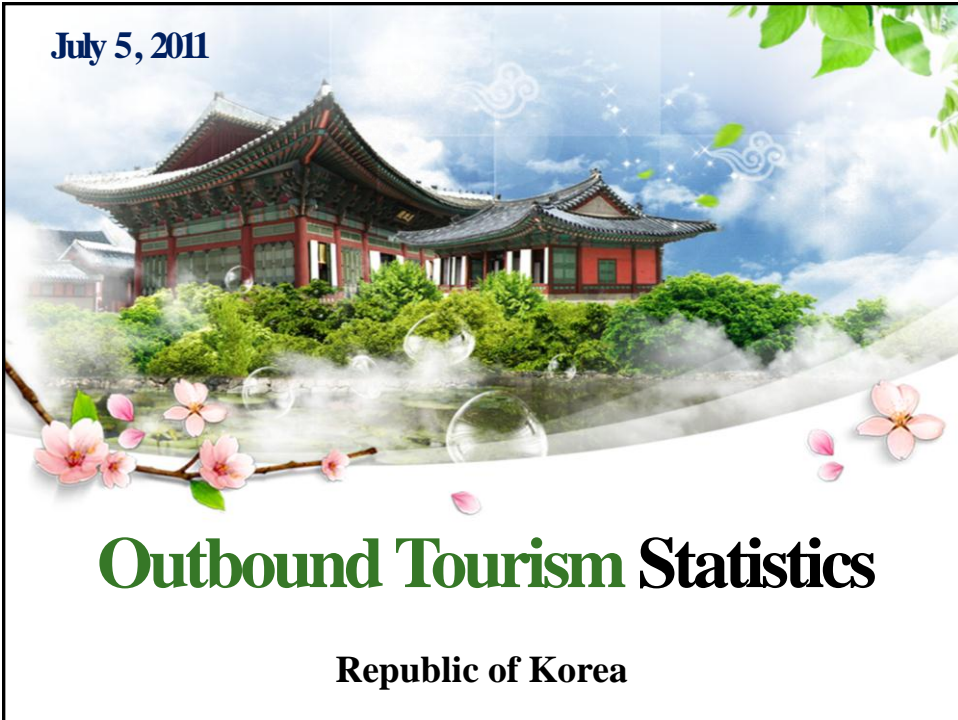


July 5, 2011

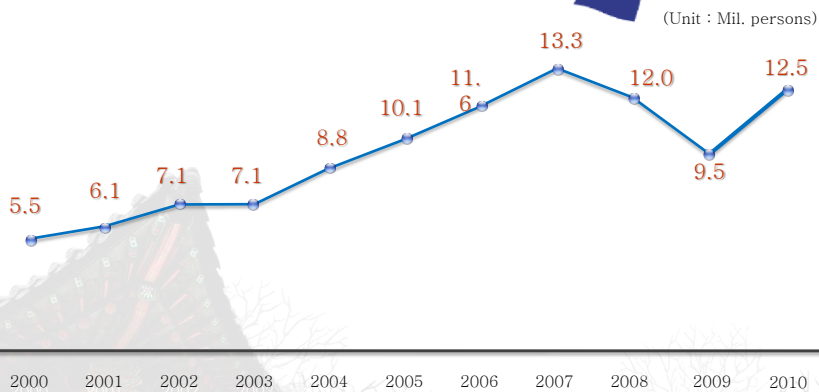


Outbound Tourism Statistics

Republic of Korea

I Outbound Tourism Trend

Republic of Korea



Shares info about the number of total outbound tourists with the Korea Immigration Service.

II Korea National Tourism Survey

Republic of Korea

1 Survey Overview

- Target surveyed: People aged 15 or more nationwide
- Stat. cycle: Announced annually
- Sample numbers (2010) : 2,643 households, 6,309 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.

II International Visitor Survey

Republic of Korea

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