2017

International Visitor Survey

Ministry of Culture, Sports and Tourism

NOTICE 1

1. This report presents the findings of the 2017 International Visitor Survey in the Republic of Korea.

2. All statistical results in this report are weighted.

3. The statistical analysis in this report was performed by using IBM SPSS Statistics V.22.

4. Please take careful note when comparing the responses of the International Visitor Surveys in a continuous time series; especially regarding the question "Places visited while traveling in Korea," since the answer options were modified in 2017.

5. If sample size was less than 30 in the item "Travel Expenses during Stay" by travel type in 「Chapter 2. Summary of Survey Results」, 「Ⅲ. Characteristics of International Tourists by Country」, the data were not analyzed.

   - Hong Kong : Air-tel (13)
   - Singapore : Full-Package (20), Air-tel (1)
   - Taiwan : Air-tel (15)
   - Thailand : Air-tel (6)
   - Malaysia : Air-tel (1)
   - Australia : Full-Package (6), Air-tel (3)
   - USA : Full-Package (4), Air-tel (5)
   - Canada : Full-Package (5), Air-tel (1)
   - UK : Full-Package (1), Air-tel (1)
   - Germany : Full-Package (4), Air-tel (0)
   - France : Full-Package (2), Air-tel (1)
   - Russia : Full-Package (7), Air-tel (1)
   - Mid. east : Full-Package (2), Air-tel (0)
   - India : Full-Package (1), Air-tel (1)
   - Philippines : Air-tel (2)
   - Indonesia : Air-tel (3)
   - Vietnam : Air-tel (2)

6. The codes in this report are as follows:
   (-): No figure / (0), (0.0): Less than unit

   [Note] Weighted sample numbers, are written in real numbers, not integer.
   Codes in this report are as follows: "-" means "no figure", "0" means "less than 0.5".

7. When citing statistical data or quoting this report, please use proper citation and reference methods to avoid plagiarism.

   e.g. "2017 International Visitor Survey in the Republic of Korea (p.11-37)."

8. This report is also available on the official web site of the Korea Tourism Organization (www.kto.visitkorea.or.kr).

9. For more information, please contact: Tourism Market Research Team of the Korea Tourism Organization. (Tel: +82-33-738-3327, Fax: +82-33-738-3886)

NOTICE 2

Your attention is required when you compare current data with historical data since the examples of tourist attraction/sites have been changed or subdivided.

	2013	2014	2017
Seoul	(10) Lotte World	(10) Jamsil(Lotte World)	Same
	(11) Yeouido/63Building/ Yeongdeungpo	(11) Yeouido(63 Building)	Same
	(17) Bukchon	(17) Bukchon/ Samcheong-dong	Same
	(18) Cheongdam-dong	(18) Cheongdam-dong/ Apgujeong-dong	Same
Incheon	(22) Songdo	Same	(22) Songdo(Central Park/ Water Taxi/G Tower/ Hanok village/Canal Walk)
	(22) Ganghwa Island	(23) Ganghwa(Seokmodo/ Lotus Lantern Int'l Meditation Center)	(23) Ganghwa(Seokmodo Island/ Jeondeungsa Temple Peace Observatory)
	(23) Yeongjongdo/Vicinity of Airport/Incheon Bridge	(24) Yeongjongdo/Vicinity of Airport/Incheon Bridge	(24) Vicinity of Airport/ Incheon Bridge/ Yonggungsa Temple
	(24) Soraepogu	(25) Soraepogu	(25) Fish Market (Soraepogu Port, Incheon Complex Fish Market)
	(25) Ongjin	(26) Ongjin(beach)	Delete
	-	-	(26) Hyundai Premium Outlet/ Moddo Mall/ Entas Duty Free Shop
	-	(27) Muuido Island	(27) Muuido Island / Palmido Island/ Deokjeokdo Island
Gyeonggi	(27) Everland	(28) Everland/Caribbean bay	(28) Everland
	(28) Suwon Hwaseong Fortress	(29) Suwon Hwaseong Fortress/Hwaseong Haenggung	(29) Suwon (Hwaseong Fortress/ Hwaseong Haenggung)
	(26) Imjingak/Odusan Unification Observatory/ Panmunjeom	(30) Imjingak Nuri Peace park/ A tunnel build by North Korea/Odusan Unification Observatory/ Panmunjeom	(30) Imjingak/A tunnel built by North Korea/Odusan Unfication Observatory/ Panmunjeom
	(29) Folk Village	(31) Korean Folk Village	Same
	(30) Seoul Land	(32) Seoul Land/ Seoul grand park	Same
	-	(33) KINTEX	(33) Goyang(KINTEX/Kimchi School/Onemount)
	-	(34) Heyri Art Valley	(34) Heyri Art Valley/ Provence Village
	-	(35) Paju Premium Outlets	(35) Shopping Outlets (Paju/Yeoju/Icheon)
	-	(36) Yeoju Premium Outlets	
	-	-	(36) Seongnam (Pangyo/Cafe street/ Namhansanseong Fortress)
	-	(40) Gapyeong (Jarasum/Petit France)	(40) Gapyeong (Jarasum/Petit France/ Garden of Morning Calm)

NOTICE 2

	2013	2014	2017
Gyeong gi	-	(41) Ansan(Daebudo/ Sihwaho Lake)	(41) Ansan(Daebudo/ Sihwaho Lake/Star Village)
	-	(42) Ski resort(Jisan/ Yangji/Bears Town)	(42) Ski resort(Jisan/Yangji/ Bears Town/Konjiam)
	-	(43) Dongducheon	Delete
	-	-	(43) Gwangmyeong Cave
Gang won	(31) Gangreung	(45) Gangreung(Gyeongpo Beach/Jeongdongjin Beach)	Same
	(32) Sokcho	(46) Sokcho/YangYang	Same
	(33) Chuncheon/ Namiseom Island	(48) Chuncheon (Namiseom Island)	Same
	(34) Yongpyong Resort/ Phoenix Park/Vivaldi Park	(49) Ski resort(Yongpyong Resort/Phoenix Park/ Vivaldi Park)	Same
	(35) Seorak Mountain	(50) Seorak(Mountain)	Same
	(36) PyeongChang	(51) PyeongChang(Alphensia)	Same
Chung buk	(39) Danyang	(61) Danyang (Ondal Tourist Park)	Same
Chung nam	(41) Geumsan Ginseng Town	(66) Geumsan(Ginseng Town)	Same
	(38) Gongju/Buyeo	(67) Gongju(Geumgang Natural Recreation Forest)	Same
	(38) Gongju/Buyeo	(68) Buyeo (Seodongyo Theme Park)	Same
Gyeong buk	(45) Gyeongju	(72) Gyeongju (Bulguksa, Bomunsightseeing spots, Yangdong village)	Same
	(50) Pohang	(76) Pohang(Homigot Sunrise Square)	(76) Pohang(Homigot Sunrise Square, Yeongildae Beach)
Dae gu	-	(88) Palgongsan Mountain	(88) Palgongsan Mountain (Dongwhasa Temple/ Gatbawi Rock)
	-	(89) Dong-Sung Street	(89) Dong-Sung Street (Modern History Street/ Kim Gwangseok-gil Street/ Yangnyeongsi Oriental Medicine Market)
	-	(90) Biseulsan Mountain	(90) Biseulsan Mountain (The ARC, Daegu Arboretum)
	-	(92) Daegu Tower	(92) E World(83Tower)
Ul san	-	(93) Sinbulsan Mountain (silver grass sites, Hongnyu Waterfall)	(93) Yeongnam Alps (Sinbulsan Mountain, Ganwoljae)
	-	(94) Daewangam Park	(94) Daewangam Park (Ilsan Beach)
	-	(95) Hyundai Industrial Park	(95) Industrial Complex

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	2013	2014	2017
Bu san	-	(96) Haeundae Beach/ Nurimaru APEC House (DongBaek Island)	(96) Haeundae (Beach/ Nurimaru APEC House (DongBaek Island))
	-	(99) Yongdu Mountain Park/ BIFF Squre/Jagalchi Market	(99) Yongdu Mountain Park/ BIFF Squre/Jagalchi Market/Gukje Market
	-	(104) International Market	
	-	-	(104) BEXCO/Centum City
Gwang ju	(54) Gwangju(Mt.Mudeung, Gwangju Biennale)	(105) Mt.Mudeung	Same
	-	(106) Biennale	(106) Biennale/ Design Biennale
		(107) Chungjangno street	(107) Chungjangno Street/ Gemunamno Street
Jeon buk	(55) Jeonju	(108) Jeonju(Hankok village)	Same
	(60) Muju Resort	(110) Muju(Resort)	Same
Jeon nam	(57) Yeosu/Suncheon	(114) Yeosu(geomundo Island, Odongdo Island)	Same
	(57) Yeosu/Suncheon	(116) Gwangyang(Bongsudae)/ Suncheon(Suncheon Bay)	(116) Suncheon(Suncheonman Bay /Naganeupseong Folk Village)
	-	(115) Jirisan National Park	(115) Jirisan National Park(Hwaumsa Temple)
	(59) Boseong Tea Plantation	(117) Boseong (Tea Plantation)	Same
	(58) Damyang	(118) Damyang (Jooknokwon bamboo garden, Metasequoia-lined road)	Same
	-	(121) Haenam(Ttankkeut End of the land)	(121) Haenam(Daeheungsa Temple/Durynsan Cable Car)
	(56) Mokpo	(122) Mokpo (Youdal Mountain)	(122) Mokpo (Youdal Mountain/ Pyeonghwa Square)
	-	(123) Gurye-gun (Hwaum-sa Temple)	Delete
	-	-	(123) Gokseong(Seomjingang Train Village)

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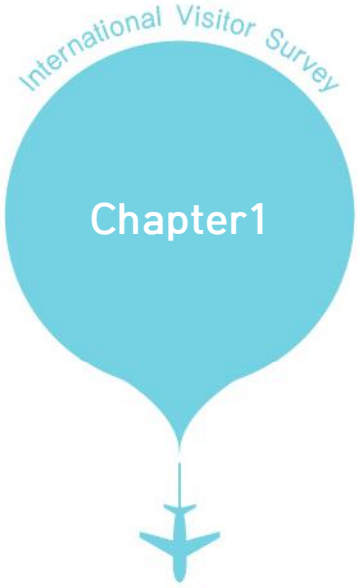


Survey Outline

I. Overview of the Survey

1. Survey Objective

This survey aims to provide statistical information that can be widely used for policy making, promoting tourist detention, and improving tourism readiness through analysis, tracking the data of travel trends of international visitors to Korea including travel conditions, expenditures and an overall evaluation of traveling in Korea.

※ Government-Approved Statistics in accordance with the Statistics Act (No. 314002)

2. Historical Background

1974 • Conducted the first annual survey with the title, "International Visitor Opinion"

1991 • Changed the publication cycle to biennial

1993 • Changed the publication cycle to annual

1998 • Changed the survey title to the "International Visitor Survey"

2004 • Changed survey periodicity from a quarterly basis to monthly basis
& Expanded the survey sample from 5,023 to 10,056 persons

2006 • Expanded the survey sample from 10,069 to 11,453 persons

2008 • Expanded the survey sample from 11,453 to 11,978 persons
by additionally including Indian tourists in the sample

2009 • Changed the conductor of the survey:
from Korea Tourism Organization to Korea Culture & Tourism Institute

2010 • Changed the survey field except Jeju Int'l Airport from April (CIQ → Counter Lobby)

2011 • Modified some questions, Expanded the survey sample
(extend the length of stay standard; from 2 days to 90 days to 1 day-1 year)

2012 • Selected as a survey to construct "National statistics system"
by Statistics Korea(National Statistical Office of Korea)

2013 • Revised some Examples for the question "Places visited in Korea"

2014 • Visiting question extended

2015 • Changed the Incheon Int'l Airport survey field from May (Counter Lobby → CIQ)

2017
- Changed the Agency in charge from Korea Culture & Tourism Institute to Korea Tourism Organization
- Expanded the survey sample from 12,003 to 13,841 with Philippines, Indonesia, Vietnam respondents
- Increased the survey fields (Daegu and Cheongju International Airport)
- Changed some examples of 'Visiting Area' question
- Changed the way of answering length of stay (from ___Night(s) → ___Night(s) ___Day(s))

II. Contents of the Survey

1. Survey Cycle and Sample Size

- Survey cycle : Annual
- Sample size : Total of 13,841 persons (1,153 persons per month)

2. Sample

International visitors of foreign nationality departing from Korea

- Persons aged 15 and over, visiting for a period of less than 1 year
- Except persons transferring to another foreign destination
- Except pilots, cabin crew members, soldiers (included if the visit purpose was tour)
- One sample per group with two companions
- Two samples each per group of more than 10 people (different sex/age)
- Maximum of four samples in a same package tour group

Countries (Residence Criteria)

- Japan, China, Hong Kong, Singapore, Taiwan, Thailand, Malaysia, Australia, USA, Canada, UK, Germany, France, Russia, Middle East, India, Philippines, Indonesia, Vietnam, etc
  (Middle East : Uzbekistan, Turkey, Israel, Iran, Kazakhstan, Jordan, Saudi Arabia, Iraq, Kyrgyzstan, Syria, Lebanon, United Arab Emirates, Kuwait, Republic of Yemen, Oman, Tajikistan, Bahrain, Palestine, Cyprus, Qatar, Turkmenistan

3. Survey Field

- Airport: Incheon Int'l Airport, Gimpo Int'l Airport, Gimhae Int'l Airport, Jeju Int'l Airport, Cheongju Int'l Airport, Daegu Int'l Airport CIQ In/Outside
- Harbor : Incheon Int'l harbor, Busan Int'l harbor CIQ In/Outside

*: In 2017, Cheongju and Daegu International Airports were added.
Survey field is CIQ inside or outside following the situation of cooperation.

4. Fieldwork Period

- The fieldwork period is at the end of every month (the exact date of fieldwork is decided by condition/cooperation of survey field)
- Monthly Fieldwork Period

Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
1/19 ~ 1/25	2/21 ~ 2/28	3/24 ~ 3/30	4/21 ~ 4/29	5/24 ~ 5/31	6/23 ~ 6/29	7/21 ~ 7/28	8/24 ~ 8/31	9/22 ~ 9/28	10/23 ~ 10/31	11/24 ~ 11/30	12/22 ~ 12/28

5. Contents of the Survey

[Table 1-1] Contents of the Survey

	Contents
Conditions of Korea Tour	Number of visits to Korea
	Purpose of visit to Korea
	Procedure for deciding to visit Korea
	Reasons for selecting Korea as a travel destination
	Main sources of tour information
	Countries visited other than Korea
	Traveling companions
	Length of stay
	Accommodation
	Attractions and sites visited
	Best tourist attraction
	Type of tour
	Activities in Korea
Spending in Korea	Travel expenses
	Shopping items and places
Evaluation of Traveling in Korea	Overall satisfaction with traveling in Korea
	Itemized satisfaction with traveling in Korea
	Intention to revisit Korea
	Intention to recommend
	Impression of Korea before/after traveling in Korea

III. Survey Method and Tool

1. Survey Method

- Self-administered questionnaire survey

2. Survey Tool

- A structured questionnaire with 11 different languages: English, Japanese, Chinese (simplified/traditional), Thai, German, French, Russian, Filipino, Vietnamese, and Indonesian.

*: In 2017, Filipino, Vietnamese, and Indonesian questionnaires were added.

3. Survey Procedure

Step 1	Recruit interviewers and confirm the fieldwork period
Step 2	Request cooperation from field (airports and ports)
Step 3	Training of interviewers (theory and practice)
Step 4	Fieldwork
Step 5	Editing in Field : Checking of non-response or logic by interviewers right after fieldwork. If there is an error or omission, interviewers can ask the respondent to re-check again.
Step 6	Translation : Translate "Others" and Open-ended question into Korean
Step 7	Editing after collecting : Reexamination by professional editing team. Questionnaires with severe errors can be discarded.
Step 8	Coding : Coding all of the answers based on coding book
Step 9	Punching : Computerization of all the coded answers using "International Visitor Survey" punching system
Step 10	Data Cleaning : Checking for outliers and logical errors

Ⅳ. Sampling design

1. Population

- The target population of the 『International Visitor Survey』 is foreigners who visited Korea in 2017.
  The survey population is foreigners ages 15 and over who stayed in Korea less than 1 year, departing from international airports in Korea (Incheon, Gimpo, Gimhae, Jeju island, Daegu, Cheongju) or international harbors (Incheon and Busan) (overseas Koreans of Korean nationality are excluded). Pilots, cabin crew members, or soldiers in uniform are not included in this survey, but those who visit Korea for tours wearing ordinary clothes are included in this survey.
- The Sightseeing Statistics (entry of Tourists) from January to December 2017 were used as a sampling frame.
  In 2017, the target population was 12,070,646 persons (except overseas Koreans and crew member).

[Table 1-2] Population Distribution

(Unit: persons)

Country	Number of foreign entrants in 2017												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec	Year
Japan	152,611	182,768	271,996	163,041	156,639	165,248	167,923	223,757	217,255	176,914	211,056	191,389	2,280,597
China	543,343	569,913	343,224	215,218	239,816	242,848	267,759	326,310	306,832	334,412	287,952	321,144	3,998,771
Hong Kong	54,688	35,997	47,016	78,192	50,958	57,751	56,233	58,443	44,240	54,024	52,501	57,949	647,992
Singapore	8,330	7,528	19,535	21,477	17,054	20,094	9,190	9,267	13,696	17,558	20,373	34,607	198,709
Taiwan	68,750	74,979	73,695	78,253	72,816	77,125	83,860	81,081	73,467	80,620	75,577	74,857	915,080
Thailand	37,281	35,897	48,098	51,987	35,618	23,694	20,025	18,703	26,193	45,499	46,315	55,630	444,940
Malaysia	18,668	18,059	29,006	32,773	22,126	16,478	10,928	13,667	18,847	30,592	31,261	43,209	285,614
Australia	11,661	8,263	12,498	18,762	11,200	13,170	11,922	10,020	12,699	11,604	9,530	14,713	146,042
USA	53,026	48,565	67,651	78,776	71,969	81,230	77,578	66,526	66,268	75,328	64,557	62,136	813,610
Canada	11,443	10,563	15,253	16,509	15,597	12,364	13,383	13,731	12,695	16,172	12,304	12,028	162,042
UK	9,177	7,075	13,408	12,459	9,244	8,494	9,917	10,011	9,381	10,790	8,186	7,260	115,402
Germany	5,993	6,762	9,642	10,300	8,171	6,964	7,924	8,466	9,195	10,216	8,367	6,032	98,032
France	5,206	5,360	6,931	9,098	7,881	6,642	7,970	8,802	6,936	8,417	6,596	5,067	84,906
Russia	15,380	13,843	18,549	20,675	17,326	19,307	18,600	16,880	18,092	21,027	18,711	16,144	214,534
Mid. East	12,496	13,610	17,339	16,496	15,172	15,369	19,582	19,814	18,322	19,061	16,247	13,738	197,246
India	5,491	5,511	6,124	6,227	6,935	6,070	5,998	6,301	6,641	6,860	6,283	5,391	73,832
Philippines	15,254	13,469	18,476	30,304	22,238	19,956	15,516	15,034	18,451	28,913	24,110	25,575	247,296
Indonesia	11,913	13,322	15,734	19,131	12,444	14,921	11,555	9,362	12,737	15,504	14,943	18,505	170,071
Vietnam	10,156	16,307	22,306	28,658	22,486	29,143	28,492	24,483	25,954	35,532	25,348	20,500	289,365
OTHER	47,088	46,153	55,939	62,333	56,132	56,595	61,610	59,235	60,723	65,391	59,194	56,172	686,565
Total	1,097,955	1,133,944	1,112,420	970,669	871,822	893,463	905,965	999,893	978,624	1,064,434	999,411	1,042,046	12,070,646

Footnote 1) Population of 2017 excludes overseas Koreans and crew members from total entrants
Footnote 2) The population information in this survey is based on "Korea Tourism Statistics" from the Korea Tourism Organization

2. Sample size and design

- Sample Size
  - Sample size is affected by the sampling method, characteristic of population, or stratification method, etc. In case of simple random sampling, depending on the size of the d (target error of the average estimation), the sample size can be computed as follows:

$$n = \frac{N(z\,s)^2}{Nd^2 + (z\,s)^2}$$

  - N means size of population, s means standard deviation of interest variable, and z means coefficient of confidence (z=1.96, at a 95% of confidence level). If the question is about "proportion", the sample size for estimating population ratio can be calculated as follows:

$$n = \frac{Nz^2\,p\,(1-p)}{Nd^2 + z^2\,p\,(1-p)}$$

  - In this research, the target sample size is 13,200 considering research budget and survey period. An expected sampling error for estimating population ratio is ±0.85%p (p=0.5) at a 95% confidence level under the condition of simple random sampling.

$$\begin{aligned} e &= z_{\alpha/2} \times \sqrt{\frac{p(1-p)}{n}} \times \sqrt{\frac{N-n}{N-1}} \\ &= 1.96 \times \sqrt{\frac{0.5(1-0.5)}{13{,}200}} \times \sqrt{\frac{12{,}070{,}646-13{,}200}{12{,}070{,}646-1}} \\ &= 0.85\% \end{aligned}$$

  - However, the actual sampling error for this survey will be smaller than expected figure (±0.85%p, see above) because of the sampling method (stratified sampling considering the nationality, entry route, gender, etc.). Furthermore, a sampling error of ±0.85%p at a 95% confidence level is fully reasonable in light of the common standard.

- Sample distribution
  - The three steps of sample distribution are as follows:

    Step 1: Allocation of a yearly sample by country using square-root proportional distribution method based on Korea Tourism Statistics in 2016.

    Step 2: Random distribution by 12 months of each countries' sample determined in step 1.

    Step 3: Proportional distribution by region and gender of the sample in each country/month determined in step 2 based on the Korea Tourism Statistics in the last 3 months published in the survey month.

[Table 1-3] Yearly sample distribution by country

(Unit: persons, %)

Country	2017 Population		2017 Annual Sample	
	Person	Percentage(%)	Target Sample	Survey Sample
Japan	2,280,597	18.9	1,528	1,543
China	3,998,771	33.1	2,823	2,878
Hong Kong	647,992	5.4	812	813
Singapore	198,709	1.6	457	483
Taiwan	915,080	7.6	920	947
Thailand	444,940	3.7	655	658
Malaysia	285,614	2.4	543	545
Australia	146,042	1.2	389	428
USA	813,610	6.7	913	971
Canada	162,042	1.3	409	446
UK	115,402	1.0	347	393
Germany	98,032	0.8	318	337
France	84,906	0.7	300	346
Russia	214,534	1.8	427	482
Mid. east	197,246	1.6	422	434
India	73,832	0.6	300	324
Philippines	247,296	2.0	452	510
Indonesia	170,071	1.4	412	440
Vietnam	289,365	2.4	473	523
OTHER	686,565	5.7	300	340
Total	**12,070,646**	**100.0**	**13,200**	**13,841**

Footnote: Population of 2017 excludes overseas Koreans and crew members from total entrants

3. Weight calculation

- The collected data were processed as follows:
  A valid sample was extracted using the modified proportional distribution method, and then post-weight based on the ratio of foreign tourist entrance by country/month.

- Calculation of weight is as follows:

$$Weight(wt) = \frac{Entrance\ ratio\ by\ country/month \times Total\ valid\ sample}{Valid\ sample\ by\ country/month}$$

[Table 1-4] Weight

(Unit: %)

Country	Weight in 2017											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Japan	1.32	1.59	2.40	1.47	1.43	1.50	1.53	1.99	1.86	1.61	1.89	1.74
China	2.51	2.61	1.60	1.04	1.14	1.14	1.28	1.57	1.51	1.65	1.43	1.55
Hong Kong	0.88	0.64	0.83	1.34	0.85	0.97	0.98	0.94	0.74	0.92	0.89	0.98
Singapore	0.24	0.21	0.56	0.60	0.49	0.58	0.26	0.26	0.38	0.52	0.58	0.99
Taiwan	1.07	1.07	1.06	1.12	1.03	1.09	1.23	1.18	1.07	1.14	1.11	1.13
Thailand	0.76	0.78	1.02	1.06	0.74	0.49	0.42	0.38	0.56	0.93	0.98	1.18
Malaysia	0.48	0.46	0.74	0.84	0.56	0.41	0.28	0.35	0.48	0.76	0.78	1.03
Australia	0.38	0.26	0.36	0.61	0.37	0.44	0.38	0.34	0.39	0.37	0.32	0.48
USA	0.74	0.66	0.93	1.12	1.01	1.18	1.06	0.95	0.95	1.09	0.97	0.89
Canada	0.31	0.33	0.47	0.50	0.50	0.38	0.43	0.43	0.40	0.53	0.37	0.37
UK	0.32	0.25	0.45	0.43	0.34	0.30	0.32	0.35	0.34	0.35	0.29	0.28
Germany	0.24	0.28	0.37	0.44	0.35	0.29	0.31	0.35	0.38	0.42	0.33	0.27
France	0.20	0.22	0.28	0.35	0.31	0.26	0.34	0.35	0.28	0.34	0.28	0.18
Russia	0.41	0.41	0.53	0.61	0.48	0.58	0.52	0.43	0.51	0.57	0.56	0.53
Mid. East	0.38	0.42	0.57	0.57	0.48	0.49	0.58	0.61	0.57	0.66	0.50	0.44
India	0.22	0.23	0.26	0.26	0.28	0.26	0.25	0.27	0.30	0.30	0.27	0.23
Philippines	0.39	0.37	0.47	0.79	0.59	0.54	0.43	0.43	0.49	0.79	0.64	0.73
Indonesia	0.41	0.42	0.50	0.61	0.40	0.49	0.35	0.29	0.36	0.48	0.44	0.59
Vietnam	0.28	0.45	0.58	0.75	0.56	0.76	0.73	0.67	0.69	0.91	0.68	0.55
OTHER	1.59	2.04	2.14	2.46	2.22	2.32	2.52	2.26	2.68	2.50	2.83	2.48

V. Sampling Error

1. Term definition

○ y_{ijkl} : Numerical value (Response to each question)

- i : Number of Foreign visitors' countries ($i=1,\ 2,\ \cdots,\ I$). I=20
- j : Number of entrance routes ($j=1,\ 2,\ \cdots,\ J$). J=8
- k : Number of gender ($k=1,\ 2$)
- l : Number of sample visitors by Country × entrance route × gender ($l=1,\ 2,\ \cdots,\ n_{ijk}$)
- n_{ijk} : Sample size of i^{st} country, j^{st} entrance route, k^{st} gender
- N_{ijk} : Population size of i^{st} country, j^{st} entrance route, k^{st} gender
- $n=\sum_{i=1}^{I}\sum_{j=1}^{J}\sum_{k=1}^{K}n_{ijk}$: Total Sample size
- $N=\sum_{i=1}^{I}\sum_{j=1}^{J}\sum_{k=1}^{K}N_{ijk}$: Total population size

- $\bar{y}_{ijk}=\sum_{l=1}^{n_{ijk}}y_{ijkl}/n_{ijk}$: Sample mean of i^{st} country, j^{st} entrance route, k^{st} gender
- $\hat{\tau}_{ijk}=N_{ijk}\ \bar{y}_{ijk}$: Sum of sample of i^{st} country, j^{st} entrance route, k^{st} gender
- $s_{ijk}^2=\sum_{l=1}^{n_{ijk}}(y_{ijkl}-\bar{y}_{ijk})^2/(n_{ijk}-1)$: Sample variance of i^{st} country, j^{st} entrance route, k^{st} gender
- $\hat{p}_{ijk}$: Percentage ratio of i^{st} country, j^{st} entrance route, k^{st} gender

2. Sampling error

- In the case of total expenditure during visit, a major variable for the international visitor survey, the sampling error is ±25.09$ and relative sampling error is ±1.7%p at 95% confidence level.
- In the case of length of stay during visit, a major variable for the international visitor survey, the sampling error is ±0.13day, and relative sampling error is ±1.9%p at 95% confidence level.

[Table 1-5] Sampling error and confidence interval of main variables

	Total expenditure during visit (95% confidence level)	**Length of stay** (95% confidence level)
Sampling error	±US$25.09	±0.13day
Relative sampling error	±1.7%p	±1.9%p
Confidence interval	US$1,456.5 ~ US$1,506.7	6.8days ~ 7.1days

[Table 1-6] Sampling error of total expenditure during visit

	Average (US$)	Sampling error (US$) (95% confidence level)	Confidence interval (US$) (95% confidence level)	Relative Sampling error (%p) (95% confidence level)
Total	1,481.6	25.09	1,456.5 ~ 1,506.7	1.7
Japan	757.1	28.45	728.7 ~ 785.6	3.8
China	2,108.0	55.35	2,052.6 ~ 2,163.3	2.6
Hong Kong	1,437.4	87.54	1,349.8 ~ 1,524.9	6.1
Singapore	1,590.2	148.38	1,441.8 ~ 1,738.6	9.3
Taiwan	1,301.7	59.70	1,242.0 ~ 1,361.4	4.6
Thailand	1,177.2	82.55	1,094.7 ~ 1,259.8	7.0
Malaysia	1,139.7	93.11	1,046.6 ~ 1,232.8	8.2
Australia	1,409.6	192.32	1,217.2 ~ 1,601.9	13.6
USA	1,313.5	83.69	1,229.8 ~ 1,397.2	6.4
Canada	1,147.7	156.26	991.4 ~ 1,303.9	13.6
UK	1,363.8	230.47	1,133.3 ~ 1,594.3	16.9
Germany	1,364.5	237.20	1,127.3 ~ 1,601.7	17.4
France	1,475.6	264.64	1,211.0 ~ 1,740.2	17.9
Russia	1,727.4	190.30	1,537.1 ~ 1,917.7	11.0
Mid. East	2,231.7	268.45	1,963.3 ~ 2,500.2	12.0
India	1,686.2	398.94	1,287.3 ~ 2,085.1	23.7
Philippines	981.2	97.30	883.9 ~ 1,078.5	9.9
Indonesia	1,202.4	123.97	1,078.4 ~ 1,326.4	10.3
Vietnam	1,213.5	120.61	1,092.9 ~ 1,334.1	9.9
OTHER	1,332.4	95.91	1,236.4 ~ 1,428.3	7.2
January	1,474.7	82.86	1,391.9 ~ 1,557.6	5.6
February	1,474.0	80.60	1,393.4 ~ 1,554.6	5.5
March	1,344.7	68.89	1,275.8 ~ 1,413.6	5.1
April	1,432.8	84.34	1,348.4 ~ 1,517.1	5.9
May	1,392.7	88.49	1,304.2 ~ 1,481.1	6.4
June	1,606.2	100.33	1,505.9 ~ 1,706.5	6.2
July	1,335.2	76.66	1,258.5 ~ 1,411.8	5.7
August	1,549.0	91.90	1,457.1 ~ 1,640.9	5.9
September	1,450.9	91.05	1,359.9 ~ 1,542.0	6.3
October	1,500.0	87.92	1,412.1 ~ 1,587.9	5.9
November	1,408.1	83.41	1,324.7 ~ 1,491.5	5.9
December	1,803.0	101.31	1,701.7 ~ 1,904.3	5.6

[Table 1-7] Sampling error of length of stay

	Average (days)	Sampling error (days) (95% confidence level)	Confidence interval (days) (95% confidence level)	Relative sampling error (%p) (95% confidence level)
Total	7.0	0.13	6.8 ~ 7.1	1.9
Japan	3.9	0.14	3.7 ~ 4.0	3.7
China	7.8	0.28	7.5 ~ 8.0	3.6
Hong Kong	5.4	0.20	5.2 ~ 5.6	3.8
Singapore	7.8	0.58	7.2 ~ 8.3	7.5
Taiwan	5.3	0.20	5.1 ~ 5.5	3.7
Thailand	6.1	0.42	5.7 ~ 6.5	6.9
Malaysia	7.1	0.57	6.6 ~ 7.7	7.9
Australia	9.3	1.13	8.1 ~ 10.4	12.2
USA	9.1	0.53	8.6 ~ 9.7	5.9
Canada	9.0	1.13	7.9 ~ 10.2	12.5
UK	8.7	1.32	7.4 ~ 10.1	15.1
Germany	9.2	1.39	7.8 ~ 10.6	15.1
France	8.8	1.33	7.5 ~ 10.1	15.1
Russia	12.9	1.74	11.1 ~ 14.6	13.5
Mid. East	11.0	1.16	9.9 ~ 12.2	10.5
India	12.7	2.72	10.0 ~ 15.4	21.4
Philippines	6.9	0.71	6.2 ~ 7.6	10.3
Indonesia	6.5	0.50	6.0 ~ 7.0	7.8
Vietnam	10.5	1.46	9.0 ~ 11.9	13.9
OTHER	8.5	0.49	8.1 ~ 9.0	5.7
January	7.2	0.46	6.8 ~ 7.7	6.3
February	6.3	0.34	6.0 ~ 6.7	5.4
March	6.6	0.40	6.2 ~ 7.0	6.0
April	7.1	0.46	6.6 ~ 7.5	6.5
May	7.0	0.52	6.5 ~ 7.5	7.4
June	7.4	0.51	6.9 ~ 7.9	6.9
July	7.1	0.47	6.6 ~ 7.6	6.6
August	7.4	0.47	6.9 ~ 7.8	6.4
September	7.2	0.49	6.7 ~ 7.7	6.8
October	7.0	0.40	6.6 ~ 7.4	5.8
November	6.0	0.36	5.7 ~ 6.4	6.0
December	7.5	0.51	7.0 ~ 8.0	6.9

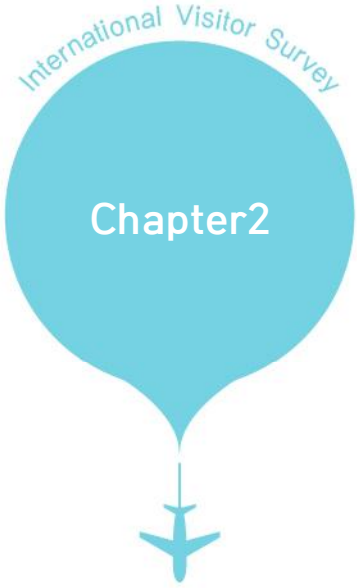
VI. Character of Sample

[Table 1-8] Character of sample

		Weight Off		Weight On	
		Sample (persons)	Ratio(%)	Sample (persons)	Ratio(%)
Total		**13,841**	**100.0**	**13,841**	**100.0**
Territory of Residence	Japan	1,543	11.1	2,615	18.9
	China	2,878	20.8	4,585	33.1
	Hong Kong	813	5.9	743	5.4
	Singapore	483	3.5	228	1.6
	Taiwan	947	6.8	1,049	7.6
	Thailand	658	4.8	510	3.7
	Malaysia	545	3.9	328	2.4
	Australia	428	3.1	167	1.2
	USA	971	7.0	933	6.7
	Canada	446	3.2	186	1.3
	UK	393	2.8	132	1.0
	Germany	337	2.4	112	0.8
	France	346	2.5	97	0.7
	Russia	482	3.5	246	1.8
	Mid. East	434	3.1	226	1.6
	India	324	2.3	85	0.6
	Philippines	510	3.7	284	2.0
	Indonesia	440	3.2	195	1.4
	Vietnam	523	3.8	332	2.4
	OTHER	340	2.5	787	5.7
Survey Period	January	1,180	8.5	1,259	9.1
	February	1,162	8.4	1,300	9.4
	March	1,169	8.4	1,276	9.2
	April	1,150	8.3	1,113	8.0
	May	1,156	8.4	1,000	7.2
	June	1,150	8.3	1,025	7.4
	July	1,156	8.4	1,039	7.5
	August	1,158	8.4	1,147	8.3
	September	1,152	8.3	1,122	8.1
	October	1,143	8.3	1,221	8.8
	November	1,132	8.2	1,146	8.3
	December	1,133	8.2	1,195	8.6

※ The analysis in this report based on the weighted figure

		Weight Off		Weight On	
		Sample (persons)	Ratio(%)	Sample (persons)	Ratio(%)
Total		**13,841**	**100.0**	**13,841**	**100.0**
Gender	Male	6,670	48.2	6,217	44.9
	Female	7,171	51.8	7,624	55.1
Age	15 ~ 20 yrs	933	6.7	953	6.9
	21 ~ 30 yrs	5,473	39.5	5,655	40.9
	31 ~ 40 yrs	3,511	25.4	3,429	24.8
	41 ~ 50 yrs	2,212	16.0	2,128	15.4
	51 ~ 60 yrs	1,253	9.1	1,217	8.8
	61 and over	442	3.2	444	3.2
	Non-response	17	0.1	15	0.1
Occupation	Government/Armed forces	735	5.3	628	4.5
	Business executive/Manager	1,951	14.1	1,464	10.6
	Clerical worker/Technician	2,260	16.3	2,543	18.4
	Sales/Service worker	1,461	10.6	1,611	11.6
	Specialized Job	1,527	11.0	1,312	9.5
	Factory·Technical Worker	563	4.1	563	4.1
	Self-employed	1,520	11.0	1,635	11.8
	Student	2,162	15.6	2,269	16.4
	Housewife	528	3.8	647	4.7
	Retiree	195	1.4	151	1.1
	Unemployed	215	1.6	256	1.9
	Other	672	4.9	721	5.2
	Non-response	52	0.4	42	0.3
Visit purpose	Leisure,Recreation,Holiday	6,981	50.4	7,182	51.9
	Aesthetic, Health, Medical Treatment	193	1.4	171	1.2
	Religion/Pilgrimage	64	0.5	64	0.5
	Shopping	1,139	8.2	1,566	11.3
	Visiting friends/family	1,514	10.9	1,388	10.0
	Business/Professional Activities	3,119	22.5	2,631	19.0
	Education	780	5.6	799	5.8
	Other	51	0.4	39	0.3
Type	Independent Travel	11,806	85.3	11,462	82.8
	Full-Package Organized Tour	1,543	11.1	1,606	11.6
	Air-tel Tour	492	3.6	773	5.6
Visit count	One time	6,972	50.4	6,471	46.7
	Two times	2,514	18.2	2,474	17.9
	three times	1,236	8.9	1,315	9.5
	more than four times	3,119	22.5	3,581	25.9



Summary of Survey Results

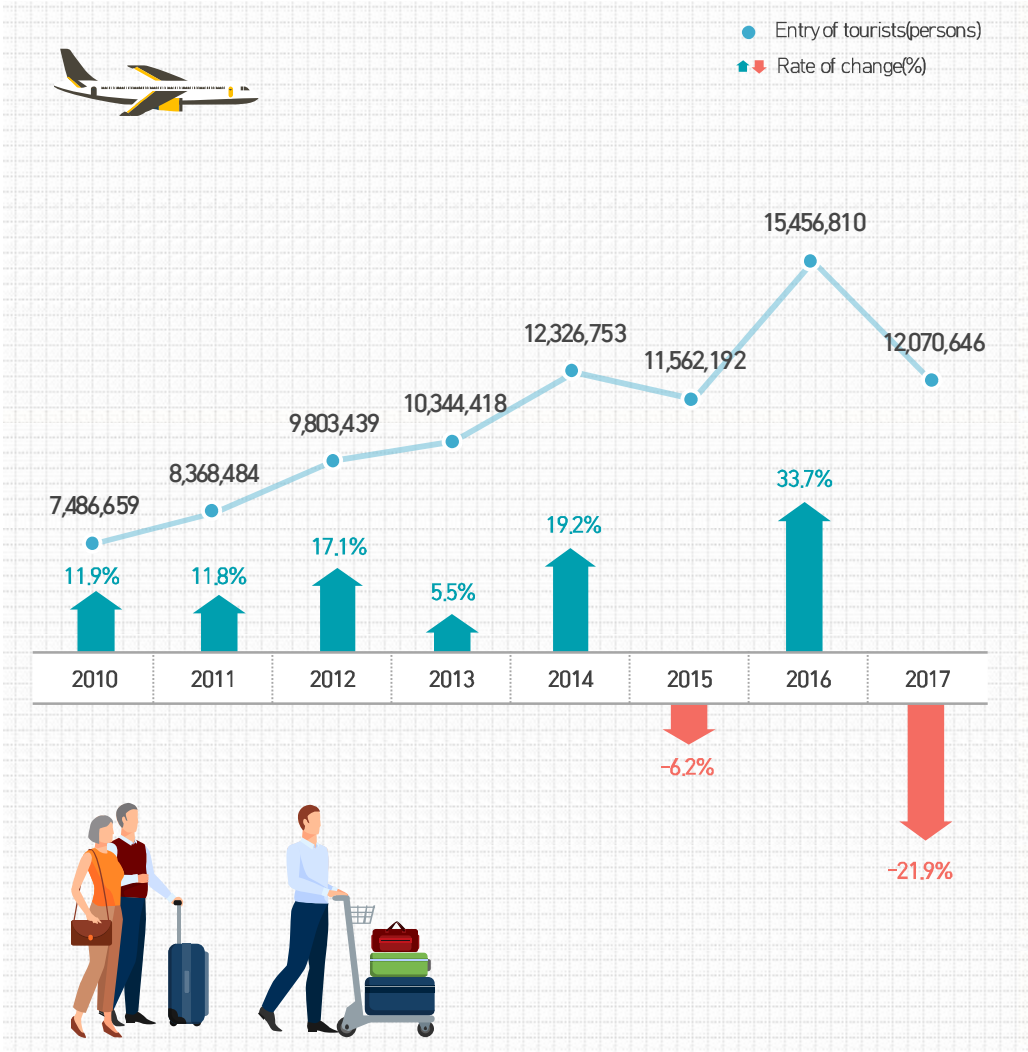
I. Statistics on Inbound tourism

1. International Tourist Arrivals by Year

- The number of International Tourist Arrivals (ITA) reached 13,335,758 persons (12,070,646 persons except overseas Koreans and crew members) in 2017.
- The overall ITA number plunged 21.9% year-on-year because China banned travel agencies from selling package tours to Korea in protest at Korea allowing the Terminal High Altitude Area Defense (THAAD) U.S. anti-missile system .

[Figure 2-1] International Tourist Arrivals by Year

(Unit: persons)



※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

2. International Tourist Arrivals by Country

- In terms of country of nationality, the number of Chinese tourists accounts for the greatest portion with 3,998,771 persons but it decreased by 48.4% compared to 2016.
- Japanese tourists (2,280,597 persons) are the second-largest number after Chinese.
- The biggest increase was shown by Vietnam tourists with 33.2% year-on-year, followed by Philippines (24.7%), Russia (20.8%), Middle East (13.8%), and Taiwan (11.1%).

[Table 2-1] International Tourist Arrivals by Country

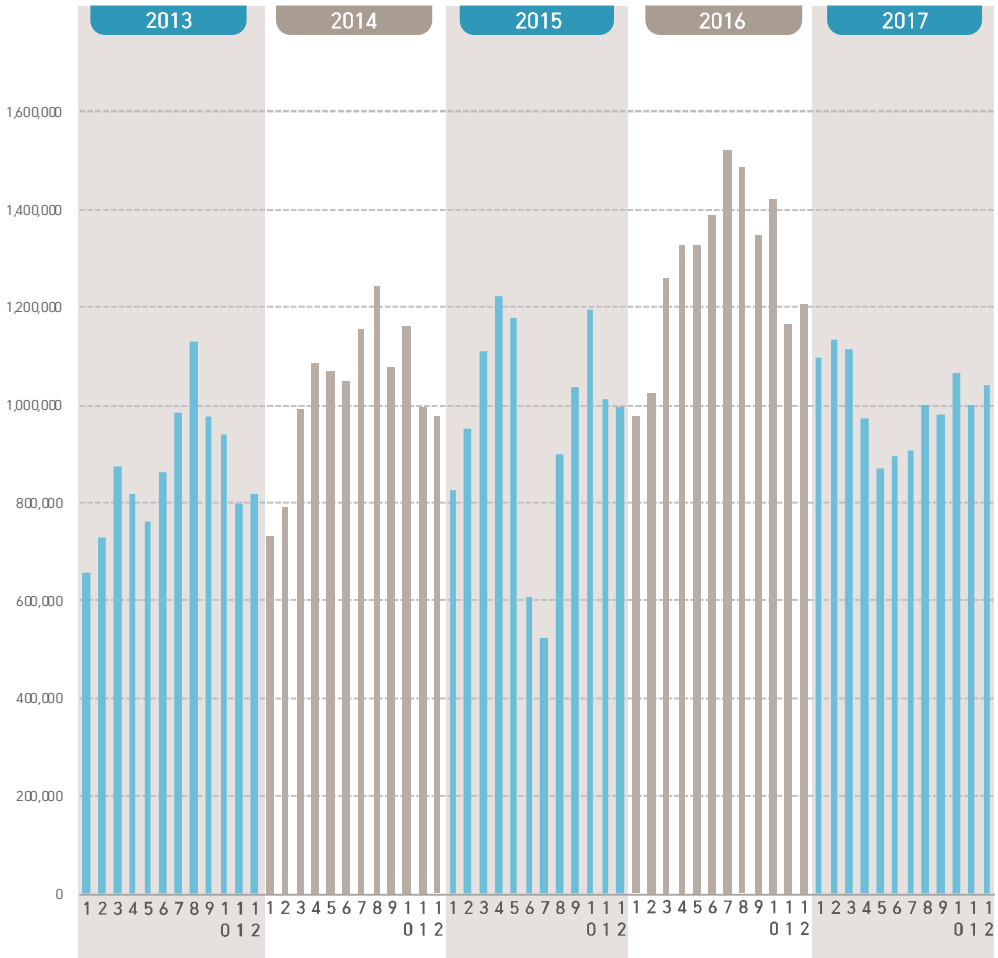
(Unit: persons)

Country	2010	2011	2012	2013	2014	2015	2016	**2017**	Rate of change compared to '16
Total	7,486,659	8,368,484	9,803,439	10,344,418	12,326,753	11,562,192	15,456,810	**12,070,646**	**-21.9%**
Japan	2,988,231	3,253,036	3,478,031	2,695,910	2,234,582	1,800,993	2,270,396	**2,280,597**	**0.4%**
China	1,627,828	1,936,690	2,608,113	3,785,076	5,514,555	5,467,782	7,752,022	**3,998,771**	**-48.4%**
Hong Kong	220,582	272,330	351,658	390,930	549,710	514,769	642,338	**647,992**	**0.9%**
Singapore	100,345	110,405	138,544	157,444	185,480	146,751	203,463	**198,709**	**-2.3%**
Taiwan	400,281	419,999	536,877	532,721	634,160	510,089	823,417	**915,080**	**11.1%**
Thailand	217,277	260,555	332,173	310,956	409,382	321,972	417,800	**444,940**	**6.5%**
Malaysia	98,569	136,216	161,605	186,941	227,052	206,053	286,738	**285,614**	**-0.4%**
Australia	104,327	113,849	120,756	113,082	128,475	123,775	147,467	**146,042**	**-1.0%**
USA	608,106	614,465	651,069	664,497	713,551	717,272	811,417	**813,610**	**0.3%**
Canada	110,156	110,546	118,239	120,458	133,192	135,513	162,803	**162,042**	**-0.5%**
UK	89,116	96,488	103,207	105,454	112,353	107,507	116,905	**115,402**	**-1.3%**
Germany	80,299	78,932	85,065	85,729	88,083	89,962	98,542	**98,032**	**-0.5%**
France	57,520	59,146	62,352	66,685	72,784	76,538	84,415	**84,906**	**0.6%**
Russia	74,930	83,799	101,721	116,872	161,953	138,274	177,583	**214,534**	**20.8%**
Mid. East	76,938	90,238	110,311	117,889	140,645	153,747	173,384	**197,246**	**13.8%**
India	49,068	51,363	55,431	60,011	67,532	66,048	72,781	**73,832**	**1.4%**
Philippines	89,668	107,645	120,023	126,410	155,081	162,547	198,382	**247,296**	**24.7%**
Indonesia	61,147	84,851	109,626	118,587	131,857	119,593	164,784	**170,071**	**3.2%**
Vietnam	71,115	84,549	86,657	88,021	113,485	130,740	217,265	**289,365**	**33.2%**
OTHER	361,156	403,382	471,981	500,745	552,841	572,267	634,908	**686,565**	**8.1%**

3. International Tourist Arrivals by Month

- Until 2016, most international tourists visited Korea during the summer vacation/holiday season between July and September but, there is relatively small variation in monthly differences in 2017.
- It appears that the largest number of International tourists visited Korea in February, just before the Chinese boycott against Korea's deployment of the THAAD U.S. missile defense system.

[Figure 2-2] International Tourist Arrivals by Month



※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

4. Monthly International Tourist Arrivals by Country

- In January and February, before China's protest, the number of Chinese tourists was more than half a million. Chinese visitors declined after March to around 200K~300K.
- Singapore(17.4%) and Malaysia(15.1%) tourists were likely to visit Korea in December.

[Table 2-2] 2017 Monthly International Tourist Arrivals by Country

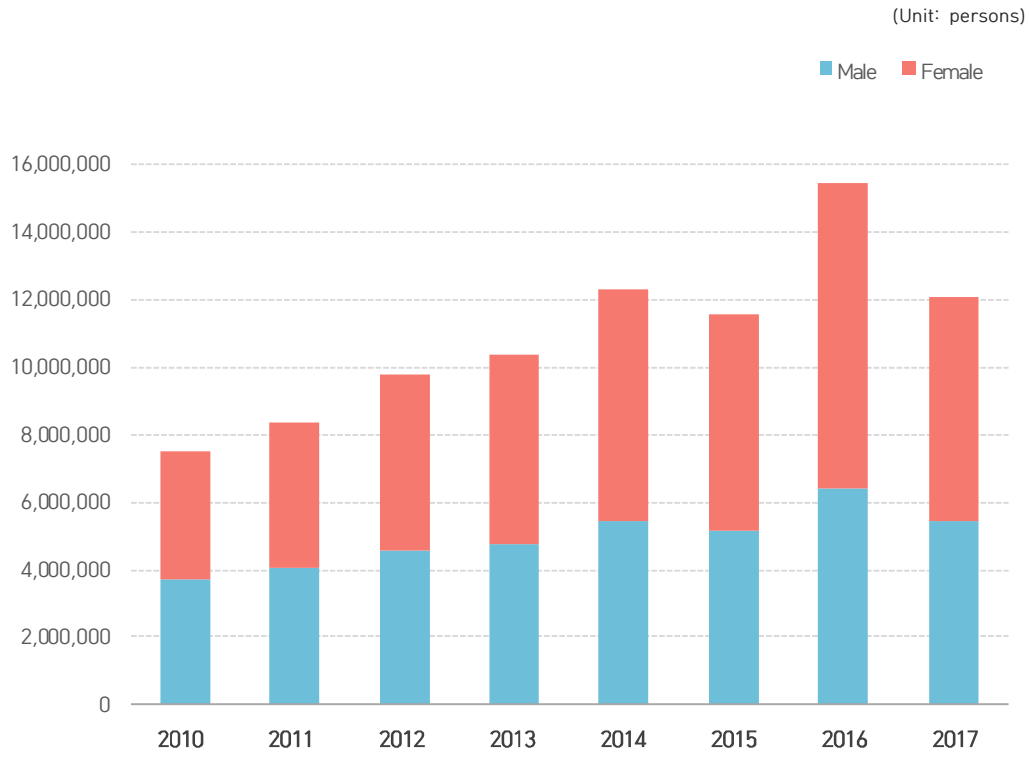
Country		Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of Entrants (persons)	Total	1,097,955	1,133,944	1,112,420	970,669	871,822	893,463	905,965	999,893	978,624	1,064,434	999,411	1,042,046
	Japan	152,611	182,768	271,996	163,041	156,639	165,248	167,923	223,757	217,255	176,914	211,056	191,389
	China	543,343	569,913	343,224	215,218	239,816	242,848	267,759	326,310	306,832	334,412	287,952	321,144
	Hong Kong	54,688	35,997	47,016	78,192	50,958	57,751	56,233	58,443	44,240	54,024	52,501	57,949
	Singapore	8,330	7,528	19,535	21,477	17,054	20,094	9,190	9,267	13,696	17,558	20,373	34,607
	Taiwan	68,750	74,979	73,695	78,253	72,816	77,125	83,860	81,081	73,467	80,620	75,577	74,857
	Thailand	37,281	35,897	48,098	51,987	35,618	23,694	20,025	18,703	26,193	45,499	46,315	55,630
	Malaysia	18,668	18,059	29,006	32,773	22,126	16,478	10,928	13,667	18,847	30,592	31,261	43,209
	Australia	11,661	8,263	12,498	18,762	11,200	13,170	11,922	10,020	12,699	11,604	9,530	14,713
	USA	53,026	48,565	67,651	78,776	71,969	81,230	77,578	66,526	66,268	75,328	64,557	62,136
	Canada	11,443	10,563	15,253	16,509	15,597	12,364	13,383	13,731	12,695	16,172	12,304	12,028
	UK	9,177	7,075	13,408	12,459	9,244	8,494	9,917	10,011	9,381	10,790	8,186	7,260
	Germany	5,993	6,762	9,642	10,300	8,171	6,964	7,924	8,466	9,195	10,216	8,367	6,032
	France	5,206	5,360	6,931	9,098	7,881	6,642	7,970	8,802	6,936	8,417	6,596	5,067
	Russia	15,380	13,843	18,549	20,675	17,326	19,307	18,600	16,880	18,092	21,027	18,711	16,144
	Mid. East	12,496	13,610	17,339	16,496	15,172	15,369	19,582	19,814	18,322	19,061	16,247	13,738
	India	5,491	5,511	6,124	6,227	6,935	6,070	5,998	6,301	6,641	6,860	6,283	5,391
	Philippines	15,254	13,469	18,476	30,304	22,238	19,956	15,516	15,034	18,451	28,913	24,110	25,575
	Indonesia	11,913	13,322	15,734	19,131	12,444	14,921	11,555	9,362	12,737	15,504	14,943	18,505
	Vietnam	10,156	16,307	22,306	28,658	22,486	29,143	28,492	24,483	25,954	35,532	25,348	20,500
	OTHER	47,088	46,153	55,939	62,333	56,132	56,595	61,610	59,235	60,723	65,391	59,194	56,172
Ratio of Entrants (%)	Total	9.1	9.4	9.2	8.0	7.2	7.4	7.5	8.3	8.1	8.8	8.3	8.6
	Japan	6.7	8.0	11.9	7.1	6.9	7.2	7.4	9.8	9.5	7.8	9.3	8.4
	China	13.6	14.3	8.6	5.4	6.0	6.1	6.7	8.2	7.7	8.4	7.2	8.0
	Hong Kong	8.4	5.6	7.3	12.1	7.9	8.9	8.7	9.0	6.8	8.3	8.1	8.9
	Singapore	4.2	3.8	9.8	10.8	8.6	10.1	4.6	4.7	6.9	8.8	10.3	17.4
	Taiwan	7.5	8.2	8.1	8.6	8.0	8.4	9.2	8.9	8.0	8.8	8.3	8.2
	Thailand	8.4	8.1	10.8	11.7	8.0	5.3	4.5	4.2	5.9	10.2	10.4	12.5
	Malaysia	6.5	6.3	10.2	11.5	7.7	5.8	3.8	4.8	6.6	10.7	10.9	15.1
	Australia	8.0	5.7	8.6	12.8	7.7	9.0	8.2	6.9	8.7	7.9	6.5	10.1
	USA	6.5	6.0	8.3	9.7	8.8	10.0	9.5	8.2	8.1	9.3	7.9	7.6
	Canada	7.1	6.5	9.4	10.2	9.6	7.6	8.3	8.5	7.8	10.0	7.6	7.4
	UK	8.0	6.1	11.6	10.8	8.0	7.4	8.6	8.7	8.1	9.3	7.1	6.3
	Germany	6.1	6.9	9.8	10.5	8.3	7.1	8.1	8.6	9.4	10.4	8.5	6.2
	France	6.1	6.3	8.2	10.7	9.3	7.8	9.4	10.4	8.2	9.9	7.8	6.0
	Russia	7.2	6.5	8.6	9.6	8.1	9.0	8.7	7.9	8.4	9.8	8.7	7.5
	Mid. East	6.3	6.9	8.8	8.4	7.7	7.8	9.9	10.0	9.3	9.7	8.2	7.0
	India	7.4	7.5	8.3	8.4	9.4	8.2	8.1	8.5	9.0	9.3	8.5	7.3
	Philippines	6.2	5.4	7.5	12.3	9.0	8.1	6.3	6.1	7.5	11.7	9.7	10.3
	Indonesia	7.0	7.8	9.3	11.2	7.3	8.8	6.8	5.5	7.5	9.1	8.8	10.9
	Vietnam	3.5	5.6	7.7	9.9	7.8	10.1	9.8	8.5	9.0	12.3	8.8	7.1
	OTHER	6.9	6.7	8.1	9.1	8.2	8.2	9.0	8.6	8.8	9.5	8.6	8.2

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

5. International Tourist Arrivals by Gender

- As a result of gender analysis, the proportion of females (55.1%) was higher than that of males (44.9%).
- The proportion of females decreased (58.6% → 55.1%) but males increased from 41.4% → 44.9% compared to the previous year.

[Figure 2-3] International Tourist Arrivals by Gender



[Table 2-3] international Tourist Arrivals by Gender

		2010	2011	2012	2013	2014	2015	2016	**2017**
Number of Entrants (persons)	Total	7,486,659	8,368,484	9,803,439	10,344,418	12,326,753	11,562,192	15,456,810	**12,070,646**
	Male	3,718,966	4,065,463	4,555,652	4,766,922	5,405,856	5,121,771	6,406,306	**5,419,040**
	Female	3,767,693	4,303,021	5,247,787	5,577,496	6,920,897	6,440,421	9,050,504	**6,651,606**
Gender Ratio (%)	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	**100.0**
	Male	49.7	48.6	46.5	46.1	43.9	44.3	41.4	**44.9**
	Female	50.3	51.4	53.5	53.9	56.1	55.7	58.6	**55.1**

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

6. International Tourist Arrivals by Country and Gender

- In 2017, the proportion of female tourists was higher in Asian countries like Japan and China, while the proportion of males was higher in Europe, Americas, and the Middle East.
- The gender balance of visitors in Philippines, Indonesia, and Vietnam made no great difference.

[Table 2-4] 2017 International Tourist Arrivals by Country and Gender

Country		Male	Female
Number of Entrants (persons)	Total	5,419,040	6,651,606
	Japan	923,587	1,357,010
	China	1,709,407	2,289,364
	Hong Kong	217,104	430,888
	Singapore	84,866	113,843
	Taiwan	293,093	621,987
	Thailand	158,919	286,021
	Malaysia	117,932	167,682
	Australia	79,244	66,798
	USA	456,221	357,389
	Canada	82,594	79,448
	UK	74,347	41,055
	Germany	71,785	26,247
	France	54,583	30,323
	Russia	114,934	99,600
	Mid. East	129,481	67,765
	India	61,516	12,316
	Philippines	127,619	119,677
	Indonesia	83,897	86,174
	Vietnam	140,255	149,110
	OTHER	437,656	248,909
Ratio of Entrants (%)	Total	44.9	55.1
	Japan	40.5	59.5
	China	42.7	57.3
	Hong Kong	33.5	66.5
	Singapore	42.7	57.3
	Taiwan	32.0	68.0
	Thailand	35.7	64.3
	Malaysia	41.3	58.7
	Australia	54.3	45.7
	USA	56.1	43.9
	Canada	51.0	49.0
	UK	64.4	35.6
	Germany	73.2	26.8
	France	64.3	35.7
	Russia	53.6	46.4
	Mid. East	65.6	34.4
	India	83.3	16.7
	Philippines	51.6	48.4
	Indonesia	49.3	50.7
	Vietnam	48.5	51.5
	OTHER	63.7	36.3

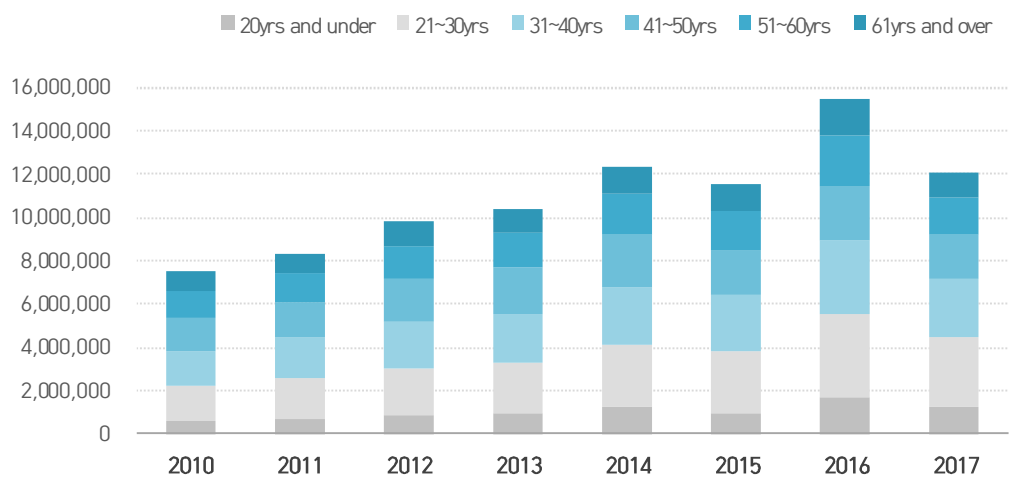
※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

7. International Tourist Arrivals by Age

- In terms of age group composition, the proportion of those aged 21~30 years showed the highest rate of 26.7% in 2017.
- Meanwhile, the portion of those aged 21~30 years has continuously increased since 2013.

[Figure 2-4] International Tourist Arrivals by Age

(Unit: persons)



[Table 2-5] international Tourist Arrivals by Age

		2010	2011	2012	2013	2014	2015	2016	2017
Number of Entrants (persons)	Total	7,486,659	8,368,484	9,803,439	10,344,418	12,326,753	11,562,192	15,456,810	**12,070,646**
	under 20 yrs	631,134	725,074	907,023	1,001,123	1,234,819	1,000,704	1,691,465	**1,210,345**
	21~30 yrs	1,596,644	1,900,046	2,171,244	2,312,149	2,844,308	2,870,346	3,877,437	**3,227,206**
	31~40 yrs	1,622,537	1,807,017	2,090,124	2,265,774	2,759,583	2,587,065	3,365,204	**2,725,563**
	41~50 yrs	1,517,071	1,688,556	1,997,072	2,098,166	2,353,524	2,077,051	2,564,013	**2,069,644**
	51~60 yrs	1,239,093	1,327,287	1,542,585	1,602,146	1,885,734	1,800,736	2,250,593	**1,705,222**
	over 61 yrs	880,180	920,504	1,095,391	1,065,060	1,248,785	1,226,290	1,708,098	**1,132,666**
Ratio of Age (%)	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	**100.0**
	under 20 yrs	8.4	8.7	9.3	9.7	10.0	8.7	10.9	**10.0**
	21~30 yrs	21.3	22.7	22.1	22.4	23.1	24.8	25.1	**26.7**
	31~40 yrs	21.7	21.6	21.3	21.9	22.4	22.4	21.8	**22.6**
	41~50 yrs	20.3	20.2	20.4	20.3	19.1	18.0	16.6	**17.1**
	51~60 yrs	16.6	15.9	15.7	15.5	15.3	15.6	14.6	**14.1**
	over 61 yrs	11.8	11.0	11.2	10.3	10.1	10.6	11.1	**9.4**

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

8. International Tourist Arrivals by Country and Age

- For most countries, the proportion of those aged 21~30 years was higher than other age groups, particularly from China (31.5%) and Thailand (31.3%). The group of those aged 31~40 years accounts for a relatively high proportion for India (36.2%), while those aged 41~50 years were relatively high for Germany (22.1%).

[Table 2-6] 2017 International Tourist Arrivals by Country and Age

Country		under 20 yrs	21~30 yrs	31~40 yrs	41~50 yrs	51~60 yrs	over 61 yrs
Number of Entrants (persons)	Total	1,210,345	3,227,206	2,725,563	2,069,644	1,705,222	1,132,666
	Japan	237,915	536,435	378,470	462,152	372,808	292,817
	China	284,449	1,259,512	987,652	577,137	545,016	345,005
	Hong Kong	88,302	147,658	129,369	123,062	103,905	55,696
	Singapore	30,487	49,040	36,753	38,037	28,533	15,859
	Taiwan	127,047	219,235	236,560	169,169	101,125	61,944
	Thailand	43,167	139,156	129,904	70,661	41,201	20,851
	Malaysia	40,297	82,132	63,423	45,621	35,193	18,948
	Australia	20,317	23,454	26,277	26,176	22,726	27,092
	USA	105,176	141,213	139,912	143,849	152,712	130,748
	Canada	16,915	36,047	30,004	25,701	30,296	23,079
	UK	8,972	23,553	23,365	20,876	21,512	17,124
	Germany	6,624	19,503	22,118	21,652	18,943	9,192
	France	8,622	22,621	19,234	16,772	11,587	6,070
	Russia	26,817	53,735	54,833	38,670	27,610	12,869
	Mid. East	20,147	58,862	55,286	32,784	18,722	11,445
	India	4,048	18,051	26,719	15,258	6,993	2,763
	Philippines	27,040	67,967	66,230	43,250	28,452	14,357
	Indonesia	22,048	47,497	40,395	29,783	19,428	10,920
	Vietnam	34,977	82,248	74,640	45,181	36,047	16,272
	OTHER	56,978	199,287	184,419	123,853	82,413	39,615
Ratio of Ent rants (%)	Total	10.0	26.7	22.6	17.1	14.1	9.4
	Japan	10.4	23.5	16.6	20.3	16.3	12.8
	China	7.1	31.5	24.7	14.4	13.6	8.6
	Hong Kong	13.6	22.8	20.0	19.0	16.0	8.6
	Singapore	15.3	24.7	18.5	19.1	14.4	8.0
	Taiwan	13.9	24.0	25.9	18.5	11.1	6.8
	Thailand	9.7	31.3	29.2	15.9	9.3	4.7
	Malaysia	14.1	28.8	22.2	16.0	12.3	6.6
	Australia	13.9	16.1	18.0	17.9	15.6	18.6
	USA	12.9	17.4	17.2	17.7	18.8	16.1
	Canada	10.4	22.2	18.5	15.9	18.7	14.2
	UK	7.8	20.4	20.2	18.1	18.6	14.8
	Germany	6.8	19.9	22.6	22.1	19.3	9.4
	France	10.2	26.6	22.7	19.8	13.6	7.1
	Russia	12.5	25.0	25.6	18.0	12.9	6.0
	Mid. East	10.2	29.8	28.0	16.6	9.5	5.8
	India	5.5	24.4	36.2	20.7	9.5	3.7
	Philippines	10.9	27.5	26.8	17.5	11.5	5.8
	Indonesia	13.0	27.9	23.8	17.5	11.4	6.4
	Vietnam	12.1	28.4	25.8	15.6	12.5	5.6
	OTHER	8.3	29.0	26.9	18.0	12.0	5.8

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

9. International Tourist Arrivals by Point of Entry

- Until 2016, the rate of visitors arriving at Incheon International Airport has shown a decreasing trend (60.4%), while it rebounded by 70.8% in 2017.
- A steep decline in Jeju International Airport (8.5%→4.5%) and Port of Jeju (7.3%→1.5%) are consistent with China's protest against Korea's deployment of the THAAD U.S. missile defense system.

[Table 2-7] International Tourist Arrivals by Point of Entry

		2010	2011	2012	2013	2014	2015	2016	**2017**
Number of Entrants (persons)	Total	7,486,659	8,368,484	9,803,439	10,344,418	12,326,753	11,562,192	15,456,810	**12,070,646**
	Incheon Airport	5,156,503	5,605,950	6,474,176	6,551,511	7,654,267	7,222,006	9,333,349	**8,545,209**
	Gimhae Airport	446,199	560,187	685,134	745,760	801,982	741,698	1,000,693	**994,331**
	Gimpo Airport	858,880	1,086,590	1,185,356	1,064,620	1,040,297	912,279	996,961	**886,779**
	Jeju Airport	372,025*	373,720*	609,617*	1,033,962*	1,579,903*	945,709	1,307,383	**538,487**
	Other Airports	43,633	44,909	70,627	131,779	355,874	333,927	408,979	**136,890**
	Busan Harbor	248,232	234,550	258,236	242,453	221,481	201,819	515,712	**213,308**
	Incheon Harbor	267,368	334,883	341,652	396,938	448,492	381,925	496,834	**261,590**
	Jeju Harbor	-	-	-	-	-	598,954	1,131,653	**178,697**
	Other Harbors	93,819	127,695	178,641	177,395	224,457	223,875	265,246	**315,355**
Ratio of Entrants (%)	Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	**100.0**
	Incheon Airport	68.9	67.0	66.0	63.3	62.1	62.5	60.4	**70.8**
	Gimhae Airport	6.0	6.7	7.0	7.2	6.5	6.4	6.5	**8.2**
	Gimpo Airport	11.5	13.0	12.1	10.3	8.4	7.9	6.4	**7.3**
	Jeju Airport	5.0*	4.5*	6.2*	10.0*	12.8*	8.2	8.5	**4.5**
	Other Airports	0.6	0.5	0.7	1.3	2.9	2.9	2.6	**1.1**
	Busan Harbor	3.3	2.8	2.6	2.3	1.8	1.7	3.3	**1.8**
	Incheon Harbor	3.6	4.0	3.5	3.8	3.6	3.3	3.2	**2.2**
	Jeju Harbor	-	-	-	-	-	5.2	7.3	**1.5**
	Other Harbors	1.3	1.5	1.8	1.7	1.8	1.9	1.7	**2.6**

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)
* : Including Port of Jeju

10. International Tourist Arrivals by Country and Point of Entry

- In terms of countries by point of entry, the proportion of Japanese tourists was relatively high in Gimpo (24.4%) and Gimhae International Airports (13.5%), while Chinese tourists were observed to be comparatively high in Jeju International Airport (10.4%), and the port of Jeju (4.1%). In the case of Russia and Southeast Asia countries, the rate of arrivals at Gimhae International Airport was relatively high.

[Table 2-8] 2017 International Tourist Arrivals by Country and Point of Entry (Volume and proportion)

Country		Incheon Airport	Gimhae Airport	Gimpo Airport	Jeju Airport	Other Airports	Busan Harbor	Incheon Harbor	Jeju Harbor	Other Harbors
Number of Entrants (persons)	Total	8,545,209	994,331	886,779	538,487	136,890	213,308	261,590	178,697	315,355
	Japan	1,253,418	307,020	556,260	29,300	18,978	103,911	264	7,334	4,112
	China	2,472,782	153,188	186,221	416,760	68,088	39,076	237,488	164,467	260,701
	Hong Kong	552,033	57,887	3,081	30,136	1,251	2,859	288	392	65
	Singapore	185,744	6,302	2,302	3,391	92	553	204	55	66
	Taiwan	636,180	166,645	54,022	17,763	31,627	8,053	250	227	313
	Thailand	403,494	31,560	1,198	6,902	417	1,084	35	44	206
	Malaysia	246,023	32,822	1,410	4,144	170	547	365	55	78
	Australia	116,042	8,692	4,594	1,282	261	8,623	5,552	695	301
	USA	710,049	35,087	33,044	5,661	9,813	11,643	5,393	1,905	1,015
	Canada	140,095	7,532	6,255	1,764	480	3,682	1,385	801	48
	UK	89,652	8,794	5,176	1,929	352	6,041	2,439	556	463
	Germany	84,540	5,066	4,801	544	301	1,486	958	200	136
	France	70,492	6,515	5,817	585	269	897	121	106	104
	Russia	164,773	27,736	1,199	426	185	2,675	200	45	17,295
	Mid. East	188,348	4,234	1,830	330	161	883	249	217	994
	India	60,620	6,087	1,074	631	75	1,684	403	58	3,200
	Philippines	192,127	29,133	669	4,293	130	6,773	1,728	218	12,225
	Indonesia	148,772	12,126	546	1,171	54	2,456	271	92	4,583
	Vietnam	250,642	29,324	989	4,850	2,282	143	92	6	1,037
	OTHER	579,383	58,581	16,291	6,625	1,904	10,239	3,905	1,224	8,413
Ratio of Entrants (%)	Total	70.8	8.2	7.3	4.5	1.1	1.8	2.2	1.5	2.6
	Japan	55.0	13.5	24.4	1.3	0.8	4.6	0.0	0.3	0.2
	China	61.8	3.8	4.7	10.4	1.7	1.0	5.9	4.1	6.5
	Hong Kong	85.2	8.9	0.5	4.7	0.2	0.4	0.0	0.1	0.0
	Singapore	93.5	3.2	1.2	1.7	0.0	0.3	0.1	0.0	0.0
	Taiwan	69.5	18.2	5.9	1.9	3.5	0.9	0.0	0.0	0.0
	Thailand	90.7	7.1	0.3	1.6	0.1	0.2	0.0	0.0	0.0
	Malaysia	86.1	11.5	0.5	1.5	0.1	0.2	0.1	0.0	0.0
	Australia	79.5	6.0	3.1	0.9	0.2	5.9	3.8	0.5	0.2
	USA	87.3	4.3	4.1	0.7	1.2	1.4	0.7	0.2	0.1
	Canada	86.5	4.6	3.9	1.1	0.3	2.3	0.9	0.5	0.0
	UK	77.7	7.6	4.5	1.7	0.3	5.2	2.1	0.5	0.4
	Germany	86.2	5.2	4.9	0.6	0.3	1.5	1.0	0.2	0.1
	France	83.0	7.7	6.9	0.7	0.3	1.1	0.1	0.1	0.1
	Russia	76.8	12.9	0.6	0.2	0.1	1.2	0.1	0.0	8.1
	Mid. East	95.5	2.1	0.9	0.2	0.1	0.4	0.1	0.1	0.5
	India	82.1	8.2	1.5	0.9	0.1	2.3	0.5	0.1	4.3
	Philippines	77.7	11.8	0.3	1.7	0.1	2.7	0.7	0.1	4.9
	Indonesia	87.5	7.1	0.3	0.7	0.0	1.4	0.2	0.1	2.7
	Vietnam	86.6	10.1	0.3	1.7	0.8	0.0	0.0	0.0	0.4
	OTHER	84.4	8.5	2.4	1.0	0.3	1.5	0.6	0.2	1.2

※ Data source: Korea Tourism Organization, Korea Tourism Statistics (overseas Koreans and crew members are not included)

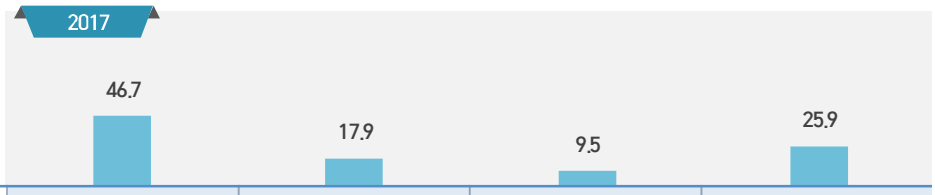
Ⅱ. Characteristics of International Tourists in 2017

1. Number of Visits

- The percentage of first-time visitors to Korea in 2017 was 46.7%, a decrease from the previous year (61.4%).
- Regarding the number of repeat visits, "More than four times" (25.9%) accounted for the greatest, followed by "Two times" (17.9%), "Three times" (9.5%).

[Figure 2-5] Number of Visits

(Unit: %)



	One time	Two times	Three times	More than four times
2016	61.4	12.7	6.7	19.2
2015	53.9	16.3	7.9	21.9
2014	65.1	12.9	6.6	15.4
2013	60.3	13.9	8.0	17.7

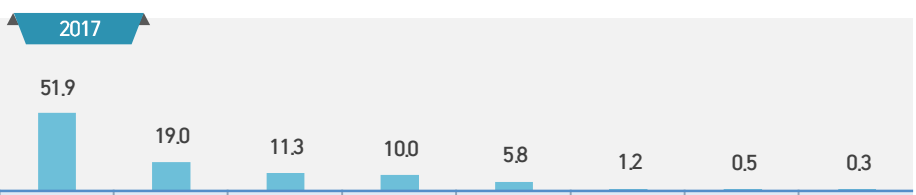
* : Since the data between 2013 to 2014 was from "Number of visit within recent 3 years", yearly comparison requires attention.

2. Main Purpose of Visit

- The purpose of "Leisure, Recreation, Holiday" was shown to be the highest percentage with 51.9%, followed by "Business or Professional Activities" (19.0%), "Shopping" (11.3%), "Visiting Friends or Family" (10.0%), etc.
- "Leisure, Recreation, Holiday" decreased (59.8% → 51.9%) from the previous year.

[Figure 2-6] Main Purpose of Visit

(Unit: %)



	Leisure/ Recreation/ Holiday	Business/ Professional Activities	Shopping	Visiting friends/family	Education	Aesthetic/ Health/Medical treatment	Religion/ Pilgrimage	Others
2016	59.8	15.0	12.7	7.4	4.0	0.6	0.4	0.1
2015	56.6	18.7	10.0	9.1	3.6	1.1	0.7	0.0
2014	58.1	19.9	10.0	6.5	3.6	1.0	0.9	0.1
2013	48.2	23.4	10.6	9.7	5.9	1.0	1.0	0.1

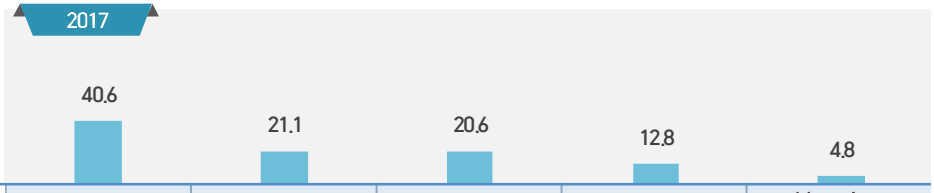
3. Travel Destination Decision Process

A. Timing of Final Decision to Visit Korea

- In terms of the timing of making a final decision to visit Korea, "1 month" before (40.6%) accounted for the greatest, followed by "2 months" (21.1%), "3~4 months" (20.6%), "5~9 months"(12.8%), "more than 10 months" (4.8%), etc.
- The answer "1 month" before continued to decline (50.2% → 46.5% → 40.6%) from 2015.

[Figure 2-7] Timing of Final Decision to Visit Korea

(Unit: %)



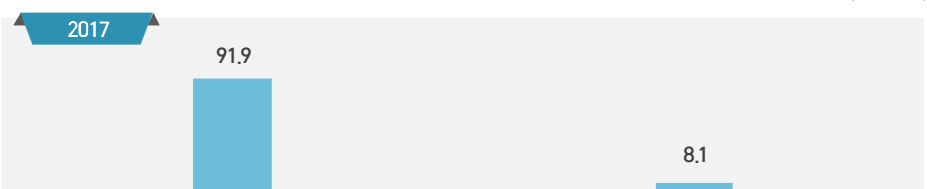
	1 month	2 months	3~4 months	5~9 months	More than 10 months
2016	46.5	20.2	18.0	10.7	4.6
2015	50.2	18.6	16.9	10.1	4.3
2014	48.8	21.2	17.2	9.1	3.7
2013	44.0	21.6	18.9	10.7	4.8

B. Consideration of Tourism Destinations

- An overwhelming majority of international visitors (91.9%) answered "I decided to come to Korea from the beginning when planning this trip", which has been maintained at more than 90% for the last 4 years.
- The proportion of "I considered other countries before choosing Korea." (8.1%) fell compared to the previous year (9.7%).

[Figure 2-8] Consideration of Other Tourism Destinations

(Unit: %)



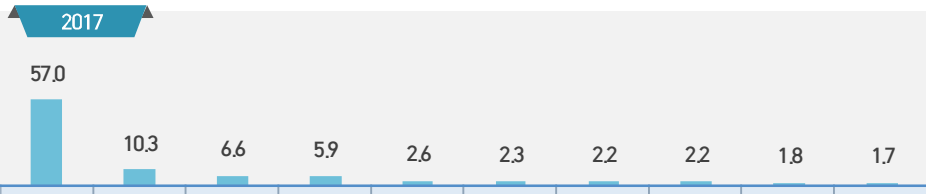
구분	I decided to come to Korea at the beginning when planning this trip	I considered other countries before choosing Korea
2016	90.3	9.7
2015	93.7	6.3
2014	94.2	5.8
2013	92.9	7.1

C. Other Destinations Compared Before Visiting Korea

- More than half (57.0%) of international tourists compared "Japan" as a travel destination before making a final decision, which has decreased (60.3% → 57.0%) from the previous year.
- "Thailand" also fell (19.5% → 10.3%) from last year.

[Figure 2-9] Other Destinations Compared Before Visiting Korea

(multiple responses, Unit: %)



	Japan	Thailand	China	Taiwan	Singapore	USA	Vietnam	Hongkong	Australia	Indonesia
2016	60.3	19.5	4.9	5.3	3.7	1.9	-	3.5	1.6	-
2015	52.0	16.3	8.4	6.9	3.7	3.9	-	3.9	2.0	-
2014	44.7	15.7	8.9	8.0	5.7	3.8	-	7.4	2.6	-
2013	38.2	20.5	9.3	7.9	6.3	5.0	-	5.1	3.0	-

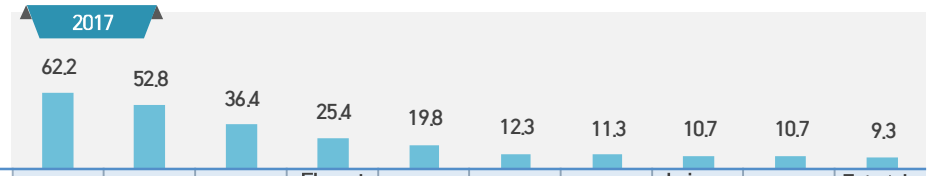
*: In 2017, "Vietnam" and "Indonesia" were added as examples.

4. Reasons for Selecting Korea as a Travel Destination

- Concerning major reasons to visit Korea, "Shopping" (62.2%) was shown to be the highest, followed by "Foods/Gourmet meal" (52.8%), "Natural Landscape" (36.4%), "Elegant Culture: Fashion and Trends" (25.4%), etc.
- The survey showed that "Shopping" (67.3% → 62.2%), "Natural Landscape" (43.2% → 36.4%) and "Historical and Cultural Remains" (25.6% → 19.8%) declined, while "Foods/Gourmet meal" (44.5%→52.8%) jumped compared to last year.

[Figure 2-10] Reasons for Selecting Korea as a Travel Destination

(multiple responses, Top 10 in 2017, Unit: %)



	Shopping	Foods/ Gourmet meal	Natural Landscape	Elegant Culture: Fashion/ Trends	Historical /Cultural Remains	Distance	Reasonable Travel Expenses	Leisure Time Available for Travel	K-POP/ Korean wave	Entertain ment/ Amusement Facilities
2016	67.3	44.5	43.2	25.4	25.6	12.2	10.1	9.6	7.9	8.5
2015	67.8	42.8	44.8	23.6	27.6	8.9	9.3	10.5	7.7	10.0
2014	72.3	41.1	49.5	19.8	25.2	7.0	9.4	9.3	6.5	9.3
2013	61.0	41.3	39.0	14.8	17.7	11.7	10.3	9.2	7.3	9.8

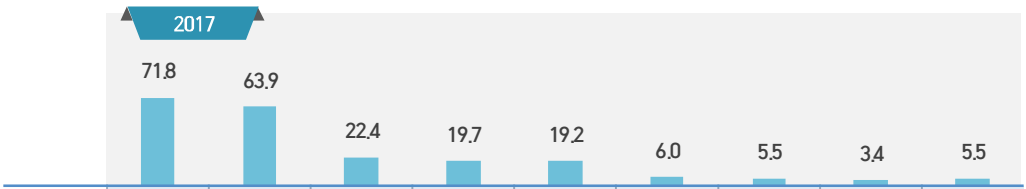
* : Analysis based on respondents who visit Korea for "Leisure, Recreation, Holiday", "Aesthetic, Health, Medical Treatment", "Religion or Pilgrimage", "Shopping" ONLY. (Respondents who answered ①~④ in Q5)

5. Main Sources of Tour Information

- The majority of international visitors get tour information from "Internet" (71.8%), followed by "Relatives, Colleagues, or Friends" (63.9%), "Travel agency" (22.4%), etc.
- "Travel agency" plunged (34.6% → 22.4%) compared to a year earlier.

[Figure 2-11] Main Sources of Tour Information

(multiple responses, Unit: %)



	Internet	Relatives, Colleague, or Friends	Travel agency	Traveler's Guides	Media	Airlines, Hotels	Korean office	Other	Did not obtain any information
2016	74.1	63.0	34.6	19.7	22.0	6.0	5.0	3.6	4.1
2015	71.5	62.5	31.3	18.0	18.8	6.0	5.1	2.3	4.3
2014	71.3	56.1	27.3	14.2	14.5	4.0	5.4	2.2	3.8
2013	61.8	55.1	35.7	18.6	14.7	4.8	4.9	5.4	5.6

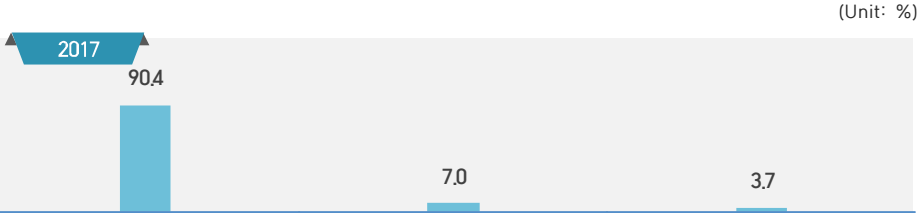
6. Countries Visited other than Korea

A. Whether the Visitors Traveled to Other Countries

- The majority (90.4%) of international tourists who visited Korea only visited it as a travel destination, while the proportion declined (92.0% → 90.4%) compared to 2016.
- Those who had visited other countries before they came to Korea recorded 7.0%, which increased compared to a year earlier (5.9%). Meanwhile, those who had a plan to visit other countries after visiting Korea recorded a level similar to the previous year (3.7% in 2017, 3.6% in 2016).

[Figure 2-12] Whether the Visitors Traveled to Other Countries

(Unit: %)



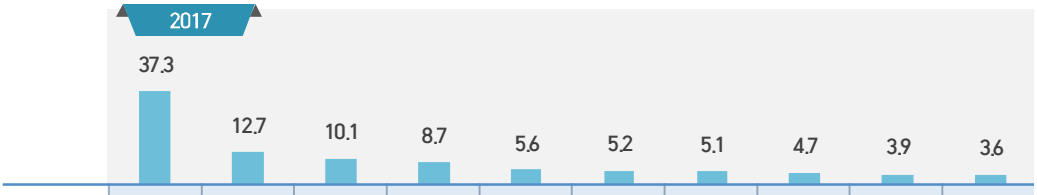
	Only visited Korea	Visited other countries before came to Korea	Visit other countries after Korea
2016	92.0	5.9	3.6
2015	92.9	5.3	3.2
2014	93.3	5.2	2.6
2013	93.4	4.7	3.0

B. Countries Visited Before/After Coming to Korea

- International visitors who added other countries to their itinerary when visiting Korea were likely to visit "Japan" (37.3%), followed by "China" (12.7%), "Thailand" (10.1%), etc.
- Since 2014, the proportion for "Japan' has steadily increased (23.6% → 29.0% → 32.8% → 37.3%), while 'China" has shown a decreasing trend (18.5% → 16.4% → 13.6% → 12.7%).

[Figure 2-13] Countries Visited Before/After Coming to Korea

(multiple responses, Top 10 in 2017, Unit: %)



	Japan	China	Thailand	Hongkong	Malaysia	Philippines	Taiwan	Singapore	USA	Indonesia
2016	32.8	13.6	12.4	10.2	4.8	-	4.5	5.4	5.1	-
2015	29.0	16.4	7.2	10.8	2.9	-	4.6	7.3	4.8	-
2014	23.6	18.5	9.2	9.4	4.2	-	5.6	6.6	5.7	-
2013	24.2	22.0	7.6	8.2	4.8	-	5.4	4.7	4.3	-

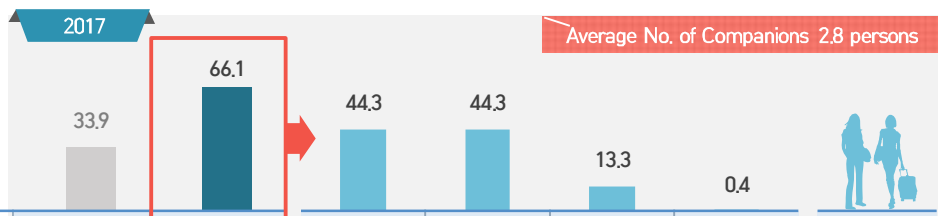
*: In 2017, "Philippines", "Indonesia" were added as examples.

7. Traveling Companions

- Six out of 10 (66.1%) international tourists visit Korea with traveling companions, while most of the partners were "Family/Relatives" (44.3%) or "Friend/Boy or Girlfriend" (44.3%).
- The average number of traveling companions (2.8 persons) has decreased since 2013.

[Figure 2-14] Traveling Companions

(Unit: %)



	Came Alone	Came With Others	Family/ Relatives	Friend/boy, girlfriend	Coworker	Other	Average No. of Companions
2016	24.5	75.5	45.1	45.2	12.1	0.2	3.0 persons
2015	29.0	71.0	47.1	39.8	15.5	0.1	3.4 persons
2014	24.5	75.5	45.5	44.1	14.3	0.1	3.6 persons
2013	31.7	68.3	45.7	39.2	19.6	0.2	4.0 persons

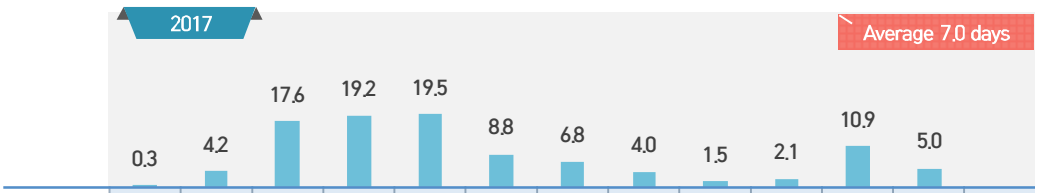
*: Except respondents him/herself.

8. Length of stay

- The average length of stay of visitors was 7.0 days, which is an increase from the previous year (6.4 days).
- Specifically, "5 days" was shown to be the highest percentage with 19.5%, followed by "4 days" (19.2%), "3 days" (17.6%), etc.

[Figure 2-15] Length of stay

(Unit: %)



	1 day	2 days	3 days	4 days	5 days	6 days	7 days	8 days	9 days	10 days	11~60 days	61 days over	Average
2016	1.0	2.7	12.8	18.2	30.7	9.6	6.3	3.1	1.7	2.1	8.2	3.5	6.4 days
2015	0.1	3.8	13.5	19.1	28.0	9.2	6.9	2.8	1.3	2.4	8.7	4.1	6.6 days
2014	0.0	3.8	14.8	24.3	24.2	9.1	7.2	3.0	1.1	1.9	7.4	3.3	6.1 days
2013	0.2	4.1	18.4	17.6	24.2	6.8	6.3	2.2	1.2	2.7	10.1	6.2	6.8 days

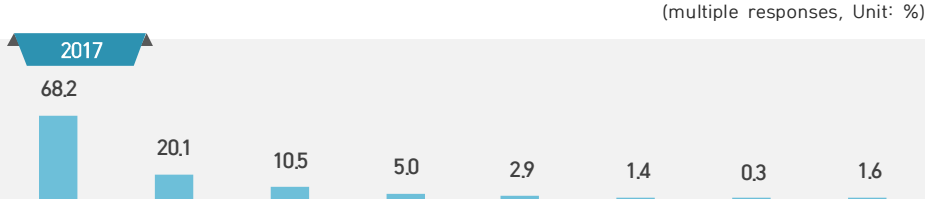
* : Respondents who stayed in Korea more than 61 days were excluded.

9. Accommodation

- Among various types of accommodation, "Hotel" (68.2%) was shown to be the highest, followed by "Youth Hostel, Guesthouse, Inn, Motel" (20.1%), "Relative's or Friend's House" (10.5%), etc.
- The proportion of "Hotel" decreased (71.0% → 68.2%) from the previous year.

[Figure 2-16] Accommodation

(multiple responses, Unit: %)



	Hotel	Youth hostel/ Guesthouse/ Inn/Motel	Relative's or Friend's House	Dormitory/ Training Facility	Condominium /Pension/ Residence Inn	Homestay	Temple	Others
2016	71.0	19.2	6.8	3.8	2.9	0.4	0.1	1.0
2015	69.5	16.6	9.6	3.8	3.0	1.4	0.2	1.0
2014	75.8	13.4	5.8	3.6	4.4	1.0	0.1	0.5
2013	73.5	11.8	9.3	5.8	5.9	-	0.3	0.6

* 1) Respondents are international visitors who stayed in Korea more than a day.
2) "Home stay" has been added since 2014.

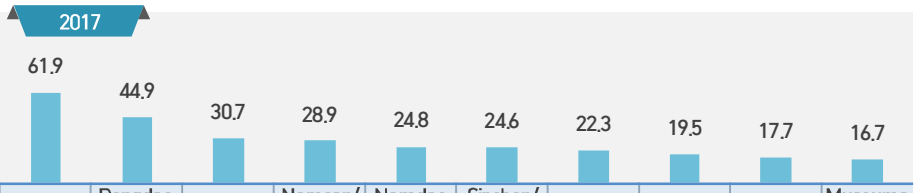
10. Attractions and Sites in Korea

A. Major Attractions and Sites

- In terms of major tourist attractions and sites in Korea, "Myeong-dong" was shown to be the highest percentage with 61.9%, followed by "Dongdaemun Market" (44.9%), "Palaces" (30.7%), "Namsan/N Seoul Tower" (28.9%), etc.
- The proportion of "Myeong-dong" (63.2% → 61.9%, "Dongdaemun Market" (48.6% → 44.9%) and "Namsan/N Seoul Tower" (33.6% → 28.9%) declined compared to the previous year.

[Figure 2-17] Major Attractions and Sites in Korea

(multiple responses, Top 10 in 2017, Unit: %)



	Myeong-dong	Dongdaemun Market	Palaces	Namsan/N Seoul Tower	Namdaemun Market	Sinchon/Hongik Univ.	Gangnam station	Insa-dong	Itaewon	Museums (Memorial Halls)
2016	63.2	48.6	30.1	33.6	22.6	25.9	21.2	21.9	16.4	18.9
2015	60.7	47.5	34.9	32.0	22.8	22.9	18.2	20.3	14.3	21.0
2014	62.4	49.8	35.0	34.2	22.4	24.0	18.4	24.4	15.2	17.6
2013	58.9	45.8	31.6	25.5	26.5	19.6	-	23.8	17.5	20.4

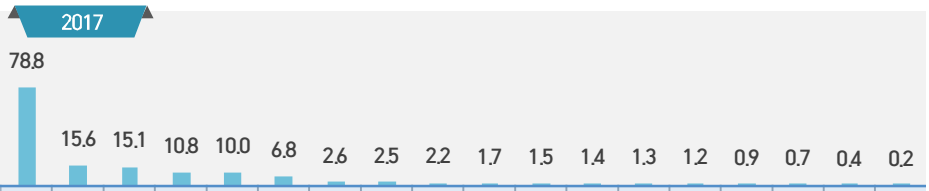
* : "Gangnam station" has been added since 2014.

B. Most Visited City

- The most visited city in Korea was "Seoul" (78.8%), the capital of Korea.
- Compared to last year, the proportion of "Jeju" plunged from 20.2% to 10.8%.

[Figure 2-18] Most Visited City

(multiple responses, Unit: %)



	Seoul	Gyeonggi	Busan	Jeju	Incheon	Gangwon	Gyeongbuk	Daegu	Gyeongnam	Daejeon	Jeonbuk	Ulsan	Chungnam	Gwangju	Chungbuk	Jeonnam	Sejong	Others
2016	78.0	13.1	10.4	20.2	6.2	6.4	2.0	1.2	1.9	1.0	1.3	0.6	1.0	0.5	0.4	0.9	0.2	0.1
2015	78.7	13.3	10.3	18.3	6.8	6.4	2.5	1.6	3.2	1.2	1.7	1.0	1.3	0.8	0.6	1.8	0.2	0.1
2014	80.4	13.0	8.0	18.0	5.0	7.1	2.4	1.2	3.6	1.1	1.2	1.4	0.9	0.4	0.5	1.6	0.1	0.2
2013	80.9	17.9	11.7	16.7	7.8	9.2	4.0	2.9	1.7	2.1	1.5	1.8	1.7	1.3	0.6	2.1	-	0.6

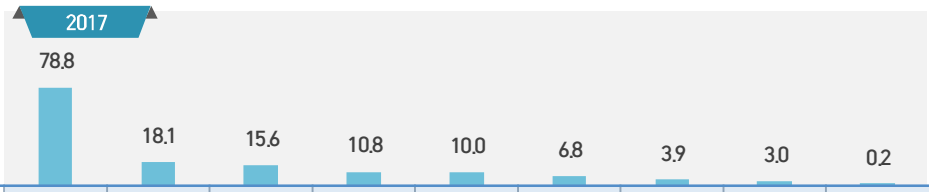
* 1) "Others" are responses that enable classification into specific region (e.g., Mountain, Museum, etc.)
2) From 2014, Regions has been divided into 17 first-tier administrative divisions including 'Sejong Special Self-Governing City'.

C. Most Visited Region

- In terms of most visited regions in Korea, "Seoul" was shown to be the highest percentage with 78.8%, followed by "Gyeongsang Province" (18.1%), "Gyeonggi Province" (15.6%), "Jeju" (10.8%), "Incheon" (10.0%), etc.
- Compared to the previous year, the proportion of "Gyeongsang Province" (12.5%→ 18.1%) and "Incheon" (6.2% → 10.0%) increased.

[Figure 2-19] Most Visited Region

(multiple responses, Unit: %)



	Seoul	Gyeong sang	Gyeonggi	Jeju	Incheon	Gangwon	Chung cheong	Jeonlla	Others
2016	78.0	12.5	13.1	20.2	6.2	6.4	2.5	2.2	0.1
2015	78.7	13.0	13.3	18.3	6.8	6.4	3.0	3.4	0.1
2014	80.4	10.8	13.0	18.0	5.0	7.1	2.4	2.8	0.2
2013	80.9	15.6	17.9	16.7	7.8	9.2	4.0	3.8	0.6

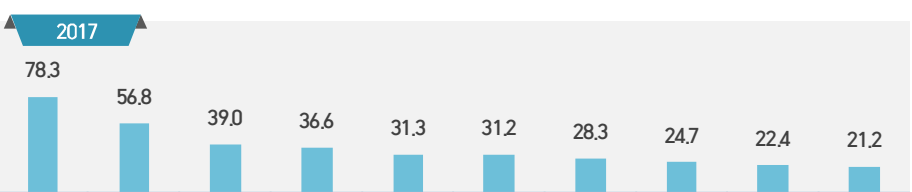
* 1) "Others" are responses that enable classification into specific region (e.g., Mountain, Museum, etc.).
2) "Sejong Special Self-Governing City" is included in "Chungcheong Province".

D. Most Visited Attractions and Sites in Seoul

- "Myeong-dong" (78.3%) was the sites most visited by international tourists in Seoul, followed by "Dongdaemun Market" (56.8%), "Palaces" (39.0%), "Namsan/N Seoul Tower" (36.6%), etc.
- Compared to last year, the proportion of "Myeong-dong" (81.1% → 78.3%), "Dongdaemun Market" (62.3% → 56.8%), "Namsan/N Seoul Tower" (43.1% → 36.6%) decreased.

[Figure 2-20] Most Visited Attractions and Sites in Seoul

(multiple responses, Top 10 in 2017, Unit: %)



	Myeong -dong	Dongdae mun Market	Palaces	Namsan/ N Seoul Tower	Namdae mun Market	Sinchon/ Hongik Univ.	Gangnam station	Insa-dong	Itaewon	Museums (Memorial Halls)
2016	81.1	62.3	38.6	43.1	29.0	33.2	27.1	28.0	21.0	24.3
2015	77.1	60.3	44.3	40.7	29.0	29.1	23.1	25.8	18.2	26.7
2014	77.6	61.9	43.5	42.5	27.8	29.9	22.9	30.3	19.0	21.9
2013	72.8	56.6	39.1	31.6	32.8	24.2	-	29.4	21.6	25.2

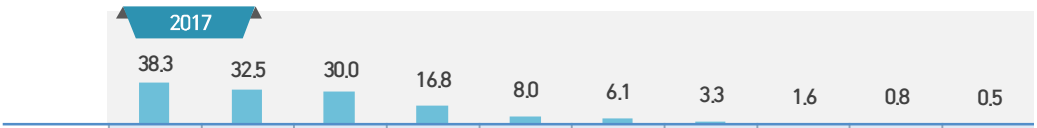
* 1) "Gangnam station" has been added since 2014.
2) Please refer to Note 2.

E. Most Visited Attractions and Sites in Incheon

- The most visited tourist attraction in Incheon was "Vicinity of Airport/Incheon Bridge/ Yonggungsa Temple" (38.3%).
- The proportion of "Songdo" (27.3% → 32.5%) increased, while "Wolmido Island/China town/Open Port/Incheon Port" (38.6% → 30.0%) decreased compared to the previous year.

[Figure 2-21] Most Visited Attractions and Sites in Incheon

(multiple responses, Top 10 in 2017, Unit: %)



	Vicinity of Airport/ Incheon bridge/ Yonggungsa Temple	Songdo	Wolmido Island/ ChinaTown/ OpenPort/ Incheon port	Hyundai Premium Outlet/ Bupyeong mall	Fish Market	Ganghwa	Incheon Downtown	Muuido /Palmado /Deokjeokdo Island	Bupyeong gu	Dong Incheon
2016	-	27.3	38.6	-	-	7.2	2.3	-	0.5	-
2015	-	24.1	40.5	-	-	5.9	4.1	-	0.9	-
2014	-	27.5	40.7	-	-	8.0	3.1	-	0.8	-
2013	-	22.9	33.0	-	-	9.4	-	-	-	-

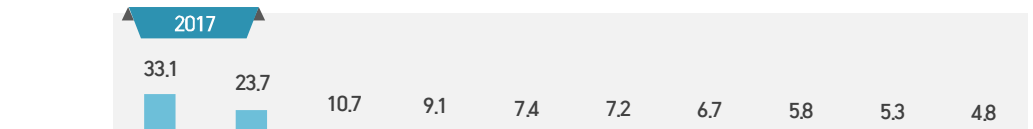
* 1) "Vicinity of Airport/Incheon Bridge/Yonggungsa Temple" and "Muuido Island/Palmado Island/Deokjeokdo Island" were changed in 2017.
2) In 2017, "Hyundai Premium Outlet/Modoo Mall/Entas Duty Free Shop", "Dong Incheon" were added as examples.
3) Please refer to Note 2.

F. Most Visited Attractions and Sites in Gyeonggi

- The theme park, "Everland" (33.1%) was the most popular tourist attraction in Gyeonggi.
- The proportion of "Korean Folk Village" (17.8% → 9.1%) plunged compared to the previous year.

[Figure 2-22] Most Visited Attractions and Sites in Gyeonggi

(multiple responses, Top 10 in 2017, Unit: %)



	Everland	Suwon (Hwaseong Fortress, Haenggung)	Gapyeong	Korean Folk Village	Imjingak/ A tunnel / Odusan unification observatory/ Panmunjeom	Ski resort	Pyeong taek	Shopping Outlets (Paju/ Yeoju/ Icheon)	Seoul Land/ Seoul grand park	Ansan
2016	39.2	18.5	7.9	17.8	8.1	5.9	6.1	-	6.4	4.1
2015	36.2	20.1	5.1	18.7	10.6	7.9	5.2	-	6.1	5.2
2014	41.1	19.6	3.0	18.4	10.7	4.1	5.2	-	4.5	5.2
2013	39.3	23.9	-	20.7	17.3	-	-	-	10.3	-

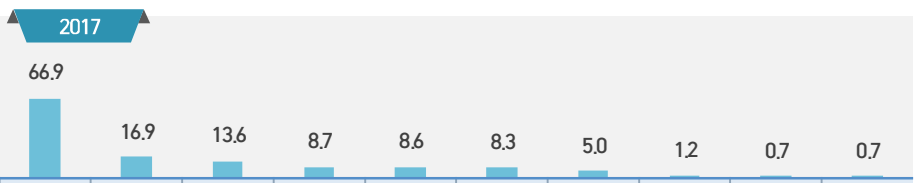
* 1) "Shopping Outlets(Paju/Yeoju/Incheon)" were changed in 2017.
2) Please refer to Note 2.

G. Most Visited Attractions and Sites in Gangwon

- The most visited tourist attraction in Gangwon was 'Chuncheon (Namiseom Island)' (66.9%).
- Compared to the previous year, 'Chuncheon (Namiseom Island)' (71.9% → 66.9%) and 'Ski resort (Yongpyeong Resort/Phoenix Park/Vivaldi Park)' (14.0% → 13.6%) decreased, while 'Seorak(Mountain)' (12.8% → 16.9%) increased.

[Figure 2-23] Most Visited Attractions and Sites in Gangwon

(multiple responses, Top 10 in 2017, Unit: %)



	Chuncheon (Namiseom Island)	Seorak (Mountain)	Skiresort (Yongpyeong Resort/ PhoenixPark/ Vivaldi Park)	Gangreung (gyeongpo /Jeongdong jin beach)	Sokcho/ YangYang	Pyeong Chang (Alphensia)	Donghae/ Samcheok	Wonju	Hwa cheon	Jeongsun (High1 resort/ Gangwon land)
2016	71.9	12.8	14.0	7.9	7.6	5.4	4.2	0.3	0.2	1.0
2015	67.6	16.9	16.5	6.9	10.0	3.6	3.4	0.7	0.2	1.1
2014	71.5	13.8	15.2	8.2	8.6	5.0	3.0	1.0	-	1.1
2013	59.4	28.8	13.1	9.1	12.3	6.9	-	-	0.1	-

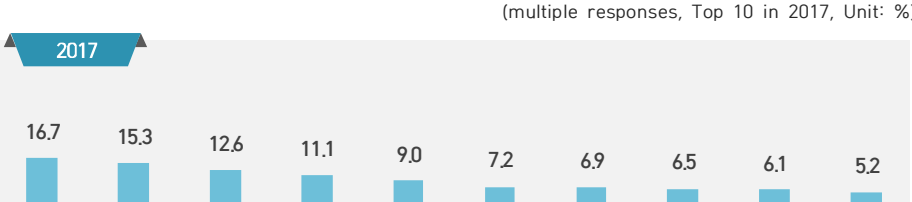
* 1) The example of "Pyeongchang" was added in 2012 and it was changed to "Pyeongchang (Alphensia)" in 2014.
2) Please refer to Note 2

H. Most Visited Attractions and Sites in Chungcheong

- In the Chungcheong region, "Expo Science Park" (16.7%) and "CheonAn (Independence Hall of Korea)" (15.3%) were the most popular tourist attractions.
- Compared to last year, "Cheongju" (2.6% → 9.0%) has shown remarkable increases.

[Figure 2-24] Most Visited Attractions and Sites in Chungcheong

(multiple responses, Top 10 in 2017, Unit: %)



	Expo science park	CheonAn (Independence Hall of Korea)	Daejeon	Chungju (Suanbo hot springs)	Cheongju	Yuseong (Yuseong spa)	Dae cheong ho Lake	Asan (Oeam Folk Village)	Gyejoksan Hwangto gil Trail	Sejong lake-park
2016	15.6	19.2	10.3	8.5	2.6	9.6	5.8	11.0	8.4	5.1
2015	18.2	18.1	8.0	6.9	4.7	9.8	5.4	8.9	7.4	5.1
2014	21.2	14.0	10.2	10.1	2.4	12.0	7.3	10.4	5.9	2.0
2013	-	-	-	-	-	-	-	-	-	-

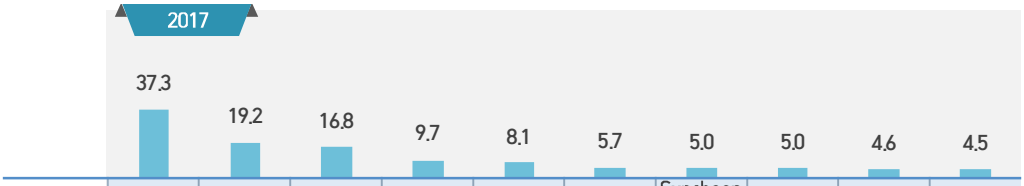
* 1) Since 2014, the visit area of "Daejeon" has been subdivided.
2) Please refer to Note 2.

I. Most Visited Attractions and Sites in Jeolla

- Although "Jeonju" (37.3%) was the site most visited by international tourists in Jeolla Province, the proportion of "Jeonju" (43.2% → 37.3%) plunged compared to the previous year.

[Figure 2-25] Most Visited Attractions and Sites in Jeolla

(multiple responses, Top 10 in 2017, Unit: %)



	Jeonju	Chungjangno Street/ Gemunamno Street	Mt. Mudeung	Yeosu	Biennale/ Design Bien	Gwangju	Suncheon (Suncheonman bay/ Naganeupseong Folk Village)	Gunsan	Mokpo (Youdalsan Mountain/ Pyeonghwa Square)	Iksan (Mireuk temple site)
2016	43.2	-	12.6	10.9	6.7	2.3	-	4.7	9.2	5.2
2015	38.2	-	10.1	26.1	6.4	2.9	-	3.8	15.6	3.9
2014	34.3	-	9.0	19.3	5.6	2.7	-	3.3	15.4	1.9
2013	28.5	-	-	-	-	-	-	2.5	13.4	-

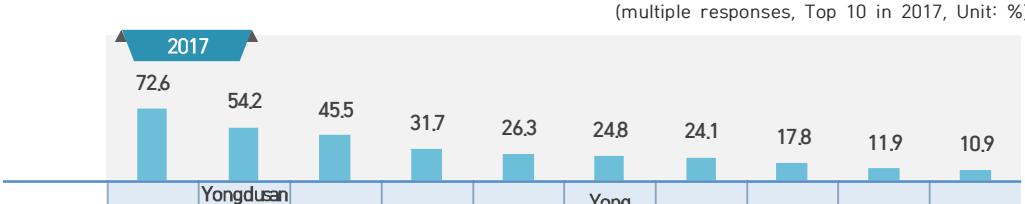
* 1) Since 2014, the visit area of "Gwangju" has been subdivided.
2) "Chungjangno Street/Gemunamno Street", "Suncheon(Suncheonman bay/Naganeupseong Folk Village)" were changed in 2017.
3) Please refer to Note 2.

J. Most Visited Attractions and Sites in Gyeongsang

- The most visited tourist attraction in Gyeongsang Province was "Haeundae" by 72.6%.
- Meanwhile, the proportion of "Taejongdae" (38.2% → 26.3%) and "Yonggungsa Temple/Gijang" (34.6% → 24.8%) dropped compared to last year.

[Figure 2-26] Most Visited Attractions and Sites in Gyeongsang

(multiple responses, Top 10 in 2017, Unit: %)



	Haeundae	Yongdusan Mountain Park/ BIFF Squre/ Jagalchi Market/ Gukje Market	Gwangalli /gwangan bridge	Gamcheon village	Taejong dae	Yong gungsa Temple/ Gijang	BEXCO/ Centum City	Igidae/ Oryukdo island	Dalmaji Hill	Gyeongju
2016	70.0	-	53.3	36.2	38.2	34.6	-	27.1	27.7	11.9
2015	64.4	-	48.4	26.4	31.5	31.2	-	18.9	13.8	15.9
2014	65.2	-	51.2	15.7	30.6	28.0	-	11.3	8.7	2.7
2013	-	-	-	-	-	-	-	-	-	16.9

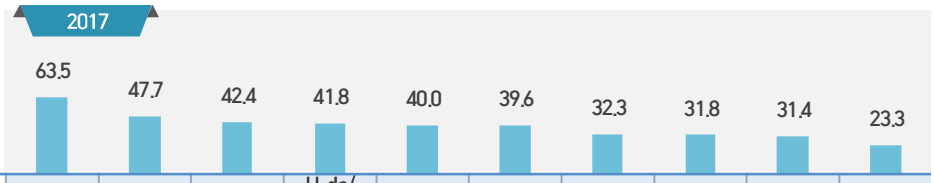
* 1) Since 2014, the visit area(s) of "Daegu", "Ulsan", "Busan" have been subdivided.
2) In 2017, "Yongdusan Mountain Park/BIFF Squre/Jagalchi Market/Gukje Market" were added as examples.
3) In 2017, "BEXCO/Centum City" were added as examples.
4) Please refer to Note 2

K. Most Visited Attractions and Sites in Jeju

- Among the various tourist attractions in Jeju, "Seongsan Sunrise Peak" (63.5%) was recorded as the most popular site, followed by "Jungmun Resort/Seogwipo" (47.7%), "Mt. Halla" (42.4%), etc.
- Compared to last year, the proportion of "TeddyBear Museum" (61.2% → 39.6%), and "Jeju Folk Village" (55.5% → 32.3%) fell sharply, while "O'sulloc Museum" (5.3% → 31.8%) jumped.

[Figure 2-27] Most Visited Attractions and Sites in Jeju

(multiple responses, Top 10 in 2017, Unit: %)



	Seongsan Sunrise Peak	Jungmun Resort/ Seogwipo	Mt. Halla	U-do/ Mara-do/ Chuja-do Island	Yong duam Rock	Teddy bear Museum	Jeju Folk Village	O'sulloc Museum	Seopjikoji Cape	Jeju Olle Route
2016	70.9	37.6	36.8	31.3	53.0	61.2	55.5	5.3	22.5	13.3
2015	78.3	45.1	51.5	22.7	66.4	69.8	62.7	6.6	33.2	19.8
2014	81.3	51.7	55.2	31.2	53.8	70.3	62.7	17.2	39.7	16.6
2013	72.9	39.1	49.1	13.5	60.8	1.2	62.0	-	24.4	22.0

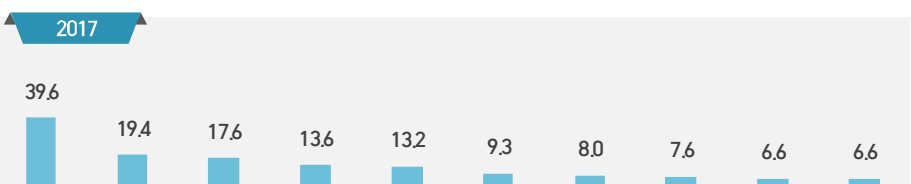
* : The examples of "TeddyBear Museum", "O'sulloc Museum" have been newly added since 2014. For tracking, we extracted those examples from "Others" in the data before 2014, so readers' attention is needed when you compare current data with old data.

11. Best Tourist Attraction in Korea

- "Myeong-dong" (39.6%) has been surveyed as the best tourist attractions in Korea.
- Meanwhile, the proportion of "Myeong-dong" (36.9% → 39.6%), "Dongdaemun Market" (18.1% → 19.4%), "Palaces" (14.6% → 17.6%), and "Sinchon/Hongik Univ." (13.1% → 13.6%) increased compared to last year.

[Figure 2-28] Best tourist attraction in Korea

(multiple responses, Top 10 in 2017, Unit: %)



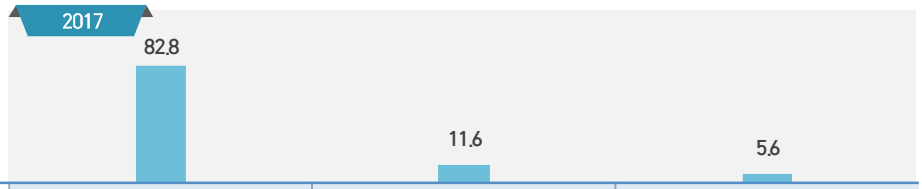
	Myeong -dong	Dongdae mun Market	Palaces	Sinchon/ Hongik Univ.	Namsan/ N Seoul Tower	Gangnam station	Haeundae	Namdae mun Market	Itaewon	Insa-dong
2016	36.9	18.1	14.6	13.1	13.9	8.0	4.0	4.7	5.6	6.4
2015	35.7	18.6	16.6	12.6	14.2	7.7	4.2	5.9	5.5	6.7
2014	39.4	20.6	14.5	12.0	15.4	7.5	3.2	7.3	5.5	9.0
2013	33.1	15.8	14.7	8.7	9.5	-	-	7.0	5.0	8.7

12. Type of Tour

- Eight out of 10 (82.8%) international tourists visited Korea individually (FIT), which drastically increased from the previous year (67.4%).
- On the other hand, the proportion of "Full-Package Organized Tour" (11.6%) decreased sharply compared to last year (25.0%).

[Figure 2-29] Type of Tour

(Unit: %)



	Independent Travel	Full-Package Organized Tour	Air-tel Tour
2016	67.4	25.0	7.6
2015	67.9	26.2	5.9
2014	68.9	24.9	6.2
2013	66.2	27.7	6.1

* : In our 「International Visitor Survey」, we limit the number of group-tour respondents (max 4 persons per same group) according to the size of the tour group with the aim of guarding against response bias. In conclusion, the result of this item in our research does NOT stand for the overall travel type of international tourist arrival in Korea.

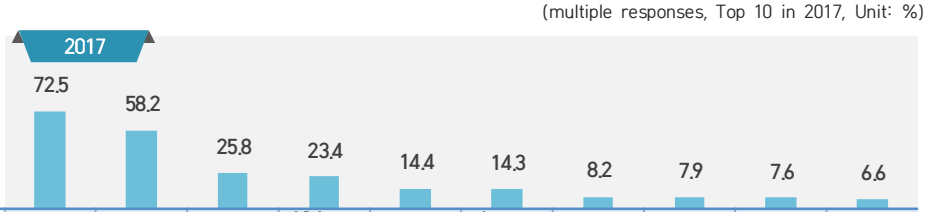
13. Activities in Korea

A. Major Activities

- In terms of major activities of international tourists in Korea, "Shopping" was shown to be the highest percentage with 72.5%, followed by "Gourmet tours" (58.2%), "Enjoy natural landscape" (25.8%), "Visit to palaces/historic sites" (23.4%), etc.
- Compared to the previous year, the proportion of "Gourmet tour" (51.0% → 58.2%) and "Business Operations" (11.4% → 14.4%) increased.

[Figure 2-30] Major Activities

(multiple responses, Top 10 in 2017, Unit: %)



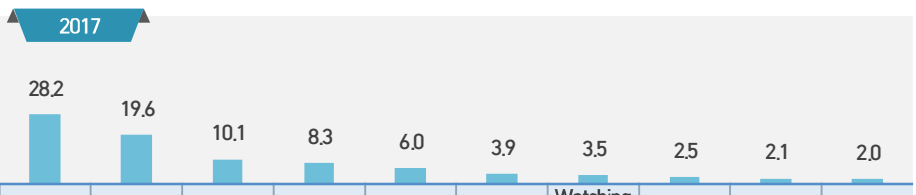
	Shopping	Gourmet tours	Enjoy natural landscape	Visit to palaces/ historic sites	Business Operations	Amuse ment/ Entertain ment	Leisure, Relaxation	Theme Park	Visit to Museums/ Exhibitions	Training, Education, Research
2016	75.7	51.0	28.6	25.0	11.4	15.2	8.5	10.5	10.5	4.5
2015	71.5	47.3	30.0	26.2	12.9	11.9	7.6	8.3	10.5	4.6
2014	74.0	46.4	31.7	27.2	14.3	9.2	7.4	8.9	8.9	3.9
2013	70.9	39.0	17.6	16.2	16.6	9.6	8.9	7.1	6.5	5.3

B. Best Activity in Korea

- In Korea, "Shopping" was surveyed as the best activity, followed by "Gourmet tours" (19.6%), "Enjoy natural landscape" (10.1%), "Visit to palaces/historic sites" (8.3%), etc.
- The proportion of "Shopping" (30.5% → 28.2%) decreased, while "Gourmet tours" (16.5% → 19.6%) increased compared to the previous year.

[Figure 2-31] Best Activity in Korea

(Top 10 in 2017, Unit: %)



	Shopping	Gourmet tours	Enjoy natural landscape	Visit to palaces/ historic sites	Business Operations	Amuse ment/ Entertain ment	Watching cultural performan ces, folk events, festivals	Theme Park	Traditional Culture Experience	Training, Education, Research
2016	30.5	16.5	11.6	7.9	4.9	3.4	3.9	3.2	2.1	1.4
2015	28.0	13.8	13.2	7.7	6.1	3.4	4.1	3.2	2.1	1.6
2014	34.4	10.2	12.4	7.5	7.4	2.9	3.3	3.3	1.6	1.7
2013	29.7	10.9	7.7	5.5	10.3	3.4	3.5	2.4	1.2	2.3

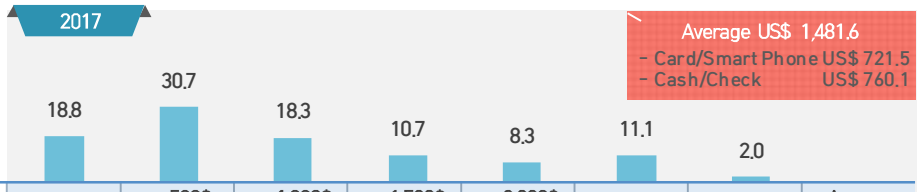
14. Travel Expenses

A. Travel Expense per Person

- On average, international visitors spent US$1,481.6(Card/Smart Phone US$ 721.5, Cash/Check US$760.1) per person, which has decreased by US$143.7 from the previous year (US$1,625.3).

[Figure 2-32] Travel Expense per Person

(Unit: %)



	under500$	over500$~ under1,000$	over1,000$~ under1,500$	over1,500$~ under2,000$	over2,000$~ under3,000$	over3,000$	over max expenses	Aveage (US$)
2016	13.6	26.5	21.6	13.3	11.2	12.2	1.6	1,625.3
2015	16.8	23.4	18.9	11.7	12.4	14.8	2.1	1,712.5
2014	15.3	24.7	21.1	13.3	11.7	12.1	1.8	1,605.5
2013	18.1	24.4	18.1	12.2	11.9	13.2	2.2	1,648.2

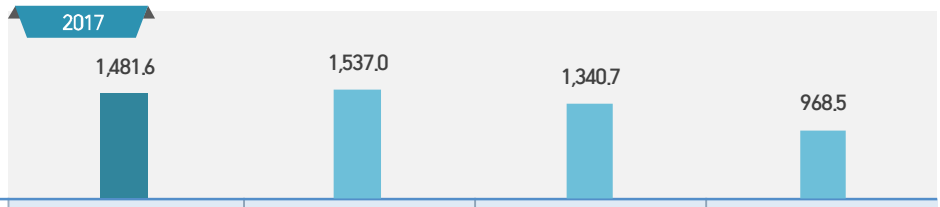
* : The max amount of individual travelers was "more than US$10,000", while "more than US$11,000" for Full-Package (Group) and Air/hotel package travelers. We excluded the max amount of spending in analyzing total expenses and average expense by item.

B. Travel Expense per Person by Tour Type

- The total expenses of individual travelers were US$1,537.0 per person, which was higher than those of "Full-package organized(group) visitors" (US$1,340.7) and "Air-tel visitors" (US$968.5).
- Compared to last year, all kinds of travel expenses decreased, in particular "Air-tel visitors" (-US$425.8) recorded the most significant drop (Independent : -US$88.5, Full-package (Group): -US$354.8).

[Figure 2-33] Travel Expense per Person by Tour Type

(Unit: US$)



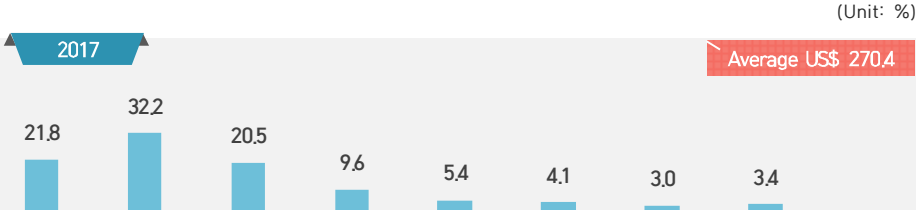
	All	Independent Travel	Full-Package Organized Tour	Air-tel Tour
2016	1,625.3	1,625.5	1,695.5	1,394.3
2015	1,712.5	1,673.4	1,908.4	1,286.2
2014	1,605.5	1,592.2	1,675.1	1,470.6
2013	1,648.2	1,610.5	1,799.7	1,362.1

C. Average Travel Expense per Day

- The average daily travel expenses of international visitors was US$270.4, which decreased from the previous year (US$318.4).

[Figure 2-34] Average Travel Expense per Day

(Unit: %)



	under100$	over100$~ under200$	over200$~ under300$	over300$~ under400$	over400$~ under500$	over500$~ under700$	over700$~ under1,000$	over1,000$	Average (US$)
2016	16.6	25.9	22.9	13.5	7.1	6.0	4.1	4.1	318.4
2015	19.2	23.6	19.7	12.5	7.5	7.4	5.1	4.9	328.1
2014	18.6	22.9	22.0	13.1	8.0	7.1	4.7	3.5	315.8
2013	25.7	21.4	19.4	12.6	6.8	6.7	4.0	3.4	290.0

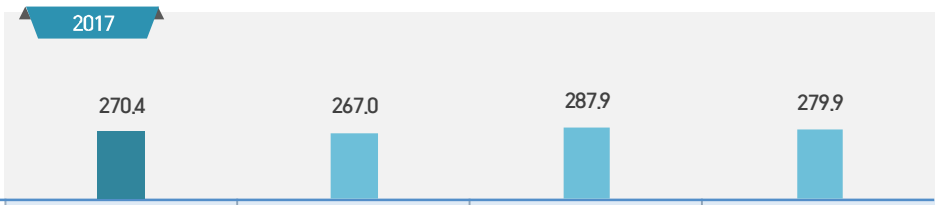
* : The average of daily travel expenses means the total expenses divided by length of stay. The max amount (Individual travelers : US$10,000+, Full-Package (Group) and Air/hotel travelers : US$11,000+) of spending was excluded in analyzing total expenses.

D. Average Daily Travel Expense by Tour Type

- The daily travel expenses of "Full-Package Organized(Group)" travelers (US$287.9) were higher than other kinds of tour types, while the amount decreased compared to last year (US$367.0).
- Meanwhile, compared to the previous year, the daily expenses of "Air-tel travelers" (US$341.4 → US$279.9) and "Independent travelers" (US$296.4 → US$267.0) also decreased.

[Figure 2-35] Average Daily Travel Expense by Tour Type

(Unit: US$)



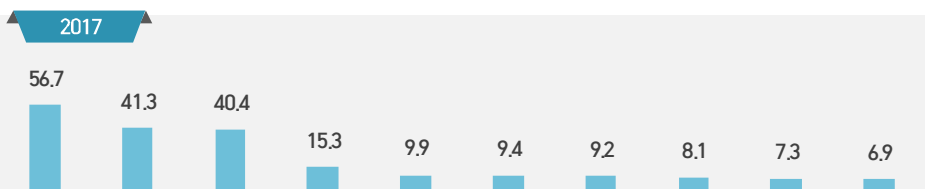
	All	Independent Travel	Full-Package Organized Tour	Air-tel Tour
2016	318.4	296.4	367.0	341.4
2015	328.1	297.4	400.6	332.1
2014	315.8	296.9	354.2	367.6
2013	290.0	243.8	380.4	369.6

E. Shopping Item

- The most popular shopping item was "Perfume, Cosmetics" (56.7%), followed by "Groceries" (41.3%), "Clothing" (40.4%), "Shoes" (15.3%), etc.
- Compared to the previous year, the proportion of "Perfume, Cosmetics" (64.3% → 56.7%) and "Ginseng, Medicinal Herbs" (12.3% → 9.9%) sharply declined.

[Figure 2-36] Shopping Item

(multiple responses, Top 10 in 2017, Unit: %)



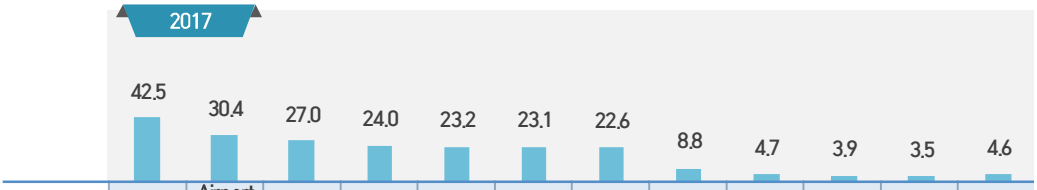
	Perfume, Cosmetics	Groceries	Clothing	Shoes	Ginseng, Medicinal Herbs	Kimchi	Jewelry, Accessories	Cigarettes	Leather goods	Alcohol
2016	64.3	41.6	40.7	16.0	12.3	9.0	8.8	5.0	9.3	4.1
2015	61.4	38.0	41.4	14.6	11.6	7.8	7.5	6.8	10.1	5.0
2014	59.6	37.4	44.6	14.3	9.9	8.6	6.7	3.8	10.9	4.4
2013	50.1	34.6	38.5	14.4	12.9	12.8	9.2	6.7	10.5	5.8

F. Shopping Place

- In terms of shopping place in Korea, "Myeong-dong" was shown to have the highest percentage with 42.5%, followed by "Airport duty-free shop in Korea" (30.4%), "Hypermarket (E-Mart, Homeplus, LOTTE Mart, etc.)" (27.0%), etc.
- Compared to last year, "Airport duty-free shop in Korea" (23.7%→30.4%), and "Hypermarket" (22.8%→27.0%) increased, while "Downtown duty-free shop" (40.7% → 24.0%) plunged.

[Figure 2-37] Shopping place

(multiple responses, Top 10 in 2017, Unit: %)



	Myeong-dong	Airport duty-free shop in Korea	Hyper market	Downtown duty-free shop	Department store	Small Retail Store	Dongdaemun Market	Namdaemun Market	Insa-dong	Itaewon Market	Others	Didn't buy anything
2016	42.7	23.7	22.8	40.7	23.3	22.7	24.7	7.0	5.0	2.9	2.2	4.6
2015	39.3	25.0	21.7	41.1	21.3	22.2	21.7	7.3	4.3	3.2	2.2	5.2
2014	42.4	18.9	21.3	41.4	21.9	23.7	21.7	7.2	5.6	4.1	2.2	6.2
2013	41.4	23.9	12.5	32.9	26.2	18.5	24.9	9.4	6.3	3.7	1.7	8.0

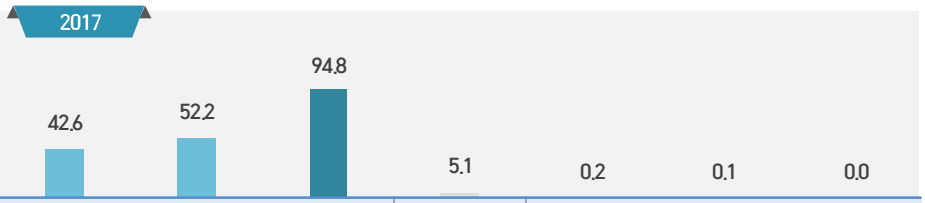
15. Evaluation of Traveling in Korea

A. Overall Satisfaction with Traveling in Korea

- The overall satisfaction level regarding traveling in Korea was 94.8%, which was similar to the previous year (95.0%).

[Figure 2-38] Overall Satisfaction with Traveling in Korea

(Unit: %)



	Very Satisfied	Satisfied	Satisfied	Fair	Unsatisfied	Unsatisfied	Very Unsatisfied
2016	43.0	51.9	95.0	4.8	0.3	0.2	0.1
2015	40.1	53.3	93.5	6.0	0.5	0.3	0.2
2014	30.6	63.4	94.0	5.6	0.3	0.2	0.1
2013	24.2	67.1	91.4	8.1	0.5	0.4	0.1

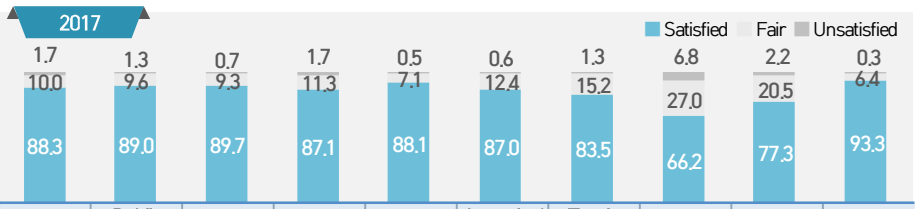
* : "Satisfied" means a sum of "Very satisfied" and "Satisfied"

B. Itemized Satisfaction with Traveling in Korea

- In terms of itemized satisfaction with traveling in Korea, "Safety/Public order" (93.3%) recorded the highest, while "Communication (language)" (66.2%) showed the lowest.
- For most of the items, such as "Communication" (68.1% → 66.2%), the satisfaction levels declined compared to the previous year.

[Figure 2-39] Itemized Satisfaction with Traveling in Korea

(Unit: %)



	Immigration	Public Transportation	Accommodation	Food	Shopping	Appeal of Tourist Spots	Tourist Information Services	Communication	Travel Expenses	Security (Safety)
2016	87.2	87.3	89.8	86.6	88.2	85.7	80.8	68.1	77.2	92.5
2015	87.7	87.5	90.1	85.8	87.0	84.0	79.2	65.8	71.7	90.9
2014	87.7	86.9	88.6	85.5	86.6	82.1	75.9	62.4	73.9	90.0
2013	82.4	82.3	83.1	81.1	81.8	75.9	69.3	55.4	70.8	87.2

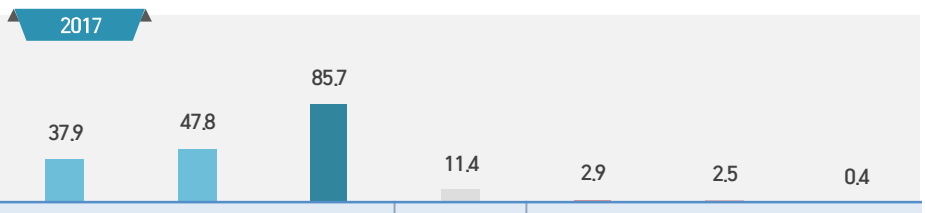
* : "Satisfied" means a sum of "Very satisfied" and "satisfied"

C. Intention to Revisit

- The percentage of "Intention to revisit Korea within 3 years" was 85.7%, which is an increase from the previous year (84.1%).

[Figure 2-40] Intention to Revisit within 3 Years

(Unit: %)



	Very Likely	Likely	Likely	Neutral	Unlikely	Unlikely	Very Unlikely
2016	35.1	49.0	84.1	12.8	3.1	2.8	0.3
2015	36.5	49.1	85.6	11.5	2.9	2.6	0.3
2014	27.7	57.7	85.4	11.9	2.7	2.5	0.3
2013	25.6	58.8	84.3	13.2	2.4	2.1	0.4

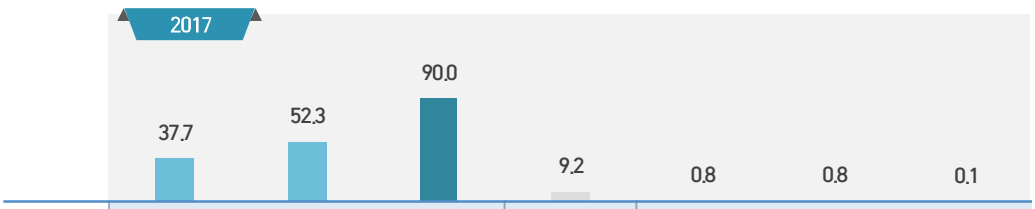
* : "Likely" means the sum of "Very likely" and "Likely"

D. Intention to Recommend

- The survey showed that intention to recommend Korea by international visitors who visited Korea increased compared to the previous year.(88.9% → 90.0%)

[Figure 2-41] Intention to Recommend Korea to others

(Unit: %)



	Very Likely	Likely	Likely	Neutral	Unlikely	Unlikely	Very Unlikely
2016	33.7	55.2	88.9	9.9	1.2	1.1	0.0
2015	34.6	55.7	90.3	8.5	1.2	1.1	0.1
2014	25.6	63.9	89.5	9.7	0.8	0.7	0.1
2013	21.8	63.6	85.4	13.5	1.1	0.8	0.3

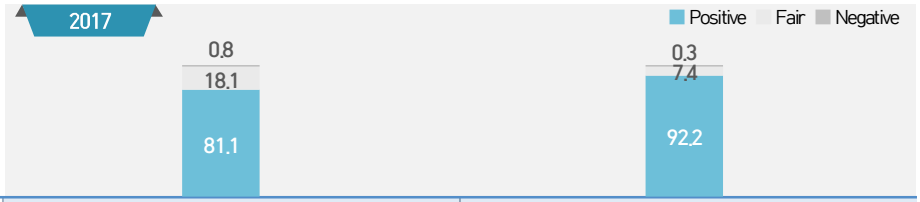
* : "Likely" means the sum of "Very likely" and "Likely"

E. Changed Impression of Korea after Visit

- The positive impression international travelers had of Korea before visiting recorded 81.1%, which changed positively after visiting (92.2%).
- Compared to the previous year, the proportion with a positive impression after visiting increased reasonably (91.2% → 92.2%).

[Figure 2-42] Changed Impression of Korea after Visit

(Unit: %)



Positive Impression	Before visit	After visit
2016	82.8	91.2
2015	79.2	91.1
2014	77.5	90.4

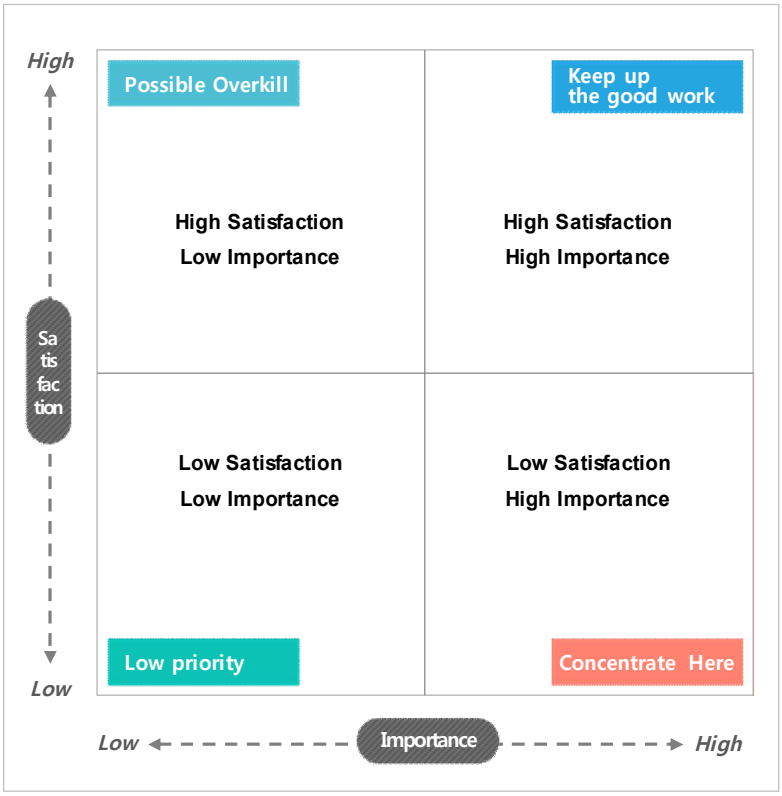
* : It means the sum of "Very positive" and "Positive"

16. Importance-Performance Analysis (IPA) for Improving Tourism Readiness

A. Overview Analysis

- The Importance-Performance Analysis aims to find specific improvements by combining overall/itemized satisfaction and importance of visiting Korea.

[Figure 2-43] Overview Analysis of IPA for Improving Tourism Readiness

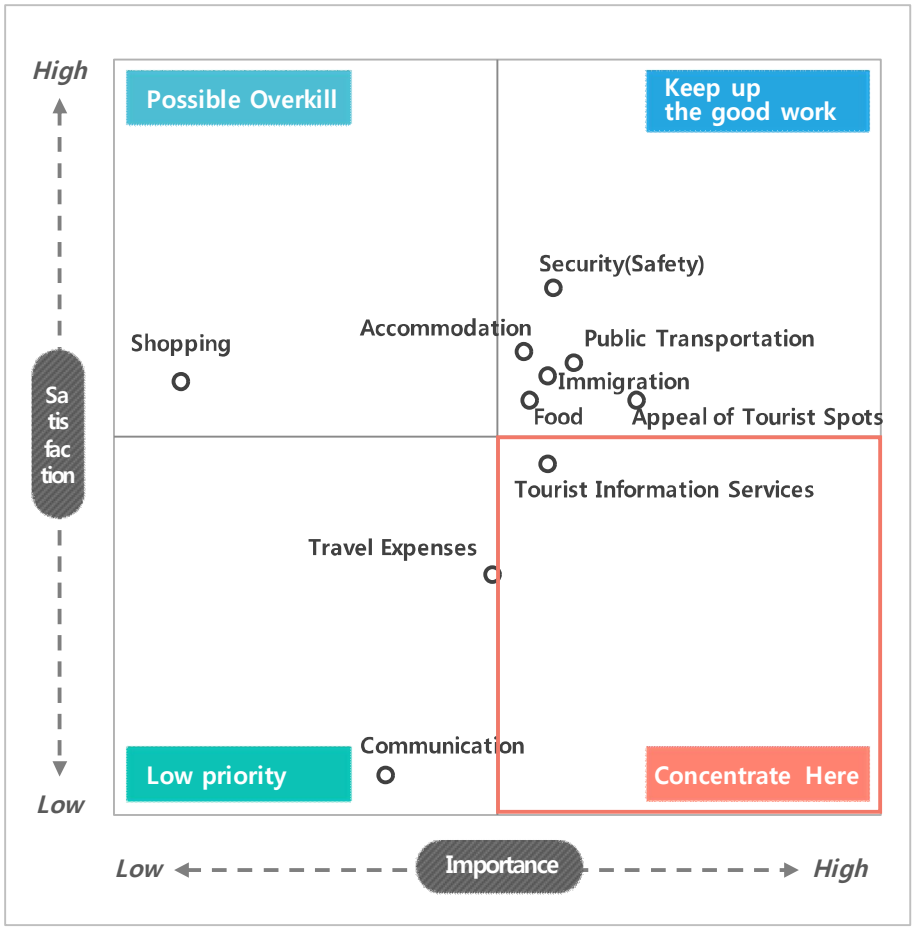


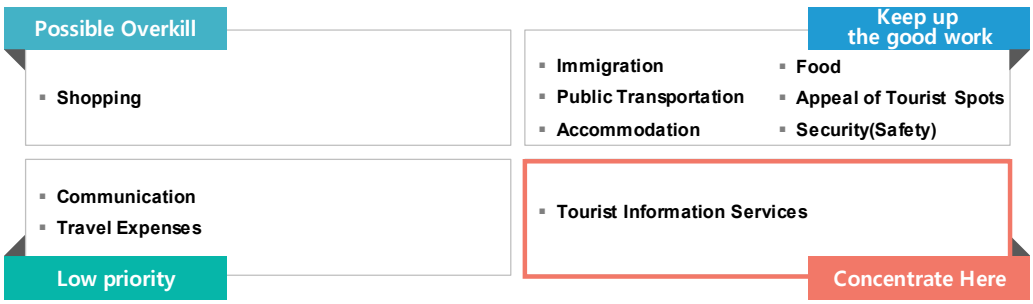
※ Importance: Influence of Itemized Satisfaction determining overall satisfaction.
It is the result of a ratio of each independent variable(itemized satisfaction) about the sum of the itemized correlation coefficient by calculating the correlation between overall satisfaction as a dependent variable and itemized satisfaction as an independent variable.

B. Overall Analysis Results

- "Tourist information service" located in the "Concentrate Here" quadrant, which has high importance, but low satisfaction level (performance).

[Figure 2-44] Overall Analysis Results of IPA for Improving Tourism Readiness





C. Results by Country of Nationality

- In terms of Japan, “Immigration”, “Public transportation”, “Appeal of Tourist Spots”, “Tourist Information Service”, and “Communication (language)” were in the "Concentrate Here" quadrant that has high importance, but low satisfaction level. Meanwhile, Chinese tourists chose “Food”, and “Travel expenses” and U.S. respondents answered “Tourist Information Service” in the "Concentrate Here" quadrant.
- Overall, “Tourist information service” (9 countries), “Travel expenses” (5 countries), “Communication (language)” (5 countries), and “Food” (4 countries) were located in the "Concentrate Here" quadrant.

[Table 2-9] Results by Country of Nationality

	Keep up the good work	Possible Overkill	Low priority	Concentrate Here
Japan	Food, Travel Expenses, Security(Safety)	Accommodation, Shopping	-	Immigration, Public Transportation, Appeal of Tourist Spots, Tourist Information Services , Communication
China	Immigration, Accommodation, Public Transportation, Appeal of Tourist Spots	Shopping, Tourist Information Services , Security(Safety)	Communication	Food, Travel Expenses
Hongkong	Immigration, Food, Appeal of Tourist Spots, Security(Safety)	Public Transportation, Accommodation, Shopping	-	Tourist Information Services , Communication, Travel Expenses
Singapore	Immigration, Food, Public Transportation, Tourist Information Services , Security(Safety)	Accommodation, Shopping, Appeal of Tourist Spots	Communication, Travel Expenses	-
Taiwan	Immigration, Accommodation, Public Transportation, Appeal of Tourist Spots, Security(Safety)	Shopping	Tourist Information Services , Communication, Travel Expenses	Food
Thailand	Immigration, Food, Shopping, Security(Safety)	Public Transportation, Accommodation, Appeal of Tourist Spots	Communication, Travel Expenses	Tourist Information Services
Malaysia	Immigration, Accommodation, Appeal of Tourist Spots, Security(Safety)	Public Transportation, Food, Shopping, Tourist Information Services	Communication, Travel Expenses	-
Australia	Public Transportation, Food, Appeal of Tourist Spots, Security(Safety)	Immigration, Accommodation	Shopping, Communication	Tourist Information Services , Travel Expenses
USA	Public Transportation, Accommodation, Food, Appeal of Tourist Spots, Security(Safety)	Immigration	Accommodation, Communication, Travel Expenses	Tourist Information Services
Canada	Public Transportation, Food, Appeal of Tourist Spots, Security(Safety)	Immigration	Accommodation, Shopping	Tourist Information Services , Communication, Travel Expenses
UK	Immigration, Public Transportation, Accommodation, Food, Appeal of Tourist Spots, Security(Safety)	-	Shopping, Communication, Travel Expenses	Tourist Information Services
Germany	Public Transportation, Food, Appeal of Tourist Spots, Security(Safety)	Immigration, Accommodation	Shopping, Travel Expenses	Tourist Information Services , Communication
France	Immigration, Food, Public Transportation, Appeal of Tourist Spots	Accommodation, Security(Safety)	Communication, Travel Expenses	Tourist Information Services
Russia	Public Transportation, Appeal of Tourist Spots, Tourist Information Services , Security(Safety)	Immigration, Accommodation, Food, Shopping	Communication, Travel Expenses	-
Mid. East	Public Transportation, Accommodation, Appeal of Tourist Spots	Immigration, Shopping, Tourist Information Services , Security(Safety)	Travel Expenses	Food, Communication
India	Immigration, Accommodation, Public Transportation, Appeal of Tourist Spots, Tourist Information Services , Security(Safety)	Shopping	Food, Communication, Travel Expenses	-
Philippines	Immigration, Accommodation, Appeal of Tourist Spots, Tourist Information Services , Security(Safety)	Public Transportation, Accommodation, Food, Shopping	Communication, Travel Expenses	-
Indonesia	Immigration, Shopping, Public Transportation, Appeal of Tourist Spots, Tourist Information Services , Security(Safety)	Accommodation, Food	Communication, Travel Expenses	-
Vietnam	Immigration, Accommodation, Shopping, Appeal of Tourist Spots	Public Transportation, Security(Safety)	Tourist Information Services , Communication	Food, Travel Expenses

Ⅲ. Characteristics of International Tourists by Country[11)]

1. Japan

[Table 2-10] Japan Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	29.5	25.9	21.3
	Two times	12.0	11.9	12.0
	Three times	9.2	10.1	9.4
	More than four times	49.3	52.0	57.4
Type of Tour (%)	Independent Travel	66.0	62.6	64.2
	Full-Package Organized Tour	9.1	9.7	7.9
	Air-tel Tour	24.9	27.7	27.8
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	51.3	57.7	52.1
	Shopping	17.1	10.4	9.0
	Business/Professional Activities	16.6	18.4	23.2
	Visiting friends/family	9.7	10.2	10.6
Timing of Final Decision to Visit Korea (%)	1 month	41.4	43.3	50.4
	2 months	28.9	26.4	25.5
	3~4 months	20.5	22.4	17.4
	5~9 months	7.2	6.7	5.4
	More than 10 months	2.0	1.3	1.3
Reasons for selecting Korea as a travel destination (multiple responses, %)	Foods/Gourmet meal	70.5	61.0	69.7
	Shopping	60.8	54.0	63.8
	K-POP/Korea wave experiences	20.2	20.1	16.3
	Natural Landscape	17.7	27.6	23.0
Main Sources of Tour Information (multiple responses, %)	Internet	72.0	74.4	66.9
	Relatives, Colleagues, Friends	48.3	45.6	46.4
	Travel agency	20.3	25.8	22.8
	Media	19.7	22.8	22.4
Traveling Companions (%)	Came Alone	28.2	31.5	36.0
	Came with Others	71.8	68.5	64.0
Average Number of Companions(persons)		2.5	2.2	2.5
Type of Companions (multiple responses, %)	Friend/Boy or Girlfriend	50.2	52.5	50.3
	Family/Relatives	37.3	35.0	33.6
	Coworkers	13.5	13.5	17.3
	Others	0.7	0.0	0.0
Length of stay(days)		3.9	3.9	4.3

11) If sample size was less than 30 in the item of "Total expenditure during visit" by travel type, the data were NOT analyzed.

Questions	Responses	2017	2016	2015
Accommodation (multiple responses, %) (more than 1 night)	Hotel	83.8	82.2	79.6
	Youth Hostel, Guesthouse, Inn, Motel	10.0	9.9	10.1
	Relative's or Friend's House	5.6	5.4	5.8
Major Attractions and Sites **(multiple responses, %)**	1st	Myeong-dong(58.5)	Myeong-dong(57.1)	Myeong-dong(49.0)
	2nd	Dongdaemun Market(33.9)	Dongdaemun Market(33.0)	Dongdaemun Market(29.0)
	3rd	Namdaemun Market(20.9)	Sinchon/Hongik Univ.(22.8)	Namdaemun Market(19.3)
Best tourist attraction in Korea **(multiple responses, %)**	1st	Myeong-dong(48.3)	Myeong-dong(40.8)	Myeong-dong(38.8)
	2nd	Dongdaemun Market(22.4)	Dongdaemun Market(21.9)	Dongdaemun Market(19.3)
	3rd	Sinchon/Hongik Univ.(16.1)	Sinchon/Hongik Univ.(15.6)	Sinchon/Hongik Univ.(11.3)
Major Activities (multiple responses, %)	Gourmet tours	74.2	56.9	55.7
	Shopping	73.1	61.3	56.0
	Enjoy natural landscape	15.5	18.6	14.7
	Business Operations	14.6	16.5	19.2
	Visit to palaces/historic sites	13.4	21.7	24.9
Best Activity in Korea (%)	Gourmet tours	26.9	15.9	20.0
	Shopping	22.4	20.6	13.9
	Business Operations	8.5	9.4	11.7
	Watching cultural performances	6.9	10.4	9.8
	Enjoy natural landscape	6.0	8.8	5.3
Travel expenses (US$)	All	757.1	813.9	826.9
	Independent Travel	708.7	759.4	778.1
	Full-Package Organized Tour	832.2	1,072.1	1,038.6
	Air-Tel Tour	857.1	847.2	878.7
Shopping item (multiple responses, %)	Groceries	59.2	63.3	67.3
	Perfume, Cosmetics	46.0	45.7	42.9
	Clothing	36.9	36.8	33.4
Shopping place (multiple responses, %)	Myeong-dong	41.5	40.9	38.5
	Hypermarket	41.5	40.9	38.5
	Airport duty-free shop in Korea	28.7	27.3	23.0
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	91.0	92.5	85.1
	Immigration	74.6	60.5	64.7
	Public Transportation	76.5	61.3	62.3
	Accommodation	81.8	83.0	79.1
	Food	90.6	93.5	88.4
	Shopping	81.7	73.7	66.6
	Appeal of Tourist Spots	75.0	69.0	62.0
	Tourist Information Services	69.5	52.5	48.6
	Communication	63.7	57.2	54.1
	Travel Expenses	77.1	58.0	43.7
	Security(Safety)	80.1	67.8	59.9
Intention to Revisit within 3 Years(%)		85.6	85.8	84.7
Intention to Recommend Korea to others(%)		85.4	81.7	81.4

2. China

[Table 2-11] China Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	40.3	70.5	62.2
	Two times	21.7	11.8	16.8
	Three times	11.8	5.6	7.2
	More than four times	26.2	12.1	13.9
Type of Tour (%)	Independent Travel	91.7	56.6	56.7
	Full-Package Organized Tour	6.9	37.4	40.9
	Air-tel Tour	1.4	5.9	2.4
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	49.1	66.1	67.5
	Shopping	18.1	18.4	14.0
	Business/Professional Activities	13.6	6.6	7.8
	Education	9.3	4.1	3.0
Timing of Final Decision to Visit Korea (%)	1 month	61.8	60.7	64.4
	2 months	19.4	19.1	16.8
	3~4 months	12.9	13.4	11.9
	5~9 months	4.6	5.4	5.5
	More than 10 months	1.3	1.4	1.5
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	74.5	75.0	75.3
	Foods/Gourmet meal	52.0	41.9	39.3
	Natural Landscape	42.0	47.2	50.1
	Elegant Culture:Fashion/Trends	32.2	31.4	29.9
Main Sources of Tour Information (multiple responses, %)	Relatives, Colleagues, Friends	71.0	70.2	68.4
	Internet	64.5	76.0	74.0
	Travel agency	22.0	44.6	39.7
	Traveler's Guides	16.1	16.9	15.9
Traveling Companions (%)	Came Alone	37.4	17.5	19.7
	Came with Others	62.6	82.5	80.3
Average Number of Companions(persons)		2.1	3.0	3.3
Type of Companions (multiple responses, %)	Friend/Boy or Girlfriend	53.4	48.9	41.8
	Family/Relatives	36.7	43.5	47.1
	Coworkers	11.0	10.1	13.6
	Others	0.2	0.3	0.1
Length of stay(days)		7.8	6.1	6.4
Accommodation (more than 1 night, multiple responses, %)	Hotel	62.4	71.9	69.9
	Youth Hostel, Guesthouse, Inn, Motel	18.2	18.2	15.3
	Relative's or Friend's House	13.1	6.1	9.5

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(66.2)	Myeong-dong(67.7)	Myeong-dong(69.2)
	2nd	Dongdaemun Market(49.3)	Dongdaemun Market(52.8)	Dongdaemun Market(52.6)
	3rd	Namsan/N Seoul Tower(27.9)	Namsan/N Seoul Tower(38.1)	Namsan/N Seoul Tower(38.1)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(44.9)	Myeong-dong(40.1)	Myeong-dong(42.1)
	2nd	Dongdaemun Market(23.2)	Seongsan Sunrise Peak (20.1)	Seongsan Sunrise Peak (20.7)
	3rd	Sinchon/Hongik Univ.(13.8)	Dongdaemun Market(16.3)	Dongdaemun Market(18.2)
Major Activities (multiple responses, %)	Shopping	83.9	88.9	84.3
	Gourmet tours	78.7	64.2	60.7
	Enjoy natural landscape	26.0	31.1	36.1
	Amusement/Entertainment	19.3	19.6	14.7
	Visit to palaces/historic sites	11.0	18.3	23.0
Best Activity in Korea (%)	Shopping	40.1	38.5	37.0
	Gourmet tours	25.9	20.9	15.6
	Enjoy natural landscape	10.5	14.1	18.0
	Amusement/Entertainment	4.1	3.8	3.6
	Watching cultural performances	2.8	2.6	2.9
Travel expenses (US$)	All	2,108.0	2,059.5	2,319.0
	Independent Travel	2161.8	2,208.0	2,483.4
	Full-Package Organized Tour	1570.4	1,830.8	2,080.3
	Air-Tel Tour	1374.4	2,120.8	2,629.1
Shopping item (multiple responses, %)	Perfume, Cosmetics	81.4	85.5	85.4
	Groceries	43.3	42.5	35.1
	Clothing	35.1	38.0	39.0
Shopping place (multiple responses, %)	Downtown duty-free shop	50.4	67.6	72.7
	Myeong-dong	39.9	43.0	39.9
	Airport duty-free shop in Korea	38.8	29.6	28.6
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	95.2	94.8	94.1
	Immigration	92.6	93.4	93.0
	Public Transportation	90.9	91.4	92.0
	Accommodation	92.7	91.2	92.0
	Food	84.1	83.6	84.2
	Shopping	92.8	94.8	94.9
	Appeal of Tourist Spots	89.4	88.9	88.5
	Tourist Information Services	90.9	89.9	89.1
	Communication	76.6	75.9	74.5
	Travel Expenses	82.8	83.4	80.1
	Security(Safety)	97.6	97.6	97.7
Intention to Revisit within 3 Years(%)		86.5	82.9	85.2
Intention to Recommend Korea to others(%)		89.1	89.2	91.5

3. Hong Kong

[Table 2-12] Hong Kong Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	36.7	44.2	41.0
	Two times	21.3	20.5	22.9
	Three times	10.8	13.5	13.1
	More than four times	31.2	21.8	23.0
Type of Tour (%)	Independent Travel	89.4	88.7	77.6
	Full-Package Organized Tour	8.8	5.9	18.1
	Air-tel Tour	1.7	5.4	4.3
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	70.4	73.9	66.6
	Business/Professional Activities	11.7	5.7	10.6
	Shopping	11.2	14.9	17.0
	Visiting friends/family	3.9	3.2	3.4
Timing of Final Decision to Visit Korea (%)	1 month	32.2	26.8	38.4
	2 months	21.3	22.1	21.4
	3~4 months	25.5	25.7	22.0
	5~9 months	17.9	20.8	14.7
	More than 10 months	3.1	4.5	3.4
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	68.4	74.1	72.6
	Foods/Gourmet meal	61.2	63.8	55.0
	Natural Landscape	38.1	43.4	39.5
	Elegant Culture:Fashion/Trends	27.0	22.0	23.7
Main Sources of Tour Information (multiple responses, %)	Internet	84.3	84.8	82.1
	Relatives, Colleagues, Friends	66.4	64.0	66.6
	Traveler's Guides	41.5	46.2	37.5
	Media	25.1	26.4	26.1
Traveling Companions (%)	Came Alone	19.6	13.1	16.2
	Came with Others	80.4	86.9	83.8
Average Number of Companions(persons)		2.5	2.3	3.6
Type of Companions (multiple responses, %)	Family/Relatives	55.8	54.5	58.9
	Friend/Boy or Girlfriend	42.1	45.7	39.2
	Coworkers	4.9	3.2	5.8
	Others	0.2	0.0	0.4
Length of stay(days)		5.4	6.3	5.4
Accommodation (more than 1 night, multiple responses, %)	Hotel	72.8	68.6	73.5
	Youth Hostel, Guesthouse, Inn, Motel	22.9	26.3	22.8
	Condominium/Pension/Residence Inn	4.8	2.5	2.4

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(75.1)	Myeong-dong(79.1)	Myeong-dong(76.4)
	2nd	Dongdaemun Market(53.3)	Dongdaemun Market(60.3)	Dongdaemun Market(60.7)
	3rd	Sinchon/Hongik Univ.(41.0)	Sinchon/Hongik Univ.(49.5)	Sinchon/Hongik Univ.(36.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(53.1)	Myeong-dong(51.8)	Myeong-dong(50.7)
	2nd	Sinchon/Hongik Univ.(27.0)	Sinchon/Hongik Univ.(31.7)	Dongdaemun Market(28.5)
	3rd	Dongdaemun Market(25.0)	Dongdaemun Market(30.2)	Sinchon/Hongik Univ. (21.9)
Major Activities (multiple responses, %)	Shopping	82.9	87.7	82.7
	Gourmet tours	65.7	64.4	52.3
	Enjoy natural landscape	28.8	26.0	26.9
	Visit to palaces/historic sites	17.4	17.3	17.6
	Amusement/Entertainment	12.9	11.7	9.1
Best Activity in Korea (%)	Shopping	33.9	39.5	36.1
	Gourmet tours	23.6	21.7	19.2
	Enjoy natural landscape	11.7	9.5	9.8
	Visit to palaces/historic sites	4.6	4.0	4.2
	Sports	4.2	3.3	4.8
Travel expenses (US$)	All	1,437.4	1,519.6	1,363.2
	Independent Travel	1,410.1	1,530.0	1,276.3
	Full-Package Organized Tour	1,594.6	1,281.9	1,593.2
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	55.8	60.2	60.1
	Perfume, Cosmetics	54.9	58.3	60.6
	Groceries	48.7	45.1	40.1
Shopping place (multiple responses, %)	Myeong-dong	59.9	62.0	60.8
	Hypermarket	30.3	34.5	28.5
	Department store	29.1	33.8	33.0
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	93.3	94.9	93.5
	Immigration	85.4	83.0	81.1
	Public Transportation	82.1	82.4	84.6
	Accommodation	87.2	89.1	88.2
	Food	87.0	89.7	86.1
	Shopping	89.3	93.6	90.2
	Appeal of Tourist Spots	82.3	84.0	82.2
	Tourist Information Services	75.0	77.1	77.4
	Communication	56.8	56.4	56.5
	Travel Expenses	74.3	75.3	72.9
	Security(Safety)	94.1	92.8	92.9
Intention to Revisit within 3 Years(%)		84.9	83.3	85.5
Intention to Recommend Korea to others(%)		87.5	89.2	89.4

4. Singapore

[Table 2-13] Singapore Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	45.8	50.3	39.4
	Two times	21.3	19.7	22.3
	Three times	10.5	9.9	11.1
	More than four times	22.4	20.1	27.2
Type of Tour (%)	Independent Travel	90.8	91.8	90.6
	Full-Package Organized Tour	8.7	5.9	8.5
	Air-tel Tour	0.5	2.3	0.8
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	73.4	67.4	55.5
	Business/Professional Activities	17.6	21.7	31.3
	Visiting friends/family	4.0	1.2	5.3
	Shopping	3.3	5.5	5.5
Timing of Final Decision to Visit Korea (%)	1 month	17.6	22.0	34.0
	2 months	19.6	14.2	15.9
	3~4 months	29.6	22.2	21.6
	5~9 months	24.6	29.7	22.6
	More than 10 months	8.6	11.9	5.8
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	74.6	76.1	69.8
	Foods/Gourmet meal	57.1	52.4	47.0
	Natural Landscape	34.9	32.5	38.3
	Weather/Distinct Seasons	30.5	25.3	27.8
Main Sources of Tour Information (multiple responses, %)	Internet	85.3	77.4	75.9
	Relatives, Colleagues, Friends	61.4	54.2	54.8
	Media	32.0	31.8	27.1
	Traveler's Guides	28.3	30.9	24.4
Traveling Companions (%)	Came Alone	21.4	17.3	30.7
	Came with Others	78.6	82.7	69.3
Average Number of Companions(persons)		2.7	3.5	3.4
Type of Companions (multiple responses, %)	Family/Relatives	64.6	67.4	57.0
	Friend/Boy or Girlfriend	33.5	25.7	36.3
	Coworkers	7.0	9.5	9.4
	Others	0.0	0.2	0.0
Length of stay(days)		7.8	7.6	7.2
Accommodation (more than 1 night, multiple responses, %)	Hotel	75.8	75.2	74.9
	Youth Hostel, Guesthouse, Inn, Motel	24.0	20.9	22.9
	Homestay	3.6	0.7	0.3

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(82.3)	Myeong-dong(80.9)	Myeong-dong(71.3)
	2nd	Dongdaemun Market(56.1)	Dongdaemun Market(57.6)	Dongdaemun Market(58.3)
	3rd	Palaces(55.6)	Palaces(50.4)	Palaces(44.4)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(48.5)	Myeong-dong(48.6)	Myeong-dong(43.0)
	2nd	Palaces(26.7)	Palaces(23.5)	Dongdaemun Market(19.7)
	3rd	Namsan/N Seoul Tower(15.3)	Dongdaemun Market(18.4)	Palaces(17.1)
Major Activities (multiple responses, %)	Shopping	79.6	75.7	72.6
	Visit to palaces/historic sites	41.8	40.3	29.0
	Enjoy natural landscape	36.3	38.2	35.8
	Gourmet tours	24.6	18.5	17.4
	Theme Park	20.8	18.9	11.5
Best Activity in Korea (%)	Shopping	34.4	37.0	29.2
	Enjoy natural landscape	13.0	11.2	11.5
	Visit to palaces/historic sites	10.2	7.8	7.4
	Gourmet tours	8.6	6.6	7.6
	Business Operations	6.3	8.0	11.7
Travel expenses (US$)	All	1,590.2	1,573.3	1,522.2
	Independent Travel	1,560.8	1,561.3	1,420.5
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	60.9	55.7	53.7
	Perfume, Cosmetics	58.0	60.2	52.2
	Shoes	29.1	23.7	20.6
Shopping place (multiple responses, %)	Myeong-dong	69.3	66.2	60.8
	Hypermarket	32.2	24.9	22.9
	Dongdaemun Market	31.5	32.9	31.0
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	94.8	96.7	94.6
	Immigration	88.3	86.6	85.2
	Public Transportation	86.8	90.9	91.9
	Accommodation	91.8	93.4	94.9
	Food	92.7	94.5	89.7
	Shopping	91.5	88.7	85.5
	Appeal of Tourist Spots	89.5	91.5	86.6
	Tourist Information Services	85.7	83.1	78.8
	Communication	53.5	55.1	53.6
	Travel Expenses	70.0	71.3	67.7
	Security(Safety)	91.8	96.2	94.2
Intention to Revisit within 3 Years(%)		88.5	92.5	94.1
Intention to Recommend Korea to others(%)		93.7	95.8	95.2

5. Taiwan

[Table 2-14] Taiwan Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	53.3	68.9	57.1
	Two times	19.8	13.5	15.3
	Three times	10.4	7.0	8.9
	More than four times	16.6	10.6	18.7
Type of Tour (%)	Independent Travel	54.3	47.2	60.5
	Full-Package Organized Tour	44.3	50.3	37.6
	Air-tel Tour	1.4	2.5	1.9
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	74.3	77.9	74.5
	Business/Professional Activities	11.1	6.6	11.0
	Shopping	7.6	10.9	9.0
	Visiting friends/family	3.3	2.5	3.8
Timing of Final Decision to Visit Korea (%)	1 month	33.7	34.7	48.6
	2 months	25.3	28.5	20.6
	3~4 months	27.4	26.0	19.1
	5~9 months	11.5	9.5	10.1
	More than 10 months	2.0	1.4	1.6
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	62.4	66.3	66.1
	Foods/Gourmet meal	53.5	47.8	48.2
	Natural Landscape	37.3	40.6	42.0
	Elegant Culture:Fashion/Trends	35.3	32.6	30.9
Main Sources of Tour Information (multiple responses, %)	Internet	75.7	72.8	78.1
	Relatives, Colleagues, Friends	71.5	67.2	64.2
	Travel agency	47.5	61.9	45.5
	Traveler's Guides	25.1	22.2	28.1
Traveling Companions (%)	Came Alone	15.5	8.9	14.9
	Came with Others	84.5	91.1	85.1
Average Number of Companions(persons)		3.6	4.4	3.6
Type of Companions (multiple responses, %)	Family/Relatives	54.7	55.1	50.0
	Friend/Boy or Girlfriend	35.6	37.4	40.7
	Coworkers	11.9	10.0	12.6
	Others	0.4	0.0	0.2
Length of stay(days)		5.3	5.1	5.3
Accommodation (more than 1 night, multiple responses, %)	Hotel	69.8	76.0	66.3
	Youth Hostel, Guesthouse, Inn, Motel	28.0	19.8	26.9
	Condominium/Pension/Residence Inn	6.0	3.3	1.9

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(70.1)	Myeong-dong(77.2)	Myeong-dong(73.9)
	2nd	Dongdaemun Market(59.1)	Dongdaemun Market65.8)	Dongdaemun Market(69.2)
	3rd	Namsan/N Seoul Tower(34.1)	Namsan/N Seoul Tower(39.5)	Namsan/N Seoul Tower(38.0)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(43.3)	Myeong-dong(45.6)	Myeong-dong(41.4)
	2nd	Dongdaemun Market(25.0)	Dongdaemun Market(29.3)	Dongdaemun Market(29.9)
	3rd	Namsan/N Seoul Tower(17.0)	Namsan/N Seoul Tower(18.3)	Sinchon/Hongik Univ.(17.6)
Major Activities (multiple responses, %)	Shopping	81.9	80.6	79.7
	Gourmet tours	73.3	62.6	61.0
	Visit to palaces/historic sites	28.6	29.2	26.0
	Enjoy natural landscape	27.8	20.3	22.1
	Amusement/Entertainment	12.5	10.8	8.6
Best Activity in Korea (%)	Shopping	28.7	27.0	31.9
	Gourmet tours	22.6	20.8	19.5
	Enjoy natural landscape	12.6	7.5	8.4
	Visit to palaces/historic sites	8.9	11.7	8.1
	Watching cultural performances	5.0	5.9	4.9
Travel expenses (US$)	All	1,301.7	1,244.3	1,313.6
	Independent Travel	1,252.9	1,084.1	1,255.3
	Full-Package Organized Tour	1,361.6	1,380.3	1,388.2
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Groceries	55.2	51.6	52.1
	Perfume, Cosmetics	54.1	54.3	60.7
	Clothing	42.8	44.6	51.3
Shopping place (multiple responses, %)	Myeong-dong	51.1	57.0	53.7
	Hypermarket	36.3	29.9	28.3
	Small Retail Store	34.6	25.3	23.6
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	96.1	94.6	96.0
	Immigration	93.9	93.8	90.8
	Public Transportation	93.4	89.6	89.6
	Accommodation	94.3	89.5	90.8
	Food	88.1	86.6	88.4
	Shopping	94.1	94.9	94.2
	Appeal of Tourist Spots	91.9	92.7	91.0
	Tourist Information Services	88.5	88.6	88.4
	Communication	72.4	73.9	69.4
	Travel Expenses	78.8	78.7	72.1
	Security(Safety)	95.0	94.3	91.3
Intention to Revisit within 3 Years(%)		88.7	80.0	83.7
Intention to Recommend Korea to others(%)		92.4	87.1	88.5

6. Thailand

[Table 2-15] Thailand Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	56.9	60.6	63.0
	Two times	22.3	19.8	18.0
	Three times	8.7	7.9	8.7
	More than four times	12.1	11.8	10.3
Type of Tour (%)	Independent Travel	71.9	63.6	56.9
	Full-Package Organized Tour	27.0	35.6	42.5
	Air-tel Tour	1.1	0.8	0.6
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	76.7	71.6	70.5
	Shopping	9.8	11.6	11.3
	Visiting friends/family	4.1	5.7	5.7
	Business/Professional Activities	3.8	6.6	8.6
Timing of Final Decision to Visit Korea (%)	1 month	23.2	28.4	31.4
	2 months	16.8	24.2	20.1
	3~4 months	28.5	25.6	28.1
	5~9 months	21.9	15.6	14.4
	More than 10 months	9.6	6.2	6.0
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	69.2	67.6	67.1
	Natural Landscape	47.7	49.6	56.9
	Foods/Gourmet meal	35.9	29.7	25.4
	Weather/Distinct Seasons	29.7	13.4	17.2
Main Sources of Tour Information (multiple responses, %)	Internet	86.9	84.2	79.9
	Relatives, Colleagues, Friends	62.6	58.3	55.6
	Traveler's Guides	35.5	33.2	28.7
	Travel agency	31.8	46.6	46.8
Traveling Companions (%)	Came Alone	19.7	9.8	19.0
	Came with Others	80.3	90.2	81.0
Average Number of Companions(persons)		3.5	6.8	4.5
Type of Companions (multiple responses, %)	Friend/Boy or Girlfriend	49.6	43.6	39.5
	Family/Relatives	42.4	43.4	47.4
	Coworkers	11.0	16.4	16.4
	Others	0.5	0.0	0.0
Length of stay(days)		6.1	5.6	6.5
Accommodation (more than 1 night, multiple responses, %)	Hotel	59.6	64.8	71.3
	Youth Hostel, Guesthouse, Inn, Motel	35.9	30.7	20.5
	Relative's or Friend's House	7.7	5.8	8.5

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(85.1)	Myeong-dong(73.0)	Myeong-dong(71.4)
	2nd	Palaces(66.5)	Palaces(59.6)	Palaces(58.4)
	3rd	Dongdaemun Market(49.8)	Dongdaemun Market(58.8)	Dongdaemun Market(58.4)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(50.4)	Myeong-dong(40.6)	Palaces(31.2)
	2nd	Palaces(40.2)	Palaces(32.2)	Myeong-dong(29.7)
	3rd	Sinchon/Hongik Univ.(21.6)	Dongdaemun Market(24.3)	Dongdaemun Market(21.7)
Major Activities (multiple responses, %)	Shopping	85.2	83.5	83.8
	Gourmet tours	45.7	51.8	48.4
	Visit to palaces/historic sites	37.7	38.1	34.6
	Enjoy natural landscape	27.6	33.2	31.9
	Theme Park	22.6	7.6	9.3
Best Activity in Korea (%)	Shopping	42.4	44.8	41.1
	Gourmet tours	12.9	9.3	9.5
	Enjoy natural landscape	10.9	12.1	12.1
	Visit to palaces/historic sites	8.6	7.7	9.7
	Theme Park	6.3	2.7	3.5
Travel expenses (US$)	All	1,177.2	1,124.7	1,056.3
	Independent Travel	1,170.1	1,066.1	968.3
	Full-Package Organized Tour	1,176.3	1,230.4	1,165.9
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Perfume, Cosmetics	65.4	62.9	59.8
	Clothing	52.6	52.7	48.3
	Shoes	39.9	40.0	29.1
Shopping place (multiple responses, %)	Myeong-dong	72.0	62.6	60.7
	Hypermarket	32.3	22.0	24.5
	Airport duty-free shop in Korea	31.0	30.3	28.9
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	97.7	97.5	96.3
	Immigration	85.9	84.4	91.1
	Public Transportation	96.0	94.3	93.2
	Accommodation	89.3	93.3	92.7
	Food	85.2	85.0	81.8
	Shopping	95.1	95.7	92.3
	Appeal of Tourist Spots	93.7	94.4	90.9
	Tourist Information Services	83.8	85.8	83.4
	Communication	54.1	66.0	63.4
	Travel Expenses	72.1	80.3	75.8
	Security(Safety)	94.1	94.4	93.5
Intention to Revisit within 3 Years(%)		84.8	83.3	85.0
Intention to Recommend Korea to others(%)		93.6	92.5	92.7

7. Malaysia

[Table 2-16] Malaysia Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	72.1	84.3	77.0
	Two times	15.5	7.7	13.4
	Three times	3.8	2.8	4.0
	More than four times	8.6	5.2	5.5
Type of Tour (%)	Independent Travel	74.3	83.0	80.4
	Full-Package Organized Tour	25.4	15.6	19.2
	Air-tel Tour	0.2	1.3	0.3
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	79.4	84.5	78.7
	Business/Professional Activities	8.9	4.6	10.5
	Education	4.3	2.9	3.2
	Visiting friends/family	4.0	2.3	3.5
Timing of Final Decision to Visit Korea (%)	1 month	19.1	20.7	21.5
	2 months	14.2	16.8	17.0
	3~4 months	26.3	18.8	26.3
	5~9 months	27.0	27.9	22.9
	More than 10 months	13.5	15.7	12.2
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	51.3	60.3	52.8
	Natural Landscape	50.1	54.6	55.9
	Weather/Distinct Seasons	35.9	29.1	30.7
	Foods/Gourmet meal	34.2	28.0	23.2
Main Sources of Tour Information (multiple responses, %)	Internet	85.9	86.1	86.3
	Relatives, Colleagues, Friends	58.3	51.9	58.8
	Media	36.0	42.2	36.7
	Travel agency	29.0	29.9	30.5
Traveling Companions (%)	Came Alone	15.2	7.6	12.0
	Came with Others	84.8	92.4	88.0
Average Number of Companions(persons)		4.0	4.1	4.2
Type of Companions (multiple responses, %)	Family/Relatives	61.5	58.7	61.2
	Friend/Boy or Girlfriend	38.5	42.6	36.3
	Coworkers	6.2	4.3	7.3
	Others	0.0	0.0	0.0
Length of stay(days)		7.1	7.1	7.0
Accommodation (more than 1 night, multiple responses, %)	Hotel	55.0	52.0	46.3
	Youth Hostel, Guesthouse, Inn, Motel	42.5	46.3	46.3
	Relative's or Friend's House	5.1	1.3	4.1

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(82.0)	Myeong-dong(80.3)	Myeong-dong(75.4)
	2nd	Dongdaemun Market(71.9)	Dongdaemun Market(71.9)	Dongdaemun Market(68.2)
	3rd	Namsan/N Seoul Tower(62.9)	Namdaemun Market(60.9)	Namdaemun Market(59.6)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(40.7)	Myeong-dong(43.7)	Myeong-dong(34.1)
	2nd	Palaces(29.5)	Dongdaemun Market(22.1)	Palaces(21.7)
	3rd	Namsan/N Seoul Tower(22.5)	Namsan/N Seoul Tower(17.0)	Namsan/N Seoul Tower(20.2)
Major Activities (multiple responses, %)	Shopping	70.5	75.3	77.7
	Enjoy natural landscape	46.9	43.6	41.1
	Visit to palaces/historic sites	38.9	43.2	40.2
	Theme Park	25.3	24.7	18.6
	Gourmet tours	20.0	10.4	15.0
Best Activity in Korea (%)	Shopping	26.5	28.5	28.3
	Enjoy natural landscape	20.1	20.4	18.3
	Visit to palaces/historic sites	10.6	10.0	12.0
	Theme Park	8.7	9.6	5.6
	Sports	7.3	4.5	4.1
Travel expenses (US$)	All	1,139.7	1,032.6	1,104.5
	Independent Travel	1,053.3	1,012.6	1,023.0
	Full-Package Organized Tour	1,391.3	1,123.3	1,425.2
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	57.2	62.8	60.9
	Perfume, Cosmetics	49.7	53.7	46.3
	Groceries	25.9	21.5	22.5
Shopping place (multiple responses, %)	Myeong-dong	66.0	65.6	58.4
	Dongdaemun Market	46.3	45.9	41.7
	Namdaemun Market	36.3	39.6	35.7
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	93.8	94.4	94.0
	Immigration	89.1	89.3	90.3
	Public Transportation	93.6	93.8	91.4
	Accommodation	91.0	89.5	87.5
	Food	83.0	79.5	79.9
	Shopping	90.2	92.0	88.9
	Appeal of Tourist Spots	90.6	92.3	93.3
	Tourist Information Services	84.3	88.9	84.9
	Communication	47.9	48.9	43.6
	Travel Expenses	63.4	64.6	59.6
	Security(Safety)	93.1	94.4	95.9
Intention to Revisit within 3 Years(%)		87.9	89.1	89.8
Intention to Recommend Korea to others(%)		93.1	94.1	94.1

8. Australia

[Table 2-17] Australia Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	59.5	61.7	57.5
	Two times	15.5	12.8	15.4
	Three times	6.4	4.2	7.8
	More than four times	18.6	21.3	19.3
Type of Tour (%)	Independent Travel	94.8	96.0	98.2
	Full-Package Organized Tour	3.3	2.9	1.0
	Air-tel Tour	1.8	1.2	0.7
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	42.7	34.5	29.8
	Business/Professional Activities	27.9	41.9	40.7
	Visiting friends/family	19.7	18.4	24.4
	Education	5.2	3.2	3.8
Timing of Final Decision to Visit Korea (%)	1 month	16.8	31.8	24.7
	2 months	17.0	14.2	14.1
	3~4 months	29.9	23.7	26.7
	5~9 months	27.3	20.7	24.6
	More than 10 months	9.1	9.6	10.0
Reasons for selecting Korea as a travel destination (multiple responses, %)	Foods/Gourmet meal	51.7	35.2	30.9
	Shopping	44.4	31.7	26.3
	Historical/Cultural Remains	43.7	50.1	40.3
	Natural Landscape	31.9	36.9	30.8
Main Sources of Tour Information (%)	Internet	71.6	55.2	57.6
	Relatives, Colleagues, Friends	61.4	54.7	61.3
	Media	18.0	14.5	13.3
	Traveler's Guides	16.0	17.4	16.6
Traveling Companions (%)	Came Alone	45.0	46.6	52.2
	Came with Others	55.0	53.4	47.8
Average Number of Companions(persons)		3.6	2.3	2.2
Type of Companions (%)	Friend/Boy or Girlfriend	48.5	30.9	26.7
	Family/Relatives	41.9	53.6	57.9
	Coworkers	12.4	17.7	17.2
	Others	0.0	0.0	0.0
Length of stay(days)		9.3	8.4	7.9
Accommodation (more than 1 night, multiple responses, %)	Hotel	67.4	70.8	71.8
	Youth Hostel, Guesthouse, Inn, Motel	24.5	19.5	12.7
	Relative's or Friend's House	16.2	11.1	17.0

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(55.1)	Palaces(43.2)	Palaces(45.4)
	2nd	Myeong-dong(49.9)	Myeong-dong(41.3)	Myeong-dong(36.9)
	3rd	Gangnam station(39.5)	Gangnam station(30.6)	Museums/Memorial Halls(30.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(35.6)	Palaces(25.2)	Palaces(25.2)
	2nd	Myeong-dong(22.8)	Myeong-dong(19.3)	Myeong-dong(17.8)
	3rd	Gangnam station(14.8)	Gangnam station(15.8)	Myeong-dong(17.3)
Major Activities (multiple responses, %)	Shopping	51.8	42.4	37.6
	Visit to palaces/historic sites	42.5	39.4	32.1
	Enjoy natural landscape	30.3	31.9	33.0
	Business Operations	20.6	31.9	32.6
	Amusement/Entertainment	19.6	14.8	9.6
Best Activity in Korea (%)	Visit to palaces/historic sites	17.1	14.4	10.3
	Shopping	15.7	13.9	12.1
	Enjoy natural landscape	9.4	9.6	11.3
	Business Operations	9.1	15.7	15.5
	Gourmet tours	8.2	7.2	7.1
Travel expenses (US$)	All	1,409.6	1,149.9	1,177.0
	Independent Travel	1,321.2	1,107.6	1,164.5
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	49.7	34.7	39.3
	Perfume, Cosmetics	35.5	22.6	19.7
	Groceries	20.6	23.3	21.7
Shopping place (multiple responses, %)	Myeong-dong	35.8	22.0	21.5
	Small Retail Store	32.5	30.6	30.3
	Department store	31.8	24.5	26.6
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	95.5	97.6	97.0
	Immigration	90.8	87.4	90.2
	Public Transportation	93.3	94.3	95.1
	Accommodation	90.1	93.0	94.9
	Food	91.7	92.6	92.2
	Shopping	80.7	70.2	75.5
	Appeal of Tourist Spots	87.1	80.1	84.0
	Tourist Information Services	83.3	68.9	71.7
	Communication	64.3	66.4	68.2
	Travel Expenses	77.1	81.8	80.6
	Security(Safety)	93.9	96.2	98.7
Intention to Revisit within 3 Years(%)		84.6	80.7	88.3
Intention to Recommend Korea to others(%)		91.6	93.6	91.8

9. USA

[Table 2-18] USA Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	61.5	68.4	59.6
	Two times	16.4	11.7	20.0
	Three times	6.9	5.1	6.3
	More than four times	15.2	14.9	14.0
Type of Tour (%)	Independent Travel	99.0	98.5	99.3
	Full-Package Organized Tour	0.5	0.9	0.5
	Air-tel Tour	0.5	0.6	0.1
Main Purpose of Visit (%)	Business/Professional Activities	36.4	37.0	44.4
	Leisure, Recreation, Holiday	31.8	26.9	24.4
	Visiting friends/family	24.5	28.2	25.1
	Education	5.8	6.2	4.9
Timing of Final Decision to Visit Korea (%)	1 month	22.5	25.1	22.5
	2 months	18.8	15.7	16.5
	3~4 months	24.4	25.9	23.9
	5~9 months	24.5	20.8	22.3
	More than 10 months	9.9	12.6	14.8
Reasons for selecting Korea as a travel destination (multiple responses, %)	Foods/Gourmet meal	52.1	41.4	28.8
	Historical/Cultural Remains	48.3	53.9	50.7
	Shopping	30.9	36.6	25.6
	Leisure Time Available for Travel	28.2	14.8	24.0
Main Sources of Tour Information (multiple responses, %)	Internet	73.3	64.2	63.4
	Relatives, Colleagues, Friends	66.9	65.6	62.0
	Media	18.7	15.5	13.2
	Traveler's Guides	15.8	17.1	18.2
Traveling Companions (%)	Came Alone	54.2	52.6	59.0
	Came with Others	45.8	47.4	41.0
Average Number of Companions(persons)		2.4	2.2	2.7
Type of Companions (multiple responses, %)	Family/Relatives	49.9	53.3	56.1
	Friend/Boy or Girlfriend	30.7	27.1	26.5
	Coworkers	21.2	20.8	18.8
	Others	0.5	0.2	0.3
Length of stay(days)		9.1	9.8	8.9
Accommodation (more than 1 night, multiple responses, %)	Hotel	67.7	65.1	59.7
	Youth Hostel, Guesthouse, Inn, Motel	20.1	15.0	15.8
	Relative's or Friend's House	19.5	21.3	22.1

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(52.4)	Palaces(52.6)	Palaces(48.8)
	2nd	Myeong-dong(43.1)	Itaewon(39.6)	Itaewon(41.3)
	3rd	Itaewon(40.9)	Myeong-dong(39.5)	Museums/Memorial Halls(34.8)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(33.8)	Palaces(29.7)	Palaces(28.2)
	2nd	Itaewon(19.6)	Itaewon(17.1)	Itaewon(19.4)
	3rd	Myeong-dong(17.3)	Gangnam station(13.8)	Gangnam station(14.2)
Major Activities (multiple responses,%)	Shopping	49.6	46.4	49.0
	Visit to palaces/historic sites	44.8	44.0	35.1
	Enjoy natural landscape	27.1	30.6	29.6
	Business Operations	26.1	28.6	27.9
	Gourmet tours	19.2	14.9	12.0
Best Activity in Korea (%)	Visit to palaces/historic sites	19.0	20.4	14.2
	Shopping	14.0	11.4	12.2
	Business Operations	12.2	11.6	12.7
	Gourmet tours	8.3	7.7	5.3
	Enjoy natural landscape	7.7	8.3	9.7
Travel expenses (US$)	All	1,313.5	1,338.4	1,206.5
	Independent Travel	1,307.0	1,328.7	1,201.5
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	35.8	36.2	40.5
	Groceries	26.1	24.6	25.3
	Perfume, Cosmetics	23.4	22.9	15.8
Shopping place (multiple responses, %)	Small Retail Store	30.6	30.9	32.8
	Myeong-dong	27.8	23.3	20.7
	Department Store	25.1	24.1	24.4
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	97.7	98.1	97.1
	Immigration	94.9	90.4	91.9
	Public Transportation	95.8	95.4	94.9
	Accommodation	94.1	94.0	94.8
	Food	95.3	95.2	93.4
	Shopping	83.1	78.0	83.1
	Appeal of Tourist Spots	92.6	90.3	89.4
	Tourist Information Services	89.5	76.7	79.6
	Communication	76.9	76.1	73.8
	Travel Expenses	86.3	86.2	83.6
	Security(Safety)	97.3	97.7	97.2
Intention to Revisit within 3 Years(%)		84.1	86.8	85.3
Intention to Recommend Korea to others(%)		94.1	94.8	94.5

10. Canada

[Table 2-19] Canada Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	62.6	71.0	59.0
	Two times	17.0	10.0	20.2
	Three times	7.1	5.2	7.0
	More than four times	13.3	13.8	13.7
Type of Tour (%)	Independent Travel	96.8	96.3	95.7
	Full-Package Organized Tour	2.7	2.4	3.5
	Air-tel Tour	0.5	1.4	0.9
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	39.3	38.6	33.4
	Business/Professional Activities	30.3	31.5	32.8
	Visiting friends/family	21.5	23.9	28.7
	Education	4.7	2.9	4.0
Timing of Final Decision to Visit Korea (%)	1 month	20.8	27.6	22.5
	2 months	15.3	13.3	14.4
	3~4 months	26.1	21.8	25.6
	5~9 months	28.5	25.2	23.2
	More than 10 months	9.3	12.1	14.4
Reasons for selecting Korea as a travel destination (multiple responses, %)	Historical/Cultural Remains	47.1	45.1	45.8
	Foods/Gourmet meal	38.0	40.8	28.0
	Shopping	31.8	32.5	35.0
	Natural Landscape	24.4	26.2	37.1
Main Sources of Tour Information (multiple responses, %)	Internet	74.1	66.5	66.3
	Relatives, Colleagues, Friends	61.8	61.6	64.2
	Traveler's Guides	19.5	19.1	23.7
	Media	18.1	13.8	15.9
Traveling Companions (%)	Came Alone	46.9	42.8	49.9
	Came with Others	53.1	57.2	50.1
Average Number of Companions(persons)		2.8	2.1	2.2
Type of Companions (multiple responses, %)	Family/Relatives	55.5	60.2	62.5
	Friend/Boy or Girlfriend	33.2	24.5	25.7
	Coworkers	13.4	16.5	13.6
	Others	0.7	0.0	0.0
Length of stay(days)		9.0	9.4	8.9
Accommodation (more than 1 night, multiple responses, %)	Hotel	63.2	64.0	62.8
	Youth Hostel, Guesthouse, Inn, Motel	22.4	19.0	16.8
	Relative's or Friend's House	19.7	21.9	25.4

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(58.1)	Palaces(57.2)	Palaces(57.9)
	2nd	Myeong-dong(46.5)	Myeong-dong(46.5)	Myeong-dong(41.6)
	3rd	Museums/Memorial Halls(38.2)	Museums/Memorial Halls(35.3)	Insa-dong(40.7)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(36.6)	Palaces(34.5)	Palaces(34.1)
	2nd	Myeong-dong(19.5)	Myeong-dong(19.5)	Myeong-dong(17.0)
	3rd	Namsan/N Seoul Tower(15.5)	Insa-dong(13.6)	Itaewon(15.2)
Major Activities (multiple responses, %)	Shopping	50.5	50.5	51.0
	Visit to palaces/historic sites	49.1	53.2	43.9
	Enjoy natural landscape	30.6	27.6	31.0
	Business Operations	19.8	20.9	19.6
	Gourmet tours	19.7	15.8	10.0
Best Activity in Korea (%)	Visit to palaces/historic sites	23.1	25.8	16.1
	Shopping	15.5	14.4	16.0
	Business Operations	9.9	8.4	10.1
	Enjoy natural landscape	9.3	7.7	10.3
	Gourmet tours	7.6	6.4	2.4
Travel expenses (US$)	All	1,147.7	1,020.6	1,034.0
	Independent Travel	1,129.2	987.7	980.6
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	45.2	40.6	40.2
	Perfume, Cosmetics	26.2	22.0	19.3
	Groceries	22.5	25.4	25.2
Shopping place (multiple responses, %)	Small Retail Store	36.7	33.0	30.9
	Myeong-dong	30.5	25.7	28.5
	Airport duty-free shop in Korea	26.5	13.7	14.6
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	96.7	96.4	97.0
	Immigration	93.2	89.9	92.6
	Public Transportation	95.0	94.9	93.3
	Accommodation	87.2	84.9	95.5
	Food	91.0	94.6	91.9
	Shopping	83.0	79.1	82.0
	Appeal of Tourist Spots	92.1	88.3	86.0
	Tourist Information Services	87.5	76.5	74.4
	Communication	71.1	65.4	68.5
	Travel Expenses	81.3	80.1	80.3
	Security(Safety)	97.6	97.8	96.3
Intention to Revisit within 3 Years(%)		80.0	79.8	82.9
Intention to Recommend Korea to others(%)		94.2	92.0	93.9

11. UK

[Table 2-20] UK Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	58.8	57.5	57.5
	Two times	18.7	14.0	16.0
	Three times	5.6	8.3	7.2
	More than four times	16.9	20.2	19.3
Type of Tour (%)	Independent Travel	98.6	99.4	98.7
	Full-Package Organized Tour	0.5	0.0	0.8
	Air-tel Tour	0.8	0.6	0.5
Main Purpose of Visit (%)	Business/Professional Activities	48.9	52.4	56.7
	Leisure, Recreation, Holiday	27.6	22.2	20.4
	Visiting friends/family	19.7	19.3	17.9
	Education	2.3	5.5	4.2
Timing of Final Decision to Visit Korea (%)	1 month	17.8	31.1	30.7
	2 months	22.5	16.0	15.6
	3~4 months	30.1	23.3	25.6
	5~9 months	19.9	18.9	17.5
	More than 10 months	9.6	10.8	10.5
Reasons for selecting Korea as a travel destination (multiple responses, %)	Historical/Cultural Remains	56.4	61.8	48.9
	Foods/Gourmet meal	44.9	40.4	34.9
	Natural Landscape	44.4	39.4	49.2
	Elegant Culture:Fashion/Trends	22.6	15.7	16.6
Main Sources of Tour Information (multiple responses, %)	Internet	74.4	55.5	65.1
	Relatives, Colleagues, Friends	57.2	56.5	61.4
	Traveler's Guides	23.1	21.2	20.2
	Media	14.0	10.9	14.3
Traveling Companions (%)	Came Alone	56.9	56.6	57.5
	Came with Others	43.1	43.4	42.5
Average Number of Companions(persons)		2.8	1.9	3.3
Type of Companions (multiple responses, %)	Family/Relatives	40.5	36.5	32.1
	Coworkers	33.6	36.0	39.6
	Friend/Boy or Girlfriend	29.7	29.5	29.6
	Others	0.0	0.0	0.0
Length of stay(days)		8.7	9.0	8.3
Accommodation (more than 1 night, multiple responses, %)	Hotel	75.3	70.4	72.5
	Relative's or Friend's House	17.8	12.4	16.1
	Youth Hostel, Guesthouse, Inn, Motel	17.2	17.2	13.0

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	고궁(47.0)	고궁(44.3)	고궁(50.5)
	2nd	명동(39.1)	명동(33.2)	강남역(36.5)
	3rd	강남역(37.7)	박물관/기념관 (33.0)	명동(35.5)
Best tourist attraction in Korea (multiple responses, %)	1st	고궁(32.2)	고궁(26.6)	고궁(31.6)
	2nd	강남역(20.1)	강남역(14.2)	강남역(15.8)
	3rd	명동(17.5)	남산/N서울타워 (12.9)	이태원(15.1)
Major Activities (multiple responses, %)	Shopping	44.7	33.9	36.2
	Visit to palaces/historic sites	44.6	34.3	35.3
	Business Operations	35.2	38.6	42.8
	Enjoy natural landscape	22.3	28.0	29.1
	Visit to Museums/Exhibitions	17.0	15.6	15.9
Best Activity in Korea (%)	Visit to palaces/historic sites	19.3	16.4	15.7
	Business Operations	19.0	20.4	14.4
	Shopping	9.4	9.0	10.0
	Enjoy natural landscape	7.9	8.9	9.0
	Gourmet tours	7.2	5.5	5.1
Travel expenses (US$)	All	1,363.8	1,151.9	1,130.6
	Independent Travel	1,336.0	1,144.2	1,126.5
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	36.4	29.1	29.1
	Groceries	26.5	26.9	27.2
	Perfume, Cosmetics	24.0	19.1	17.7
Shopping place (multiple responses, %)	Small Retail Store	32.3	28.2	28.5
	Airport duty-free shop in Korea	29.9	12.9	19.1
	Department Store	29.2	21.1	25.3
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	96.0	98.2	97.4
	Immigration	90.7	90.3	91.3
	Public Transportation	93.0	94.7	93.0
	Accommodation	93.3	93.4	94.7
	Food	88.2	92.9	91.5
	Shopping	77.8	64.4	78.8
	Appeal of Tourist Spots	88.7	84.2	82.4
	Tourist Information Services	82.8	66.4	69.5
	Communication	68.7	73.2	72.5
	Travel Expenses	79.9	81.3	82.4
	Security(Safety)	95.8	96.9	97.3
Intention to Revisit within 3 Years(%)		86.4	86.0	85.7
Intention to Recommend Korea to others(%)		90.0	93.1	92.7

12. Germany

[Table 2-21] Germany Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	54.1	59.4	51.5
	Two times	14.9	13.0	15.8
	Three times	9.0	4.6	7.2
	More than four times	22.0	23.0	25.5
Type of Tour (%)	Independent Travel	96.6	98.3	97.9
	Full-Package Organized Tour	3.4	1.7	1.6
	Air-tel Tour	0.0	0.0	0.5
Main Purpose of Visit (%)	Business/Professional Activities	62.6	57.6	65.3
	Leisure, Recreation, Holiday	17.5	17.9	13.6
	Visiting friends/family	11.9	17.0	13.8
	Education	7.2	6.5	7.0
Timing of Final Decision to Visit Korea (%)	1 month	26.9	33.4	40.8
	2 months	21.7	15.0	13.5
	3~4 months	23.6	22.4	18.8
	5~9 months	16.0	20.1	16.2
	More than 10 months	11.9	9.0	10.7
Reasons for selecting Korea as a travel destination (multiple responses, %)	Historical/Cultural Remains	56.4	76.7	69.9
	Foods/Gourmet meal	48.9	43.3	39.1
	Natural Landscape	35.2	53.1	63.5
	Shopping	31.9	19.3	13.8
Main Sources of Tour Information (multiple responses, %)	Internet	65.2	62.5	65.2
	Relatives, Colleagues, Friends	57.9	49.5	61.6
	Traveler's Guides	16.7	17.2	17.0
	Media	11.0	11.5	10.1
Traveling Companions (%)	Came Alone	60.5	57.5	62.6
	Came with Others	39.5	42.5	37.4
Average Number of Companions(persons)		7.2	2.0	2.1
Type of Companions (multiple responses, %)	Coworkers	50.1	42.3	50.5
	Family/Relatives	30.4	34.0	33.4
	Friend/Boy or Girlfriend	21.3	25.2	16.8
	Others	1.9	0.0	0.0
Length of stay(days)		9.2	10.6	9.3
Accommodation (more than 1 night, multiple responses, %)	Hotel	77.6	70.2	79.3
	Youth Hostel, Guesthouse, Inn, Motel	18.5	20.2	10.2
	Relative's or Friend's House	8.9	11.2	10.2

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(41.1)	Palaces(48.1)	Palaces(40.5)
	2nd	Gangnam station(34.8)	Gangnam station(36.2)	Gangnam station(31.9)
	3rd	Myeong-dong(28.9)	Myeong-dong(35.5)	Namsan/N Seoul Tower(28.1)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(25.4)	Palaces(28.4)	Palaces(27.7)
	2nd	Gangnam station(13.7)	Gangnam station(17.5)	Gangnam station(18.1)
	3rd	Palaces(13.5)	Itaewon(12.0)	Namsan/N Seoul Tower(15.2)
Major Activities (multiple responses, %)	Business Operations	52.1	46.7	54.8
	Visit to palaces/historic sites	35.4	40.3	30.3
	Shopping	30.3	33.0	32.0
	Gourmet tours	18.5	14.9	16.6
	Enjoy natural landscape	18.3	25.3	21.9
Best Activity in Korea (%)	Business Operations	24.2	23.6	25.9
	Visit to palaces/historic sites	12.4	17.6	15.3
	Gourmet tours	9.5	6.9	9.1
	Enjoy natural landscape	8.0	6.7	8.2
	Traditional Culture Experience	7.0	5.3	5.7
Travel expenses (US$)	All	1,364.5	1,318.7	1,241.8
	Independent Travel	1,338.7	1,304.6	1,202.9
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	25.3	27.2	22.4
	Groceries	21.4	23.4	17.7
	Traditional Folk Craft	18.7	17.5	19.6
Shopping place (multiple responses, %)	Small Retail Store	31.7	25.8	24.7
	Airport duty-free shop in Korea	21.3	9.6	17.3
	Department Store	18.1	17.9	19.1
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	95.9	97.3	97.1
	Immigration	89.5	89.0	91.3
	Public Transportation	89.8	95.4	93.1
	Accommodation	87.2	90.5	90.8
	Food	88.7	90.0	89.5
	Shopping	68.5	61.3	62.9
	Appeal of Tourist Spots	87.1	77.5	71.7
	Tourist Information Services	75.8	62.4	62.9
	Communication	45.4	45.8	46.0
	Travel Expenses	63.8	68.3	64.3
	Security(Safety)	94.0	95.6	95.5
Intention to Revisit within 3 Years(%)		81.9	84.6	84.8
Intention to Recommend Korea to others(%)		86.4	85.1	88.0

13. France

[Table 2-22] France Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	62.0	60.4	62.5
	Two times	15.6	16.2	16.3
	Three times	8.8	10.0	7.6
	More than four times	13.6	13.4	13.6
Type of Tour (%)	Independent Travel	96.3	97.8	98.5
	Full-Package Organized Tour	2.4	1.4	1.5
	Air-tel Tour	1.3	0.8	0.0
Main Purpose of Visit (%)	Business/Professional Activities	43.3	57.3	45.3
	Leisure, Recreation, Holiday	30.3	15.5	23.7
	Visiting friends/family	16.1	19.8	19.2
	Education	8.5	7.1	11.4
Timing of Final Decision to Visit Korea (%)	1 month	19.3	31.3	27.1
	2 months	17.3	14.7	15.2
	3~4 months	27.0	21.6	16.7
	5~9 months	21.9	19.5	25.3
	More than 10 months	14.6	12.9	15.7
Reasons for selecting Korea as a travel destination (multiple responses, %)	Historical/Cultural Remains	66.4	81.5	79.7
	Natural Landscape	51.3	38.8	46.4
	Foods/Gourmet meal	37.3	61.1	32.2
	Elegant Culture:Fashion/Trends	31.4	12.6	29.1
Main Sources of Tour Information (multiple responses, %)	Internet	71.0	52.5	66.0
	Relatives, Colleagues, Friends	57.4	63.5	61.2
	Traveler's Guides	22.6	13.3	21.2
	Media	17.3	10.1	15.0
Traveling Companions (%)	Came Alone	50.4	56.2	57.7
	Came with Others	49.6	43.8	42.3
Average Number of Companions(persons)		3.6	2.2	2.1
Type of Companions (multiple responses, %)	Family/Relatives	39.8	31.4	37.5
	Friend/Boy or Girlfriend	32.4	33.6	37.8
	Coworkers	28.9	36.5	25.6
	Others	0.0	0.0	0.0
Length of stay(days)		8.8	8.5	9.6
Accommodation (more than 1 night, multiple responses, %)	Hotel	68.5	67.9	65.0
	Youth Hostel, Guesthouse, Inn, Motel	29.0	20.8	24.9
	Relative's or Friend's House	10.9	15.3	15.7

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(56.9)	Palaces(50.6)	Palaces(57.4)
	2nd	Gangnam station(44.6)	Gangnam station(42.8)	Gangnam station(47.2)
	3rd	Myeong-dong(41.3)	Myeong-dong(36.6)	Namsan/N Seoul Tower(44.8)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(35.0)	Palaces(27.7)	Palaces(32.1)
	2nd	Gangnam station(21.8)	Gangnam station(17.1)	Gangnam station(21.2)
	3rd	Itaewon(14.1)	Insa-dong(14.0)	Namsan/N Seoul Tower(14.3)
Major Activities (multiple responses, %)	Visit to palaces/historic sites	43.0	38.4	38.0
	Gourmet tours	35.6	25.5	25.2
	Business Operations	34.9	50.1	33.1
	Shopping	34.4	29.5	25.3
	Enjoy natural landscape	30.0	24.3	31.0
Best Activity in Korea (%)	Visit to palaces/historic sites	18.4	13.3	18.5
	Gourmet tours	15.5	14.0	9.5
	Business Operations	15.3	24.1	15.7
	Enjoy natural landscape	13.0	5.5	8.5
	Traditional Culture Experience	7.0	5.5	7.8
Travel expenses (US$)	All	1,475.6	1,054.9	1,468.3
	Independent Travel	1,418.4	1,023.7	1,433.4
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	30.3	30.5	37.6
	Groceries	27.2	16.8	18.4
	Perfume, Cosmetics	26.1	25.7	15.7
Shopping place (multiple responses, %)	Small Retail Store	33.4	27.1	28.6
	Department Store	23.3	20.9	27.3
	Myeong-dong	22.6	14.2	19.2
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	97.5	95.6	98.1
	Immigration	89.0	83.1	90.9
	Public Transportation	94.6	91.4	92.7
	Accommodation	94.2	89.8	91.6
	Food	91.3	86.5	85.5
	Shopping	79.6	71.7	74.8
	Appeal of Tourist Spots	86.4	77.2	78.3
	Tourist Information Services	76.8	64.2	63.1
	Communication	49.0	51.1	46.1
	Travel Expenses	71.8	79.6	68.1
	Security(Safety)	98.2	95.5	97.8
Intention to Revisit within 3 Years(%)		79.3	80.6	81.6
Intention to Recommend Korea to others(%)		90.0	93.0	91.2

14. Russia

[Table 2-23] Russia Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	51.5	60.3	42.3
	Two times	20.4	16.0	15.6
	Three times	10.3	8.2	11.6
	More than four times	17.8	15.5	30.5
Type of Tour (%)	Independent Travel	96.8	98.1	97.1
	Full-Package Organized Tour	2.7	1.9	2.7
	Air-tel Tour	0.4	0.0	0.2
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	45.7	51.2	38.1
	Business/Professional Activities	20.0	17.4	21.1
	Visiting friends/family	18.5	14.1	15.0
	Aesthetic,Health,Medical Treatment	5.8	5.6	16.5
Timing of Final Decision to Visit Korea (%)	1 month	29.8	24.6	34.5
	2 months	21.7	16.1	21.8
	3~4 months	24.5	24.7	19.1
	5~9 months	17.7	23.5	16.6
	More than 10 months	6.3	11.1	7.9
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	37.4	43.7	23.3
	Historical/Cultural Remains	35.4	31.3	24.6
	Natural Landscape	33.0	40.9	30.6
	Foods/Gourmet meal	28.9	20.9	9.5
Main Sources of Tour Information (multiple responses, %)	Internet	81.8	74.8	66.2
	Relatives, Colleagues, Friends	71.3	64.6	58.3
	Traveler's Guides	20.4	17.8	13.7
	Travel agency	17.9	19.0	11.4
Traveling Companions (%)	Came Alone	43.7	39.7	44.0
	Came with Others	56.3	60.3	56.0
Average Number of Companions(persons)		3.4	1.9	3.1
Type of Companions (multiple responses, %)	Family/Relatives	45.9	53.5	62.8
	Friend/Boy or Girlfriend	32.6	31.9	26.4
	Coworkers	23.0	15.0	11.0
	Others	0.7	0.0	0.4
Length of stay(days)		12.9	14.6	11.7
Accommodation (more than 1 night, multiple responses, %)	Hotel	59.0	62.2	60.4
	Youth Hostel, Guesthouse, Inn, Motel	25.6	23.8	18.8
	Relative's or Friend's House	19.7	13.2	16.9

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(48.8)	Palaces(51.6)	Palaces(42.2)
	2nd	Myeong-dong(41.9)	Dongdaemun Market(48.1)	Myeong-dong(41.3)
	3rd	Dongdaemun Market(39.0)	Myeong-dong(45.0)	Dongdaemun Market(32.7)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(34.8)	Palaces(29.9)	Palaces(24.3)
	2nd	Myeong-dong(19.6)	Myeong-dong(21.0)	Myeong-dong(19.4)
	3rd	Dongdaemun Market(17.2)	Dongdaemun Market(18.1)	Gangnam station(17.5)
Major Activities (multiple responses, %)	Shopping	55.2	56.1	49.9
	Visit to palaces/historic sites	31.6	30.7	20.4
	Enjoy natural landscape	30.4	8.9	8.9
	Shopping	26.5	15.9	7.3
	Theme Park	17.7	18.7	19.1
Best Activity in Korea (%)	Shopping	17.0	19.6	17.9
	Visit to palaces/historic sites	13.1	11.7	5.1
	Enjoy natural landscape	10.0	2.8	2.2
	Theme Park	6.6	8.9	10.2
	Gourmet tours	6.4	4.2	2.6
Travel expenses (US$)	All	1,727.4	1,783.3	1,384.9
	Independent Travel	1,717.5	1,792.6	1,403.2
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	50.8	53.1	47.6
	Perfume, Cosmetics	46.2	46.0	41.2
	Groceries	27.6	27.7	22.7
Shopping place (multiple responses, %)	Hypermarket	41.7	38.7	36.7
	Airport duty-free shop in Korea	31.8	22.9	17.9
	Small Retail Store	30.8	23.9	28.4
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	95.4	96.1	96.1
	Immigration	94.0	94.0	96.8
	Public Transportation	93.5	94.0	95.5
	Accommodation	89.7	92.6	93.1
	Food	88.0	86.8	87.4
	Shopping	91.0	88.0	91.4
	Appeal of Tourist Spots	93.1	91.5	95.6
	Tourist Information Services	87.2	86.6	87.2
	Communication	65.3	66.5	68.3
	Travel Expenses	68.8	69.1	69.6
	Security(Safety)	97.6	96.2	97.9
Intention to Revisit within 3 Years(%)		82.3	80.8	81.9
Intention to Recommend Korea to others(%)		94.9	88.9	90.9

15. Middle East

[Table 2-24] Middle East Time Series Analysis

Questions	Responses	2017	2016	2015년
Number of Visits within past 3 yrs (%)	One time	53.2	40.3	47.7
	Two times	20.3	10.8	12.3
	Three times	7.5	6.6	7.7
	More than four times	19.0	42.3	32.4
Type of Tour (%)	Independent Travel	98.9	98.6	99.1
	Full-Package Organized Tour	1.1	1.1	0.9
	Air-tel Tour	0.0	0.3	0.0
Main Purpose of Visit (%)	Business/Professional Activities	32.8	51.2	52.2
	Leisure, Recreation, Holiday	21.8	16.5	12.5
	Visiting friends/family	15.5	10.3	13.4
	Aesthetic,Health,Medical Treatment	14.8	9.1	9.5
Timing of Final Decision to Visit Korea (%)	1 month	26.1	31.1	42.0
	2 months	15.9	23.0	17.4
	3~4 months	22.4	19.7	17.5
	5~9 months	20.9	16.2	16.4
	More than 10 months	14.7	10.0	6.8
Reasons for selecting Korea as a travel destination (multiple responses, %)	Shopping	40.1	50.0	35.2
	Medical Treatment	39.9	31.7	38.3
	Historical/Cultural Remains	33.7	30.9	32.0
	Natural Landscape	31.6	36.7	34.4
Main Sources of Tour Information (multiple responses, %)	Relatives, Colleagues, Friends	72.3	69.1	71.2
	Internet	65.4	37.1	44.0
	Travel agency	14.3	9.8	12.6
	Media	14.2	14.5	9.5
Traveling Companions (%)	Came Alone	52.4	48.9	51.2
	Came with Others	47.6	51.1	48.8
Average Number of Companions(persons)		2.2	2.6	2.5
Type of Companions (multiple responses, %)	Family/Relatives	64.9	59.3	48.2
	Friend/Boy or Girlfriend	19.8	18.8	22.5
	Coworkers	16.9	22.8	31.5
	Others	1.5	0.0	0.0
Length of stay(days)		11.0	12.2	11.7
Accommodation (more than 1 night, multiple responses, %)	Hotel	60.8	39.3	44.7
	Relative's or Friend's House	17.6	12.5	18.0
	Youth Hostel, Guesthouse, Inn, Motel	16.1	41.8	28.8

Questions	Responses	2017	2016	2015년
Major Attractions and Sites (multiple responses, %)	1st	Dongdaemun Market(44.9)	Dongdaemun Market(64.4)	Dongdaemun Market(54.2)
	2nd	Myeong-dong(44.7)	Myeong-dong(30.3)	Palaces31.8)
	3rd	Palaces(40.7)	Palaces(27.3)	Myeong-dong(29.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(24.1)	Dongdaemun Market(48.4)	Dongdaemun Market(37.7)
	2nd	Myeong-dong(24.1)	Palaces(17.1)	Palaces(20.9)
	3rd	Dongdaemun Market(23.4)	Itaewon(15.0)	Itaewon(14.9)
Major Activities (multiple responses, %)	Shopping	59.6	63.6	50.2
	Visit to palaces/historic sites	26.9	18.0	18.9
	Business Operations	25.2	44.6	47.2
	Enjoy natural landscape	21.6	41.5	34.7
	Medical Tourism	19.9	11.5	11.0
Best Activity in Korea (%)	Shopping	19.5	22.0	16.5
	Medical Tourism	14.4	8.0	9.3
	Business Operations	13.5	27.1	30.6
	Visit to palaces/historic sites	10.2	6.8	6.2
	Gourmet tours	5.6	1.4	2.0
Travel expenses (US$)	All	2,231.7	2,593.8	2,245.5
	Independent Travel	2,242.3	2,610.0	2,256.0
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	55.3	58.1	51.5
	Perfume, Cosmetics	43.6	42.1	37.5
	Shoes	25.0	29.6	28.6
Shopping place (multiple responses, %)	Hypermarket	30.8	21.0	22.0
	Department Store	28.9	16.3	15.4
	Myeong-dong	26.9	17.8	16.3
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	94.8	97.3	96.5
	Immigration	93.6	95.3	96.0
	Public Transportation	95.6	96.7	95.4
	Accommodation	91.6	95.6	94.5
	Food	78.1	86.2	83.9
	Shopping	89.2	93.5	87.9
	Appeal of Tourist Spots	91.4	94.2	91.4
	Tourist Information Services	88.7	88.1	83.8
	Communication	60.8	72.2	63.1
	Travel Expenses	71.2	84.3	77.4
	Security(Safety)	97.9	98.0	96.9
Intention to Revisit within 3 Years(%)		83.8	89.3	92.6
Intention to Recommend Korea to others(%)		92.9	93.7	94.1

16. India

[Table 2-25] India Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	49.9	58.7	45.5
	Two times	19.0	11.1	19.6
	Three times	6.5	8.1	12.4
	More than four times	24.6	22.1	22.5
Type of Tour (%)	Independent Travel	97.7	97.8	97.9
	Full-Package Organized Tour	1.3	1.5	1.3
	Air-tel Tour	1.0	0.6	0.9
Main Purpose of Visit (%)	Business/Professional Activities	80.3	81.6	83.2
	Education	9.1	7.6	5.4
	Leisure, Recreation, Holiday	5.9	5.3	4.9
	Visiting friends/family	3.7	5.1	6.5
Timing of Final Decision to Visit Korea (%)	1 month	35.8	40.6	37.1
	2 months	20.6	14.3	24.0
	3~4 months	23.7	22.9	21.7
	5~9 months	11.6	11.7	9.3
	More than 10 months	8.3	10.6	7.8
Reasons for selecting Korea as a travel destination (multiple responses, %)	Natural Landscape	70.6	44.1	52.6
	Historical/Cultural Remains	46.2	62.1	35.0
	Foods/Gourmet meal	33.0	23.6	6.9
	Safety/Public order	20.0	10.5	17.1
Main Sources of Tour Information (multiple responses, %)	Internet	59.1	46.9	64.9
	Relatives, Colleagues, Friends	57.0	44.3	52.4
	Travel agency	17.9	11.9	18.0
	Media	8.5	6.5	12.0
Traveling Companions (%)	Came Alone	59.6	59.4	64.6
	Came with Others	40.4	40.6	35.4
Average Number of Companions(persons)		3.7	3.2	2.7
Type of Companions (multiple responses, %)	Coworkers	62.9	60.4	61.0
	Family/Relatives	19.6	32.0	30.5
	Friend/Boy or Girlfriend	19.1	9.4	8.5
	Others	0.8	0.0	0.0
Length of stay(days)		12.7	11.6	14.2
Accommodation (more than 1 night, multiple responses, %)	Hotel	71.1	73.9	69.4
	Youth Hostel, Guesthouse, Inn, Motel	17.2	12.7	12.6
	Dormitory/Training Facility	9.5	10.0	10.8

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Palaces(32.7)	Palaces(37.5)	Namdaemun Market(34.0)
	2nd	Namdaemun Market(32.1)	Gangnam station(31.5)	Itaewon(32.9)
	3rd	Gangnam station(29.0)	Myeong-dong(30.3)	Palaces(32.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(17.3)	Palaces(23.9)	Palaces(17.4)
	2nd	Suwon (Hwaseong Fortress, Haenggung)(13.5)	Gangnam station(16.8)	Suwon (Hwaseong Fortress, Haenggung)(16.1)
	3rd	Namsan/N Seoul Tower(13.4)	Itaewon(12.6)	Itaewon(15.8)
Major Activities (multiple responses, %)	Business Operations	56.6	62.2	56.3
	Shopping	47.6	48.3	52.1
	Visit to palaces/historic sites	33.9	26.1	24.4
	Enjoy natural landscape	23.5	16.7	21.7
	Training, Education, Research	19.0	16.7	13.3
Best Activity in Korea (%)	Business Operations	23.2	27.2	18.6
	Visit to palaces/historic sites	14.8	8.9	10.0
	Shopping	13.4	14.2	17.4
	Enjoy natural landscape	9.3	8.3	9.3
	Training, Education, Research	8.2	7.2	6.0
Travel expenses (US$)	All	1,686.2	1,466.3	1,500.0
	Independent Travel	1,694.6	1,461.3	1,477.7
	Full-Package Organized Tour	-	-	-
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Clothing	41.3	36.2	45.3
	Perfume, Cosmetics	31.9	22.6	21.8
	Groceries	17.7	17.4	18.0
Shopping place (multiple responses, %)	Hypermarket	30.0	25.2	36.8
	Department Store	29.9	26.4	25.9
	Airport duty-free shop in Korea	28.1	16.6	21.3
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	97.0	96.7	97.5
	Immigration	97.0	91.1	96.2
	Public Transportation	94.3	96.2	95.5
	Accommodation	94.2	91.9	95.1
	Food	67.7	71.9	61.4
	Shopping	84.2	74.5	78.6
	Appeal of Tourist Spots	88.9	79.1	82.7
	Tourist Information Services	83.2	71.2	75.8
	Communication	37.2	38.2	35.7
	Travel Expenses	59.6	69.6	55.4
	Security(Safety)	97.6	98.2	97.2
Intention to Revisit within 3 Years(%)		90.8	91.9	91.7
Intention to Recommend Korea to others(%)		91.0	88.5	91.7

17. Philippines[12)]

[Table 2-26] Philippines Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	69.6	61.4	53.9
	Two times	16.8	12.7	16.3
	Three times	5.5	6.7	7.9
	More than four times	8.0	19.2	21.9
Type of Tour (%)	Independent Travel	82.5	67.4	67.9
	Full-Package Organized Tour	16.7	25.0	26.2
	Air-tel Tour	0.8	7.6	5.9
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	79.3	59.8	56.6
	Business/Professional Activities	8.9	15.0	18.7
	Visiting friends/family	5.4	7.4	9.1
	Education	2.9	4.0	3.6
Timing of Final Decision to Visit Korea (%)	1 month	14.5	46.5	50.2
	2 months	17.9	20.2	18.6
	3~4 months	26.4	18.0	16.9
	5~9 months	28.7	10.7	10.1
	More than 10 months	12.6	4.6	4.3
Reasons for selecting Korea as a travel destination (multiple responses, %)	Historical/Cultural Remains	44.9	25.6	27.6
	Natural Landscape	42.0	43.2	44.8
	Shopping	40.2	67.3	67.8
	Foods/Gourmet meal	36.1	44.5	42.8
Main Sources of Tour Information (multiple responses, %)	Internet	83.4	74.1	71.5
	Relatives, Colleagues, Friends	66.4	63.0	62.5
	Media	41.6	22.0	18.8
	Traveler's Guides	24.9	19.7	18.0
Traveling Companions (%)	Came Alone	16.8	24.5	29.0
	Came with Others	83.2	75.5	71.0
Average Number of Companions(persons)		4.8	3.0	3.4
Type of Companions (multiple responses, %)	Family/Relatives	58.4	45.1	47.1
	Friend/Boy or Girlfriend	35.5	45.2	39.8
	Coworkers	11.3	12.1	15.5
	Others	0.3	0.2	0.1
Length of stay(days)		6.9	6.4	6.6
Accommodation (more than 1 night, multiple responses, %)	Hotel	52.6	71.0	69.5
	Youth Hostel, Guesthouse, Inn, Motel	38.3	19.2	16.6
	Relative's or Friend's House	8.5	6.8	9.6

12) Since 'Philippines' was newly added in 2017, the data of 2015 and 2016 uses 'Total' data instead of individual countries' data.

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(80.9)	Myeong-dong(63.2)	Myeong-dong(60.7)
	2nd	Palaces(69.3)	Dongdaemun Market(48.6)	Dongdaemun Market(47.5)
	3rd	Namsan/N Seoul Tower(62.4)	Namsan/N Seoul Tower(33.6)	Palaces(34.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Myeong-dong(41.2)	Myeong-dong(36.9)	Myeong-dong(35.7)
	2nd	Palaces(40.4)	Dongdaemun Market(18.1)	Dongdaemun Market(18.6)
	3rd	Namsan/N Seoul Tower(26.7)	Palaces(14.6)	Palaces(16.6)
Major Activities (multiple responses, %)	Shopping	62.2	75.7	71.5
	Visit to palaces/historic sites	52.8	25.0	26.2
	Enjoy natural landscape	41.0	28.6	30.0
	Theme Park	23.4	10.5	8.3
	Gourmet tours	19.1	51.0	47.3
Best Activity in Korea (%)	Visit to palaces/historic sites	21.6	7.9	7.7
	Enjoy natural landscape	18.7	11.6	13.2
	Shopping	16.7	30.5	28.0
	Theme Park	8.3	3.2	3.2
	Amusement/Entertainment	4.9	3.4	3.4
Travel expenses (US$)	All	981.2	1,625.3	1,712.5
	Independent Travel	946.7	1,625.5	1,673.4
	Full-Package Organized Tour	1,128.6	1,695.5	1,908.4
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Perfume, Cosmetics	58.8	64.3	61.4
	Clothing	50.3	40.7	41.4
	Groceries	44.2	41.6	38.0
Shopping place (multiple responses, %)	Myeong-dong	70.2	42.7	39.3
	Dongdaemun Market	29.7	24.7	21.7
	Small Retail Store	28.7	22.7	22.2
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	98.6	95.0	93.5
	Immigration	94.9	87.2	87.7
	Public Transportation	95.3	87.3	87.5
	Accommodation	94.8	89.8	90.1
	Food	93.8	86.6	85.8
	Shopping	94.7	88.2	87.0
	Appeal of Tourist Spots	97.0	85.7	84.0
	Tourist Information Services	92.7	80.8	79.2
	Communication	53.3	68.1	65.8
	Travel Expenses	73.3	77.2	71.7
	Security(Safety)	96.7	92.5	90.9
Intention to Revisit within 3 Years(%)		95.9	84.1	85.6
Intention to Recommend Korea to others(%)		98.3	88.9	90.3

18. Indonesia[13)]

[Table 2-27] Indonesia Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	71.1	61.4	53.9
	Two times	18.0	12.7	16.3
	Three times	5.6	6.7	7.9
	More than four times	5.3	19.2	21.9
Type of Tour (%)	Independent Travel	71.5	67.4	67.9
	Full-Package Organized Tour	27.1	25.0	26.2
	Air-tel Tour	1.4	7.6	5.9
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	69.8	59.8	56.6
	Business/Professional Activities	17.1	15.0	18.7
	Education	5.7	4.0	3.6
	Visiting friends/family	4.5	7.4	9.1
Timing of Final Decision to Visit Korea (%)	1 month	19.4	46.5	50.2
	2 months	17.7	20.2	18.6
	3~4 months	25.5	18.0	16.9
	5~9 months	28.0	10.7	10.1
	More than 10 months	9.4	4.6	4.3
Reasons for selecting Korea as a travel destination (multiple responses, %)	Natural Landscape	50.6	43.2	44.8
	Shopping	47.3	67.3	67.8
	Historical/Cultural Remains	37.4	25.6	27.6
	Elegant Culture:Fashion/Trends	29.7	25.4	23.6
Main Sources of Tour Information (multiple responses, %)	Internet	82.4	74.1	71.5
	Relatives, Colleagues, Friends	63.6	63.0	62.5
	Media	44.4	22.0	18.8
	Travel agency	31.6	34.6	31.3
Traveling Companions (%)	Came Alone	16.4	24.5	29.0
	Came with Others	83.6	75.5	71.0
Average Number of Companions(persons)		5.1	3.0	3.4
Type of Companions (multiple responses, %)	Family/Relatives	54.2	45.1	47.1
	Friend/Boy or Girlfriend	25.3	45.2	39.8
	Coworkers	25.1	12.1	15.5
	Others	0.5	0.2	0.1
Length of stay(days)		6.5	6.4	6.6
Accommodation (more than 1 night, multiple responses, %)	Hotel	63.3	71.0	69.5
	Youth Hostel, Guesthouse, Inn, Motel	35.2	19.2	16.6
	Relative's or Friend's House	5.0	6.8	9.6

13) Since 'Indonesia' was newly added in 2017, the data of 2015 and 2016 uses 'Total' data instead of individual countries' data.

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Myeong-dong(85.2)	Myeong-dong(63.2)	Myeong-dong(60.7)
	2nd	Palaces(70.9)	Dongdaemun Market(48.6)	Dongdaemun Market(47.5)
	3rd	Dongdaemun Market(68.3)	Namsan/N Seoul Tower(33.6)	Palaces(34.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(40.3)	Myeong-dong(36.9)	Myeong-dong(35.7)
	2nd	Myeong-dong(38.8)	Dongdaemun Market(18.1)	Dongdaemun Market(18.6)
	3rd	Namsan/N Seoul Tower(24.1)	Palaces(14.6)	Palaces(16.6)
Major Activities (multiple responses, %)	Shopping	77.5	75.7	71.5
	Visit to palaces/historic sites	40.2	25.0	26.2
	Gourmet tours	35.1	51.0	47.3
	Enjoy natural landscape	32.9	28.6	30.0
	Theme Park	13.9	10.5	8.3
Best Activity in Korea (%)	Shopping	24.0	30.5	28.0
	Visit to palaces/historic sites	14.7	7.9	7.7
	Enjoy natural landscape	14.4	11.6	13.2
	Gourmet tours	12.8	16.5	13.8
	Leisure, Relaxation	4.6	1.7	1.8
Travel expenses (US$)	All	1,202.4	1,625.3	1,712.5
	Independent Travel	1,061.3	1,625.5	1,673.4
	Full-Package Organized Tour	1,537.7	1,695.5	1,908.4
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Perfume, Cosmetics	59.5	64.3	61.4
	Clothing	48.0	40.7	41.4
	Groceries	23.8	41.6	38.0
Shopping place (multiple responses, %)	Myeong-dong	71.9	42.7	39.3
	Dongdaemun Market	43.7	24.7	21.7
	Namdaemun Market	24.2	7.0	7.3
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	95.7	95.0	93.5
	Immigration	83.2	87.2	87.7
	Public Transportation	92.0	87.3	87.5
	Accommodation	90.6	89.8	90.1
	Food	77.7	86.6	85.8
	Shopping	91.5	88.2	87.0
	Appeal of Tourist Spots	94.8	85.7	84.0
	Tourist Information Services	82.9	80.8	79.2
	Communication	36.9	68.1	65.8
	Travel Expenses	51.9	77.2	71.7
	Security(Safety)	91.8	92.5	90.9
Intention to Revisit within 3 Years(%)		73.4	84.1	85.6
Intention to Recommend Korea to others(%)		96.1	88.9	90.3

19. Vietnam[14)]

[Table 2-28] Vietnam Time Series Analysis

Questions	Responses	2017	2016	2015
Number of Visits within past 3 yrs (%)	One time	74.1	61.4	53.9
	Two times	11.4	12.7	16.3
	Three times	4.9	6.7	7.9
	More than four times	9.7	19.2	21.9
Type of Tour (%)	Independent Travel	59.9	67.4	67.9
	Full-Package Organized Tour	39.5	25.0	26.2
	Air-tel Tour	0.6	7.6	5.9
Main Purpose of Visit (%)	Leisure, Recreation, Holiday	45.8	59.8	56.6
	Business/Professional Activities	20.9	15.0	18.7
	Visiting friends/family	18.2	7.4	9.1
	Education	7.4	4.0	3.6
The Timing of Final Decision to Visit Korea (%)	1 month	31.4	46.5	50.2
	2 months	22.5	20.2	18.6
	3~4 months	25.8	18.0	16.9
	5~9 months	12.4	10.7	10.1
	More than 10 months	7.8	4.6	4.3
Reasons for selecting Korea as a travel destination (multiple responses, %)	Natural Landscape	71.7	43.2	44.8
	Shopping	52.0	67.3	67.8
	Foods/Gourmet meal	31.3	44.5	42.8
	Historical/Cultural Remains	27.6	25.6	27.6
Main Sources of Tour Information (multiple responses, %)	Relatives, Colleagues, Friends	63.5	63.0	62.5
	Internet	56.3	74.1	71.5
	Travel agency	53.4	34.6	31.3
	Media	21.3	22.0	18.8
Traveling Companions (%)	Came Alone	32.9	24.5	29.0
	Came with Others	67.1	75.5	71.0
Average Number of Companions(persons)		5.0	3.0	3.4
Type of Companions (multiple responses, %)	Family/Relatives	56.5	45.1	47.1
	Friend/Boy or Girlfriend	28.9	45.2	39.8
	Coworkers	18.2	12.1	15.5
	Others	0.7	0.2	0.1
Length of stay(days)		10.5	6.4	6.6
Accommodation (more than 1 night, multiple responses, %)	Hotel	52.4	71.0	69.5
	Relative's or Friend's House	23.5	6.8	9.6
	Dormitory/Training Facility	12.6	3.8	3.8

14) Since 'Vietnam' was newly added in 2017, the data of 2015 and 2016 uses 'Total' data instead of individual countries' data.

Questions	Responses	2017	2016	2015
Major Attractions and Sites (multiple responses, %)	1st	Dongdaemun Market(48.3)	Myeong-dong(63.2)	Myeong-dong(60.7)
	2nd	Palaces(45.6)	Dongdaemun Market(48.6)	Dongdaemun Market(47.5)
	3rd	Myeong-dong(36.2)	Namsan/N Seoul Tower(33.6)	Palaces(34.9)
Best tourist attraction in Korea (multiple responses, %)	1st	Palaces(28.1)	Myeong-dong(36.9)	Myeong-dong(35.7)
	2nd	Dongdaemun Market(21.6)	Dongdaemun Market(18.1)	Dongdaemun Market(18.6)
	3rd	Namsan/N Seoul Tower(16.7)	Palaces(14.6)	Palaces(16.6)
Major Activities (multiple responses, %)	Shopping	71.4	75.7	71.5
	Gourmet tours	61.2	51.0	47.3
	Enjoy natural landscape	33.1	28.6	30.0
	Visit to palaces/historic sites	23.7	25.0	26.2
	Leisure, Relaxation	14.4	8.5	7.6
Best Activity in Korea (%)	Shopping	25.1	30.5	28.0
	Enjoy natural landscape	18.0	11.6	13.2
	Gourmet tours	11.3	16.5	13.8
	Inspection	9.3	0.4	0.5
	Visit to palaces/historic sites	8.1	7.9	7.7
Travel expenses (US$)	All	1,213.5	1,625.3	1,712.5
	Independent Travel	1,117.8	1,625.5	1,673.4
	Full-Package Organized Tour	1,356.8	1,695.5	1,908.4
	Air-Tel Tour	-	-	-
Shopping item (multiple responses, %)	Perfume, Cosmetics	51.8	64.3	61.4
	Clothing	48.7	40.7	41.4
	Ginseng, Medicinal Herbs	35.8	12.3	11.6
Shopping place (multiple responses, %)	Hypermarket	42.6	22.8	21.7
	Airport duty-free shop in Korea	34.7	23.7	25.0
	Small Retail Store	30.8	22.7	22.2
Itemized Satisfaction with Traveling in Korea (%)	Overall Satisfaction	94.4	95.0	93.5
	Immigration	87.8	87.2	87.7
	Public Transportation	91.8	87.3	87.5
	Accommodation	83.2	89.8	90.1
	Food	76.3	86.6	85.8
	Shopping	86.6	88.2	87.0
	Appeal of Tourist Spots	82.1	85.7	84.0
	Tourist Information Services	77.1	80.8	79.2
	Communication	54.5	68.1	65.8
	Travel Expenses	62.7	77.2	71.7
	Security(Safety)	95.7	92.5	90.9
Intention to Revisit within 3 Years(%)		92.2	84.1	85.6
Intention to Recommend Korea to others(%)		94.9	88.9	90.3

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