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JEJU TOURISM ISSUE FOCUS

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Analysis of Jeju Tourism Trend in the First Half of 2018

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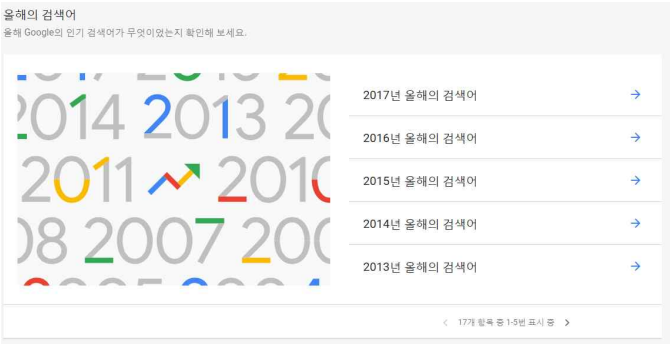
Analysis of Jeju tour trend in the first half of 2018

I Introduction

This issue deals with a theme different from the previous edition; the first and second editions of Jeju Tourism Issue Focus presented the result of the big data analysis of credit cards sales in the tourism industry of Jeju Island. In this issue, we performed text mining for reviewing the trend of “Jeju tour” in the first half of 2018. The subjects for analysis were local and Chinese tourists who held the largest part of visitors to the island. For local visitors, we conducted Word Cloud analyses with the keyword of “Jeju tour” and trend analysis with the keyword of “travel to Jeju Island” through Google search mostly, and for Chinese tourists, the analysis of words related to “Jeju Island” and interest rate based on Baidu search. The purpose of the analyses was to identify issues related to travel to Jeju Island in the first half of 2018 and draw meaningful implications that can be utilized for the growth of Jeju Island’s tourism industry and the development of policies for Jeju tourism.



Prior to introducing the main text, we inform you that the analysis results were the opinion of the research center of Jeju Tourism Organization. Text mining-based trend review is a big data analysis technique to collect and analyze the entire volume of online texts. However, for this review, we utilized only the texts that were highly related to the theme of this analysis. Therefore, the result may have a certain limit to reflect accurately the current trend of travels to Jeju Island. Nevertheless, we believe the results of the review as a pilot test will be sufficient to provide the perspective of Jeju travel trend and relevant policy implications.

Ⅱ Local visitors' Jeju tour trend

For the purpose of reviewing the trend of local visitors' Jeju tour, we conducted Word Cloud and trend analyses. **Word Cloud analysis aims at identifying policy keywords related to Jeju tourism in the first half of 2018 and compare changes from the previous year**, and furthermore, finding out the latest preferences for Jeju tour. On the other hand, **the purpose of trend analysis is to discover the monthly trend of people's interest in Jeju tour and compare the trend with those in the previous year and degree of interest in overseas travel**. For performing Word Cloud analysis, we arranged, in the order of accuracy, news articles among the results of Google search obtained with a keyword of "Jeju tour" in the first half of 2017 and 2018, and used 120 articles selected in each year as basic data. The basic materials for reviewing also included the hashtags(#) of 1,543 posts resulted from searching Instagram with a keyword of "#recommended tourist attractions in Jeju Island" as of July 19, 2018. For the purpose of the trend analysis, we collected Google Trends' Degree of interest in four search words related to travel to Jeju, i.e. "Jeju Island travel", "Jeju Island travel", "Jeju travel" and "Jeju travel" and in two search words related to overseas travel, i.e. "overseas travel" and "overseas travel" for the year of 2017 and the first half of 2018, and put together the results into single degree of interest, respectively. As for the analysis methods, the terms included in the basic data were presented graphically and in different sizes to ensure their use frequencies could be shown clearly at a glance for Word Cloud analysis, and the result of the trend analysis was presented in trend graphs of monthly degree of interest in Jeju travel and overseas travel, respectively.

「Jeju Tourism」 Word Cloud: In the first half of 2018

First, let's take a look at the result of Word Cloud analysis. **The words that were most prominently presented in the news articles obtained from searching with a keyword of "Jeju tour" from January 1 to June 30, 2018 included duty free shops, visit, travel, growth, business, cruise, police and islanders**[1] The reason why duty free shops were the most searched term can be explained by the fact that duty free shops were a keyword closely related to tourism and that the interest of **Chinese tourists visiting Jeju Island has been concentrated on duty free shops** since the issue of THAAD. In particular, there were a number of linked articles that were questioning the ripple effect of such concentration on duty free shops on local economy of the island.

The next terms were visit and travel. However, it seems these words would not have a significant meaning because they were commonly mentioned in reports on Jeju tour. **In case of growth and business, the huge contribution of Jeju tourism on the local economy** may have been reflected. As for cruise, there were many reports on the impact on the island's economy including the closure of travel businesses caused by the decline of Chinese tourists and the necessity for attracting cruise tourists from countries other than China **at one year after the discontinuation of Chinese cruises' visit to the island** on March 15, 2017. The appearance of the term of police was related to the nationwide **reports on a female tourist murdered in a guesthouse last February**. Since the police as the main agent conducting the investigation were quoted as a subject in most of relevant articles, the term seems to appear much more frequently than the terms of guesthouse or murder. Lastly, the appearance of islander could be attributed to **the steady interest in the coexistence of the island's residents and tourists and in sustainable tourism**. T**he main connection words of islander were capacity to accommodate, overtourism, coexistence, quality travel and sustainability**, indicating the necessity to achieve simultaneously the improvement of life quality of the island's residents and growth based on the tourism industry.

Other terms worth paying attention to include **refugee, airport, village, diversification, Jeju Shinwha World and turnover**. The term of refugees reflects nationwide reports on the **entrance of Yemen refugees** to Jeju Island and is highly likely to be one of the most frequently searched words in the late 2018 due to the prolonged stay of them. Airport has become a term of interest as the airport's capacity was emerged as an hot issue due to the **construction of the second airport, weather deterioration and aviation crisis during last January and February**. The word of village reflects **village festivals** being promoted by Jeju Special-Governing Province and Jeju Tourism Organization and the **development of relevant tour programs**. Jeju Tourism Organization is promoting projects such as 'Eco Party' and 'Creating Samchun Villages" to support individual towns and areas. The appearance of diversification shows that there have been **a huge demand for policies to diversify the scope of foreign tour market that are currently concentrated on Chinese tourists**. The term of Shinhwa World also held a high rank because there were a number of reports on the relocation of Jeju Tourism Organization's duty free shops to Shinhwa World. The high rank of turnover was related to the many regional media's reports on the **articles on the analyses of credit card sales in the May and June issues of 「Jeju Tourism Issue Focus」**.

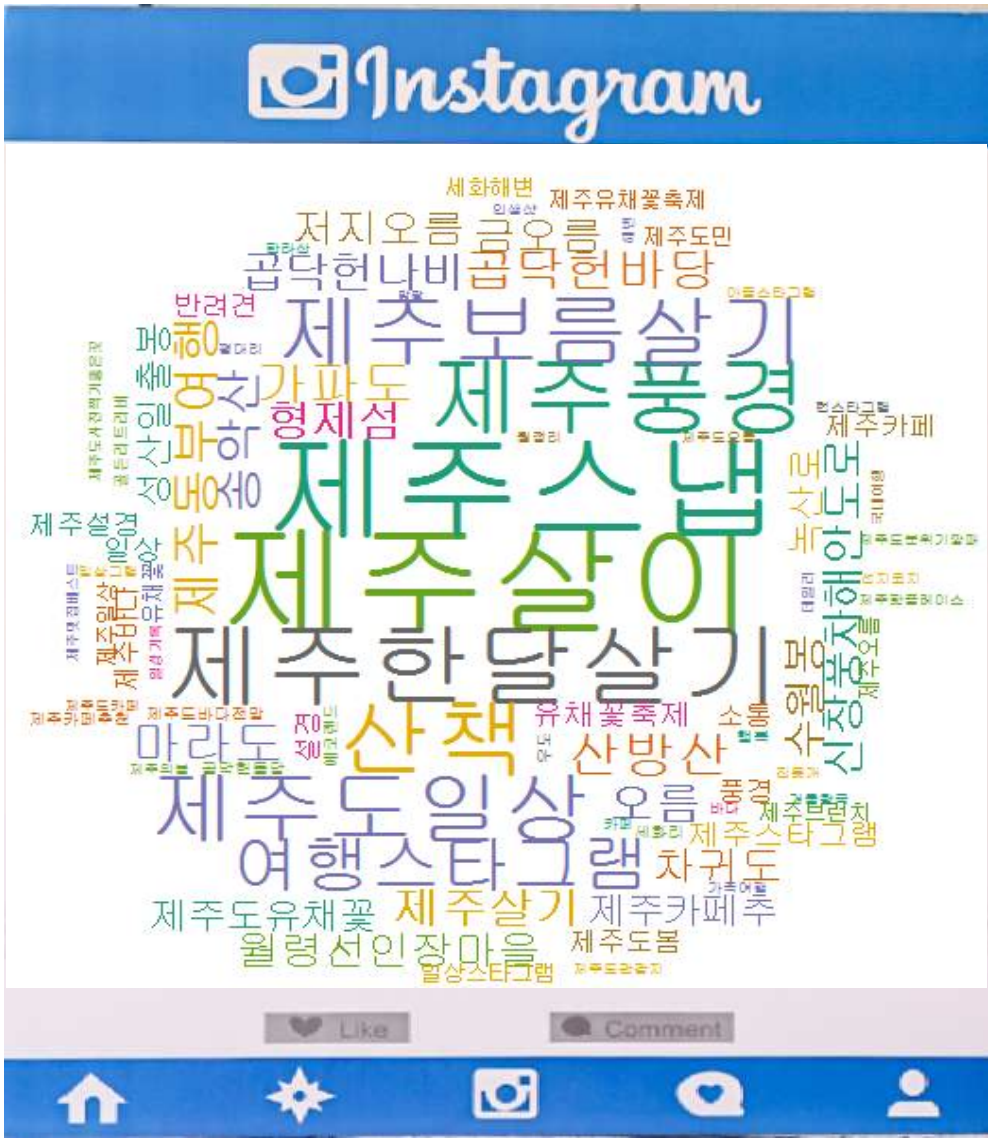
「Jeju Tourism」 Word Cloud: In the first half of 2017

1) We excluded keywords related to Jeju tour such as Jeju, tour and Jeju tour, and furthermore, search words that are less related to the policy keyword such as region and target, name of people and name of company (Jeju Tourism Organization).

Compared with the first half of 2017, the portion of Chinese tourists and THAAD have been significantly reduced in the Word Cloud for the same period of 2018. The Word Cloud in the first half of 2017 was almost dominated by keywords related to banning Chinese tourists from visiting Korea such as Chinese people, China, THAAD, situation, tourism industry, local, prohibition, lines, group tourists and decline. Although there were some words presented in the first half of 2018 such as cruise, duty free shops, in the island, village and diversification, the size of the terms except cruise was relatively smaller compared to those in 2018. It was analyzed that the concern on the adverse impact of the ban of Chinese tourists' visit on the tourism industry of Jeju Island and issues after such prohibition widely spread across the entire community in the first half of 2017. However, **in 2018, we were able to find out words related to the attitude that accepted problems caused by THAAD and efforts to focus on finding alternatives to resolve the issue. Alternatives that have long been pointed out from the past such as the diversification of overseas tourism market, village tourism and tourism for coexistence appeared to be emerging on the surface**.

As of July of 2018, **hashtags that most frequently appeared with the search word of 「#Recommended Jeju travel destinations」 were #living in Jeju, #Jeju snap, #Jeju landscape, #Living in Jeju for a month, #Living in Jeju for two weeks, #Daily life in Jeju, #Strolling and #Travel stargram**.

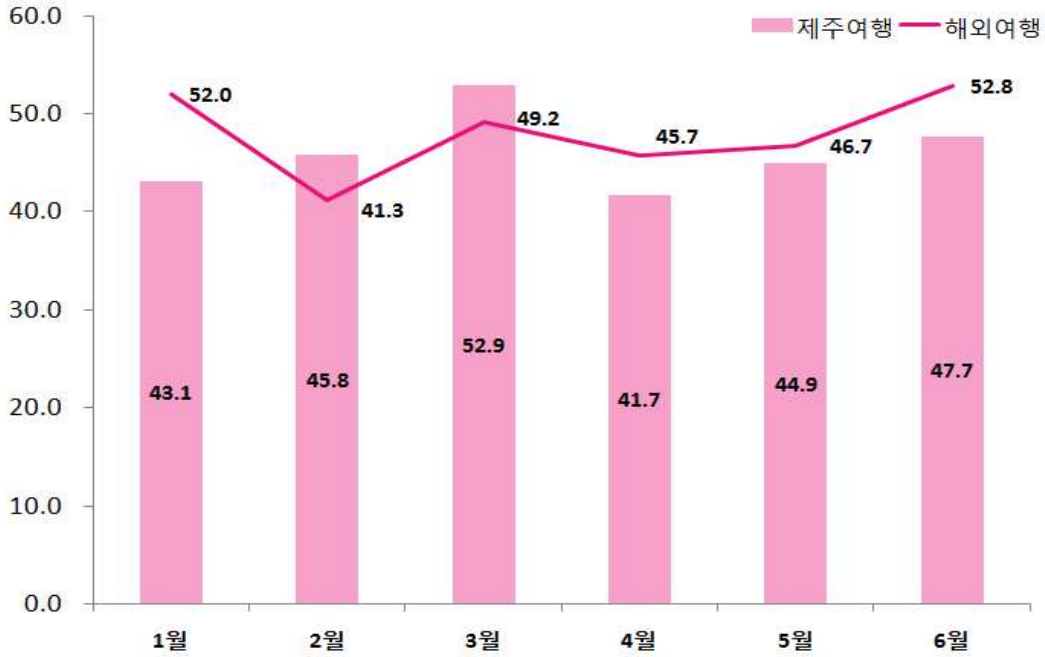
Instagram 「#Recommended Jeju travel destinations」 Word Cloud



From these keywords, we can see that the **travel pattern to Jeju Island has been transformed into a recreational type enjoying nature and local culture while experiencing normal life in Jeju island for a sufficient period of time**. Given the nature of Instagram, its users tend to prefer taking pictures of places that are not widely known. For this reason, we believe more keywords that can represent daily life in Jeju effectively than those of certain attractions well known by related search words were discovered. Even so, it is encouraging that the travel pattern in Jeju Island is changing to staying in a certain area to take a rest from touring around tourist attractions. The number of local visitors has risen steadily until now since exceeding 10 million people in 2015. According to 「2017 Jeju Visitor Survey」, the proportion of visitors that visited Jeju for the first time accounted for only 30.2% and the average number of visits for last 3 years reached 5.48 times. In other words, unlike the first visit in which they went around travel courses developed as tourist attractions, local tourists who revisit Jeju are highly likely to go again to places where they had a good experience from the previous visit(s) or they were not able to visit due to insufficient travel time or any other reasons. These recreational trips are characterized by the high possibility of revisiting the same place in the next visit. Therefore, the result of analyzing the Word Cloud of Instagram shows the **necessity for policy approaches including the discovery and establishment of village-based tour sites, programs and facilities for visitors.**

The next is the result of 「Jeju travel」 trend analysis. **Jeju travel in the first half of 2018 recorded a high degree of interest in March and June.** The degree of interest in Jeju travel in the first half of the year showed an upward trend from 43.1 points in January to 52.9 points in March and another growing trend to 47.7 points in June after brief decline to 41.7 points in April (The degree of interest is the numerical value of the relative search frequency of words against the search frequency of the word that was searched most frequently and set to 100 points). It was analyzed that the degree of visitors' interest was high in February and March, which was the first upward section, because there were New Year's Holiday and special events including Jeju Fire Festival and Jeju Canola Flower Festival in a consecutive manner. For the second upward section, the degree of interest went up due to the increase of family trips and school excursions in May and the beginning of summer holiday season in June.

The degree of interest in 「Jeju travel」in Google Trend in the first of half of 2018

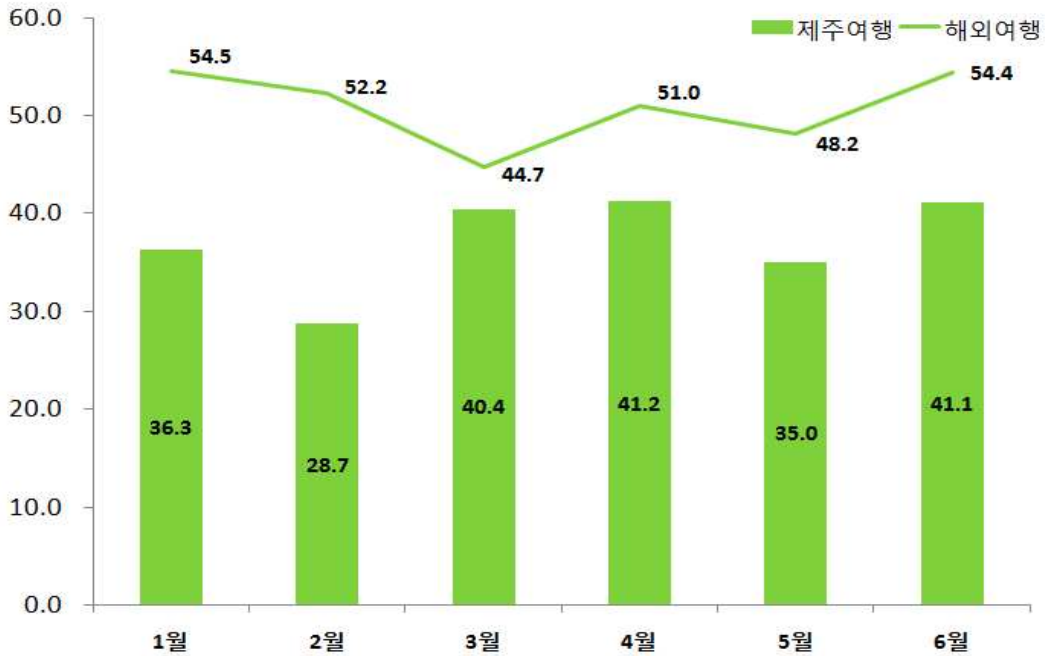


* Degree of interest Index represents the degree of search interest against the highest point in a specific region (Korea) and a specific time period (day, month) chart. 100 points for a search word with the highest search frequency, 50 points for search words with half the highest search frequency, and 0 point for a search word with insufficient data for determining search frequency.

When comparing with the degree of interest in overseas travel, travel to Jeju was found to be complementary to overseas travel. Degree of interest in overseas travel in the first half of 2018 declined from 52.0 points in January to 41.3 points in February, and then recovered to 49.2 points, showing a trend of rising from 45.7 points in April to 52.8 points in June after a drop for a brief period of time. The trends of interest in Jeju travel and overseas travel showed a similar pattern in general except February. The reason why the degree of interest in overseas travel was high in January with 52.0 points but dropped by more than 10 points to 41.3 points in February was believed to be the length of the period for preparing an overseas travel that was relatively longer than the period for preparing a travel within the country. In other words, it indicates that searches for planning an overseas travel during New Year's Holiday were carried out mostly during January. **For this reason, it was analyzed that Jeju travel and overseas travel markets were in complementary relationship instead of being substitutive because the interest of the people has increased and these two markets were divided according to the consumer segments** in the first half of 2018.

When comparing with the period in the first half of 2017, the overall degree of interest in Jeju travel has increased and the interest degree gap between Jeju travel and overseas travel has also reduced. The degree of interest in Jeju travel in 2018 showed a largest difference year on year in February with 17.1 points (28.7→45.8), which was followed by March with 125.5 points (40.4→52.9) and May with 9.9 points (35.0→44.9). The policy interest of the public was focused on the impeachment of the former president in February and March and the 19th presidential election in May of 2017. Nonetheless, the degree of interest in overseas travel was higher than 2018 except March when the impeachment was upheld. In particular, it was analyzed that extra-long holidays in early May (up to 11 days from April 29 (Sat.) to May 9 (Tue.) including the presidential election day which had not been scheduled) was the main factor for people to decide overseas trips. However, the overall degree of interest in Jeju travel increased in the first half of 2018, bridging the gap with the degree of interest in overseas travel.

The rate of interest in「Jeju travel」in Google Trend: in the first of half of 2017



* Degree of interest Index represents the degree of search interest against the highest point in a specific region (Korea) and a specific time period (day, month) chart. 100 points for a search word with the highest search frequency, 50 points for search words with half the highest search frequency, and 0 point for a search word with insufficient data for determining search frequency.

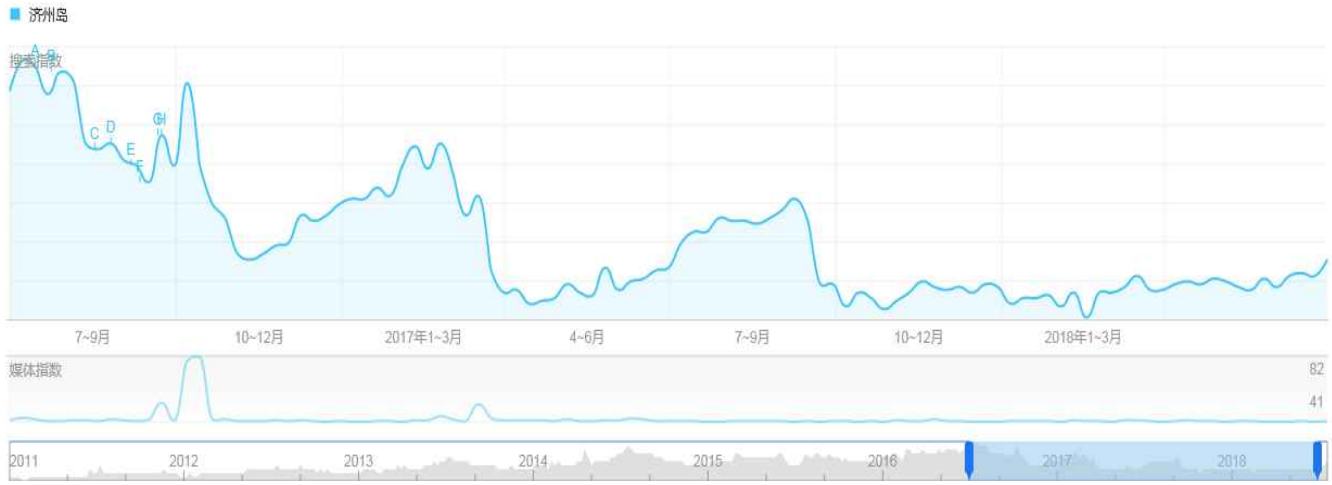
Ⅲ Chinese visitors' Jeju travel trend

Baidu (www.baidu.com) provides a platform to identify keyword trends. We analyzed the search index using a keyword "Jeju Island". The search index is a body of structured data created using a statistical method based on search records to indicate users' interest trend.

As presented in the search index of "Jeju Island" from 2011 to July, 2018 (the figure presented above), it showed a steady upward trend until 2016 when the deployment of THAAD was decided and has turned to a downward trend since July of 2016. **The trend of the yearly search index recorded highest in the period of Chinese New Holidays until 2103 but since 2014, an M-shaped trend that the index went up during summer holiday season (from July to September) in addition to the New Year Holiday has appeared.** As shown in the following figure of "Jeju Island" search index for last 2 years, the search index appeared in the growing trend during Chinese New Year and summer holiday season (from July to September) even in 2017 when the visit of Chinese group tourists to Korea was banned but the index has shown a very little change during even the holiday period of Chinese New Year since 2018. Therefore, if there had been no unfavorable factor – THAAD deployment, the degree of interest in Jeju Island might have remained at the level similar to year 2016. However, if the current trend continues, the degree of interest in Jeju Island may weaken and other regions may be considered as alternative destinations.

Baidu search index of 「Jeju Island」: Jan. 2011 ~ Jul, 2018

Baidu search index of 「Jeju Island」: For recent two years (Jul. 2016~Jun. 2018)



* Search index: A keyword interest index established using statically weighted PC and mobile search records on Baidu.

The next is the result of reviewing the monthly search words related to a keyword “Jeju Island” in the first half of 2018. The related search words indicate that the correlation (accuracy) with Jeju Island becomes smaller as the distance from the keyword “Jeju Island” located at the center grows, and that the bigger the circle is, the larger the search index becomes. The color of the circles reflects the increase and decrease of search index month-on-month; the orange means increase and the green means decrease.

The key related search words of Jeju Island in the first half of 2018 include “no visa”, “free travel”, “map/weather” and “alternative travel destinations”. In relation to "no visa", entries like no visa to Jeju Island, no requirement of visa to enter Jeju Island, Jeju Island visa, visa and entrance were found, and in relation to “free travel”, such terms as Jeju Island free travel tips, Jeju Island travel tips, tips, Jeju Island travel and air tickets to Jeju Island. With regard to “map/weather”, Jeju Island map, map, Jeju Island weather and weather were searched, and Bali, Phuket and Saipan were selected as “alternative travel destinations”.

The characteristics of the related search words are that Jeju Island was compared with other island tourist attractions such as Bali, Phuket and Saipan and that the “no visa system” holds a major factor in considering to select Jeju Island. Also, Baidu search is mainly used by younger generations, and shows related search terms such as qq (messenger), 12306, 4399 (game site), Aichi (video site), Douyu (live broadcasting platform) and Huya appear. These young generations who visit Jeju Island do not use conventional package tours but **travel as free independent travelers (FIT)**, and therefore, keywords such as "free travel" and "map/weather" appear as major related search words.

Related search words for January included mainly words related to the preparation for the Chinese New Year Holiday, and especially words related to "no visa" were noticeable. Next, terms such as "map/weather" and "free travel" were searched, and Bali and Phuket were mentioned as "alternative destinations".

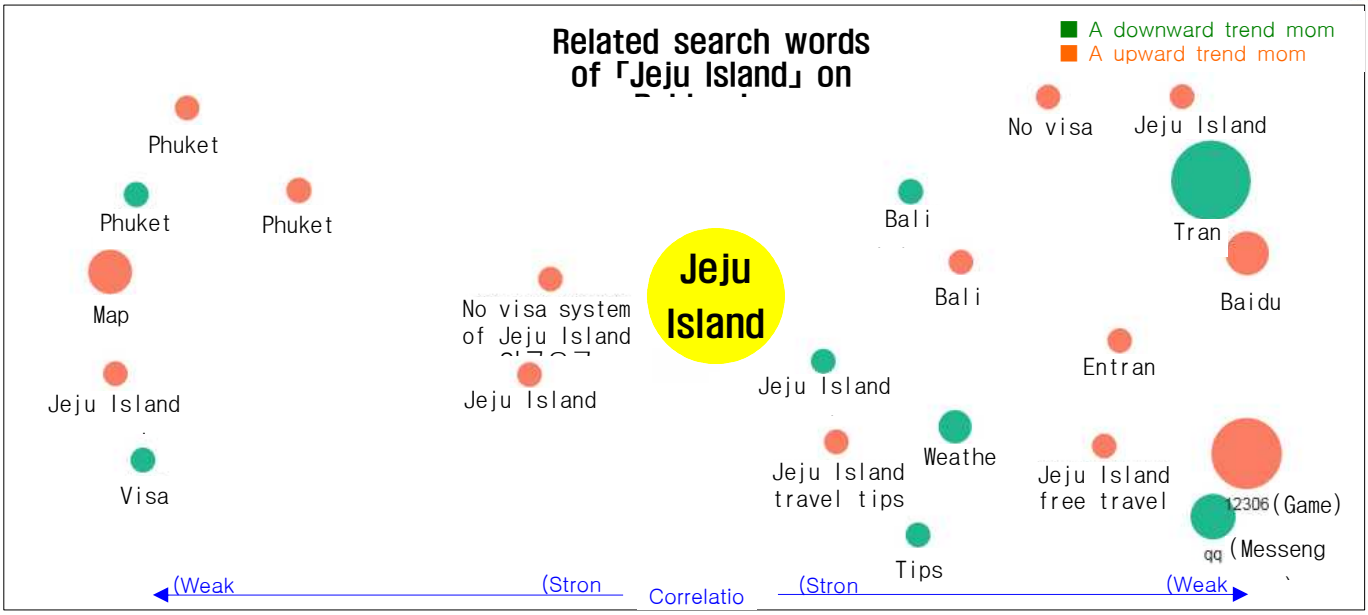
For February, the search index decreased month-on-month in the entire search words, and new terms such as Jeju Island air ticket and Phuket were added. Given the huge demand for overseas travel during Chinese New Year Holiday period, the word "Jeju Island air ticket" shows the transition from the search phase to the execution phase of travel to Jeju Island. Saipan has appeared as a related search word since February, indicating that Bali, Phuket and Saipan were considered as island tourist attractions together with Jeju Island. In addition to these words, there were a lot of searches related to the word Fortune due to Chinese New Year Holiday and terms related to NBA All-Star Game in February.

The appearance of an interrogative sentence, “Isn’t a visa required to visit Jeju Island?”, as a related search word in March is noticeable. It indicates that the no-visa system played a key role in deciding a travel to Jeju Island. Besides that, Jeju United which is a professional football club based in Jeju Island was searched, reflecting people’s interest in the ACL game with Guangzhou Evergrande Taobao F.C. at the Jeju World Cup Stadium in 2018.

In April, new words such as Jeju Island travel expenses and purchase strategies in Jeju Island. These words indicate that people selected the island as a candidate and considered travel costs which were the practical aspect of the trip. In addition, 'Jizhou' (in Tianjin, China), which has the same pronunciation as Jeju Island, was searched. Jizhou where state-level tourism complexes are located announced a plan to expand its tourism industry in last April.

The characteristics of May included the close correlation of Jeju with Bali as a related search word. Given that Bali had relatively more correlation with Jeju than Phuket and Saipan during the entire period of the first half of 2018, Bali was considered to be an alternative travel destination to Jeju. Besides that, as May was the NBA playoff season, the word NBA was searched in the period, following February.

Lastly, in June, the search of the word "no visa" appeared again along with other major related search words including “free travel” and “weather/map”. In addition, terms world and World cup were also found as the Russia World Cup was held in June.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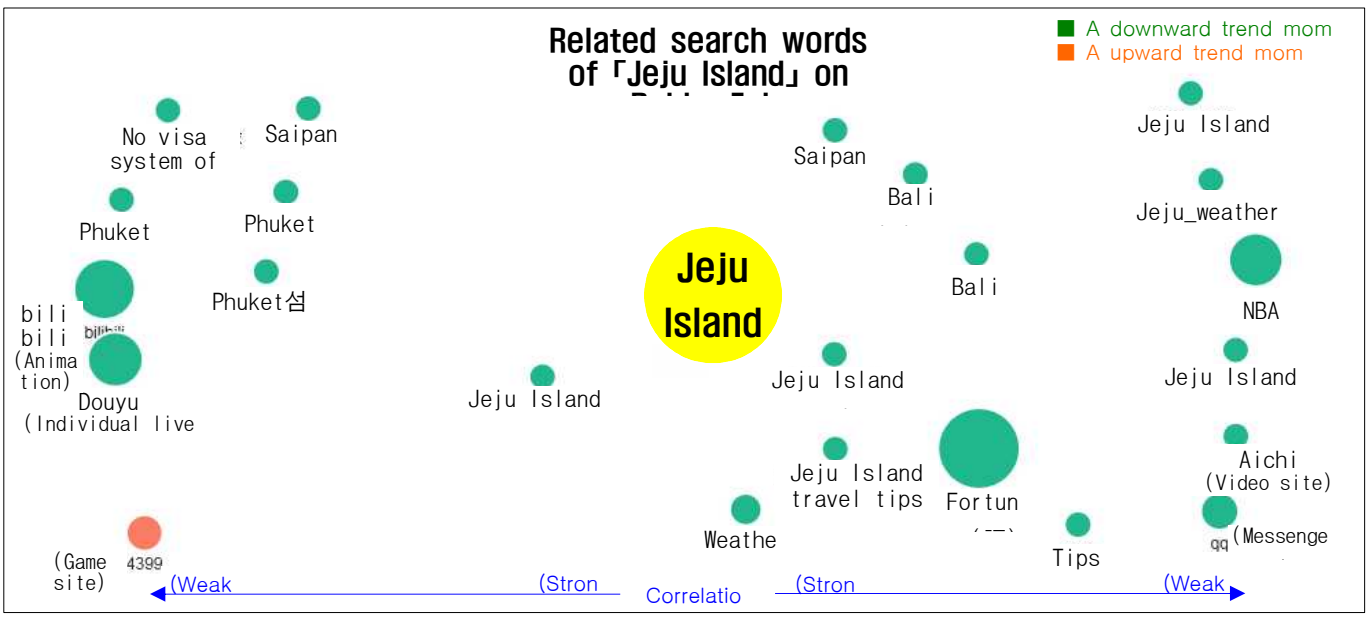
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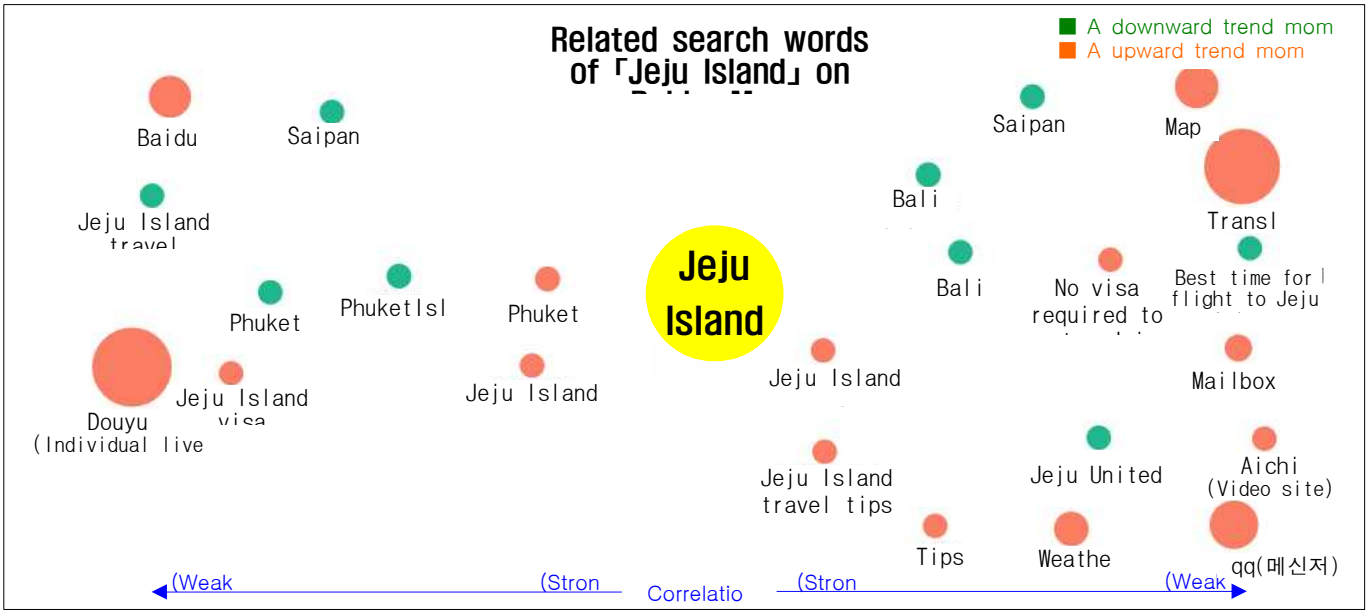
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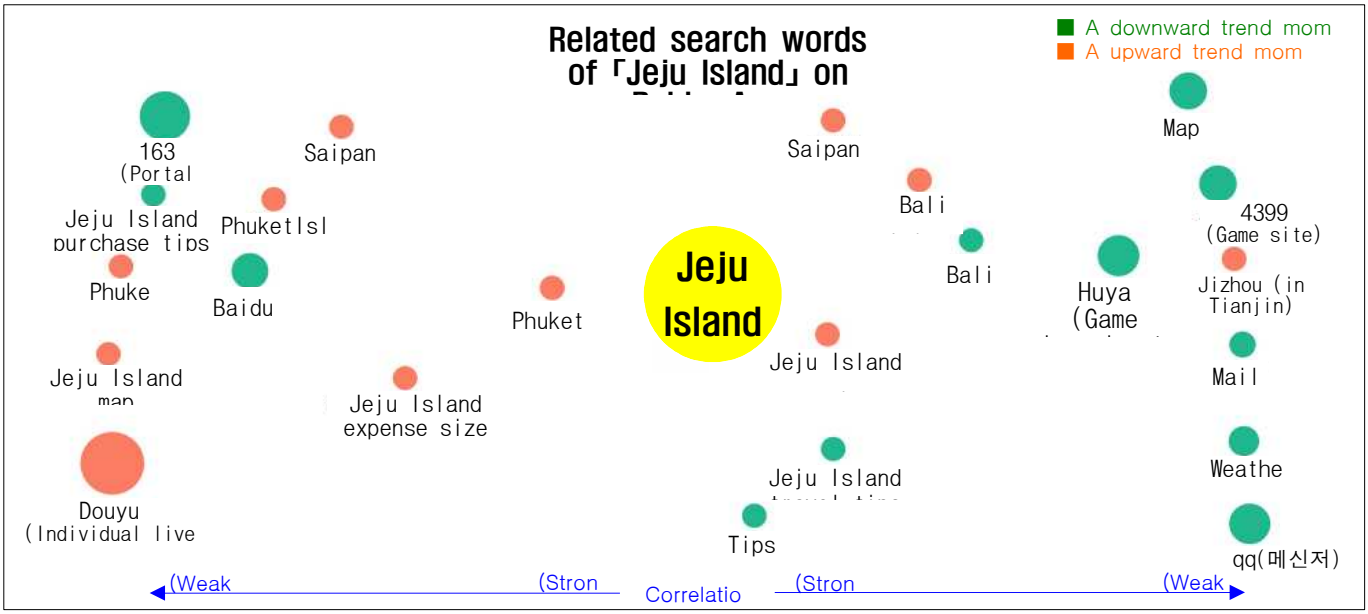
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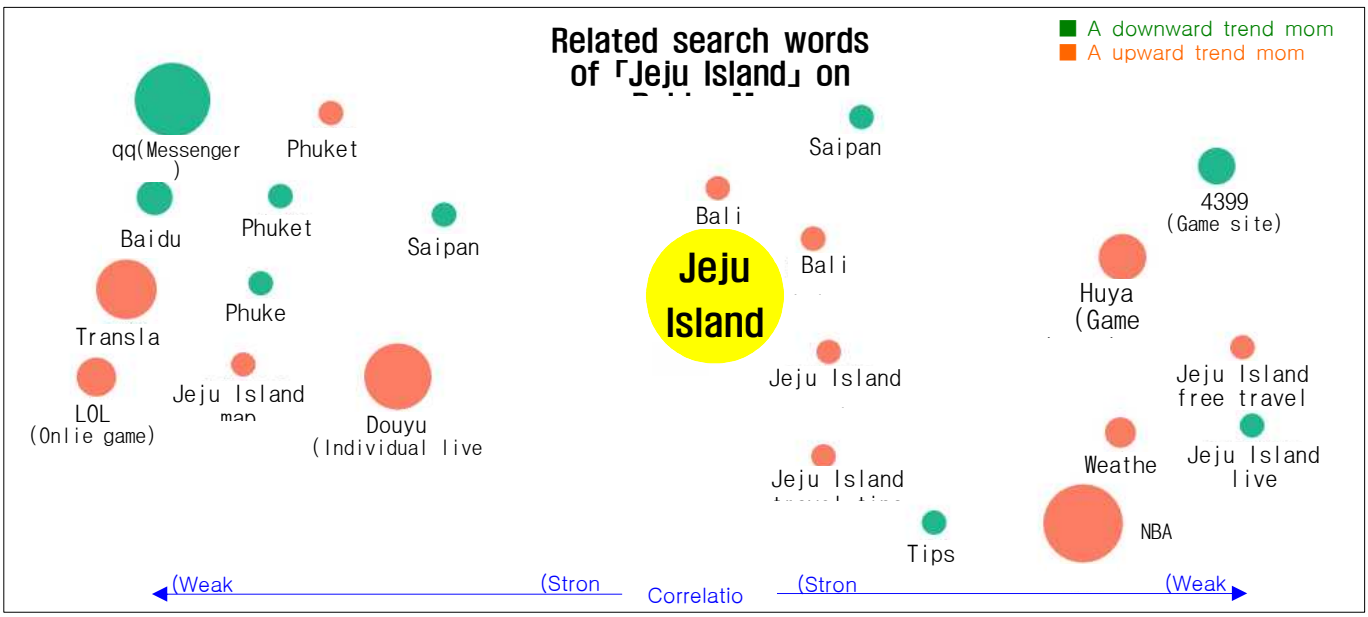
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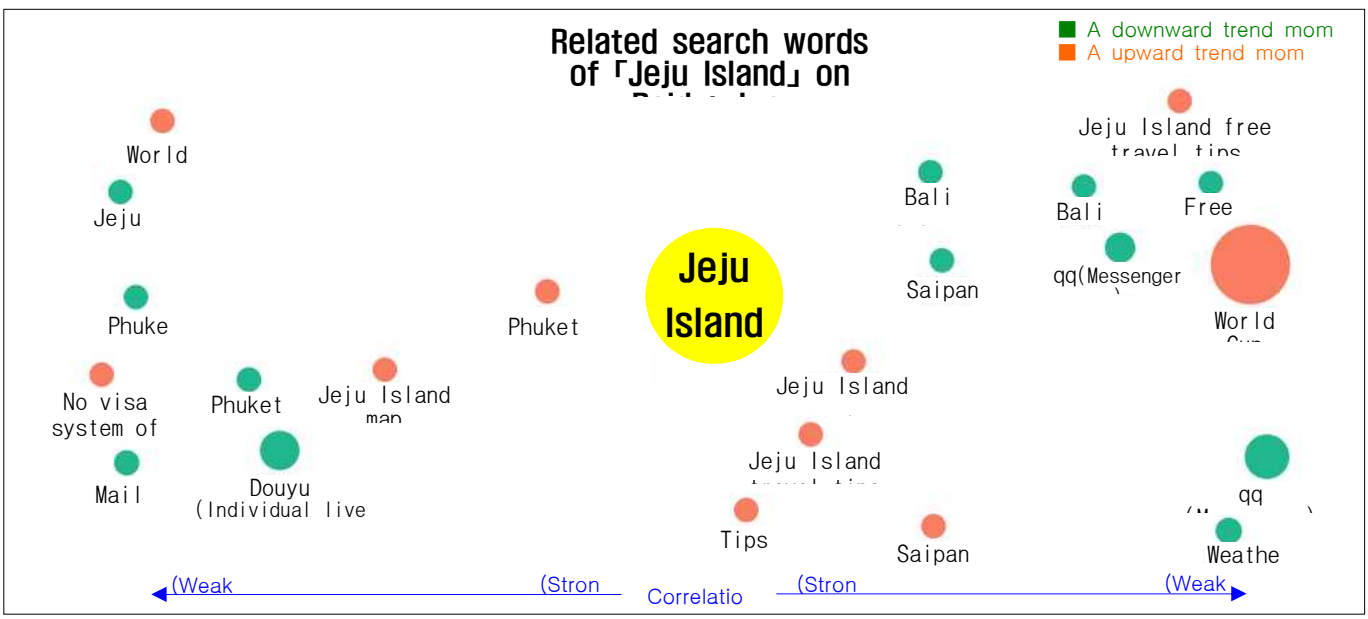
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Ⅳ Implications

The July edition of Jeju Tourism Issue Focus presented the result of analysis on the trend of "Jeju Tour" in the first half of 2018 through text mining. The subjects of the analysis were local and Chinese tourists using the search records on Google and Baidu as basic data. We identified policy keywords on Jeju tour and the trend of people's interest in Jeju travel in the analysis of local visitors, and reviewed search words related to Jeju travel and degree of interest for Chinese visitors. The implications drawn from the result of the analyses are as follows.

First, the degree of interest in the Chinese and THAAD has been significantly reduced, and efforts for making alternatives for quality growth and presenting directions of Jeju tour are being highlighted. While the main search words in the first half of 2017 were Chinese people, China, THAAD, situation, tourism industry, on site, banning, travel route, group tourists, reduction and others, such terms as visit, travel, growth, business, islander, village and diversification were the main search words identified in the first half of 2018. The terms growth, business and islanders indicate the significant impact of Jeju tour on the local economy and the necessity for tourists and win-win and sustainable tourism. Such words as village and diversification reflect the fact that there have been a lot of policy demands for the development of village-based festivals and tour programs, and the diversification of foreign tour market. While the trend in the first half of 2017 was focused on the concerns about adverse impact of banning Chinese tourists' visit to Korea on Jeju tour, words like foreign tour market diversification, village tour and win-win and sustainable tourism, which have been continuously suggested for dealing with those problems, were emerged on the surface in 2018.

Second, the pattern of Jeju travel has been transformed into a recreational tour focusing on enjoying nature and local culture while experiencing Jeju island life for a sufficient period of time. The result of reviewing the hashtag 「#Recommended Jeju travel destinations」 of Instagram showed mostly hashtags about daily life in Jeju Island instead of certain tourist attraction such as #living in Jeju, #Jeju snap, #Jeju landscape, #Living in Jeju for a month and #Daily life in Jeju. It indicates that the characteristics of travel in Jeju Island are changing to a pattern to stay for an extended period of time to take a rest in areas where they had good memory from a previous visit(s) or they were not able to visit due to insufficient travel time or any other reasons when they visit again instead of touring around certain tourist attractions as they did during their first visit. Therefore, it is necessary to take policy-based approaches including the discovery and establishment of village-based tour sites, programs and facilities.

Third, the degree of interest in Jeju travel is rising in general. The result of reviewing Jeju travel trend shows that the degree of interest in Jeju travel has generally increased and the gap with the degree of interest in overseas travel has reduced compared with the first half of 2017. It was also identified in 2017 that the public interest was focused on politic issues due to internal issues such as impeachment and presidential election, showing also high interest in overseas travel due to the extended holiday period in May. However, as the degree of interest in Jeju travel grew in the first half of 2018, interest gap with overseas trips also narrowed.

Fourth, if banning Chinese tourists' visit to Korea due to THAAD continues, their interest in Jeju Island can be weakening and look for other destinations as alternatives. The search index of Jeju Island on Baidu (a Chinese search portal), which had shown a steady growth trend until July of 2016, has turned to decline since the deployment of THAAD was determined. The search index rebounded briefly during the Chinese New Year and summer holiday seasons in 2017 but has showed very little changes even during the Chinese New Year period since the beginning of 2018.

Fifth, the no visa system was analyzed to be a major factor for young Chinese people to consider free independent travel in Jeju Island. The key search words related to Jeju Island during the first half of 2018 were no visa, free travel, map/weather and alternative travel destinations. Young Chinese people are comparing Jeju Island with other neighboring island destinations such as Bali, Phuket and Saipan, and appear to enjoy free travel in those islands. In particular, the no visa system is a major factor for them to choose Jeju Island. Therefore, if the system is revoked, it is likely that they would move to alternative destinations instead of Jeju Island.

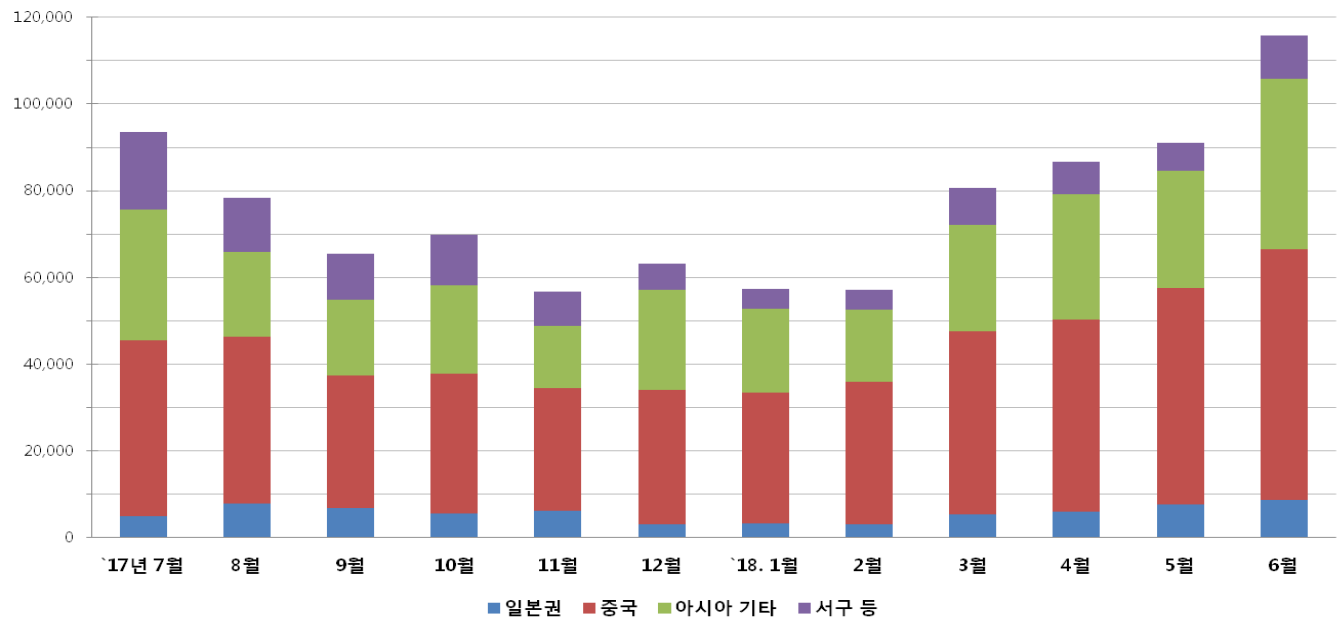
Annex

▌Monthly statistics of tourists visiting Jeju Island

(Unit: People, %)

Classification	Local tourists		Foreign tourists					
	People	Variation	Japan	China	Other Asian countries	Western countries	Monthly sum	Variation
July in 2017	1,191,311	4.2	4,894	40,525	30,336	17,888	93,943	-76.5
August	1,240,389	11.1	7,768	38,560	19,580	12,472	78,380	-82
September	1,186,048	15.4	6,710	30,753	17,474	10,620	65,557	-79.7
October	1,229,679	10.8	5,659	32,175	20,397	11,672	69,903	-79.2
November	1,097,987	10.9	6,222	28,329	14,368	7,726	56,645	-75.8
December	1,043,775	9.9	2,965	31,050	23,183	6,024	63,222	-72
January in 2018	1,044,956	3.9	3,229	30,131	19,444	4,618	57,422	-73.4
February	892,863	-1.4	3,045	32,782	16,690	4,529	57,046	-72.1
March	1,033,778	3.3	5,311	42,243	24,474	8,587	80,615	-32.5
April	1,224,521	0.8	5,984	44,257	28,922	7,519	86,682	-9.8
May	1,205,904	-1.1	7,576	50,010	27,034	6,451	91,071	12.4
June	1,178,012	-0.8	8,664	57,754	39,308	9,990	115,716	33.6
Aggregate in 2018	**6,580,034**	**0.7**	**33,809**	**257,177**	**155,872**	**41,694**	**488,552**	**-39.2**

* Source: Jeju Special-Governing Provincial Tourism Association
** The number of tourists visited Jeju Island as of June, 2018 is published statistical data (estimated figures have yet to be released).
*** Includes Taiwan, Hong Kong, Singapore and Southeast Asian countries
**** Includes America and European countries
***** Variation refers to the rate of increase or decrease compared to the same month of the previous year.



◦ In June, the number of local tourists slightly decreased while foreign tourists increased compared to the same month of the previous year.

◦ The growing trend of Chinese tourists continued but the proportion of them in the entire foreign tourists visiting Jeju Island has decreased by 5%.

◦ The portion of tourists from Japan, other Asian countries and Western countries accounted for 7.5%, 34.0% and 8.6%, respectively.

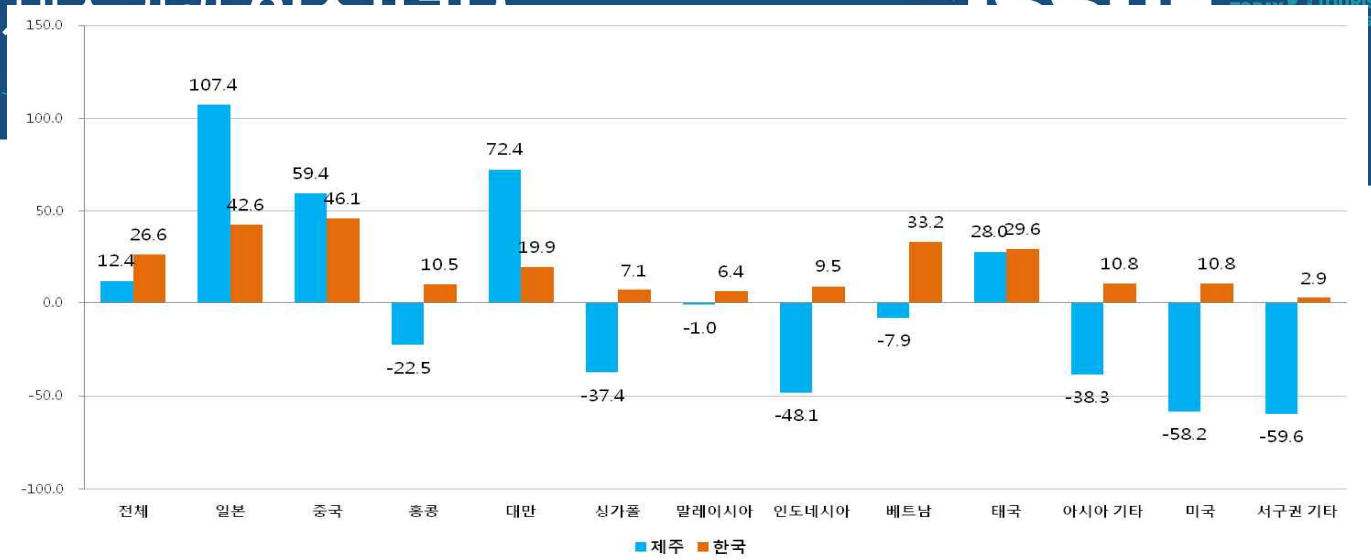
(Unit: People, %)

▌Number of foreign tourists visiting Jeju Island compared to those in the main land (as of April, 2018)[2)]

Classification			Jeju Island			Main land		
			2018	2017	Variance	2018	2017	Variance
Total		Monthly	91,071	81,055	12.4	1,238,021	977,889	26.6
		Sum	372,836	716,323	-48.0	5,937,281	5,760,203	3.1
Asia	Sum	Monthly	84,620	65,226	29.7	996,668	757,013	31.7
		Sum	341,132	652,469	-47.7	4,821,470	4,714,086	2.3
	Japan	Monthly	7,576	3,652	107.4	227,230	159,379	42.6
		Sum	25,145	14,432	74.2	1,070,883	939,499	14.0
	China	Monthly	50,010	31,382	59.4	370,222	253,359	46.1
		Sum	199,423	512,439	-61.1	1,790,707	1,997,985	-10.4
	Hong Kong	Monthly	3,843	4,959	-22.5	57,320	51,875	10.5
		Sum	13,476	19,801	-31.9	271,454	271,145	0.1
	Taiwan	Monthly	3,567	2,069	72.4	88,304	73,641	19.9
		Sum	14,204	8,340	70.3	451,461	372,809	21.1
	Singapore	Monthly	2,322	3,711	-37.4	19,768	18,466	7.1
		Sum	6,881	18,658	-63.1	81,837	81,100	0.9
	Malaysia	Monthly	5,601	5,659	-1.0	25,422	23,898	6.4
		Sum	24,713	30,075	-17.8	149,644	129,554	15.5
	Indonesia	Monthly	1,564	3,015	-48.1	19,057	17,408	9.5
		Sum	8,666	10,461	-17.2	98,945	104,289	-5.1
	Vietnam	Monthly	2,123	2,306	-7.9	33,676	25,279	33.2
		Sum	9,434	8,879	6.3	162,852	113,976	42.9
	Thailand	Monthly	5,383	4,207	28.0	51,866	40,032	29.6
		Sum	24,063	10,464	130.0	260,690	230,786	13.0
	Other	Monthly	2,631	4,266	-38.3	103,803	93,676	10.8
		Sum	15,127	18,920	-20.0	482,997	472,943	2.1
Western countries and other	Sum	Monthly	6,451	15,829	-59.2	241,353	220,876	9.3
		Sum	31,704	63,854	-50.3	1,115,811	1,046,117	6.7
	USA	Monthly	1,582	3,785	-58.2	84,601	76,347	10.8
		Sum	7,423	15,621	-52.5	379,833	342,253	11.0
	Other	Monthly	4,869	12,044	-59.6	156,752	144,529	2.9
		Sum	24,281	48,233	-49.7	735,978	703,864	5.3

* Foreigners visiting Jeju Island include foreign national tourists residing in Korea.

2) The increase/decrease of foreign tourists compared to those in the entire country was obtained as of May 2018 at the time of the publication of official tourist statistics in Korea.



◦ As of may, 2018, the number of foreign visitors to Jeju Island showed overall decrease year on year compared to nationwide statistics but tourists from Japan and Taiwan showed a strong growth trend.

- Countries from which more visitors to Jeju Island than the main land include Japan, Taiwan, China and Thailand
- Countries from which less visitors to Jeju Island than the main land include Hong Kong, Singapore, Malaysia, and Western countries

▌Operational status of international airlines in Jeju International Airport

Airlines	Country	June						Aggregate in 2018					
		Operation (Flight)			Passengers (People)			Flight (number)			Passengers (People)		
		Arrival	Departure	Sum	Arrival	Departure	Sum	Arrival	Departure	Sum	Arrival	Departure	Sum
Asiana Airlines (OZ)	Korea	0	0	0	0	0	0	0	0	0	0	0	0
Air Macao (NX)	China	0	0	0	0	0	0	17	17	34	1,272	1,348	2,620
Capital Airlines (JD)	China	0	0	0	0	0	0	0	0	0	0	0	0
Air China (CA)	China	8	8	16	1,054	1,168	2,222	28	28	56	3,606	3,613	7,219
China Eastern (MU)	China	48	48	96	8,819	9,041	17,860	238	238	476	37,346	39,420	76,766
Hainan Airlines (HU)	China	0	0	0	0	0	0	0	0	0	0	0	0
Spring Airlines (9C)	China	159	159	318	25,503	23,299	48,802	844	843	1,687	134,026	122,739	256,765
China Southern (CZ)	China	0	0	0	0	0	0	0	0	0	0	0	0
Star Alliance (ZH)	China	0	0	0	0	0	0	0	0	0	0	0	0
Xiamen Airlines (MF)	China	0	0	0	0	0	0	0	0	0	0	0	0
Juneyao Airlines (HO)	China	52	52	104	7,311	7,252	14,563	107	107	214	14,703	14,777	29,480
Estar Jet (ZE)	Korea	26	25	51	3,613	3,733	7,346	183	182	365	30,755	30,858	61,613
Tianjin Airlines (GS)	China	0	0	0	0	0	0	0	0	0	0	0	0
Dragon Air (KA)	Hong Kong	17	17	34	2,612	2,610	5,222	83	80	163	12,290	11,811	24,101
Honkong Express (UO)	Hong Kong	17	17	34	3,053	2,999	6,052	79	79	158	13,620	13,289	26,909
JC International (QD)	Cambodia	0	0	0	0	0	0	2	1	3	266	173	439
Jeju Air (7C)	Korea	0	0	0	0	0	0	12	12	24	1,709	1,751	3,460
Jin Air (LJ)	Korea	30	30	60	5,160	5,174	10,334	185	185	370	31,097	31,264	62,361
Korean Air (KE)	Korea	65	66	131	10,076	9,566	19,642	362	363	725	46,060	45,112	91,172
Lucky Air (8L)	China	0	0	0	0	0	0	0	0	0	0	0	0
Mongolian Airlines (OM)	Mongolia	2	2	4	229	225	454	2	2	4	229	225	454
OK Air (BK)	China	0	0	0	0	0	0	0	0	0	0	0	0
Philippine Airlines (PR)	Philippines	0	0	0	0	0	0	5	4	9	381	516	897
Pacific Air (BL)	Vietnam	7	7	14	826	851	1,677	12	12	24	1,657	1,626	3,283
Yakutia Airline (R3)	Russian	3	3	6	264	263	527	3	3	6	264	263	527
Tiger Air (IT)	Taiwan	18	18	36	3,205	3,133	6,338	104	104	208	16,625	16,217	32,842
t'way (TW)	Korea	51	51	102	7,695	7,706	15,401	282	282	564	42,011	42,209	84,220
Vietjet (VJ)	Vietnam	0	0	0	0	0	0	2	2	4	345	316	661
AirAsia X (D7)	Malaysia	17	17	34	4,776	4,428	9,204	104	104	208	28,851	25,656	54,507
Total		520	520	1,040	84,196	81,448	165,644	2,654	2,648	5,302	417,113	403,183	820,296

* Source: Korea Airports Corporation Aviation Statistics (www.airport.co.kr), as of June, 2018
** ( ) next to the name of airlines indicates the airline's code.
*** The statistical data of international passenger lines of airlines including regular and irregular lines.

The monthly operational statistics of international lines in Jeju International Airport

(Unit: Flight, People)

Region			Taiwan	Hong Kong	China	Japan	Asian countries including SE	Western countries	Total
Jan.	Operation (Flight)	Arrival	18	0	181	74	50	0	323
		Departure	18	9	179	74	50	0	330
		Total	36	9	360	148	100	0	653
	Passenger (People)	Arrival	2,472	0	26,098	8,575	10,022	0	47,167
		Departure	2,447	983	25,183	9,050	10,350	0	48,013
		Total	4,919	983	51,281	17,625	20,372	0	95,180
Feb.	Operation (Flight)	Arrival	16	0	183	68	48	0	315
		Departure	16	8	181	68	46	0	319
		Total	32	8	364	136	94	0	634
	Passenger (People)	Arrival	2,520	0	28,096	9,325	9,555	0	49,496
		Departure	2,479	1,343	27,431	8,954	9,040	0	49,247
		Total	4,999	1,343	55,527	18,279	18,595	0	98,743
Mar.	Operation (Flight)	Arrival	18	8	215	76	48	0	365
		Departure	18	13	214	76	47	0	368
		Total	36	21	429	152	95	0	733
	Passenger (People)	Arrival	2,875	1,507	34,442	9,936	10,810	0	59,570
		Departure	2,721	1,784	31,739	9,761	9,248	0	55,253
		Total	5,596	3,291	66,181	19,697	20,058	0	114,823
Apr.	Operation (Flight)	Arrival	16	34	273	76	48	0	447
		Departure	16	34	273	76	48	0	447
		Total	32	68	546	152	96	0	894
	Passenger (People)	Arrival	2,560	5,654	44,404	10,626	10,389	0	73,633
		Departure	2,462	5,794	41,759	10,014	9,574	0	69,603
		Total	5,022	11,448	86,163	20,640	19,963	0	143,236
May	Operation (Flight)	Arrival	18	36	302	80	49	0	485
		Departure	18	35	304	80	49	0	486
		Total	36	71	606	160	98	0	971
	Passenger (People)	Arrival	2,993	5,854	45,327	10,559	9,687	0	74,420
		Departure	2,975	5,499	46,061	11,221	9,060	0	74,816
		Total	5,968	11,353	91,388	21,780	18,747	0	149,236
June	Operation (Flight)	Arrival	18	34	330	77	43	0	502
		Departure	18	34	332	77	42	0	503
		Total	36	68	662	154	85	0	1,005
	Passenger (People)	Arrival	3,205	5,665	54,061	10,751	8,389	0	82,071
		Departure	3,133	5,609	52,222	10,292	8,161	0	79,417
		Total	6,338	11,274	106,283	21,043	16,550	0	161,488

* Source: Korea Airports Corporation Aviation Statistics (www.airport.co.kr), as of June, 2018

** The statistical data of international passenger lines of airlines including regular and irregular lines.

*** Asian countries include 'Macao', 'Vietnam', 'Thailand' and 'Malaysia', and Western countries include 'the USA' and 'Russia'.

**** Total refers to the simple sum of international flights which also include transit routes.

Since 2017, the research center of Jeju Tourism Corporation has been regularly conducting basic researches on Jeju tourism, statistical data management and operation of international tourism policy network (including the operation of he Secretariat of Island Tourism Policy Forum) and involved in the study of key policy issues and network operation for the growth of Jeju tourism.

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