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신용카드 매출액 Big-Data 분석

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Tourism Business in Jeju
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Jeju Tourism Business Credit Card Revenue Big-Data Analysis

There have been growing need for estimation on the statistics of Jeju tourism business both for public policy implementation and private investment facilitation. To this end, we put together statistics on credit card revenue in Jeju tourism business, applying big data analysis. Big data analysis improves reliability on analysis results, by collecting data on parent population or equivalent data, different from traditional sampling-based statistics. In this report, big data analysis customized to Jeju tourism business was performed to present meaningful analysis results for people in Jeju, the industry, researchers and policy makers to leverage.

For big data analysis on Jeju tourism business credit card revenue, revenue data of S credit card company¹⁾ was collected from January 2012 to December 2017. The data was categorized into 3 categories of domestic/foreign visitors offline consumption and domestic visitors' online consumption. For domestic visitors, S company internal data was used and for foreign visitors, overseas credit card use data collected by S company was used. Looking at the types of data, for domestic visitor's offline consumption, data collected was categorized into age, gender, day of the week, where they came from, visiting areas and revenue. Revenue indicates credit card revenue generated in entire Jeju and it was estimated, adjusting S Company internal revenue data, against the overall credit card revenue data of Bank of Korea. Thus, there is limitation to argue that the data represents entire credit card revenue in Jeju precisely and please be advised that the following analysis is based on the opinions of the Research Center of Jeju Tourism Organization.

I Overview

■ Size of Data Analyzed

Unit : cases

Category	2012	2013	2014	2015	2016	2017	Total
Koreans	940,374 (94.8)	1,116,005 (94.6)	1,407,832 (94.5)	1,771,341 (95.0)	2,013,016 (94.6)	2,259,964 (94.6)	9,508,532 (94.7)
Foreigners	52,042 (5.2)	63,485 (5.4)	82,766 (5.5)	92,735 (5.0)	115,354 (5.4)	128,305 (5.4)	534,687 (5.3)
Total	992,416 (100.0)	1,179,490 (100.0)	1,490,598 (100.0)	1,864,076 (100.0)	2,128,370 (100.0)	2,388,269 (100.0)	10,043,219 (100.0)

* () indicates percentage %.

- Shinhan Card revenue in Jeju was collected on monthly basis and revenue from online transactions and corporate cards were excluded. This is based on the assumption that revenue from tourists visiting Jeju is directly linked to tourism business of the island.
- The total number of data is 10,043,219 and Korean accounted for 94.7% and foreign visitors accounted for 5.3% of the total data.
- Data layout consisted of customer class, day of week, tourist category, credit card type, gender, age, visiting city, visiting Dong, residential area, business type, amount of use and NO. of use.
- Data for foreign visitors is based on the data on overseas credit cards issued through Korean company and it does not have information on credit card type, gender and age.

■ Classification of Jeju Tourism Business

Retail	Accommodation	Restaurants	Transportation	Arts, Sports, Leisure	Others
General retail, food & beverage and tobacco vehicle fuel & gas, arts goods and gift	Hotel, others	General restaurants, other restaurants, liquor bar and non-alcohol	Land transportation, ocean transportation, air transportation, air transportation support services, other transportation	Entertainment sites including museum, theme park etc. ocean leisure services, gambling and betting (casino), other entertainment, golf range	Car rental, travel agency, hair & beauty, sauna and massage, etc.

- Classification of tourism business in Jeju is based on the classification of 'Jeju Tourism Business Gross Income Estimates' (BOK, Jeju Tourism Organization) to categories them into 6 groups of retail, accommodation, restaurants, transportation, arts/sports/leisure and others.

1) S Card Company is No.1 credit card company in Korea with 22.16% M/S in 2017 and subscribers well represent the parent population.

■ Annual Credit Card Revenue Trend in Jeju Tourism Business

Year	Revenue (KRW 1 billion)			Growth Rate (%)			Percentage (%)	
	Sub total	Koreans	Foreigners	Subtotal	Koreans	Foreigners	Koreans	Foreigners
2012	1,691	1,488	203	—	—	—	88.0	12.0
2013	2,086	1,689	397	23.4	13.6	95.3	81.0	19.0
2014	2,556	1,910	646	22.5	13.1	62.6	74.7	25.3
2015	3,004	2,262	742	17.5	18.4	14.9	75.3	24.7
2016	3,698	2,616	1,081	23.1	15.7	45.7	70.8	29.2
2017	3,662	2,990	672	-1.0	14.3	-37.9	81.7	18.3
Average	2,783	2,159	624	16.7	15.0	27.0	77.6	22.4

- Annual credit card revenue in Jeju tourism business doubled up from KRW 1.691 trillion 2012 to KRW 3. 662 trillion 2017, growing 16.7% in annual average.
- Revenue from Koreans grew 2 times from KRW 1.488 trillion 2012 to KRW 2.999 trillion 2017 while revenue from foreign visitors increased about 3.3 times from KRW 203 billion to 672 billion. The annual average growth rate was 15.0% and 27.0% respectively.
- Growth rate of Koreans' credit card revenue modestly declined 2017 and for foreign visitors, YOY growth rate slid down in 2015 and 2017.
- Looking at 2017 revenue trend, revenue from foreign visitors dropped 37.9% from the previous year, negatively affected by THAAD issue but overall revenue remained unchanged from the previous year, buoyed by revenue growth from Korean visitors.
- Looking at the percentage of credit card revenue between Koreans and foreigners, the portion of foreigner showed steady growth from 12% 2012 to 29.3% 2016. However, it turned to slide down to 18.3% in 2017.

■ Percentage of Credit Card Revenue in Jeju Tourism Business (by year and business type)

Unit : %



(Retail, Accommodation, Restaurants, Transportation, Sports/Leisure/Others)

- Koreans used credit card mostly in retail stores and transportation.
 - Transportation means revenue from air and ocean transportation and revenue from car rentals is included in others.
 - The portion of transportation dropped from 33% 2012 to 28% 2017, while portion of restaurants increased from 17% to 25% for the same period.
- Foreign visitors used credit card mostly in retail stores and portion of transportation was relatively low.
 - Revenue for local foreign airliners is not included in Jeju revenue.

II Korean Tourists Consumption Trend

■ Annual Credit Card Revenue from Koreans in Jeju Tourism Business by Age

Unit : KRW billion(%)

Age	2012	2013	2014	2015	2016	2017	Average
Younger than 20's	213 (14.3)	255 (15.1)	313 (16.4)	412 (18.2)	500 (19.1)	575 (19.2)	378 (17.5)
30's	509 (34.2)	568 (33.6)	636 (33.3)	741 (32.7)	837 (32.0)	917 (30.7)	701 (32.5)
40's	449 (30.2)	508 (30.1)	556 (29.1)	630 (27.9)	719 (27.5)	820 (27.4)	614 (28.4)
50's	232 (15.6)	265 (15.7)	299 (15.7)	352 (15.6)	408 (15.6)	490 (16.4)	341 (15.8)
60's or older	84 (5.7)	94 (5.5)	106 (5.6)	126 (5.6)	152 (5.8)	188 (6.3)	125 (5.8)
Total	1,488 (100.0)	1,689 (100.0)	1,910 (100.0)	2,262 (100.0)	2,616 (100.0)	2,990 (100.0)	2,159 (100.0)

* () indicates relative %.

- The credit card revenue from Koreans by age in 2017 was KRW 917 billion in 30's (30.7%) and KRW 820 billion in 40's (27.4%).
- It was followed by KRW 575 billion in 20's (19.2%), 341 billion in 50's (15.8%) and KRW 125 billion in 60's or older (5.8%).
- Looking at the credit card revenue by age from 2012 to 2017, the relative percentage of consumption by 20's increased from 14.3% to 19.2%.
- Relative percentage of 30's dropped from 34.2% to 30.7% and in the 40's it slid down from 30.2% to 27.4%.
- Relative percentage of 50's and 60's or older modestly increased from 15.6% to 16.4% and from 5.7% to 6.3% respectively.
- It is required to analyze the trend of popular tourist attractions and consumption patterns of tourists in their 20's and establish curated tourism marketing strategies.

■ Credit Card Revenue from Koreans in Jeju Tourism Business by Age/ Business Type

Unit : KRW billion



- Revenue from Koreans by age and business type was the largest in transportation, followed by retail, restaurants, accommodation and others.
- Others include car rental and travel agencies.
- In 2012, revenue by business type in the 30's and 40's was similar in size and trend but in 2017, revenue in the 30's was modestly ahead of the revenue in the 40's in transportation and restaurants.
- Consumers in the 20's or younger tended to spend less in accommodation and others both in 2012 and 2017, compared to other age groups.

■ Credit Card Revenue from Koreans in Jeju Tourism Business by Residential Area/Year

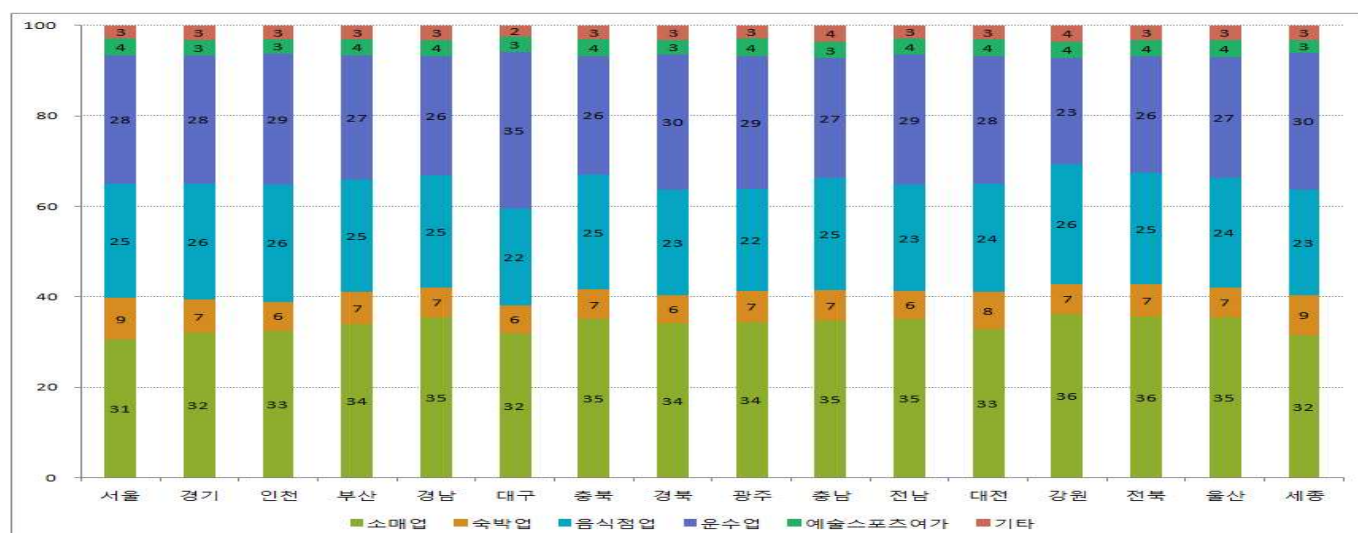
Unit : KRW billion

Area	2012	2013	2014	2015	2016	2017	Average Growth Rate (%)
Seoul	481.2	561.0	629.9	702.4	781.3	854.6	12.2
Gyeonggi	398.0	452.5	518.1	613.8	719.9	825.6	15.7
Incheon	88.9	105.2	120.1	145.2	171.6	195.3	17.0
Busan	79.2	85.6	94.6	121.4	134.6	155.0	14.4
Gyeongnam	67.7	72.6	78.0	98.0	115.3	135.7	14.9
Daegu	49.6	53.9	66.5	82.3	98.5	114.7	18.3
Chungbuk	42.4	48.9	55.7	70.2	87.0	104.7	19.8
Gyeongbuk	42.1	45.5	54.4	66.9	78.4	91.5	16.8
Gwangju	43.5	46.4	50.6	62.2	72.4	85.8	14.6
Chungnam	33.9	38.3	43.2	52.8	64.0	77.4	18.0
Jeonnam	32.0	35.2	39.6	50.8	60.4	74.5	18.4
Daejeon	36.1	39.3	43.4	52.7	61.9	72.3	14.9
Gangwon	31.8	37.0	41.2	47.8	59.1	69.3	16.9
Jeonbuk	32.7	35.1	37.7	44.7	51.9	61.0	13.3
Ulsan	28.1	30.1	33.5	44.2	49.7	58.1	15.6
Sejong	0.4	2.6	3.6	6.5	10.4	14.8	105.9
Total	1,487.5	1,689.2	1,910.3	2,261.9	2,616.5	2,990.3	15.0

- Looking at credit card revenue from Koreans by residential area/year, Seoul is the city with the highest revenue, followed by Gyeonggi, Incheon, Busan and Gyeongnam.
- Looking deeper at metropolitan regional level, Seoul metropolitan area and Yeongnam region showed the highest revenue from Koreans
- The revenue showed steady growth from 2012 to 2017 across all regions.
- Except for Sejong, the region showing the highest annual average growth rate is Chungbuk (19.8%), Jeonnam (18.4%), Daegu (18.3%), Chungnam (18.0%) and Incheon (17.0%).
- It is required to strengthen marketing strategies for Seoul metropolitan area and Yeongnam region where the largest NO. of tourists visit the island and consider strategies to attract more tourists, including better transportation access to Jeju.

■ Percentage of Revenue from Koreans in Jeju Tourism Business by Residential Area/Business Type (2017)

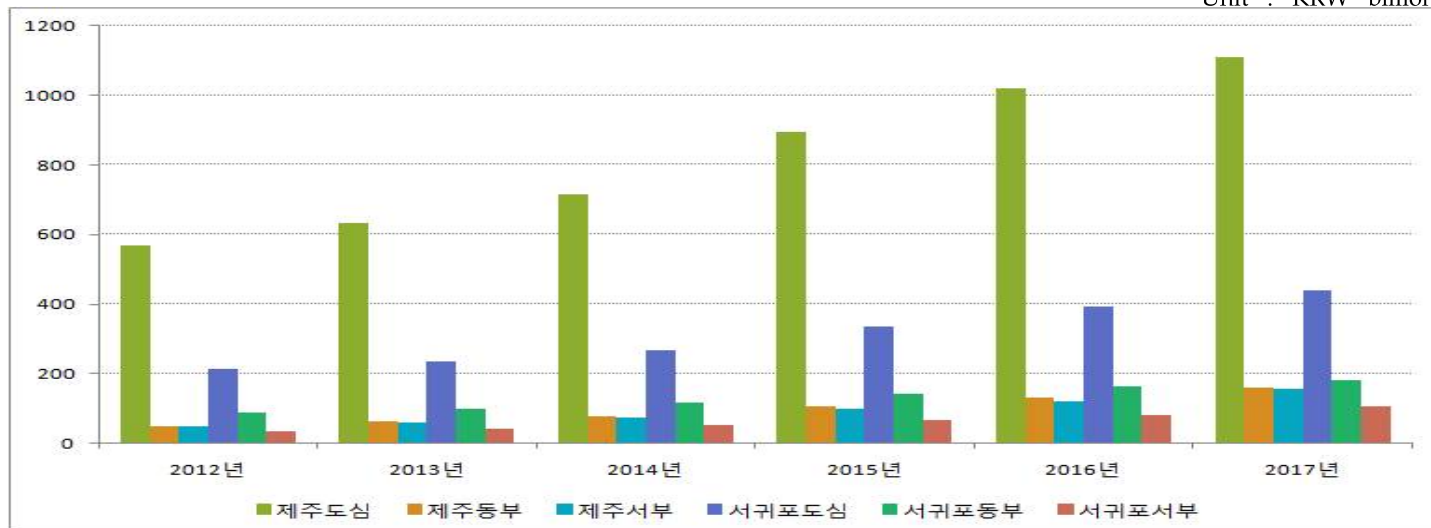
Unit : %



- In 2017, the percentage of revenue from Koreans by residential area/year was the highest in retail, followed by transportation and restaurants, except for the tourists from Daegu.
- Looking at the percentage of revenue from tourists from Daegu, it was the highest in transportation, followed by retail and restaurants.

■ Credit Card Revenue from Koreans in Jeju Tourism Business by Visiting Areas/Year

Unit : KRW billion

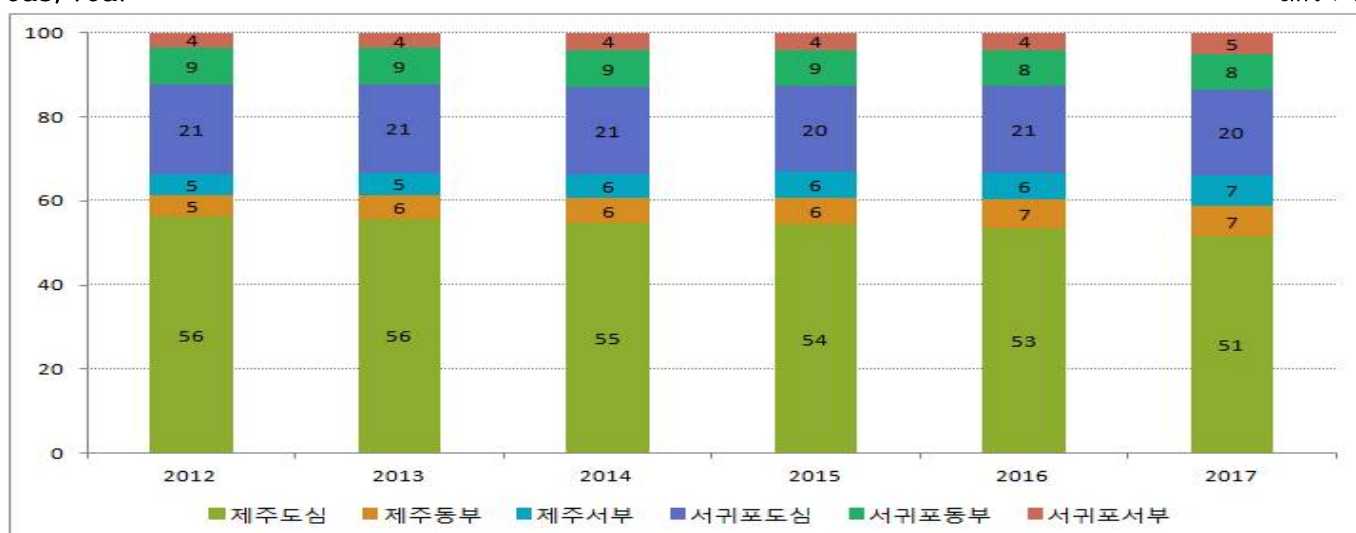


Jeju City, East Jeju, West Jeju, Seogwipo City, East Seogwipo, West Seogwipo

- For comparative analysis on credit card revenue from Koreans by visiting areas/year, Jeju island is divided into 6 zones.
 - Jeju City and Seogwipo City are Dong in administrative district and located at the center of the north and south part of the island.
 - East Jeju includes Jucheon-eup, Gujwa-eup and Udo-myeon and West Jeju includes Aewol-eup, Hallim-eup and Hangyeong-myeon.
 - East Seogwipo includes Namwon-eup, Pyoseon-myeon and Seongsan-eup while West Seogwipo includes Andeok-myeon and Daejeong-eup
- The location generating the highest revenue is Jeju City where the revenue grew almost twice from KRW 567.2 billion 2012 to KRW 1,108 trillion 2017, followed by Seogwipo City where the revenue also doubled up from KRW 214.9 billion 2012 to KRW 439.1 billion 2017.
- East Jeju (26.9%), West Jeju (25.3%) and West Seogwipo (25.0%) are the areas showing the highest annual average growth rate from 2012 to 2017 and this indicates that tourism business has potentials to expand to across entire Jeju, going beyond city areas.

■ Percentage of Credit Card Revenue from Koreans in Jeju Tourism Business by Visiting Areas/Year

Unit : %



- Looking at the percentage of credit card revenue from Korean tourists in Jeju Tourism Business by visiting areas/year, the percentage of Jeju City modestly dropped from 56% 2012 to 51% 2017, while percentage in Seogwipo City remained unchanged around 20-21% for the same period.
- In other areas, East Jeju and West Jeju accounted for 5~7%, while East Seogwipo and West Seogwipo accounted for 8~9% and 4~5% respectively.
- While annual growth rate of the revenue from Korean tourists by visiting areas was relatively high in East Jeju, West Jeju and West Seogwipo, relative percentage of these areas did not show major change.

Foreign Tourists Consumption Trend

■ Credit Card Revenue from Foreigners in Jeju Tourism Business by Continent/Year

Unit : KRW billion

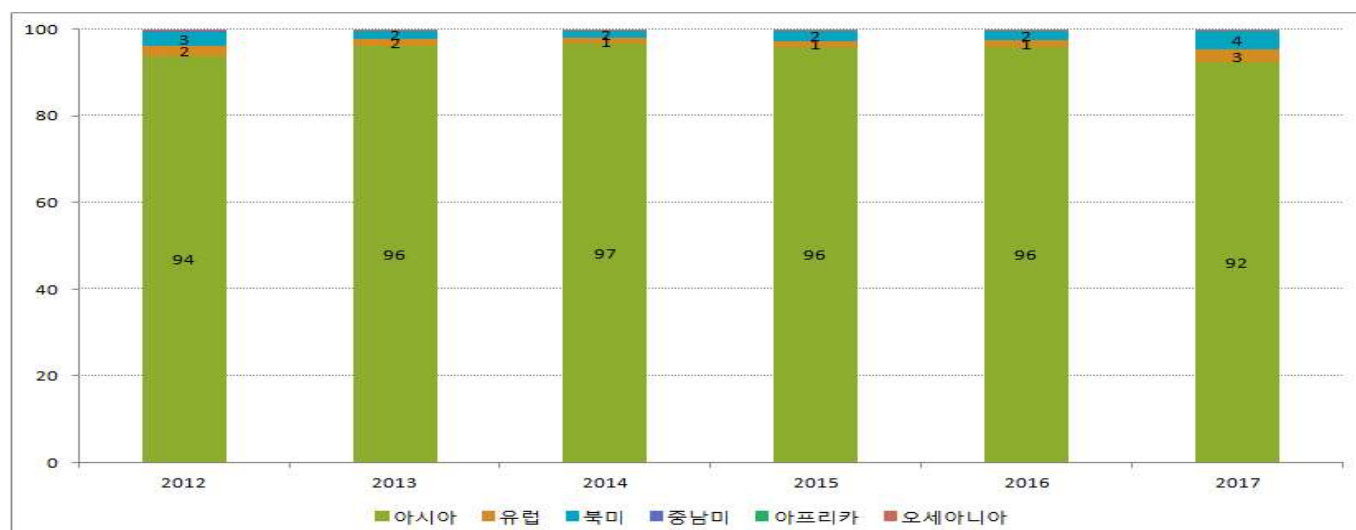
Continent	2012	2013	2014	2015	2016	2017	Average Growth Rate (%)
Asia	190.9	382.2	623.8	712.8	1038.5	617.2	26.5
Europe	4.7	6.2	9.0	10.0	15.2	20.3	34.0
North America	6.4	7.4	11.1	17.6	24.7	28.7	35.0
Latin America	0.4	0.4	0.4	0.4	0.6	0.6	8.4
Africa	0.1	0.1	0.1	0.1	0.2	0.1	0.0
Oceania	0.8	0.9	1.3	1.4	2.0	1.6	14.9
Not identified *	0.1	0.05	0.02	0.005	0.005	3.2	–
Total	203.4	397.2	645.7	742.2	1081.2	671.9	27.0

* Not identified : Revenue from foreign tourists whose nationality was not identified.

- The continents of tourists generating the highest credit card revenue in Jeju tourism business are Asia, Europe and North America and in 2017, total sum of the revenue from tourists from these 3 continents accounted for 99.2% of the total.
- The revenue from Asian tourists grew 3.5 times from KRW 190.9 billion 2012 to KRW 617.2 billion 2017.
- The revenue from European tourists grew 4.3 times from KRW 4.7 billion 2012 to KRW 20.3 billion 2017.
- The revenue from North American tourists grew 4.5 times from KRW 6.4 billion 2012 to KRW 28.7 billion 2017.
- North America showed the highest annual average growth (35.0%), followed by Europe (34.0%) and Asia(26.5%).

■ Percentage of Credit Card Revenue from Foreigners in Jeju Tourism Business by Continent/Year
Unit : %

Unit : %



Asia Europe North America Latin America Africa Oceania

- While average growth rate of credit card revenue from foreign tourists was the highest among tourists from North America and Europe, Asia was the absolute highest in the relative percentage around 92~97%.
- Percentage of Asian tourists in credit card revenue in Jeju tourism business continued to grow from 95% 2012 to 97% 2014 and remained at around 96% for years, before turning to decline down to 92% from 2017.

■ Credit Card Revenue from Foreigners in Jeju Tourism Business by Visiting Areas/Year

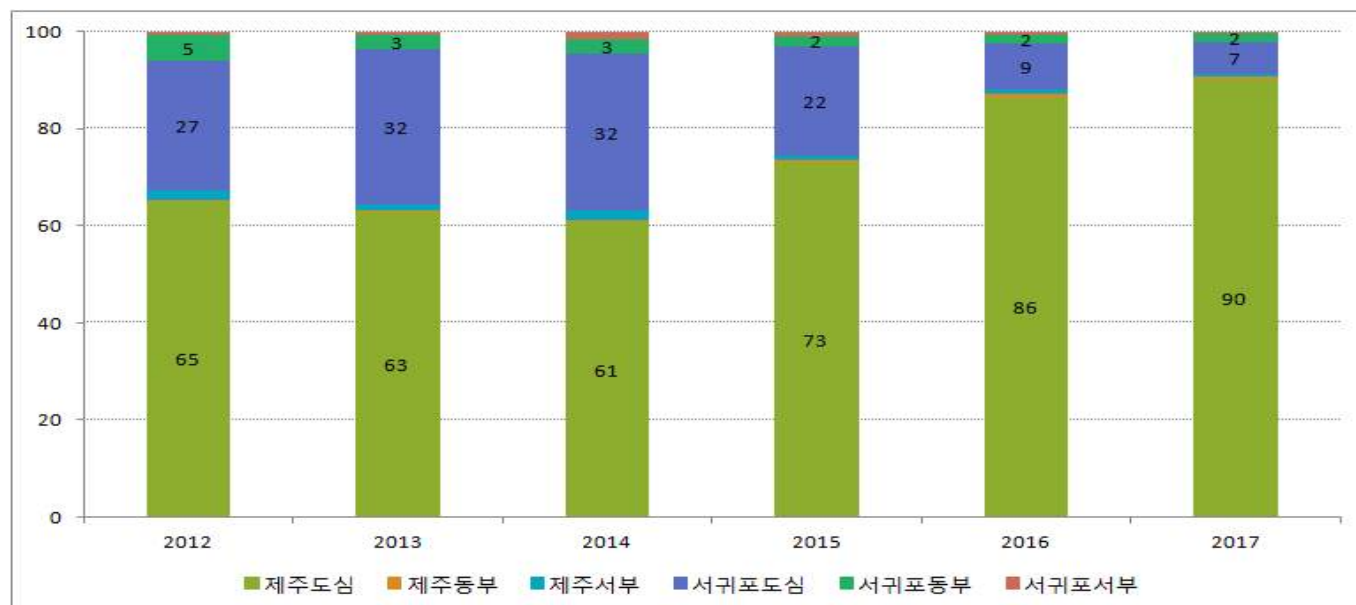
(Unit : billion)

Area		2012	2013	2014	2015	2016	2017	Average Growth Rate (%)
Jeju City	City	132.5	249.6	392.0	542.7	934.4	606.1	35.5
	East	0.6	1.2	3.7	3.5	9.7	2.8	36.1
	West	4.1	4.4	11.7	7.2	7.3	5.0	4.0
Seogwipo City	City	54.1	127.4	209.3	166.1	102.5	43.7	-4.2
	East	10.9	12.1	19.3	15.7	21.1	11.4	0.9
	West	1.3	2.4	9.7	7.0	6.3	2.9	17.4
Total		203.4	397.2	645.7	742.2	1081.2	671.9	27.0

- Credit card revenue from foreign tourists by visiting areas was the highest in Jeju City and in 2017 it accounted for about 90.2% of the total.
- It grew about 4.6 times from KRW 132.5 billion 2012 to KRW 606.1 billion 2017 . Annual average growth rate was about 35.5%.
- In Seogwipo City, credit card revenue from foreign tourists declined from KRW 54.1 billion 2012 to KRW 43.7 billion 2017. Annual average growth rate was about -4.2%.
- It runs contrast to the fact that the total credit card revenue from foreign tourists grew about 3.3 times from KRW 203.4 billion 2012 to KRW 671.9 billion 2017.
- Credit care revenue from foreign tourists continued to grow from 2012 to 2016 but began to decline starting from 2017.
- Jeju City and East Jeju also showed similar trend.
- In areas other than the above mentioned, the revenue set the highest in 2014 and began to decline from 2015.

■ Percentage of Credit Card Revenue from Foreigners in Jeju Tourism Business by Visiting Areas/Year
Unit : %

Unit : %



- Looking at relative percentage of credit card revenue from foreign tourists by visiting areas, in Jeju City, it slid down from 65% 2012 to 61% 2014 and turned around to increase up to 90% 2017.
- It showed a remarkable growth, especially for the two years of 2015 and 2016.
- In Seogwipo City, the percentage increased from 27% 2012 to 32% 2014 but starting from 2015, it showed drastic fall down to 22% 2015, 9% 2016 and 7% 2017.
- In East Seogwipo, the percentage continued to decline from 5% 2012 down to 2% 2017.

■ Credit Card Revenue from Foreigners in Jeju Tourism Business by Continent/Business Type (2017)

Unit: KRW billion (Percentage %)

Continent	Retail	Accommodation	Restaurants	Transportation	Arts/Sports/Leisure	Others	Total
Asia	519.3 (84.1)	30.1 (4.9)	25.3 (4.1)	35.6 (5.8)	4.3 (0.7)	2.6 (0.4)	617.2 (100.0)
Europe	1.5 (7.2)	11.7 (57.7)	0.9 (4.6)	5.7 (28.1)	0.2 (0.9)	0.3 (1.5)	20.3 (100.0)
North America	4.2 (14.5)	16.5 (57.5)	2.3 (8.0)	4.5 (15.6)	0.6 (2.2)	0.6 (2.2)	28.7 (100.0)
Latin America	0.1 (18.7)	0.2 (23.4)	0.1 (9.2)	0.3 (42.9)	0.02 (2.6)	0.02 (3.2)	0.6 (100.0)
Africa	0.04 (25.0)	0.1 (43.6)	0.01 (9.0)	0.03 (18.6)	0.003 (1.9)	0.003 (1.9)	0.1 (100.0)
Oceania	0.4 (24.2)	0.4 (24.8)	0.2 (13.4)	0.5 (31.5)	0.03 (1.8)	0.1 (4.3)	1.6 (100.0)
Not Identified*	2.3 (-)	0.7 (-)	0.2 (-)	0.003 (-)	0.02 (-)	0.01 (-)	3.2 (-)
Total	527.7 (78.5)	59.6 (8.9)	29.1 (4.3)	46.6 (6.9)	5.2 (0.8)	3.6 (0.5)	671.9 (100.0)

* Not identified : Revenue from foreign tourists whose nationality was not identified.

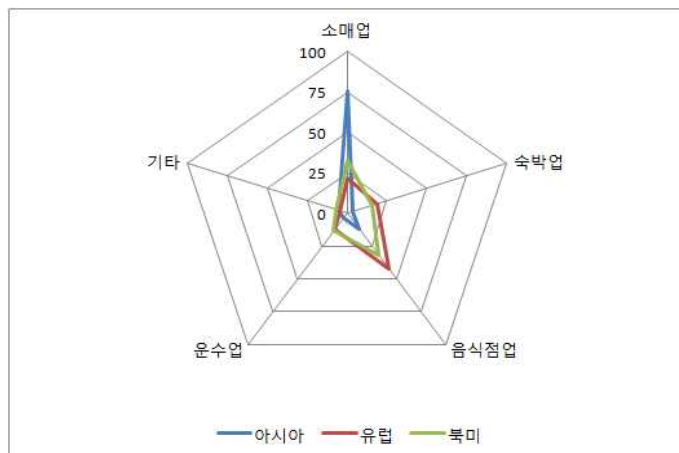
** () indicates relative percentage.

- Looking at credit card revenue from foreign tourists by business type, in 2017, retails accounted for 78.5% with KRW 527.7 billion in revenue, followed by accommodation accounting for 8.9% (KRW 59.6 billion) and restaurants accounting for 4.3% (KRW 29.1 billion).
- In revenue from Asian tourists, retails took up the largest percentage (84.1%) and this reflected the shopping patterns of Chinese tourists at duty free shops.
- In revenue from European tourists, accommodation accounted for 57.7% and transportation accounted for 28.1%. In revenue from North American tourists, accommodation accounted for 57.5% and transportation accounted for 15.6%, while retails accounted for only 7.2% and 14.5% respectively between the two groups.
- Although the portion in total revenue from foreign tourists was minor, in revenue from Latin America, transportation took up the highest percentage at 42.9% and in revenue from African tourists, accommodation accounted for 43.6% and in revenue from Oceanian tourists, transportation accounted for 31.5%.
- It seems that the percentage of transportation was relatively high among tourists from non-Asia countries, as they visited Jeju using transfer flight while tourist from Asian countries used direct flight.

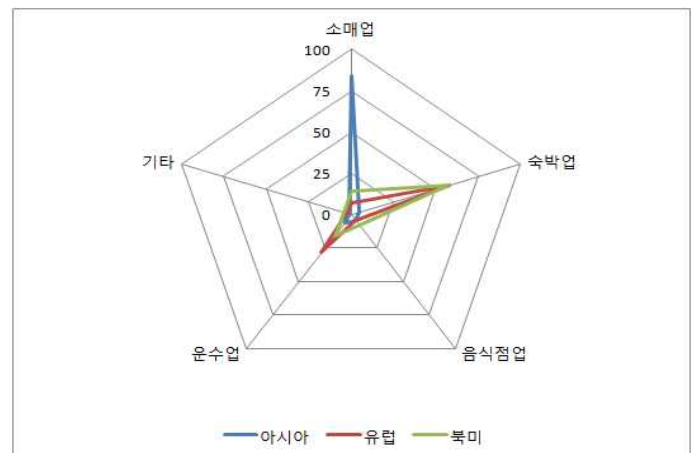
■ Percentage of Credit Card Revenue from Foreigners in Jeju Tourism Business by Continent/Business Type

Unit : %

2012



2017



- Comparison of credit card revenue of major continents by business type between 2012 and 2017, revenue from Asian tourists showed the same trend where retails accounted for higher than 75% of total revenue.
- On the other hand, in revenue from tourists from Europe and North America, percentage of restaurants declined while the percentage of accommodation and transportation increased.

IV Summery and Conclusion

- In this article, credit card revenue in Jeju tourism business was estimated, based on big data analysis method.
- The data for analysis is S Card big data on credit card transactions in Jeju from January 2012 to December 2017 and total NO. of data was 10,043,219.
 - The data consists of offline transactions by Koreans/foreigners and online transaction by Koreans and data of Korean tourists are S Card internal data while data of foreign tourists are the data of overseas credit card companies, collected by S card.
 - Data layers are categorized into age, gender, day of the week, residential area, visiting areas and revenue amount.
 - Revenue amount is for total credit card revenue in Jeju region and S card internal revenue data was adjusted against total credit card revenue data of BOK.
- Estimates on credit card revenue by Koreans in Jeju increased from KRW 1.488 trillion 2012 to KRW2.990 trillion 2017, growing 16.7% in annual average.
 - In credit card revenue from Korean tourists by age/year, the portion of the revenue from the 20' s increased by 4.9% from 14.3% 2012 to 19.2% 2017 while the portion of the revenue from the 30' s and 40' s modestly declined by 6.1% from 64.2% 2012 to 58.1% 2017.
 - In credit card revenue from Korean tourists by residential area, Seoul ranked first, followed by Gyeonggi, Incheon, Busan and Gyeongnam and in terms of annual average growth rate, it showed the highest growth rate in the order of Chungbuk (19.8%), Jeonnam (18.4%), Daegu (18.3%), Chungnam (18.0%) and Incheon (17.0%), except for Sejong City.
 - For comparative analysis on the revenue from Korean tourists by visiting areas, Jeju island was divided into 6 zones of Jeju City, East Jeju, West Jeju, Seogwipo City, East Seogwipo and West Seogwipo. The analysis showed that Jeju City was the area generating the highest credit care revenue, growing about 2 times from KRW 567.2 billion 2012 to KRW 1.1108 trillion 2017, followed by Seogwipo City where the revenue almost doubled up from KRW 214.9 billion 2012 to KRW 439.1 billion 2017. Meanwhile, the areas showing the highest growth rate for the same period were East Jeju (26.9%), West Jeju (25.3%) and West Seogwipo (25.0%).
- Among foreign tourists, estimated revenue increased from KRW 203 billion 2012 to KRW 1.081 trillion 2016 but in 2017, it turned to decline down to KRW 67.2 billion.
 - The continents of foreign tourists generating the largest credit card revenue in Jeju were Asia (KRW 617.2 billion), Europe (KRW 20.3 billion) and North America (KRW 28.7 billion) in 2017 and tourists from these 3 continents accounted for about 99.2% of the total credit card revenue from foreign tourists in Jeju. Looking at the annual average growth from 2012 to 2017, North America (35.0%) showed the highest growth rate, followed by Europe (34.0%) and Asia (26.5%).
 - In terms of the visiting areas where foreign tourists showed the highest credit card revenue in Jeju, Jeju City ranked first, where the revenue grew about 4.6 times at the annual average growth rate of 35.5% from KRW 132.5 billion 2012 to KRW 606.1 billion 2017. Meanwhile, in Seogwipo City, credit card revenue from foreign tourists declined from KRW 54.1 billion 2012 to KRW 43.7 billion 2017, recording about -3.8% in annual average growth rate.
- Insights from big data analysis on credit care revenue in Jeju tourism business are as follows.
 - It is required to analyze tourism trend and establish customized marketing strategies for them, responding to growing credit card revenue from Korean tourists in the 20' s.
 - It is required to decentralize the revenue in Jeju tourism business from Jeju City and review strategies to boost revenue in Seogwipo City.
 - Considering the heavy focus of the revenue from Asian tourists among foreign tourists, it seems necessary to strengthen tourism business, targeting Asian market while adding up marketing strategies for other emerging markets (North America and Europe).
- In the follow-up study, customer transactions of tourists credit care revenue will be analyzed by visiting areas, based on big data on transient population of Jeju Special Self-governing Province.

Appendix

Monthly Trend of No. of Tourists Visiting Jeju

(Unit: persons, %)

Month	Korean Tourists		Foreign Tourist					
	No. of tourists	Up/Down	Japan	China	Other Asian Nations	Western World	Monthly Total	Up/Down
April 2017	1,214,588	13.9	4,119	28,988	41,722	21,268	96,097	-68.2
May	1,219,337	11.3	3,652	31,382	30,192	15,829	81,055	-76.6
June	1,187,388	11.5	6,709	33,184	31,121	15,617	86,631	-77.1
July	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	-82.0
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	-72.0
Jan. 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
`18 total	2,971,597	2.0	11,585	105,156	60,608	17,734	195,083	-63.8

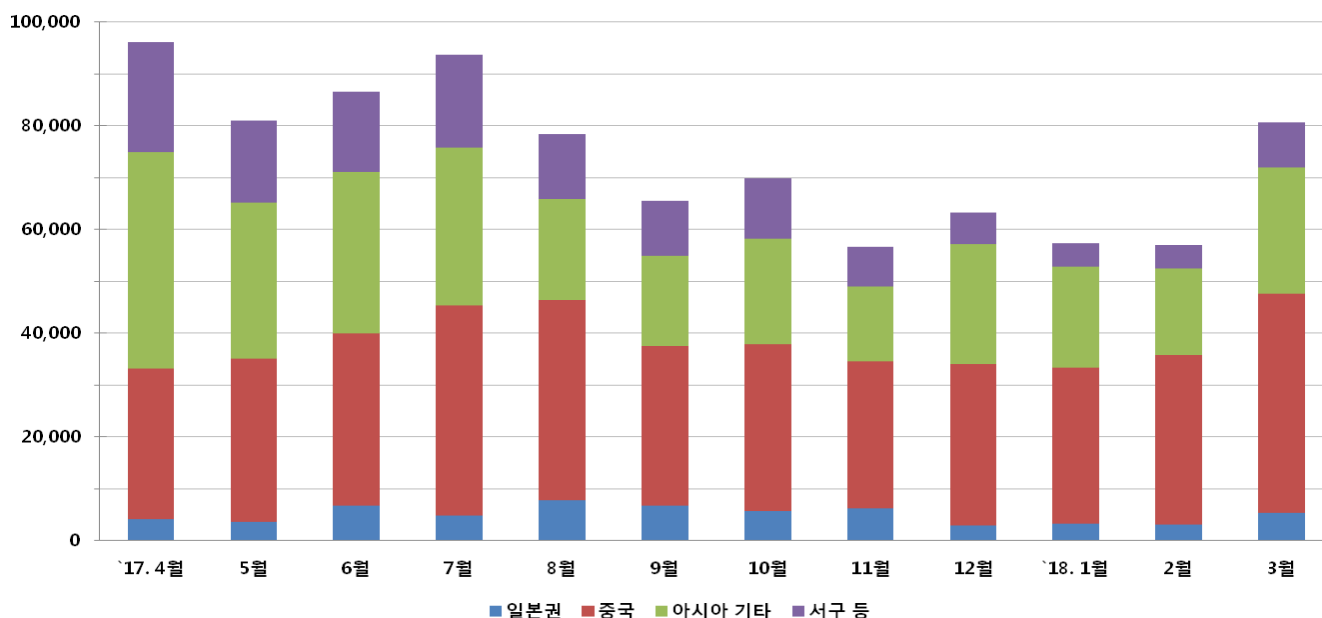
* Source: Jeju Special Self-governing Province Tourism Association

** As of March 2018, the statistics on NO. of tourists to Jeju are final data (estimate data not published)

*** Other Asian Nations include Taiwan, Hong Kong, Singapore and South East Asian nations.

**** Western World includes non-Asian nations including those in America and Europe.

***** Up/Down shows increase/decrease from the same month of the previous year.



◦ No. of Korean visitors in March increased from the previous month while NO. of foreign tourists declined.

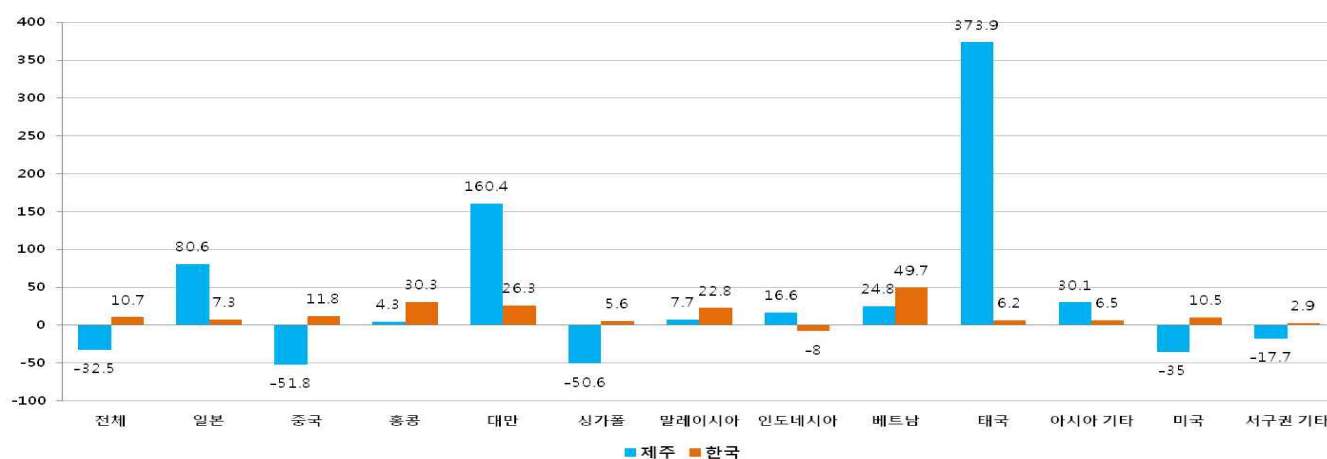
◦ No. of Chinese tourists increased 10,000 from the previous month. The percentage declined about 5%p. Percentage of tourists from other regions increased.

◦ Among foreign tourists, Japanese tourists account for 6.6%, China 52.4%, other Asian nations 30.4% (other Asia) and Western 10.7%.

■ Trend of No. of Foreign Tourists to Jeju, compared to No of Tourists to Korea (March 2018)²⁾ (Unit: Persons, %)

Category		Jeju			Korea				
		2018	2017	Up/Down	2018	2017	Up/Down		
Total		Monthly Total	80,615	119,372	-32.5	1,366,100	1,233,640	10.7	
		Cumulative	195,083	539,171	-63.8	3,367,551	3,706,415	-9.1	
Asia	Sub Total	Monthly Total	72,028	108,275	-33.5	1,133,338	1,008,026	12.4	
		Cumulative	177,349	512,414	-65.4	2,753,589	3,132,783	-12.1	
	Japan	Monthly Total	5,311	2,940	80.6	294,476	274,478	7.3	
		Cumulative	11,585	6,661	73.9	629,800	614,372	2.5	
	China	Monthly Total	42,243	87,669	-51.8	403,413	360,782	11.8	
		Cumulative	105,156	452,069	-76.7	1,053,881	1,516,815	-30.5	
	Hong Kong	Monthly Total	2,721	2,609	4.3	62,340	47,834	30.3	
		Cumulative	5,487	8,776	-37.5	147,601	140,203	5.3	
	Taiwan	Monthly Total	3,279	1,259	160.4	94,084	74,512	26.3	
		Cumulative	7,666	4,130	85.6	257,980	219,965	17.3	
	Singapore	Monthly Total	1,269	2,569	-50.6	22,182	21,002	5.6	
		Cumulative	3,158	8,161	-61.3	40,939	39,722	3.1	
	Malaysia	Monthly Total	4,782	4,439	7.7	37,845	30,820	22.8	
		Cumulative	13,089	14,303	-8.5	82,487	71,215	15.8	
	Indonesian	Monthly Total	1,774	1,521	16.6	20,202	21,955	-8.0	
		Cumulative	4,663	4,007	16.4	51,975	62,603	-17.0	
	Vietnam	Monthly Total	1,806	1,447	24.8	37,656	25,159	49.7	
		Cumulative	3,628	3,648	-0.5	78,449	57,373	36.7	
	Thailand	Monthly Total	5,336	1,126	373.9	55,735	52,503	6.2	
		Cumulative	13,540	3,122	333.7	144,104	134,403	7.2	
	Others	Monthly Total	3,507	2,696	30.1	105,405	98,981	6.5	
		Cumulative	9,377	7,537	24.4	266,373	276,112	-3.5	
	Western Nations and Others	Sub Total	Monthly Total	8,587	11,097	-22.6	232,762	225,614	3.2
			Cumulative	17,734	26,757	-33.7	613,962	573,632	7.0
		US	Monthly Total	2,067	3,178	-35.0	80,079	72,477	10.5
			Cumulative	3,785	6,933	-45.4	206,023	182,421	12.9
Others		Monthly Total	6,520	7,919	-17.7	152,683	153,137	2.9	
		Cumulative	13,949	19,824	-29.6	407,939	391,211	5.3	

* Foreign tourists visiting Jeju include those with foreign nationality living in Korea.



- In March, 2018, No. of foreign tourists showed modest growth YoY in Jeju compared to nation-wide growth YoY.

- Nationality of tourists showing strong growth in Jeju than nation-wide: Japan, Taiwan, Indonesia, Thailand and other Asian nations.
- Nationality of tourists showing weak growth in Jeju than nation-wide: China, Hong Kong, Singapore, Malaysia and Western nations.

2) Comparison of foreign tourists increase in Jeju against nation-wide growth is based on March 2018, considering the timing of Korea tourism statistics data publication and it showed growth/decline rate compared to the previous year.

■ Status of International Flights of Airlines in Jeju International Airport

Airliner	Nation	April						2018 Cumulative					
		Flights (Number)			Passengers (Persons)			Flights (Number)			Passengers (Persons)		
		Arrival	Departure	Total	Arrival	Departure	Total	Arrival	Departure	Total	Arrival	Departure	Total
Asiana (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	9	9	18	1,208	1,179	2,387	11	11	22	1,414	1,285	2,699
Eastern Airlines (MU)	China	39	39	78	6,778	6,989	13,767	151	151	302	22,112	23,380	45,492
Hainan Airlines (HU)	China	0	0	0	0	0	0	0	0	0	0	0	0
Spring Airlines (9C)	China	153	153	306	24,043	21,727	45,770	523	522	1,045	83,996	76,457	160,453
China Southern Airlines (CZ)	China	0	0	0	0	0	0	0	0	0	0	0	0
Shenzhen Airlines (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	12	12	24	1,808	1,779	3,587	22	22	44	3,156	2,972	6,128
Eastar Jet (ZE)	Korea	30	30	60	5,244	5,225	10,469	122	122	244	21,041	20,978	42,019
Tianjin Airlines (GS)	China	0	0	0	0	0	0	0	0	0	0	0	0
Dragon Air (KA)	Hong Kong	17	17	34	2,769	2,873	5,642	48	45	93	6,993	6,588	13,581
Hong Kong Express (UO)	Hong Kong	17	17	34	2,885	2,921	5,806	44	44	88	7,398	7,254	14,652
Jeju Air (7C)	Korea	2	2	4	281	282	563	10	10	20	1,341	1,388	2,729
Jin Air (LJ)	Korea	33	32	65	5,576	5,359	10,935	124	124	248	21,379	20,984	42,363
Korean Air (KE)	Korea	61	62	123	9,131	8,698	17,829	235	235	470	27,607	26,562	54,169
Lucky Air (8L)	China	0	0	0	0	0	0	0	0	0	0	0	0
Mongolian Airlines (OM)	Mongolia	0	0	0	0	0	0	0	0	0	0	0	0
OK Airways (BK)	China	0	0	0	0	0	0	0	0	0	0	0	0
Philippine Airlines (PR)	Philippine	2	2	4	137	212	349	5	4	9	381	516	897
pacific Airlines (BL)	Vietnam	5	5	10	831	775	1,606	5	5	10	831	775	1,606
Yakutia Air (R3)	Russia	0	0	0	0	0	0	0	0	0	0	0	0
Tiger air (IT)	Taiwan	16	16	32	2,560	2,462	5,022	68	68	136	10,427	10,109	20,536
T' way Air (TW)	Korea	48	48	96	7,337	6,927	14,264	178	178	356	26,702	26,210	52,912
Vietjet Air (VJ)	Vietnam	2	2	4	345	316	661	2	2	4	345	316	661
Air Asia X (D7)	Malaysia	17	17	34	4,967	4,194	9,161	69	69	138	19,738	17,573	37,311
Total		463	463	926	75,900	71,918	147,818	1,634	1,629	3,263	256,133	244,695	500,828

* Source: Airport traffic statistics of Korea Airports Corporation I(www.airport.co.kr), as of April, 2018.

** () next to the title of airliners means airline CODE.

*** The airport traffic statistics are based on the data of international flights using Jeju International Airport and include regular and non-regular fights of passenger airliners.

■ Monthly Status of International Flights in Jeju International Airport

(Unit: flights, persons)

Region			Taiwan	Hong Kong	China	Japan	Asian Nations including South East Asia	Western Nations	Total
January	Flights (Numbers)	Arrival	18	0	181	74	31	0	323
		Departure	18	9	179	74	31	0	330
		Total	36	9	360	148	62	0	653
	Passengers (Persons)	Arrival	2,472	0	26,098	8,575	5,109	0	47,167
		Departure	2,447	983	25,183	9,050	5,234	0	48,013
		Total	4,919	983	51,281	17,625	10,343	0	95,180
February	Flights (Numbers)	Arrival	16	0	183	68	32	0	315
		Departure	16	8	181	68	30	0	319
		Total	32	8	364	136	62	0	634
	Passengers (Persons)	Arrival	2,520	0	28,096	9,325	5,037	0	49,496
		Departure	2,479	1,343	27,431	8,954	4,849	0	49,247
		Total	4,999	1,343	55,527	18,279	9,886	0	98,743
March	Flights (Numbers)	Arrival	18	8	215	76	31	0	365
		Departure	18	13	214	76	30	0	368
		Total	36	21	429	152	61	0	733
	Passengers (Persons)	Arrival	2,875	1,507	34,442	9,936	5,470	0	59,570
		Departure	2,721	1,784	31,739	9,761	5,176	0	55,253
		Total	5,596	3,291	66,181	19,697	10,646	0	114,823
April	Flights (Numbers)	Arrival	16	34	273	76	31	0	447
		Departure	16	34	273	76	31	0	447
		Total	32	68	546	152	62	0	894
	Passengers (Persons)	Arrival	2,560	5,654	44,404	10,626	5,422	0	73,633
		Departure	2,462	5,794	41,759	10,014	5,380	0	69,603
		Total	5,022	11,448	86,163	20,640	10,802	0	143,236

* Source: Airport traffic statistics of Korea Airports Corporation Ltd (www.airport.co.kr), as of April, 2018.

** The airport traffic statistics are based on data of international flight route from/to Jeju International Airport and include regular passenger planes.

*** It includes Macao, Vietnam, Thailand and Malaysia in Asian nations and US and Russia in western nations

**** Total numbers include transfer flights as it show all international flights.

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