

Visit **K**orea **C**ommittee

Introduction





| About Visit Korea Committee

About Visit Korea Committee

History

- **Sep, 2008:** Established as a non-profit organization under the Ministry of Culture, Sports and Tourism
- **2010 - 2012:** Contributed to attracting 10 million foreign tourists with successful launch of **2010-2012 Visit Korea Year** campaign
- **July, 2013 - 2015:** Reorganized as **Visit Korea Committee** and launched various programs involving cooperation between public and private entities
- **Jan 2016 - 2018:** Launched **2016-2018 Visit Korea Year** campaign, and contributed to the qualitative growth of Korean tourism industry
- **2019 - present :** Continuing the participation in PPP(public-private partnership) programs as the Visit Korea Committee

Roles

- Contribute to the advancement of the Korean tourism industry with public interest oriented project based on public-private collaboration
- A maximizer of project synergy by establishing a tourism cooperation network engaging diverse private players
- A link between private-private and private-public(local government), inducing close cooperation and success of consolidated projects
- An enhancer of Korea tourism scale by attracting the private sector based on government funds as facilitator
- Utilize the partners' (private companies) business cooperation network, expand overseas promotion and focus on foreign individual tourists(FIT) in Korea



|| Main Projects

Main Projects

Korea Grand Sale

A tourism festival that promotes shopping, tourism and Korean Wave to foreigners during the low season – from every third Thursday of January until the end of February

Korea Grand Sale Integrated Online Platform

An online platform that offers various benefits to tourists by sector – from shopping, culture to tourism in Korea

Korea Tour Card

A transport card for international tourists; offers easy payment in public transports and wide range of benefits offered by 220 tourist attractions, performance venues, restaurants, shops and many others in South Korea

Smart Tourist Information System

The Smart Tourist Information System is a multilingual interactive information board; offers variety of essential tourism services such as location-based services, translation services, transport information, etc.

1. Korea Grand Sale

A tourism festival that aims to promote shopping, culture and tourism to international tourists in Korea

The logo for the Korea Grand Sale, featuring the words "Korea Grand Sale" in a stylized, red, cursive font. The word "Korea" is at the top, "Grand" is in the middle, and "Sale" is at the bottom, all connected by a continuous line.

Event Title

Korea Grand Sale

Period

(Summer Special) August 10, 2022 ~ August 31, 2022
(Main Event) January 12, 2023 ~ February 28, 2023

Target

Foreigners

Co-hosts

Visit Korea Committee and the Ministry of Culture, Sports and Tourism

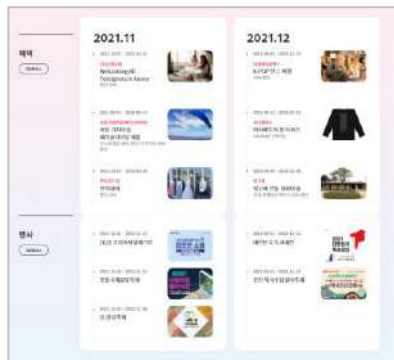
Main Content

- Offer Benefits, Discounts and Special Promotions
- Promote on-and-offline events in Korea and abroad
- Offer and disseminate convenience services and welcome campaigns

2. Korea Grand Sale Integrated Online Platform

A Korea tourism integrated online platform that provides Korean shopping, cultural, and tourism contents, also offers various benefits to international tourists in Korea

- **Launch Date / Period** : October 7, 2021 / All Year-round
- **Channel** : Online and Mobile
- **Language** : 5 languages (English, Japanese, Simplified Chinese, Traditional Chinese, and Korean)
- **Menu** : Calendar, Trend Korea, Featured Location, Special Benefit, Travel & Shopping, Travel Tips, Event
 - Provides information on shopping/culture/tourism in Korea and some related benefits at all times
 - Benefits offered at high-profile from special exhibitions organized by major companies
- **URL** : en.koreagrandsale.co.kr



Monthly Benefits/Festival Information and Introduction
 <Calendar>



Introduces Latest Korean Trends
 <Trend Korea>



Introduces Local Attractions in Korea
 <Featured Location>



Special Offer Collection from Major Companies
 <Special Benefit>



Promotion Zone for Participating Companies
 <Travel & Shopping>

3. Korea Tour Card

A transportation and travel card exclusively for foreigners, provides various benefits such as tourism, culture, experience, shopping, food & beverage and convenience access to the means of the Korean transportation



- **Tap-to-pay transportation card + Providing benefits when presenting card is a plus!**
 - Discounts and free gifts are available at tourist attractions, restaurants, shopping and performance venues; the benefits vary according to the card type
- **Offer limitless transport services nationwide and it can be used again when revisiting the country**

3. Korea Tour Card

Mobile Korea Tour Card

- The mobile app version of Korea Tour Card
- With the NFC function on mobile phone, convenient traffic nationwide
- By presenting the Mobile Korea Tour Card, tourists could enjoy benefit of Korea Tour Card partnership in shopping, culture, and overall tourism sectors



For more details, please check out on following QR codes ↓



For global use



For China

3. Korea Tour Card

A total of 224 affiliates and 1,811 stores (as of June 2022) offer a wide range of benefits
* including Korea Tour Card Namhaean Coast benefits



▼ Detailed partnership information can be found on our website ▼

www.koreatourcard.kr/en/

4. Smart Tourist Information System



Language

Korean, English, Chinese (Simplified/Traditional), Japanese

Targets

Local and international tourists

Places

60 units in major areas of tourism and transportation bases nationwide *as of June 27th, 2022

Contents

- Provides services in five different languages : Korean, English, Chinese(Simplified/Traditional) and Japanese
- Amenities: Temperature check, transit card balance check, wireless charging and free Wi-Fi
- AI-based services: Personalized trip course and multi-language voice recognition for Korean translation with voice search
- Transportation information : Domestic/international flights and KTX trains in real time
- Tourism information : Major tourist attractions, festivals, traditional markets, shopping, exhibitions and performances in Korea
- Korea travel tips (ex. Korea Tour Card, tourist police, tax refunds and countermeasures for emergency situations)
- Others : 1330 Korea Travel Hotline, Information on international taxi and popular restaurants in Korea, etc.

Thank you.

For inquiries, please contact the person in charge below.

Contact

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Smart Tourist Information System

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