

SEOUL  
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ORGANIZATION

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# Greetings

## Seoul Tourism Organization

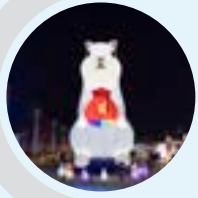
The Seoul Tourism Organization (STO) is an organization specializing in tourism and was established to promote the tourism industry and revitalize the local economy by creating a global brand for the city of Seoul to increase its recognition across the world.

*“A Place You Want  
to Travel & Live -  
Seoul, Your Tourism  
City”*

Seoul Tourism Organization (STO) attracts increasing number of global tourists by promoting Seoul as a Tourism·MICE city. STO also plays the role of a tourism platform so that various stakeholders in the tourism field, be it tourists or local residents, public sector organizations or corporations, or even academia, can communicate and coexist together.



# History



## 2023

- Selected as 'the Best Leisure City in Asia' by Global Traveler Leisure Lifestyle Awards
- Opened the 2nd Seoul Hiking Tourism Center



## 2022

- Opened the Seoul Hiking Tourism Center
- Developed seven pet-walking trails
- Ranked the 2nd highest MICE City (the 1st in Asia) in terms of UIA international conferences



## 2021

- Opened the Seoul Tourism Plaza
- Ranked 3rd in UIA World's MICE city rankings for six consecutive years
- Appointed BTS as Seoul's Honorary Ambassador of Seoul Tourism for five consecutive years



## 2020

- Launched Virtual Seoul, a virtual platform for Seoul
- Provided financial support to overcome the Seoul tourism industry crisis
- Recognized as "The Best International Meeting City" by Business Traveler



## 2019

- Opened the Danurim Tourism Center
- Earned the Social Contribution Innovation Grand Prize in the 2019 Internet Eco Awards
- Selected as a company displaying excellence in promoting work-life balance



## 2018

- Established the Seoul Tourism Organization
- Hosted the 7th Annual International Forum on Sustainable Tourism
- Earned [Korea Tourism Awards] for 'Visit Seoul' from Minister of Culture, Sports and Tourism



## 2008

- Established the Seoul Tourism Marketing Co., Ltd.

# Mission & Vision

## SEOUL VISION 2030

### Mission

Develop Seoul into a sustainable tourism city through the promotion of the Seoul tourism industry

### Core Values

Innovation

Participation

Mutual Benefit

Responsibility

### Vision

Evolve into a specialized tourism organization that drives change and development with Seoul residents

### 5 Primary Strategies

01

Enhance the competitiveness of global tourism

02

Grow to New Normal MICE City

03

Routinize attractive Seoul tours

04

Establish sustainable tourism ecosystem

05

Lead Seoul tourism ESG management

### 10 Strategic Tasks

Promote Seoul tourism brand

Develop new normal MICE service

Establish the tourism for all

Enhance business support and win-win cooperation

Spread eco-friendly tour culture

Enhance tourist customized marketing

Establish sustainable MICE environment

Develop attractive tour content

Establish big-data based tour service system

Integrity, Safety, Communication, and Organizational Innovation

Seoul global marketing

# Seoul of the World

## Enhance the competitiveness of global tourism

To promote Seoul as an attractive tourism city produce and promote a variety of content.

- 01 Seoul global marketing
- 02 Operate the official Seoul tourism website & app, Visit Seoul
- 03 Operate the official Seoul tourism YouTube channel, VisitSeoul TV
- 04 Holding of Seoul Tourism Fair & participation in International Travel Fair
- 05 Cooperate with international organization to exchange effective policy
- 06 Seoul Tourism Symposium for Global Competitiveness



Operate the official Seoul tourism website & app, Visit Seoul



Operate the official Seoul tourism YouTube channel, VisitSeoul TV



EoGiYeongCha Seoul - Taekwondo



Seoul Tourism Global Campaign Poster



Hosting of Seoul Tourism Session & Participation in Overseas Tourism Expo







Promotion and Support Convention

Seoul Booth at IMEX America Seoul



Seoul Group Presentation at IMEX America

## Seoul, a city holding Global MICE

### Fostering high value-added MICE industry

Developing convergence MICE services and create a sustainable MICE environment.

- 01 Promotion and Support for International Conferences
- 02 [Seoul MICE Alliance and PLUS SEOUL] Creation of Sustainable MICE Environment
- 03 Promotion and Support for Corporate Meetings & Incentives
- 04 VIRTUAL SEOUL - Promotion of Virtual MICE Venue
- 05 Develop and train MICE human resources
- 06 Fostering of Global & International Professional Convention Organizers (PCOs) for Seoul



[Seoul MICE Alliance and PLUS SEOUL] Creation of Sustainable MICE Environment



Promotion and Support for Corporate Meetings & Incentives



Development & Cultivation of MICE Personnel



VIRTUAL SEOUL - Promotion of Virtual MICE Venue



Fostering of Global & International Professional Convention Organizers (PCOs) for Seoul





Seoul Hiking Tourism

Seoul Lantern Festival and Gwanghwamun Plaza Market

Seoul Danurim Tourism Center (Universal Tourism Services)

# Everyday tour of fascinating Seoul

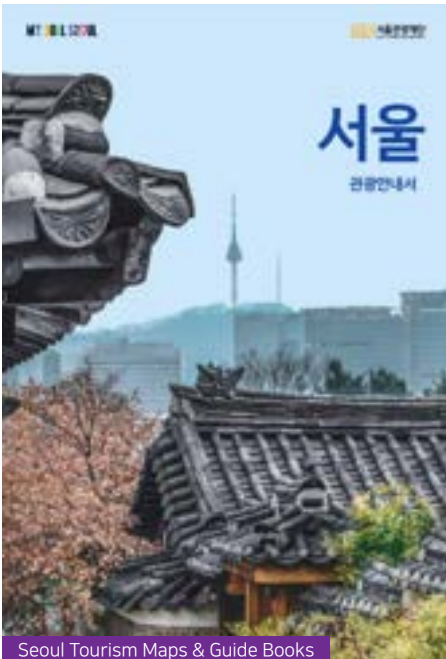
## Activation of urban tour

Developing a variety of urban tour content while building a tourism environment that benefits everyone.

- 01 Activation of urban tour
- 02 Seoul Lantern Festival and Gwanghwamun Market
- 03 Seoul Danurim Tourism Center: Creation of a Universal Tourism Environment
- 04 Seven Pet-friendly Trails in Seoul
- 05 [One More Trip] Fostering Experience-based Seoul Tourism
- 06 Tourist Information Centers
- 07 Seoul Tourism Maps & Guide Books
- 08 Seoul Citizen Tourism Academy
- 09 Develop Han River Waterfront Experience Program



[One More Trip] Fostering Experience-based Seoul Tourism



Seoul Tourism Maps & Guide Books



Seoul Citizen Tourism Academy



Tourist Information Centers



Seoul Guided Walking Tour



Develop Han River Waterfront Experience Program





Seoul International Travel Mart & Seoul International Travel Mart for Medical Tourism

Discover Seoul Pass

Seoul-Local Areas cooperation for win-win tourism

2023 서울-지방 상생 팸투어

## Support of Sustainable Tourism Ecosystem

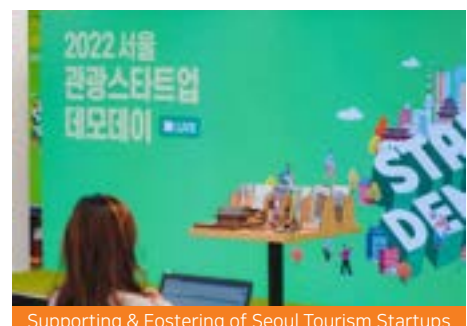
Establish sustainable tourism ecosystem

STO constructs big data-based tourism service infrastructure and supports innovation of Seoul tourism ecosystem

- 01 Seoul International Travel Mart (SITM) & Seoul International Travel Mart for Medical Tourism (SITMMT)
- 02 Operate Discover Seoul Pass discount card
- 03 Supporting & Fostering of Seoul Tourism Startups
- 04 Seoul-Local Areas cooperation for win-win tourism
- 05 Holding of Seoul Shopping Festa
- 06 Statistical survey and research on Seoul tourism & MICE
- 07 Search and promotion of Seoul theme tour counties in cooperation with 25 local governments



Seoul Shopping Festa



Supporting & Fostering of Seoul Tourism Startups



Sustainable Tourism Project with the UNWTO



Statistical survey and research on Seoul Tourism & MICE







# ESG Management and Social Contribution

The Seoul Tourism Organization aims to create a sustainable tourism ecosystem by practicing ESG management, which includes eco-friendliness, socially-responsible management, and improvement of governance.

## Social

- Distributed employee-made upcycled Key Rings to global tourists
- Participated and offered job counseling at Jongro-gu Youth Job Fair
- Participated in JobTalk as an industry mentor for tourism and MICE workers.



## Environment

- Participated in the ZERO Disposable Product Challenge
- Founded the Seoul Tourism Organization's "Tumbler Day"
- Installs of recycling bins in front of the Tourism Information Center
- Operated ESG WEEK - Participation in the pledge to practice carbon footprint and plogging



## Governance

- Conducted blood donation with residency occupants of the Seoul Tourism Plaza
- Offered Han-River Healing Sharing Program for Culturally Underprivileged children
- Participated in "Gwanghwamun One Team," a social contribution cooperation meeting for companies located near Gwanghwamun





# Where Travel Begins,



## Seoul Tourism Plaza

### Tour Guide



- **Date** Every 2nd & 4th Wednesday of the Month  
(Excluding public holidays)
- **Tour Schedule** 2PM
- **No. of Applicants** 10 or less
- **Time** Approx. 30 mins - 1 hour
- **Website** [www.sto.or.kr/plazatour](http://www.sto.or.kr/plazatour)

### [Facility Overview]

Location | 85, Cheonggyecheon-ro, Jongno-gu, Seoul (Samil Bldg.)

Area | 10,540 m<sup>2</sup> (Exclusive area: 6,941 m<sup>2</sup>)

Floors | 1F, 4F-11F

### [Floor Information]



### Rental Information



#### [Rental Facilities]

(4F) Multi-purpose Hall, Citizen Academy  
(11F) MICE Play Shop, Online Media Center

#### [Application for and inquiry of rental service]

Operation Office of Seoul Tourism Plaza  
02-3788-8172



# *‘A Place You Want to Travel & Live Seoul, Your Tourism City’*

## Seoul Tourism Organization Websites

Official Seoul Tourism Information | [www.visitseoul.net](http://www.visitseoul.net)  
Official Youtube of Seoul Tourism | [youtube.com/VisitSeoulTV](https://youtube.com/VisitSeoulTV)  
Seoul Convention Bureau | [www.miceseoul.com](http://www.miceseoul.com)  
One More Trip | [www.onemoretrip.net](http://www.onemoretrip.net)  
Discover Seoul Pass | [www.discoverseoulpass.com](http://www.discoverseoulpass.com)  
Seoul Danurim Tourism Center | [www.seouldanurim.net](http://www.seouldanurim.net)  
Seoul Hiking Tourism | [www.seoulhiking.or.kr](http://www.seoulhiking.or.kr)

## Seoul Tourism Organization

Website | [www.sto.or.kr](http://www.sto.or.kr)  
Facebook | [fb.com/SeoulTourismOrganization](https://fb.com/SeoulTourismOrganization)  
YouTube | [youtube.com/STOTV](https://youtube.com/STOTV)  
Instagram | [instagram.com/sto\\_\\_\\_official](https://instagram.com/sto___official)

Seoul Tourism Organization  
Website







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