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**On the journey to a Seoul everyone wants to visit
— the Seoul Tourism Organization is with you
every step of the way.**

Seoul Tourism Organization is a specialized tourism marketing agency dedicated to promoting Seoul as a city that people around the world aspire to visit and call home.

We showcase the unique charm of Seoul — where vibrant culture, modern infrastructure, and warm everyday life coexist — while serving as a platform that fosters sustainable growth in the tourism industry and shared prosperity with local communities.



Seoul Tourism Organization at a Glance

1

**Global
Tourism
Brand SEOUL**

Promoting the Seoul Tourism Brand

- Global marketing for Seoul
- Hosting Seoul Tourism Briefings and participating in international tourism expos
- Establishing cooperative networks with major overseas travel agencies and related organizations

Developing and Nurturing Future Tourism Markets

- Operating VisitSeoul social media channels and VisitSeoulTV on YouTube
- Operating VisitSeoul website, app, and chatbot services
- Discovering and promoting Seoul's niche tourism experiences (e.g., arts tourism)
- Producing Seoul-branded merchandise
- Conducting surveys and analyses on tourism trends among Seoul citizens and foreign visitors

2

**Future
Tourism
Ecosystem**

Strengthening Industry Support and Collaborative Partnership

- Operating Seoul Tourism Plaza
- Nurturing Seoul-based tourism start-ups
- Hosting the Seoul International Travel Mart (SITM)
- Operating Seoul regional tourism center
- Promoting medical tourism
- Supporting the development and operation of premium tourism products

Providing Customized Visitor Services

- Promoting Seoul Culture Lounge Programs
- Developing, operating and promoting Discover Seoul Pass (DSP)

3

**Smart
MICE city**

Identifying and Capturing Potential MICE Demand

- Promoting Seoul as a leading MICE destination
- Creating and promoting MICE content
- Providing incentives to attract and host MICE events
- Operating the Seoul MICE Alliance (SMA)

Creating a Sustainable MICE Environment

- Training global MICE professionals
- Conducting international cooperation and MICE statistics
- Supporting Seoul-based tourism and MICE businesses through dedicated service centers
- Conducting joint MICE marketing campaigns with other cities and provinces (PLUS CITIES)
- Fostering Seoul-based international conferences

4

**SEOUL's
Signature
Content**

Building an Inclusive Tourism Environment for All

- Building a universal tourism environment- Seoul Danurim
- Operating tourist information centers
- Publishing official Seoul travel guidebooks and maps
- Operating Seoul cultural tourism guides

Fostering Seoul's Signature Tourism Content

- Seoul Lantern Festival
- Gwanghwamun Market
- Seoul Summer Beach
- Seoul Hiking Tourism Center
- Cheonggye Soul Ocean
- Seoul Spring Festa
- SEOULDAL
- Picnic on the Bridge

Seoul Tourism Organization

**GLOBAL
BRAND**

SEOUL

1

Global Tourism

**Promoting the Seoul
Tourism Brand**

**Developing and Nurturing
Future Tourism Markets**

Brand SEOUL

01-1

Promoting the Seoul Tourism Brand

- ① Global marketing for Seoul
- ② Hosting Seoul Tourism Briefings and participating in international tourism expos
- ③ Establishing cooperative networks with major overseas travel agencies and related organizations



1 Global marketing for Seoul



2 Hosting Seoul Tourism Briefings and participating in international tourism expos



3 Establishing cooperative networks with major overseas travel agencies and related organizations



01-2

Developing and Nurturing Future Tourism Markets

- ④ Operating VisitSeoul social media channels and VisitSeoulTV on YouTube
- ⑤ Operating VisitSeoul website, app, and chatbot services
- ⑥ Discovering and promoting Seoul's niche tourism experiences (e.g., arts tourism)
- ⑦ Producing Seoul-branded merchandise
- ⑧ Conducting surveys and analyses on tourism trends among Seoul citizens and foreign visitors



4 Operating VisitSeoul social media channels and VisitSeoulTV on YouTube



5 Operating VisitSeoul website, app, and chatbot services



6 Discovering and promoting Seoul's niche tourism experiences (e.g., arts tourism)



7 Producing Seoul-branded merchandise



8 Conducting surveys and analyses on tourism trends among Seoul citizens and foreign visitors

ATTRACTIVE
CONTENT

SEOUL



Seoul for the World

We create and promote a wide range of content to highlight Seoul as an attractive global tourism destination.

GLOBAL BRAND

Strengthening Industry
Support and Collaborative
Partnership

Providing Customized
Visitor Services

Ecosystem

2

Future Tourism





1 Operating Seoul Tourism Plaza

2-1 Strengthening Industry Support and Collaborative Partnership

- ① Operating Seoul Tourism Plaza
- ② Nurturing Seoul-based tourism start-ups
- ③ Hosting the Seoul International Travel Mart (SITM)
- ④ Operating Seoul regional tourism center
- ⑤ Promoting medical tourism
- ⑥ Supporting the development and operation of premium tourism products



2 Nurturing Seoul-based tourism start-ups



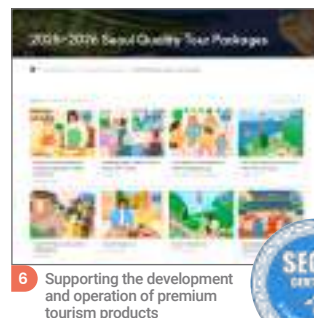
3 Hosting the Seoul International Travel Mart (SITM)



4 Operating Seoul regional tourism center



5 Promoting medical tourism



6 Supporting the development and operation of premium tourism products



7 Promoting Seoul Culture Lounge Programs

2-2

Providing Customized Visitor Services

- ⑦ Promoting Seoul Culture Lounge Programs
- ⑧ Developing, operating and promoting Discover Seoul Pass (DSP)



7 Promoting Seoul Culture Lounge Programs



8 Developing, operating and promoting Discover Seoul Pass (DSP)





Shaping the Future of Seoul Tourism, Together

We are developing a big-data-driven tourism service system and fostering innovation across Seoul's tourism ecosystem.

CREATE THE FUTURE

SMART
MICE

SEOUL

2024 서울 MICE 데이

2024년 11월 27(수) | 플로팅 아일랜드 컨벤션



Identifying and Capturing
Potential MICE Demand

Creating a Sustainable
MICE Environment

3

Smart

MICE city

3 Smart MICE city

3-1

Identifying and Capturing Potential MICE Demand

- ① Promoting Seoul as a leading MICE destination
- ② Creating and promoting MICE content
- ③ Providing incentives to attract and host MICE events
- ④ Operating the Seoul MICE Alliance (SMA)



1 Promoting Seoul as a leading MICE destination



4 Operating the Seoul MICE Alliance (SMA)

3-2

Creating a Sustainable MICE Environment

- ⑤ Training global MICE professionals
- ⑥ Conducting international cooperation and MICE statistics
- ⑦ Supporting Seoul-based tourism and MICE businesses through dedicated service centers
- ⑧ Conducting joint MICE marketing campaigns with other cities and provinces (PLUS CITIES)
- ⑨ Fostering Seoul-based international conferences



2 Creating and promoting MICE content



3 Providing incentives to attract and host MICE events



5 Training global MICE professionals



6 Conducting international cooperation and MICE statistics



7 Supporting Seoul-based tourism and MICE businesses through dedicated service centers



8 Conducting joint MICE marketing campaigns with other cities and provinces (PLUS CITIES)



9 Fostering Seoul-based international conferences



Seoul, the Best MICE City in the World

We develop integrated MICE services
and create a sustainable MICE environment.

SMART MICE

Seoul Tourism Organization

ATTRACTIVE
CONTENT

SEOUL



Building an Inclusive
Tourism Environment for All

Fostering Seoul's Signature
Tourism Content

Signature Content

4

SEOUL'S

4-1

Building an Inclusive Tourism Environment for All

- ① Building a universal tourism environment-Seoul Danurim
- ② Operating tourist information centers
- ③ Publishing official Seoul travel guidebooks and maps
- ④ Operating Seoul cultural tourism guides



1 Building a universal tourism environment-Seoul Danurim



2 Operating tourist information centers



3 Publishing official Seoul travel guidebooks and maps



4 Operating Seoul cultural tourism guides



5 Seoul Lantern Festival

4-2

Fostering Seoul's Signature Tourism Content

- ⑤ Seoul Lantern Festival
- ⑥ Gwanghwamun Market
- ⑦ Seoul Summer Beach
- ⑧ Seoul Hiking Tourism Center
- ⑨ Chenggye Seoul Ocean
- ⑩ Seoul Spring Festa
- ⑪ SEOULDAL
- ⑫ Picnic on the Bridge



6 Gwanghwamun Market



7 Seoul Summer Beach



8 Seoul Hiking Tourism Center



9 Chenggye Seoul Ocean



11 SEOULDAL



10 Seoul Spring Festa



12 Picnic on the Bridge



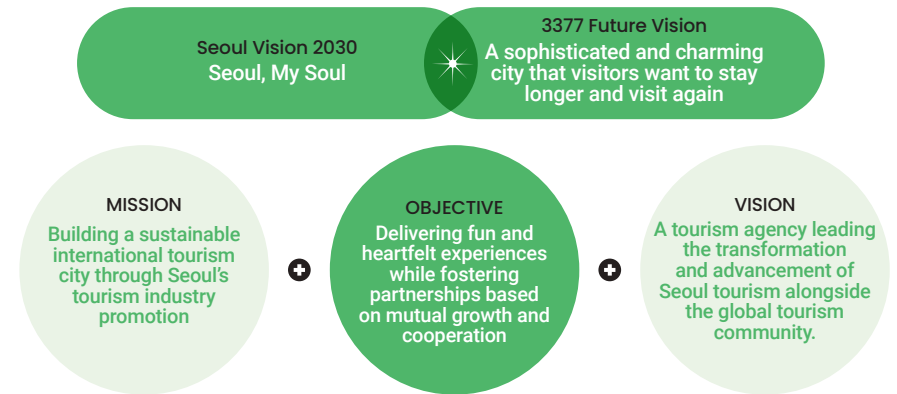
Strengthening
Seoul's Global
Tourism Brand

**Live every day like a journey.
Travel like it's everyday life.**

We are creating a tourism environment
where everyone can enjoy traveling.

ATTRACTIVE CONTENT

Mission & Vision



Mid-to-Long-Term Management Objectives



Strategic Direction and Strategic Tasks

1	2	3	4	5
Strengthening Seoul's Global Tourism Brand	Creating a Future-Oriented Tourism Ecosystem	Growing into a Smart MICE City	Vitalizing Seoul-style Signature Content	Leading Creative ESG Management through Tourism in Seoul
- Promotion of the Seoul Tourism Brand - Developing and nurturing future tourism markets	- Reinforcing industry support and win-win cooperation - Providing customized convenience services for visitors	- Identifying potential mice demand - Creating a sustainable mice environment	- Creating an inclusive tourism environment for all - Fostering Seoul's signature tourism content	- Disseminating ESG Tourism Culture - Integrity, safety, communication, creativity, innovation

Organization History



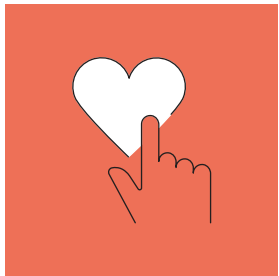
ESG Management and Social Contribution

Seoul Tourism Organization fulfills its social responsibility as a public institution by advancing ESG management and leading the spread of ESG values across Seoul's tourism industry.



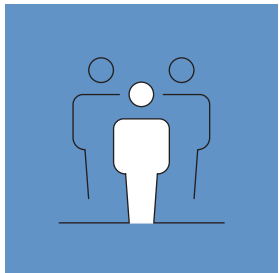
E NVIRONMENT

- ✓ **STO Tumbler Day campaign** to promote zero-waste practices
- ✓ **"Yongginae (Bring a Container)" campaign** to encourage the use of reusable containers
- ✓ **Rain Gutter Awareness Campaign** in partnership with the Seoul Volunteer Center



S OCIAL

- ✓ The first within the organization to receive the **"Seoul Volunteer Service Merit Award"**
- ✓ Production and donation of **essential supplies for stray animals**
- ✓ **Pro Bono mentoring activities** for youth employment and talent development in the tourism and MICE industries



G OVERNANCE

- ✓ **Participation in "Gwanghwamun One Team,"** a social contribution council composed of 24 companies located near Gwanghwamun
- ✓ Joint social contribution activities with the **S-TCEP Alliance**, an alliance of Seoul's tourism, culture, performance, and exhibition sectors
- ✓ **"Blood Drive of Love"** Campaign with Seoul Tourism Plaza tenant companies



About Seoul Tourism Plaza



**The Starting
Point
of Your
Journey**

**The Hub of
Seoul Tourism**



Floor Guide

Innovation	11F	Seoul Culture Lounge Online Media Center
Incubation	10F	Tourism startup offices
	9F	
Governance	8F	Tourism association and organization offices
	7F	Seoul Tourism & MICE Industry Support Center Regional tourism agency offices
	6F	Seoul Tourism Organization office
	5F	
Communication	4F	Multipurpose Hall Citizen Academy
	1F	Seoul My Soul Shop Tourist Information Center Seoul Medical Tourism Center



Tour Information

Tour Type Regular tour

Date Every 2nd and 4th Wednesday of the month (excluding public holidays)

Tour Time 2:00 PM

Number of Participants Up to 15

Duration Approximately 30 minutes to 1 hour



Facility Overview

Location 85 Cheonggyecheon-ro, Jongno-gu, Seoul (Samil Building)

Area 10,540m²

Structure Ground Floor, Floors 4–11



Rental Information

Refer to the official website
www.sto.or.kr/plazarental



Rental request and inquiries

Seoul Tourism Plaza Operations Secretariat
02-3788-8186
plaza@sto.or.kr



**Seoul — a sophisticated
and attractive city
where visitors want to
stay longer and return.
The Seoul Tourism
Organization is making it
happen.**

**Website operated by
Seoul Tourism Organization**

Visit Seoul | www.visitseoul.net
Seoul Convention Bureau | www.miceseoul.com
Discover Seoul Pass | www.discoverseoulpass.com
Seoul Danurim Accessible Tourism | www.seouldanurim.net

Seoul Tourism Organization

Official Website | www.sto.or.kr
Official Instagram | [@sto_official](https://www.instagram.com/sto_official)