

# Visit Anaheim 2023 Korea Sales Mission

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Seoul

September 16 - 19, 2023





## 2023 애너하임 관광청 세일즈 미션

2023 Visit Anaheim Sales Mission Korea

[www.visitanaheim.org](http://www.visitanaheim.org)

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## NOTE

### 주요 특징

1. 트립 어드바이저 애너하임 호텔 중 1위
2. 웨스틴 브랜드 호텔 중 TOP 3호텔로 선정
3. 618개 객실 및 121개 스위트 룸 보유
4. 루프탑 레스토랑 포함 총 7개 레스토랑 보유, 로비와 라이즈 루프탑에서 매주 라이브 음악
5. 호텔 객실의 60% 이상 발코니가 있으며 파크뷰 및 시티뷰 룸으로 구성



**THE WESTIN**  
ANAHEIM RESORT

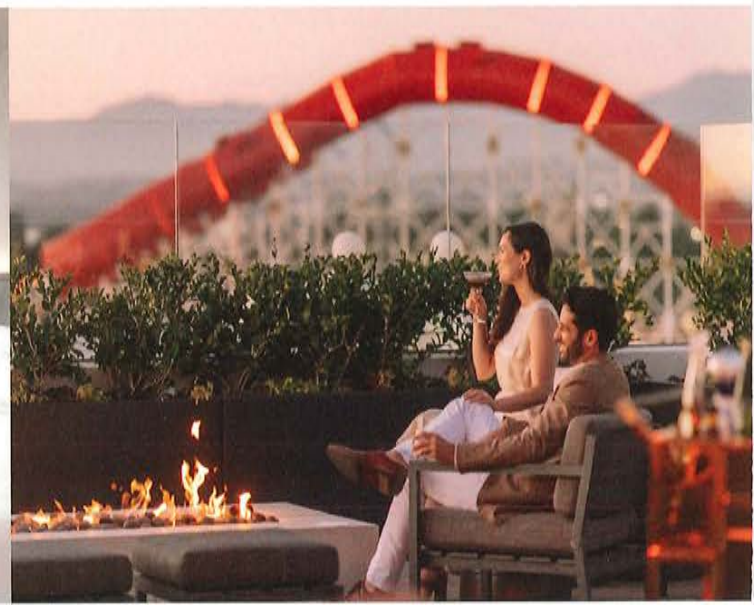
## 웨스틴 애너하임 리조트 Westin Anaheim Resort



애슐리 리 Ashley Lee  
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최근 2021년 6월에 개장한 더 웨스틴 애너하임 리조트는 AAA 4 다이아몬드 호텔로써 새로운 차원의 럭셔리 호스피탈리티를 선사합니다. 웨스틴 애너하임 리조트는 애너하임 중심부에 위치하여 있어 우수한 접근성을 자랑하며, 도보로 15분 이내 거리에 애너하임 컨벤션 센터가, 바로 맞은편에는 다운타운 디즈니 디스트릭트가 위치해 있고 에인절 스타디움(Angel Stadium)이 가까운 거리에 있습니다.

[westinanaheim.com](http://westinanaheim.com)



# NOTE

## 주요 특징

1. 캘리포니아에서 가장 큰 규모의 미국 내 가장 초호화 럭셔리 브랜드 쇼핑센터
2. 2023년 알렉산더 왕, 브라이틀링, 미쓰니 등 입점 완료, 발망, 질 샌더 등 입점 예정, 발렌시아가, 불가리, 까르띠에, 구찌, 반클리프 아펠 등 확장 및 리모델링 매장 오픈 예정
3. 250개 이상의 브랜드 및 미쉐린 스타 레스토랑 포함 30개 이상의 최고급 레스토랑 입점
4. 세계적 수준의 서비스 및 고급 편의시설 및 여행자 전용 VIP PASSPORT 프로그램 제공
5. 오렌지카운티 미술관(OCMA), 시거스트롬 아트센터 및 웨스틴 사우스 코스트 플라자 호텔과 인접



Quality is



International Destination

## 사우스 코스트 플라자 South Coast Plaza



브라이언 추안 Brian Chuan  
Senior Director of International  
and Domestic Markets  
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CA 92626

존 웨인 공항과의 근접성이 훌륭한 캘리포니아 코스타메사에 위치한 사우스 코스트 플라자는 미국 서부에서 가장 큰 규모를 자랑하는 쇼핑 명소로 총 250여 개의 브랜드가 입점해 있습니다. 구찌, 에르메스, 까르띠에, 해리 윈스턴, 생 로랑, 디올, 알렉산더 맥퀸, 지방시 같은 럭셔리 브랜드부터 디자이너 브랜드, 코스메틱, 키즈, 홈웨어에 이르기까지 다양한 쇼핑을 경험할 수 있고, VIP 액세스, 환전 서비스, 퍼스널 쇼퍼 등의 서비스부터 서점, 레스토랑 및 카페, 어린이 놀이시설 등을 모두 갖춘 쇼핑의 중심지입니다

[www.southcoastplaza.com](http://www.southcoastplaza.com)

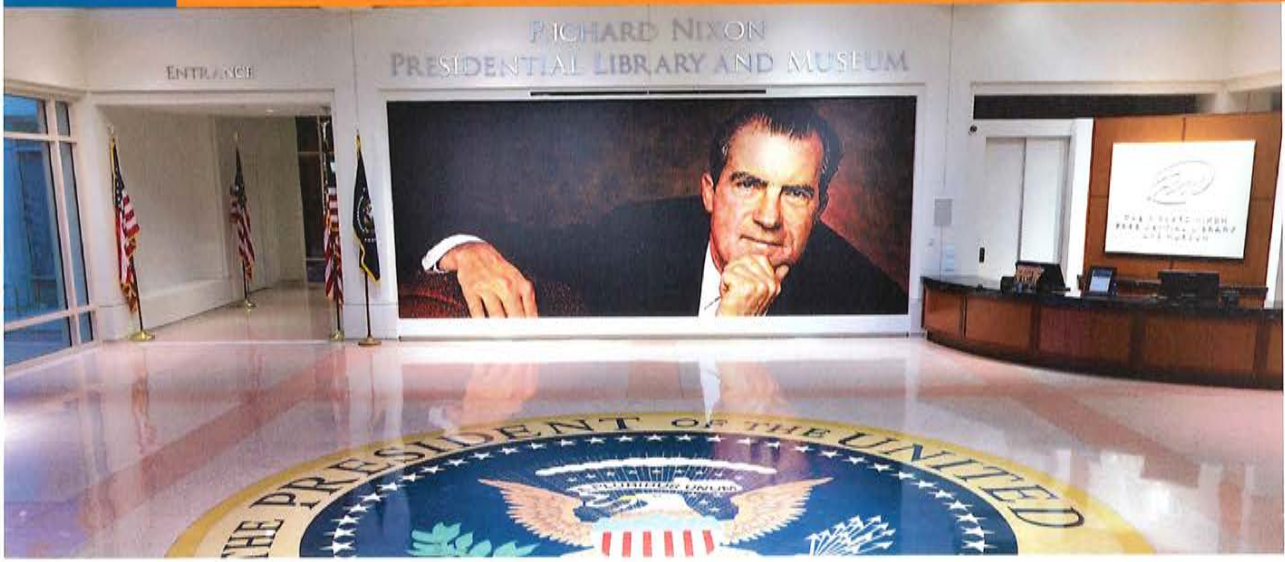


## NOTE

### 주요 특징

1. 닉슨 대통령 재임 기간 내 기록 문건과, '독립선언문' 초안, 그리고 포드, 닉슨 대통령의 전용 헬기 마린원 전시
2. 닉슨과 엘비스 프레슬리의 역사적인 환담 장소
3. 닉슨과 엔젤스 센터의 번들 투어 제공
4. 영부인 로즈 가든에서 문화 공연 및 웰니스 프로그램 제공
5. 유스 앰배서더 프로그램 - 학생 대상 투어 제공





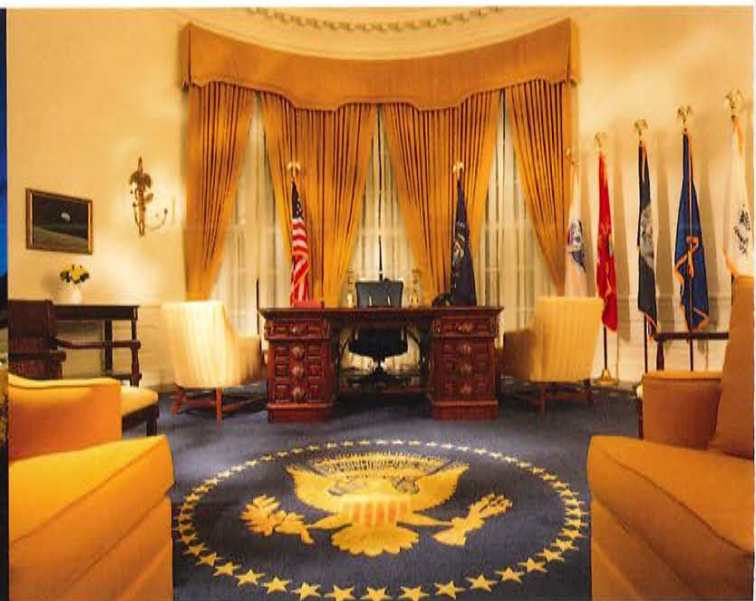
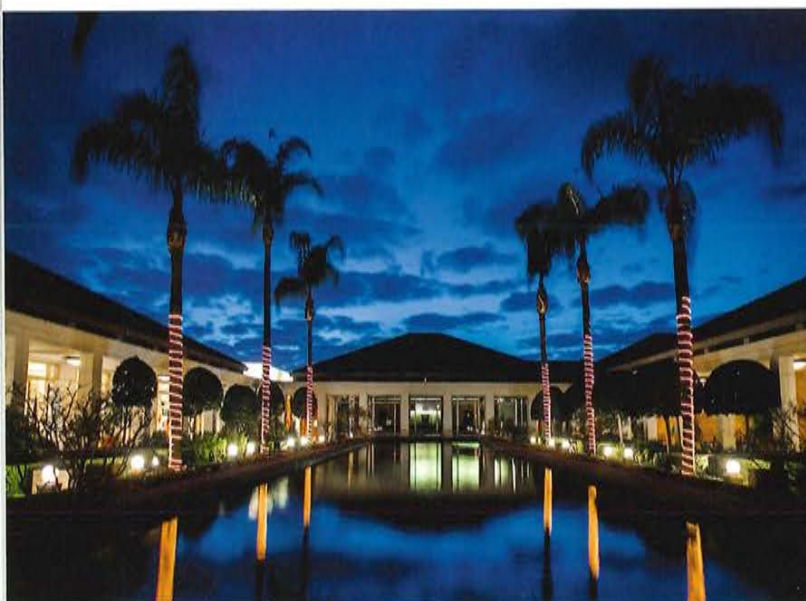
## 리처드 닉슨 도서관 Richard Nixon Library



제인 장 Jane Zhang  
Director of Tourism and Culture  
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Linda, CA 92886

오렌지 카운티 내 최고 명소이자 박물관으로 선정된 리처드 닉슨 도서관 및 박물관은 미국에서 가장 현대적인 대통령 도서관 및 박물관입니다. 리처드 닉슨 도서관을 둘러 보며 리처드 닉슨 대통령의 일생과 재직 시절 업적에 관해 자세히 알아보고, 닉슨의 생가 투어도 체험해보세요!

[www.nixonfoundation.org/visit-nixon-library/tickets-hours](http://www.nixonfoundation.org/visit-nixon-library/tickets-hours)



## NOTE

### 주요 특징

1. 힐튼 가든 인에는 169개의 객실, 햄튼 인 & 스위트에는 172개 객실, 홈우드 스위트에는 166개 객실로 총 507개의 객실과 넓은 주차공간을 제공
2. 객실의 80%가 2개의 퀸베드로 구성
3. 홈우드 스위트의 모든 객실은 소파 침대와 주방 시설을 제공
4. 힐튼 가든 인은 최근 40만달러 규모의 전체 레노베이션을 마칩
5. 홈우드 스위트와 햄튼 인은 조식 무료 제공 / 힐튼 가든 인은 조식 패키지로 이용 가능



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 Area Sales Manager  
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**Hilton Garden Inn** - 11777 Harbor Blvd, Garden Grove, CA 92840

**Hampton** - 11747 Harbor Blvd, Garden Grove, CA 92840

**Homewood** - 12005 Harbor Blvd, Garden Grove, CA 92840

## 힐튼 가든 인 애너하임 가든 그로브

Hilton Garden Inn Anaheim Garden Grove

## 햄튼 인 & 스위트 애너하임 가든 그로브

Hampton Inn & Suites Anaheim Garden Grove

## 홈우드 스위트 애너하임 메인 게이트

Homewood Suites Anaheim Main Gate

위 세 개의 호텔은 모두 애너하임 리조트 지역 내에 위치하고 있어 뛰어난 접근성을 자랑합니다. 디즈니랜드 리조트까지 약 3km, 넷츠 베리 팜, 미국 프로야구팀 LA 에인절스의 홈구장인 에인절 스타디움, 그리고 NHL 애너하임 덕스의 홈구장인 혼다센터가 호텔 주변 4km 거리에 위치하고 있습니다.

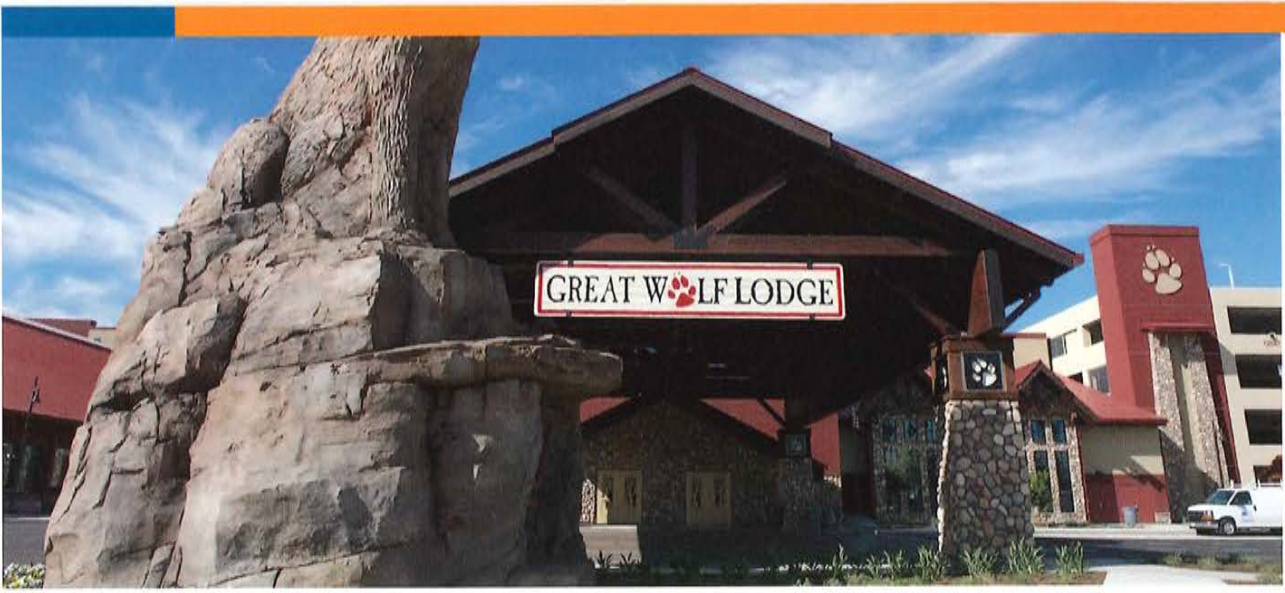
[anaheimhgi.com](http://anaheimhgi.com)

[hamptoninnanaheim.com](http://hamptoninnanaheim.com)

[homewoodsuitesanaheim.com](http://homewoodsuitesanaheim.com)







**GROUPS MEETINGS**  
by Great Wolf Lodge

## 그레이트 울프 로지 가든 그로브 - 애너하임 Great Wolf Lodge Garden Grove - Anaheim



크리스틴 컨선지  
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Director of Sales and Catering  
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Grove CA 92840 USA

디즈니랜드에서 2.5km 거리의 애너하임 근처에 위치한 그레이트 울프 로지는 총 603개의 객실과 6개의 레스토랑, 6개의 바, 그리고 볼링, 미니 골프, 24시간 아케이드 등의 편의 시설을 갖추고 있습니다. 모든 객실 예약 시 약 3,000평 크기의 실내 워터파크 입장권과 댄스 파티, 캐릭터 퍼레이드, 요가 및 공예 수업 등이 무료 엔터테인먼트가 제공됩니다. 그레이트 울프 로지에서 이 모든 것들을 즐겨보세요.

[www.greatwolf.com/southern-california](http://www.greatwolf.com/southern-california)



# NOTE

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## 주요 특징

- 1. 미키의 툰타운** - 재미 가득하고 활기찬 세상 미키 툰타운을 방문하세요. 미키와 미니 런어웨이 레일웨이(Runaway Railway)에서 시시각각 변하는 카툰 세계의 변화사를 살펴봄에 신나고 익살스러운 모험을 즐겨보세요!
- 2. 월트 오브 컬러** - 원은 100년 전 월트 디즈니에서 시작된 풍부한 스토리텔링 유산을 기념하여, 라이온 킹, 모아나, 라따뚜이, 소울, 스타워즈, 어벤저스 등 영화 주인공들의 멋진 순간들을 생생하게 재현합니다. 월트 디즈니 애니메이션 스튜디오, 픽사, 스타워즈 등의 캐릭터가 등장하는 최초의 월트 오브 컬러를 경험해 보세요!
- 3. 디즈니 캘리포니아 파크의 어벤저스 캠퍼스에서** 지구에서 가장 강력한 히어로들을 만나고 그들이 어벤저스 지휘 센터를 지키기 위해 전투에 뛰어드는 모습을 지켜보세요!
- 4. 디즈니랜드 리조트의 스타 워즈:** 갤럭시 엡지에서 스릴 넘치는 볼거리들을 즐기고, 스타워즈 캐릭터들로 가득 차 있는 은하계로 떠나보세요.
- 5. 디즈니랜드 캘리포니아 어드벤처 파크에 샌프란소코(San Fransokyo) 스퀘어가** 오픈합니다. 샌프란소코 스퀘어에서는 새로운 메뉴인 샌프란소코 세르베세리아(San Fransokyo Cervecería), 럭키 포춘 쿠키리(Lucky Fortune Cookery) 등을 맛볼수 있고 하마다 봇 샵(Hamada Bot Shop)에 만날 수 있는 히로와 베이맥스(Hiro and Baymax) 등 다양한 즐길 거리를 제공할 예정입니다.



**Disneyland**  
RESORT  
CALIFORNIA

## 디즈니랜드 리조트 Disneyland Resort



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세상에서 가장 행복한 곳, 디즈니랜드 캘리포니아에 오신 것을 환영합니다! 디즈니랜드 리조트에는 지금껏 알지 못했던 행복감을 느낄 수 있는 무한한 즐길 거리가 여러분들을 기다리고 있습니다.

잠자는 숲속의 공주의 성을 보며 전형적인 행복함으로 느끼는 것으로 시작하여 스타워즈 갤럭시 엣지(Star Wars: Galaxy's Edge)에서 스타워즈 라이즈 오브 더 레지스탕스(Star Wars: Rise of the Resistance at Star Wars)의 레이와 더 레지스탕스를 만나는 조금 더 행복함을 느끼신 후, 디즈니 캘리포니아 어드벤처 파크에서 새로 단장한 어벤져스 캠퍼스(Avengers Campus)에서 완전체 히어로 크루를 만나는 최고의 슈퍼히어로 행복을 경험해 보세요.

이제 지구상 어디에도 없는 곳으로 탐험을 떠날 것이니 밀레니엄 팔콘(Millennium Falcon)의 좌석을 꼭 잡으세요! 캘리포니아의 디즈니랜드 리조트에서만 만날 수 있는 지구상에서 가장 행복한 곳에 오신 것을 환영합니다. .

[disneyarks.disney.go.com/kr/disneyland](https://disneyarks.disney.go.com/kr/disneyland)



# NOTE

## 새로운 소식

그로브 디스트릭트 애너하임 리조트가 계속 개발되며 새로운 시설이 오픈을 기다리고 있습니다. 세련된 우아함과 탁월한 서비스를 약속하는 세련된 안식처인 킴튼 르 메르디앙(Kimpton Le Méridien)에서는 럭셔리함을 만끽할 수 있습니다. 최고의 휴양지를 찾는 가족을 위해 니켈로디언 호텔 & 리조트(Nickelodeon Hotels & Resorts)는 사랑받는 쇼의 인기 캐릭터에 생명을 불어넣어 비교할 수 없는 엔터테인먼트 경험을 선사합니다. 또한 할리우드(Hollywood), 씨월드(SeaWorld), 레고랜드(LegoLand) 및 기타 남부 캘리포니아에서 꼭 가봐야 할 명소들은 차로 1시간 이내의 거리에 위치해 있습니다. 그로브 디스트릭트는 디즈니랜드 리조트와 애너하임 컨벤션 센터 바로 남쪽의 그림 같은 1.6km 길이의 하버 블르바드(Boulevard)에 위치해 있어 여러 명소와의 최고의 접근성을 자랑합니다.

## 주요 특징

1. 인터랙티브 미식 지도를 사용, 다양한 음식 탐험 일정 계획 가능 <https://ggcity.org/foodsofgardengrove>
2. 유명한 건축가 필립 존슨(Philip Johnson)이 리처드 뉴트라(Richard Neutra), 리처드 마이어(Richard Meier)와 함께 설계한 랜드마크이자 걸작 건축물인 상징적인 그리스도 대성당이 가든 그로브에 위치함
3. 그레이트 울프 롯지는 이 지역에서 가장 큰 워터파크 호텔로 유니크하고 짜릿한 수중 경험, 테마 캐릭터를 포함한 특별한 엔터테인먼트 서비스 등 흥미진진한 모험의 세계 제공
4. 활기찬 문화 다양성으로 유명한 가든 그로브에서는 가든 그로브 딸기 축제를 비롯하여 일년 내내 다채롭고 흥미 진진한 축제와 이벤트로 가득
5. 매년 5천만 명 이상의 방문객이 찾는 디즈니랜드 리조트와 아름다운 해변과 같은 인기 명소가 있는 오렌지 카운티의 중심부에 위치한, 다양한 문화를 제공하는 가든 그로브는 카운티의 활기찬 관광 산업에 기여함



# Visit Anaheim

## 2023 Korea Sales Mission

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# TRAVEL INFORMATION

## DIALING IN COUNTRY

You will need an international dialing plan to avoid excessive roaming fees.

From your cell phone:

- **Within Korea:** + 82 + city code + phone number
- **Korea to US:** + 1 + area code + phone number

## AVIAREPS KOREA

<b>Irene Lee</b>	Managing Director	+82 10 3746 1183
<b>Ashley Ahn</b>	Project Head	+82 10 6624 1830
<b>Esta Kim</b>	PR Director	+82 10 7490 1324
<b>Ellen Lee</b>	Project Manager	+82 10 5579 4604
<b>Narae Min</b>	Trade Marketing Manager	+82 10 3109 7943
<b>Bianca Chu</b>	Digital Content Manager	+82 10 8956 1107

## TIME ZONE

- When in Korea, California is 16 hours behind

## WEATHER FORECAST

Day	Temperature	Weather
<b>Sep 16, Sat</b>	62°F / 81°F	Rainy
<b>Sep 17, Sun</b>	60°F / 81°F	Partially cloudy
<b>Sep 18, Mon</b>	62°F / 79°F	Cloudy
<b>Sep 19, Tue</b>	66°F / 79°F	Rainy

## Lotte Hotel Seoul

롯데호텔 서울

<b>Address</b>	30, Eulji-ro, Seoul, 04533, Korea   서울 중구 을지로 30
<b>Station</b>	Euljiro 1(il)-ga Exit no. 8   을지로입구역 8번 출구
<b>Phone</b>	+82-2-771-1000

## TAXI

### Incheon International Airport (ICN): 55 km (34.5 miles)

- 60 minutes by taxi
- 70 minutes by City Airport Limousine #6001

### Gimpo Airport (GMP): 20 km (12 miles)


- 50 minutes by taxi
- 60 minutes by Airport Limousine #6000

*\*Note: No gratuity is needed in Korea at restaurants, hotels, or taxis.*



# MISSION ITINERARY

## Saturday, September 16 Anaheim to Seoul

 Dress Code: Travel Comfort

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<b>17:35</b>	<b>Arrive at Incheon International Airport (OZ201)</b>
<b>18:30 - 20:00</b>	Greeted by AVIAREPS Korea staff. Transfer to the hotel via bus (Approximately 1 hour and 30-minute drive)
<b>20:00</b>	<b>Check-in at Lotte Hotel Seoul</b> 30, Eulji-ro, Jung-gu, Seoul, 04533 Korea Tel: 82.2.771.1000 <a href="https://www.lottehotel.com/seoul-hotel/en/location.html">https://www.lottehotel.com/seoul-hotel/en/location.html</a>
<b>20:30 -</b>	<b>Maguelli &amp; Jeon Place (Optional)</b> Wooyirak Myeongdong Branch Room 118, Arnuvo Centum Building, 21 Myeongdong 7-gil, Jung-gu

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## Sunday, September 17 Seoul

 Dress Code: Casual

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<b>6:30 - 10:00</b>	<b>Breakfast on Own</b> Venue: La Siene (Main Tower, Level 1) Buffet breakfast is included in the room rate. The restaurant opens from 6:30 to 10:00 for breakfast
<b>9:40</b>	<b>Meet AVIAREPS team at the lobby</b>
<b>10:00 - 11:30</b>	<b>Hanbok experience at Kyungbok Palace</b>
<b>12:00 - 13:30</b>	<b>Lunch at Wangbijip Myeongdong</b>
<b>14:00 - 15:30</b>	<b>Nanta Show at Myeongdong</b>
<b>15:30 - 16:30</b>	<b>Refresh at the Lotte Hotel</b>

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<b>16:30</b>	<b>Meet at the Lobby</b>
<b>17:10 - 18:00</b>	<b>Korea Market Briefing</b> (Including event flow and housekeeping notes) Venue: Doore, National Museum of Modern and Contemporary Art 30, Samcheong-ro, Jongno-gu, Seoul <a href="https://www.mmcafoundation.or.kr/page/business/services/fnb">https://www.mmcafoundation.or.kr/page/business/services/fnb</a>
<b>18:00 - 19:30</b>	<b>Authentic Korean Course Dinner</b> Venue: Doore, National Museum of Modern and Contemporary Art
<b>19:30</b>	<b>Return to Hotel</b>

## Monday, September 18 Seoul

 Dress Code: Business

<b>6:30 - 10:00</b>	<b>Breakfast on Own</b> <b>Venue: La Siene (Main Tower, Level 1)</b> <b>Buffet breakfast is included in the room rate. The restaurant opens from 6:30 to 10:00 for breakfast</b>
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<b>10:30 - 12:00</b>	<b>Destination Seminar for Trade Partners</b> Venue: Emerald Room (2FL) <i>75 U.S. outbound travel agencies, OTAs, receptive operators, and trade media have been invited</i>  MC: Jesse Cho <i>The program will include opening remarks from the Mayor of Garden Grove for 2 mins, followed by welcoming remarks by VP of Tourism, Visit Anaheim and destination presentation of Visit Anaheim. 5 mins will be allocated to each partner for destination highlights and updates. The program will conclude with a lucky draw for attendees to win prizes from Visit Anaheim and participating partners.</i>
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# MISSION ITINERARY

## Event Flow

10:00 – 10:30	Guest registration
10:30	Mission Opening by MC: Jesse
10:31 – 10:33	Opening remark by Mayor of Garden Grove
10:33 – 10:34	<i>Interpretation to be provided by designated interpreter</i>
10:34 – 10:36	Welcoming remarks by Pepe Avila, VP of Tourism, Visit Anaheim
10:36 – 10:37	<i>Interpretation to be provided by designated interpreter</i>
10:37 – 11:56	Destination Seminar by trade partners 5 mins each (Visit Anaheim, Garden Grove, Disneyland Resort, Hampton/Hilton Garden Inn/ Homewood Suites, Great Wolf Lodge, Richard Nixon Library, South Coast Plaza, Westin Anaheim) <i>Interpretation to be provided by the designated interpreter</i>
12:00 – 13:00	Networking Luncheon
12:40 – 13:00	Lucky Draw
13:00	Closing / Giveaways set up in the booth of the entrance

11:00 - 12:00

**Media Interview** with the Mayor of Garden Grove by Deputy Editor-in-Chief of the Financial Times  
Venue: Carlton Suite (36FL)

12:00 - 13:00

**Networking Luncheon**  
Emerald Room (2FL)  
*Seated buffet lunch to provide Visit Anaheim and partners an opportunity to network*

13:30 - 14:30

**Travel Trade Media Roundtable**  
Venue: Carlton Suite (36FL)  
*12 travel trade media have been invited*

**Media List**

- Biz world News
- CBS
- Digital Chosun
- Discovery News
- Global Travel News
- Korea Travel Times
- Maeil Business Newspaper
- Open News
- Tour Korea
- Travel Daily
- Travel Leisure Plus
- TTL (Travel Insight)

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**15:30 - 17:00**

**Small Reception with Key South Korean Travel Trade Partners**

Venue: Peacock Suite (36FL)

15 VIPS of airlines & travel trade

*Wine and Finger Food standing networking reception. The program will include welcome remarks by the Mayor of the City of Garden Grove and a toast by the VP of Tourism of Visit Anaheim. The program will conclude with one lucky draw from Visit Anaheim and participating partners.*

**Event Flow**

<b>15:30 – 16:00</b>	Guest Arrival & Networking
<b>16:00</b>	Opening Remarks by MC Jesse
<b>16:01 – 16:03</b>	Welcome remarks by Garden Grove – Interpretation to be provided by Jesse
<b>16:03 – 16:04</b>	Toast by Pepe Avilla, VP of Tourism, Visit Anaheim – Interpretation to be provided by Jesse
<b>16:04 – 16:50</b>	Networking with invited 15 travel trade VIPS
<b>16:50 – 17:00</b>	Lucky Draw & Closing

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**17:15**

**Meet at the lobby for transportation to Signiel Seoul**

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**18:30**

**VIP Dinner at the Signiel Seoul Hotel**

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## Tuesday, September 19 Seoul

 Dress Code: Business

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**7:00 - 9:00**

**Breakfast on Own**

**Venue: La Siene (Main Tower, Level 1)**

**Buffet breakfast is included in the room rate. The restaurant opens from 6:30 to 10:00 for breakfast**

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**9:00 - 10:00**

**Media Interview** with the Mayor of Garden Grove by Living Sense Monthly Magazine

Venue: La Siene

Ashley will assist with the interpretation

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# MISSION ITINERARY

**10:20** **Anaheim Delegation Check-out (luggage to be loaded on the bus)**  
Met by AVIAREPS Korea staff

**10:30** **Departure to the Event Venue**  
Transfer to the venue via coach (10-minute drive)

**11:00 - 13:10** **Taste of Anaheim - Influencer Event**  
Venue: Bar Moxy, 4FL  
38 Myeongdong 8na-gil, Jung-gu, Seoul

*25 travel, lifestyle, and foodie influencers will be invited and Anaheim's colorful culinary and brewery will be showcased*

## Event Flow

Time	Content	Remark
11:00 – 11:15	Guests arrival & Networking	
11:15 – 11:18	Welcome Remarks	Mayor of Garden Grove, - interpretation to be provided by AVIAREPS
11:18 – 11:50	Introduction of delegates (alphabetic order) - Delegates will introduce their destination & signature dish provided in 2 mins - Destination videos will be played	Michael, VP of Tourism, Visit Anaheim - interpretation to be provided by AVIAREPS
11:50 – 11:51	Toast	Pepe, VP of Tourism, Visit Anaheim - interpretation to be provided by AVIAREPS
11:51 – 12:50	Standing lunch & beer party	
12:50 - 13:00	Lucky Draw Delegations to come up to the stage when the prize they have donated is called on the stage, to take photos	
13:00	Event Closing	

**13:30** **Depart for Gimpo Airport**  
Transfer to the airport via bus (about 1-hour drive)

**14:30** **Airport check-in & depart for Haneda (16:10 KE2103)**  
**Garden Grove to use the same bus for the rest of the day**



# AIRLINE PROFILE

## Asiana Airlines, Inc.



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<b>Sector</b>	Korea Full Service Carrier
<b>US. Key Contact</b>	Minhyeong Lee / Sales Director
<b>Email</b>	leemh@flyasiana.com

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Asiana Airlines was founded in 1988 and has been awarded 5 stars by Skytrax for 17 consecutive years since 2007. Headquartered in Seoul, South Korea, Asiana Airlines operates 61 international passenger routes to 56 destinations in 22 countries and 21 cargo routes to 25 cities in 12 countries with a fleet of 78 aircrafts including Airbus A380 and A350. In 2003, Asiana Airlines became a member of Star Alliance, the first and largest global airline alliance, offering convenient schedules and networks through its partnership with member airlines. Asiana Airlines offer 1 daily flight into SFO and 2 daily flights into LAX.

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## Delta Airlines



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<b>Sector</b>	U.S. Full Service Carrier
<b>US. Key Contact</b>	Sooyeoun Kim / Group Leader
<b>Email</b>	sooyeoun.kim@delta.com

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Delta Airlines - Headquartered in Atlanta, Delta operates over 4,000 daily flights to more than 275 destinations on six continents. Thanks to the dedication, passion and professionalism of its more than 90,000 employees, Delta has been recognized as the top U.S. airline by the Wall Street Journal and the World's Most Admired Airline according to Fortune. Delta is committed to safely serving as many as 200 million customers annually, with industry-leading customer service innovation and reliability – recognized as North America's most on-time airline. In 2018, Delta and Korean Air entered a joint venture partnership, offering 18 peak-day departures from Seoul-Incheon to the U.S., connecting more than 290 destinations in the Americas.

# AIRLINE PROFILE

## Korean Air



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<b>Sector</b>	Korea Full Service Carrier
<b>US. Key Contact</b>	Juho Byun / Group Head
<b>Email</b>	Jhbyeon@koreanair.com

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Established in 1969, Korean Air is the flag carrier of South Korea and its largest airline based on fleet size, international destinations, and international flights. Korean Air is also a founding member of the airline alliance SkyTeam and SkyTeam Cargo. Korean Air's international passenger division and related subsidiary cargo division together serve 120 cities in 43 countries. Korean Air offer 9 weekly flights (June until mid-October) into SFO and 2 daily flight into LAX.

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## United Airlines



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<b>Sector</b>	U.S. Full Service Carrier
<b>US. Key Contact</b>	BJ Park / General Sales Manager
<b>Email</b>	bj.park@united.com

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United's shared purpose is "Connecting People. Uniting the World." From our U.S. hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco, and Washington, D.C., United operates the most comprehensive global route network among North American carriers. United is bringing back our customers' favorite destinations and adding new ones on its way to becoming the world's best airline. For more about how to join the United team, please visit [www.united.com/careers](http://www.united.com/careers) and more information about the company is at [www.united.com](http://www.united.com). United Airlines Holdings, Inc., the parent company of United Airlines, Inc., is traded on the Nasdaq under the symbol "UAL". United has 2 daily flights into SFO

## Air Premia



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<b>Sector</b>	Korean LCC
<b>US. Key Contact</b>	Kibum Kim / Chief Commercial Officer
<b>Email</b>	kibumkim@airpremia.com

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Air Premia is a hybrid service carrier that focuses on medium and long haul based on the geographical advantage of Northeast Asia. Its first international flight launched in 2021 and its first passenger flight to LAX launched in Oct 2022, securing excellent cost-effective services. It secured excellent cost-effective seats and services. Air Premia retains flexibilities to focus on profitable point-to-point routes. Since two full services Korean carriers' merger case is anticipated to be greenlighted in many corresponding nations. It is expected that some lucrative but regulated long-haul routes are to be added in the network portfolio. It currently has 6 weekly flights into LAX and has plan to expand further.

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# TRAVEL AGENCIES PROFILE

## Booking.com

Booking.com

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<b>Sector</b>	OTA
<b>US. Key Contact</b>	Jiwoo Kim / Team Leader
<b>Email</b>	Jinwoo.kim@booking.com

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It is a leading online travel agency known for its wide array of lodging options worldwide. It was acquired by Booking holdings in 2005 and offer user-friendly browsing, filtering, and booking of accommodations. The platform's strength lies in its extensive user reviews and ratings, aiding travelers in making informed decisions. It will expand its services to airline reservations

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## Chalet Travel



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Sookyung Shin / Deputy Manager
<b>Email</b>	ssk2428@chalettravel.kr

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Chalet Travel is a FIT travel consulting company specializing in exceptional services and developing personalized travel itinerary, especially in customized FIT, tailor-made honeymoons, family travel, vacation travel, and small group travel. Their share of the U.S. market has continued to grow in the recent years, leading them to dedicate to expanding its range of travel products to the U.S. mainland.

## Club Rothem Whypaymore



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<b>Sector</b>	OTA
<b>US. Key Contact</b>	Minkyong Song / Director
<b>Email</b>	mksong@whypaymore.co.kr

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Club Rothem Whypaymore is a travel search engine that helps people find and book flights, hotels, and car rentals. Since it was established in Korea in 2003, it has expanded and offered services with a variety of partners, including "Skyscanner," "Naver," "TMON," and others.

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## CTRIP Korea



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<b>Sector</b>	OTA
<b>US. Key Contact</b>	Jiwoong Kim / Director
<b>Email</b>	jiwoong.kim@trip.com

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Ctrip Korea is part of Trip.com Group, a NASDAQ listed company since 2003, and is one of the leading online travel agencies in the world. With more than 1.4 million hotels in 200 countries and regions, it has built an extensive hotel network and a far-reaching flight network has over 2 million individual flight routes connecting more than 5,000 cities around the globe.

# TRAVEL AGENCIES PROFILE



## Drive Travel

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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Sanggu Jung / President
<b>Email</b>	Sanggu.jung@drivetravel.co.kr

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Drive Travel is a travel agency based in Seoul, specializing in self-drive adventures throughout Korea. Drive Travel's experts work with travelers closely to create tailored itineraries that align with their interests as well as individual car rental bookings. Its customized products expand to rental cars, hotels, activities, and a carefully crafted itinerary with personalized consulting. To accommodate the diverse preferences of the clients, Drive Travel collaborates with receptive operators for hotel reservations, and has partnerships with major car rental companies.

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## Go City



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<b>Sector</b>	Online Travel Platform
<b>US. Key Contact</b>	John Lee / Manager
<b>Email</b>	John.lee@gocity.com

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Go City is the world's largest sightseeing pass business and is based in cities across Europe, the US, and Asia, giving on-the-ground expertise and local know-hows. It discovers destinations, creates tour passes, and provides services in over 30 destinations and counting.

## Good Choice



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<b>Sector</b>	Online Travel Platform
<b>US. Key Contact</b>	Jihoon Park / Manager
<b>Email</b>	jayden_park@gcccompany.co.kr

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A leisure platform that provides online accommodation and travel services. Its platform offers information regarding all aspects of travel, including accommodation, leisure, and transportation, allowing clients to book every type of hotel room from overseas. It aims to solve the inconvenience of the accommodation journey and build a reliable accommodation environment.

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## HanaTour



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<b>Sector</b>	Wholesaler
<b>US. Key Contact</b>	Myungho Kang / Team Leader
<b>Email</b>	incamera@hanatour.com

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HanaTour is Korea's largest travel agency and tour wholesaler, ranking No. 1 in overseas travel for the past 20 years. HanaTour sells more than 14,000 travel products through its website, 925 HanaTour exclusive sales offices (official distributors,) 7,000 sales agencies (third-party distributors,) other diverse partner channels. HanaTour continued its 25-year streak of being ranked No. 1 in the overseas ticket sales performance, for the first quarter of 2023.

# TRAVEL AGENCIES PROFILE

## Hanjin Travel



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Taejung Kim / Group Leader
<b>Email</b>	tj@kaltour.com

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Established in 1961, Hanjin Travel is a subsidiary of Korean Air, the nation's largest flag carrier. It operates two separate brand to target different markets: Hanjin Travel and Hanjin KALPAK. While Hanjin Travel focuses its keen interest in developing creative themed packages, KALPAK specializes in high-end and premium travel packages. The company has become one of the most recognized travel brands in Korea. Although Hanjin Travel started out as a group travel agency, it has tried to develop new travel products that reflect changing customer trends.

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## Honeymoon Resort



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Daehyun Yoo / Manager
<b>Email</b>	yoodi@honeymoonresort.co.kr

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Honeymoon resort provides premium hotel packages and activity programs targeting FIT honeymoon couples. Established in 1995, Honeymoon Resort has expanded its branch network to 11 major cities in Korea, making it one of the largest specialized honeymoon travel agencies in the country. The company actively communicates with honeymooners to customize trips based on budget and schedule and organizes not only flights but also hotels and local tours to showcase its products.



## Hotelpass



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<b>Sector</b>	OTA
<b>US. Key Contact</b>	Jihoon Park / Manager
<b>Email</b>	jayden_park@gccompany.co.kr

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A leisure platform that provides online accommodation and travel services. Its platform offers information regarding all aspects of travel, including accommodation, leisure, and transportation, allowing clients to book every type of hotel room in overseas. It aims to solve the inconvenience of the accommodation journey and build a reliable accommodation environment.

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## Hotelscombined



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<b>Sector</b>	OTA
<b>US. Key Contact</b>	Euna Chae / Sales Director
<b>Email</b>	echae@kayak.com

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HotelsCombined started its business in Korea in 2019, five years after the company's establishment in Sydney and has been growing its presence in the South Korea Market by forming partnerships with local hotels and online travel agencies and by offering a wide range of hotel options at competitive prices. It has partnered with Kayak, which is a travel search engine as one of its partners to provide hotel booking services to Kayak's customers in Korea.

# TRAVEL AGENCIES PROFILE

## Interpark Tour



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<b>Sector</b>	Travel Agency / OTA
<b>US. Key Contact</b>	Eunjung Koh / Deputy Manager
<b>Email</b>	k0njung@interpark.com

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Interpark Tour is a subsidiary of Interpark Triple, South Korea's first-generation platform. Interpark tour has solidified its position in the market reporting rapid growth in FIT travel, hotel and air ticket bookings online, by creating opportunities through an interconnected portfolio of businesses. Interpark Tour has been on a steep growth trajectory since its acquisition by Yanolja during COVID-19 pandemic, ranking first in overseas ticket sales performance for July 2023, outpacing HanaTour.

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## Joun World Travel



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<b>Sector</b>	Travel Agency / Receptive
<b>US. Key Contact</b>	Jihee Choi / General Manager
<b>Email</b>	chojihee73@nate.com

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Joeun World Travel was established in 2003. It can cover all American continents, which are America, Canada, Central America, South America, and Hawaii. The head office is in Los Angeles, and the branch office is in New York. Fourteen tour operators work in the Korea branch office, and now they handle the packages with Mode Tour, Very Good Tour, YB Tour, and Lotte Tour. It works with all package agents and incentive agents.

## KKday



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<b>Sector</b>	Online Travel Platform
<b>US. Key Contact</b>	Jonghyun Baik / Team Manager
<b>Email</b>	chris.baik@kkday.com

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An online platform that provides travelers book a variety of unique experiences and activities in different destinations worldwide. It was founded in Taiwan in 2014 and partners with local operators to offer activities like tours, adventure outings, cultural workshops, and food tours. Travelers can use KKday's website or app to easily find and book these experiences, aiming to provide a more immersive and local travel experience. The platform has grown in popularity due to its diverse offerings and easy booking process.

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## Klook



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<b>Sector</b>	Online Travel Platform
<b>US. Key Contact</b>	Youngtaek Han / Manager
<b>Email</b>	tony.han@klook.com

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An online platform founded in 2014 that offers travelers the ability to book a diverse range of travel activities, experiences, and services. It partners with local operators to provide activities including tours, attraction tickets, adventure sports, transportation services, entertainment events, culinary experiences. Travelers can use Klook's website or app to easily browse and book the said activities, often at discounted prices. Klook aims to help travelers access unique and local experiences while enhancing their travel plans.

# TRAVEL AGENCIES PROFILE

## Kyowon Tour



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**Sector** Travel Agency

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**US. Key Contact** Juhee Lee / Team Leader

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**Email** 39976@kyowon.co.kr

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Kyowon Travel puts customer satisfaction as its top priority and plans to grow into a leading travel agency by providing differentiated branded services. Kyowon Travel provides not only airline, hotel, and business travel services, but also MICE and welfare services. By combining various overseas tours with domestic hotels, training facilities, and infrastructure, it is taking the lead in satisfying and delighting the customers and creating a new culture of travel and leisure.

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## Lotte JTB



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**Sector** Travel Agency

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**US. Key Contact** Munkyu Lee / Team Leader

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**Email** Mkleee@lottejtb.com

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Established in 2007, Lotte JTB is a joint-venture tourism corporation utilizing Lotte Group's tourism infrastructure and global network of JTB. In addition, Lotte JTB is a travel agency that creates value for customers by Combining the strong points of both free independent travel and packaged travel, it has launched travel products called "FIT Pack" to provide travelers with a more diverse and personalized experience.

## Lotte Tour



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Yeonhee Yoo / Director
<b>Email</b>	strawberry@lottetour.co.kr

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Established in 1971, Lotte Tour focuses mainly on group tours with loyal customers who are mostly in 40s to 70s. Lotte Tour operates both domestic and outbound travel business with about 100 branches and sales offices nationwide.

The company offers a variety of customized packages for leisure, business, education, and incentives. Lotte Tour specializes in themed tours such as golf, cruises, backpacking, language learning, and honeymoons.

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## MODETOUR Network Inc.



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<b>Sector</b>	Wholesaler
<b>US. Key Contact</b>	Dowan Kim / General Manager
<b>Email</b>	dowankim@modetour.com

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Modetour is a full-service travel agency and one of the largest wholesalers in the country, with the longest history. It provides travel services to overseas destinations, focusing on two main businesses, air tickets and tour packages. Its businesses; include honeymoon and golf tours, FIT tours, and various other themed tours.

# TRAVEL AGENCIES PROFILE

## My Real Trip

myrealtrip

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<b>Sector</b>	Online Travel Platform
<b>US. Key Contact</b>	Dukeun Yun / Team Leader
<b>Email</b>	Dukeun.yun@myrealtrip.com

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My real Trip is an online travel platform where customers can make reservation for flight tickets, accommodations, tour & ticket and special deal travel. My Real Trip helps travelers travel based on their interests and does its best to provide more valuable experience to travelers. It also has partnered with local travel agents to help customers find, compare and book flights, hotels, car rentals, tours, activities, and travel insurances, and even provide them with relevant details to create a personalized itineraries.

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## Naeil Tour



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Jinsook Jeong / Deputy General Manager
<b>Email</b>	yasiya@naeiltour.co.kr

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Founded in 1995, Naeil Tour's condominium backpack travel program became popular since its opening. Naeil Tour is a travel agency focusing on backpacking and FIT products. In particular, <Gumggaki>, which was a FIT brand launched in 2005, has remained the No.1 FIT brand for 12 consecutive years until 2017. In addition, the company operates a total of 2,500 FIT products such as backpacking and honeymoon around the world and provides customer satisfaction services through an integrated real-time hotel reservation system, various world transportation pass sales, and premium services.

## NHN Doctor Tour



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Won Suk Kang / Deputy General
<b>Email</b>	wskang@drtour.com

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While NHN Doctor Tour was more specialized in Japan outbound travel, NHN Doctor Tour has been expanding its business to long-haul destinations since 2008, focusing on the FIT market, introducing unique tours suitable for FITs, and package products since 2015. By developing excellent package tour products and individual travel products,

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## O Tour



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<b>Sector</b>	Travel Agency / Receptive
<b>US. Key Contact</b>	Ms. Hyekyoung Kong/ President
<b>Email</b>	otours@empas.com

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A receptive operator company specializing in the Americas, Central and South America, and Canada. Since its establishment in 2002, it has collaborated with various airlines, such as Korean Air, Air Canada, and American Airlines, developing products for the Americas/Latin America alliance, and has performed several times as an organizer for Alaska Charter. In addition, we provide diverse products that include packages, incentives, FIT, and cruises to tour operators.

# TRAVEL AGENCIES PROFILE

## Online Tour



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**Sector** Travel Agency / OTA

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**US. Key Contact** Yunja Kim / Director

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**Email** yjkim@onlinetour.co.kr

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Online Tour was the first technology-based travel company in the industry. It now provides real-time flight and hotel reservation and ticketing, premium services for corporate groups, package tours, FIT tours, activity tickets, and cruises. Online Tour is making efforts in supporting and investing in the development of systems for digital transformation. It recently partnered with Naver's travel membership 'N Travel Club' as the first travel agency to earn rewards when purchasing overseas package tour products on Naver.

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## Pax Tour



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**Sector** Travel Agency / Receptive

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**US. Key Contact** Younga Kim / President

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**Email** paxtour@naver.com

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PAXTOUR is a travel receptive operator and travel agency specializing in the Americas (U.S., Canada, Central America, and South America). Established in 2008, PAXTOUR has developed various incentives, packages, honeymoon, themed tour products, and F.I.T. products in the Americas. It has also organized various alliance products with airline companies. It handles alliance package products primarily with American Airlines, United Airlines, Delta Air Lines, Air Canada, Air Mexico, and honeymoon products. Going forward, PaxTour will introduce various theme products to the U.S.



## PRT Tour



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**Sector** Travel Agency / Receptive

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**US. Key Contact** Jiwon Choi / Director

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**Email** prtseoul@prttour.com

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PRT Tour has played a role as one of the biggest receptive tour operators in the Korean travel market. Headquartered in New York, its sales branch in Seoul has cohesively worked with key players in the Korean market, such as KAL Tour, and specialized in the U.S. for over 10 years. It has expanded its services to U.S. West Coast.

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## Samho Tour

**SAMHOTOUR**

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**Sector** Travel Agency / Receptive

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**US. Key Contact** Jason Park / Director

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**Email** jasonpark@samhotour.com

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Based in Los Angeles, Samho Tour is one of the largest receptive tour operators in terms of volume for U.S. West Coast tour products. The company mainly targets business travelers who may not have prepurchased a leisure tour package and look for local tours such as winery tours to Napa, Sonoma, Yosemite National Park, and other destinations in California. Samho Tour also handles group package travelers from travel agents in Korea and has built up a strong network with Korea travel agents. It is expanded his operation to U.S. East Coast.

# TRAVEL AGENCIES PROFILE

## Shinheung Travel

신흥항공여행사  
SHIN HEUNG TRAVEL CO., LTD.

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**Sector** Corporate Travel Agency

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**US. Key Contact** Sejung Oh / Director

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**Email** sjoh@shtravel.co.kr

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Shinheung Travel Co., Ltd. is a corporate travel agency that takes the lead in Corporate Social Responsibility (CSR) and Creating Shared Value (CSV). It is well known for its specialization in MICE, operates a logistic service, USFK (United States Forces Korea), and offers FCM travel solutions.

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## SM Town Travel

SMTOWNtravel  
SM CULTURE & CONTENTS

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**Sector** MICE Agency

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**US. Key Contact** Yongho Kook / Deputy General Manager

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**Email** kook@smtown.com

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SM Town Travel is a travel agency affiliated with SM Entertainment, a prominent South Korean entertainment company that represents numerous K-pop idols and artists. SM Town Travel specializes in offering unique and customized travel experiences that often provide opportunities to interact with an experience the world of K-pop and the entertainment industry including fan tours, K-pop experience tours, and cultural tours.

## Tidesquare



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<b>Sector</b>	Travel Agency / OTA
<b>US. Key Contact</b>	Junhyung Cho / Marketing Manager
<b>Email</b>	jhcho@tidesquare.com

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Tidesquare which started as an online travel agency, rapidly advanced into the top 5 Korean travel agencies in 7 years, based on specialized information and cutting-edge IT skills. Tidesquare offers a wide range of travel services, including personalized itinerary planning, luxury accommodations, transportation arrangements, and exclusive access to unique destinations via "Privia Travel," in close partnership with Hyundai Card and also via "Tourivis," a leading corporate membership shopping mall that services the SK Group. The agency continues to expand its business portfolio, actively investing in startups such as Playwings and AllStay, booking apps for flights and hotels.

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## Tosung TNB



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Kyungsook Jung / General Manager
<b>Email</b>	ksjung@saturnair.com

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Tosung TNB is a travel agency specializing in airline tickets and FIT, providing next-level travel service through travel professionals, leading both qualitative and quantitative growth in the travel industry, and improving the quality of the company through for customer satisfaction management. It provides a wide range of services, from customized FIT and honeymoon to U.S. visa services, airline tickets, hotel reservations and more.

# TRAVEL AGENCIES PROFILE

## Tour Mart



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<b>Sector</b>	Travel Agency / Receptive
<b>US. Key Contact</b>	Chjunhwa Lee / President
<b>Email</b>	chunhwa68@naver.com

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A receptive operator specializing in the U.S. (Hawaii, U.S. East Coast and Alaska), Canada, and Latin America. TOURMART was founded in February 1996, under the motto "Heartfelt service with principles and rules." It offers package, leisure, and MICE products employing TOURMART's comprehensive local know-hows and its competent operational skills. It has expanded its services to U.S. West Coast and is receptive for Air Premia alliance packages products.

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## Tour Story



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<b>Sector</b>	Travel Agency / Receptive
<b>US. Key Contact</b>	Jieun Lee / Director
<b>Email</b>	seoul@ustourstory.com

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A travel agency focuses on small-sized MICE groups of academic institutes, specializing in providing personalized and efficient services that cater to the unique requirements of corporate clients.

## US AJU TOUR

US이주투어

**Sector** Travel Agency / Receptive

**US. Key Contact** Heejung Kong / Director

**Email** seoul@usajutour.com

US Aju Tour is the top-tier tour receptive operator in the Korean travel market. Located in Los Angeles, its sales branch in Seoul has cohesively worked with key players in the Korean travel market for 24 years and specializes in U.S. West National Park tour packages and Amtrak tour products.

## Web Tour



**Sector** OTA

**US. Key Contact** Searom Kim / Deputy General Manager

**Email** rom@webtour.com

Web Tour started in 1995 as an online retails agency and is also operating products of Hana Tour, with Hana Tour's investment in 2006. Through Web Tour's online travel portal, they provide a DIY service for FIT tour products, hotels and air tickets. For the Package tour product, Web Tour is selling 100% Hana Tour's package tour product on their website.

# TRAVEL AGENCIES PROFILE

## Very Good Tour



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Meeyeon Ham / General Manager
<b>Email</b>	myham@verygoodtour.com

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Very Good Tour's primary target market is the group package traveler, with a current focus on FIT travel and honeymoon packages. Very Good Tour is focusing on expanding its Americas division and developing new travel programs in the mainland U.S. for the FIT, honeymoon, package, and MICE markets. It is strengthening its commercial operations, including air, accommodation, and various tour products, as well as charter flight operations. It was awarded 2023 Consumer Service Evaluation Awards in the travel sector.

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## Yellow Balloon Tour



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<b>Sector</b>	Travel Agency
<b>US. Key Contact</b>	Yerim Han / General Manager
<b>Email</b>	hyr0207@ybtour.co.kr

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Yellow Balloon (hereafter YB) Tour is one of the largest retail travel agencies in Korea, specializing in package products as well as FIT, airtel, and honeymoon products. Since 2022 in preparation for endemic, YB Tour has significantly invested in marketing as well as the CRM system, proactively responding by segmenting targets through customer data analysis and developing a variety of themed travel products accordingly. As a result of these strategies and efforts to improve profitability, YB Tour continues to thrive in growing its business in the retail agent space.

# MEDIA PROFILE

## FINANCIAL NEWS(City of GG Mayor 1:1 Interview)

Frequency	Daily Newspaper
Circulation	200,000
Website	www.fnnews.com

As a first-class economic newspaper, Financial Times covers various aspects of the country's economy, businesses, markets, and financial institutions. This provides insights into the current state of the economy, investment opportunities, stock market, and corporate developments. Also, it often includes politics, social issues, health and lifestyle, travel and tourism, and sports. Its main readership is 30-40 businessmen and corporate leaders but also has a very wide range of readerships.



## LIVING SENSE (City of GG Mayor 1:1 Interview)

Frequency	Monthly Lifestyle Magazine
Circulation	80,000
Website	www.living-sense.co.kr

An interior and lifestyle magazine with a 30 year history, it delivers content on the lifestyle, creative artists, various interior trends, and shopping information. It also provides insightful information on spaces, new open places, travel, and tourism sectors. Along with the magazine, it also has various digital platforms such as Instagram, YouTube, and blogs.



# MEDIA PROFILE

## BIZ WORLD NEWS

<b>Frequency</b>	Daily Online Media
<b>Circulation</b>	30,000
<b>Website</b>	www.biznews.com

Biz World News presents a path for the Korean economy and industry by offering an in-depth analysis of the corporate R&D field, which is the center of future growth engines, and informatizing the value of intellectual property rights such as related patent technologies. It also contains news about health, airlines & travel industry



## CBS

<b>Frequency</b>	Daily Media (TV, Radio, Online)
<b>Circulation</b>	500,000
<b>Website</b>	www.cbs.co.kr

Launched for Christian mission in 1954 but is well-known for the first private broadcasting in Korea. It influenced democratic journalism through intense criticism of the regime and government surveillance. CBS operates daily online media 'Nocut news,' cable TV, Music FM radio, and IPTV Channels covering social affairs, politics, sports, culture, and travel.





## DIGITAL CHOSUN

Frequency	Daily Online Media
Circulation	2,500,000
Website	www.digitalchosun.com

The top South Korean daily newspaper Chosun Ilbo operates a recognized online news platform "Digital Chosun." It provides an abundance of indepth and diverse coverage of politics, social issues, economy, personal finance, education, health, culture, travel, art, sports and entertainment.



## DISCOVERY NEWS

Frequency	Online Travel Trade Media
Circulation	80,000
Website	www.discoverynews.co.kr

Discovery News is a lifestyle-specialized online media focusing on international and domestic travel, leisure, and life. Aside from their specialized section, Discovery News also covers technology, economic, and political issues as well



# MEDIA PROFILE

## GLOBAL TRAVEL NEWS

<b>Frequency</b>	Weekly Travel Trade Newspaper
<b>Circulation</b>	60,000
<b>Website</b>	www.gtn.co.kr

Global Travel News is a weekly travel trade newspaper providing latest destination news, lifestyle information, travel guides, and new sightseeing, hotel, cruise and airline developments.



## KOREA TRAVEL TIMES

<b>Frequency</b>	Weekly Travel Trade Newspaper
<b>Circulation</b>	160,000
<b>Website</b>	www.taveltimes.co.kr

Korea Travel Times is one of the most influential travel trade newspapers in Korea. Founded in 1992, it exclusively covers the tourism and aviation markets and targets tourism management and travel trade professionals. Korea Travel Times is also affiliated with a monthly travel magazine, Travie.



## MAEIL BUSINESS NEWSPAPER

Frequency	Daily Business Newspaper
Circulation	2,300,000
Website	www.mk.co.kr

Maeil Business Newspaper is Korea's leading business publication read by businessmen and corporate subscribers. It provides the most diverse array of topics related to economy, finance, real estate, stocks, and bonds with keen insights and professional expertise as well as the topic of social affairs, culture and travel.



## OPEN NEWS

Frequency	Daily Online Media
Circulation	20,000
Website	www.onews.tv

Open News started a nationwide news service in 2014. Currently, it operates regional coverage offices in 13 regions nationwide, including Seoul, Gyeonggi, and Jeju, and transmits articles to portal sites. It also has partnerships with major media outlets such as China's Xinhua News Agency, and Hong Kong's Chinese Review News. It mainly covers politics, economy, and social issues as well as sports, culture and art, travel, and tourism.



# MEDIA PROFILE

## TOUR KOREA

<b>Frequency</b>	Daily Travel Trade Media
<b>Circulation</b>	40,000
<b>Website</b>	www.tournews21.com

Tour Korea delivers the news of travel trends, culture, leisure, and local festivals. It transmits the news through the Korean portal site 'Daum'



## TRAVEL DAILY

<b>Frequency</b>	Daily Travel Trade media
<b>Circulation</b>	60,000
<b>Website</b>	www.traveldaily.co.kr

Travel Daily is the only travel trade daily media that focuses on the latest news and trends in the travel industry.



## TRAVEL LEISURE PLUS

**Frequency** Travel Trade Newspaper

**Circulation** 80,000

**Website** [www.itlplus.com](http://www.itlplus.com)

Travel Leisure Plus is a digital media specialized for MICE and outbound travelers.



## TTL NEWS

**Frequency** Travel Trade Online Media

**Circulation** 80,000

**Website** [www.ttlnews.com](http://www.ttlnews.com)

TTL News (Travel to Lifestyle) is a digital media specialized for travelers, travel destinations, and related industries.



# KOREA CULTURAL GUIDE

Korean culture is profoundly influenced by Confucian principles and this pervades not only personal lives, but also business. Confucianism supports group harmony, respect for elders and authority, the importance of family, friendship and ancestors, and also, tradition. Korean business is founded upon relationships; even large corporations are often family managed with members still acting in executive positions. The Confucian principles regarding respect for age, family, rank and tradition have ensured the continuance of this system. There have been recent calls for reforms, due to economic downturns in Korea but this will take time due to the entrenched systems in place.

How to build a trusting friendship while you only have a short period of time?

- **Build relationship first then talk business:** in South Korea, good relationships are crucial to success both in personal and business circles, and these are assimilated within the business world. Koreans make friends first, and clients second. To make the most of your business acumen you must also appear trustworthy, honorable and respectable in a social and business setting.

- **During a Business Meeting:** as Koreans live and conduct business within a Confucian framework, initial meetings are often used in an introductory fashion and business may be instigated later. Do not show impatience at this stage as these pleasantries are a way of getting to know you. Choosing delegates who are on par with their Korean counterpart shows respect and knowledge. Exchange business cards in a respectful manner after the initial introductions.

- **Communication:** Korean business and personal lives are based upon strict hierarchical structures. In order to show respect, some Koreans still do not make eye-contact for any length of time when in the presence of an authority figure. However, this is changing and you should make direct eye-contact when addressing business professionals and clients, as doing so is expected and is interpreted as an indication of your honesty and interest.

- **Gift giving:** gift-giving is a common practice when doing business in Korea. Koreans are generous people and enjoy giving gifts. The way to accept the gift in Korea is with both hands and you can return the favor and offer something of a similar value. The gifts given at the first meeting are intended to acquire favors and to build relationships. To reciprocate, you can give good quality alcohol such as scotch, or desk accessories, but try to avoid overly expensive gifts as Koreans feel indebted to give as they receive.

## CULTURAL TIPS

- Koreans have three names; they are used in order of surname, generation name, and then given name. If unsure, address people as Mr. (surname) or just surname and then their title (teacher, professor, etc.). Generally, Koreans will offer you their name, which may be a Westernized version of their Korean name.
- Communication can be complicated in South Korea due to an inherent dislike of saying 'no' as it is considered poor etiquette. Avoid using an outright 'No' in response to questions.
- Food and dining are important parts of Korean culture and are used to build relationships. Be sociable and work at shaping good associations for pleasure and business as they are interlinked.
- Don't forget to pass and receive food / drinks with two hands or with just your right if it is supported by your left. This also includes giving and receiving business cards with the Korean side uppermost for ease of reading.
- Do not use red ink. This is a symbol of death and is reserved only for writing the names of the deceased. It is considered unlucky and suggests you wish death to the recipient.
- There are often times of silence during meetings, try not to break these as they are moments of contemplation and show consideration for others.
- Good posture and positive body language is most beneficial in meetings; patience and politeness must be maintained throughout.

