



Actor Lee Min-ho,  
an honorary ambassador of "2016-2018, Visit Korea Year"

English



## The world keeps coming back to **Korea!**

Come to Korea and find countless pleasures 'Visit Korea Year during 2016 to 2018!'

Along with the PyeongChang 2018 Olympic Winter Games, the 2016-2018 Visit Korea Year will offer a wide variety of events and activities for you to enjoy. Don't miss out on the warm smiles, convenient tourist services, and diverse experiences waiting for you throughout Korea.

A place with so much to see and enjoy, you will come back again and again. Come to Korea!

# 2016-2018 VISIT KOREA YEAR

### VKC VISIT KOREA COMMITTEE

The Visit Korea Committee (Chairman Park Sam-Koo), the only public organization established through private and public cooperation within the Korea tourism industry, is managed on the basis of the administrative capability of the Korean government and the creativity of the private sector. Under the vision of 'The world keeps coming back to Korea', the Visit Korea Committee has been implementing a variety of projects for the qualitative growth of the tourism industry and attraction of 20 million foreign tourists. During the 2016~2018 Visit Korea Year, the Visit Korea Committee will provide various programs for tourists in cooperation with businesses and related organizations to offer diverse travel content to foreign tourists visiting Korea.

Please visit the Visit Korea Committee website for more details on the '2016~2018 Visit Korea Year' campaign.  
[www.vkc.or.kr](http://www.vkc.or.kr)



Interpretation services are available for foreign tourists visiting Korea as well as tourist information services for domestic and foreign tourists.  
**Available in:** Korean, English, Chinese, Japanese.  
**For English Interpretation Service:** 1330 in Korea. 82-2-1330 from abroad (no fees apply).



# 2016-2018 VISIT KOREA YEAR

## FIVE REASONS YOU MUST VISIT KOREA!

### ENJOY YOUR TRAVEL EXPERIENCE!



### 1. Korea welcomes you with warm smiles

#### K-Smile Campaign

Korea always kindly welcomes you with bright smiles. This is how all of our citizens strive under the K-Smile campaign to make a Korea tourists want to visit again. We promise you will enjoy kindly services wherever you are in Korea, whether you are at accommodations, transportation, restaurants, shopping centers or elsewhere.



### 2. Shopping-tourism festival awaits you with abundant benefits!

#### Korea Grand Sale

The Korea Grand Sale is a shopping and tourism festival where foreign tourists can enjoy tours and the Korean Wave. It offers various discounts and benefits for accommodations, transportation, food and beverages, as well as department stores and duty free shops. Special events are arranged to provide Korean Wave experience and diverse Korean culture. Don't forget to download coupons from the official website!

[www.koreagrandsale.co.kr](http://www.koreagrandsale.co.kr)



### 3. Easily access every corner of Korea

#### K-Travel Bus

Want to travel around Korea but don't know how to get around? Hop on the K-Travel Bus! The K-Travel Bus is a bus tour package that allows you to visit local tourist attractions in 2 days 1 night. It departs from Seoul and runs through regions such as Gangwon-do, Jeolla-do and Gyeongsang-do. The spacious limousine bus, the K-Travel Bus covers transportation, accommodations, guided tours, experience programs, and admission fees to tourist attractions. Please visit the website for more details on the tour packages and reservations!

[www.k-travelbus.com](http://www.k-travelbus.com)



### 4. Your travel becomes easier with just one card

#### K-Tour Card

Korea's public transportation system is well-known for being convenient, inexpensive and clean. The K-Tour Card, an exclusive card just for foreign tourists, allows you to use public transportation more conveniently, including the subway, bus and taxi. This card provides discount benefits for a variety of tourist spots, including shopping centers, restaurants, and theaters. Don't miss out on this must-have item for Korean tours.

[www.koreagrandsale.co.kr/en/kTourCard](http://www.koreagrandsale.co.kr/en/kTourCard)



### 5. Enjoy your trip hands free!

#### Hands Free Service

Is your tour hampered by heavy shopping bags? Korea offers its hands for your happy travel experience. Through the Hands-Free Service, your belongings can be safely stored at and delivered from major shopping centers, hotels, and subway stations. Let your hands free, let all your attention be captured to every charm Korea offers.

