

Korea welcomes you with smiles.

K-Smile Campaign



Korea greets you with warm hospitality and bright smiles. With the participation of the entire Korean public, 'the K-Smile Campaign' is encouraging our welcoming friendliness and smiles in order to make Korea where people want to visit again. Enjoy yourself with pleasant services in every corner of Korea, including accommodations, transportation facilities, restaurants, and shopping centers.



University Students National Smile Team

The University Students National Smile Team is an iconic brand of the K-Smile Campaign that is vigorously engaged in online and offline activities with innovative ideas and passion. Its members take the lead in spreading a culture of kindness and stage the campaign through the full use of online and offline media such as broadcasting, newspapers, blogs, and social media.

Tourism Workers' National Smile Team

Comprised of workers at different points of contact with tourists (entry/exit and customs, transportation, accommodation, shopping, restaurants, tour information, tourist police, etc.), the members of the Tourism Workers' National Smile Team represent Korea and take responsibility for promoting a culture of kindness in their fields.

PyeongChang 2018

Pyeongchang, where the sky meets the land, is hosting an Olympic festival that will be vastly covered with snow and ice and harmoniously crowded with winter sport players and people from all over the world! With PyeongChang 2018, in the global spotlight, every member of the Korean public will greet incoming tourists with a friendly smile.

• **Ticket Information** : tickets.pyeongchang2018.com



PyeongChang 2018 Olympics
February 9-25, 2018(17days)



PyeongChang 2018 Paralympics
March 9-18, 2018(10 days)



Soohorang Bandabi
The Official Mascots for PyeongChang 2018



The Visit Korea Committee aims to use the 'PyeongChang 2018' Olympic Winter Games as an opportunity to attract 20 million foreign tourists, with welcoming friendliness and smiles. In order to offer various benefits and tourist convenience services for the higher satisfaction of visitors to Korea, the committee has initiated the '2016-2018 Visit Korea Year' campaign. For details, please visit the official website.



www.vkc.or.kr/en

VKC VISIT KOREA COMMITTEE



Tour guide and interpretation services are provided for local and foreign tourists.

Languages : Korean / Chinese / Japanese / English

How to Use : Call 1330 (in Korea)

or 82-2-1330 (from overseas) (No extra charge)

English

2016-2018 VISIT KOREA YEAR

Actor Lee, Min ho
Ambassador of the
2016-2018 Visit Korea Year

2016-2018 Visit Korea Year Four Tips for More Joy in Korea



I want to enjoy shopping and tours in Korea. Where should I go?

Come to the Korea Grand Sale, an event dedicated to foreign tourists! With lavish benefits, enjoy a variety of things to see, do, and eat.



It's quite cumbersome to use cash or a credit card every time. Is there a transportation card for foreign tourists?

With the Korea Tour Card, exclusively designed for foreign tourists, you can easily use transportation in Korea! You can also get discounts on shopping, food and beverages, and performances.



My itinerary is still long from now. Is there any safe place I can keep these gifts?

I see. But no worries! Our Hands-Free Service will deliver your luggage safely to the airport.



Is there any way I can buy Korean goods cheaper?

We are offering online discount coupons available all year round to give thrifty shopping opportunities to foreign tourists.

Asia's representative shopping, culture, and tour festival!

Korea Grand Sale



The Korea Grand Sale is a festival exclusively for foreign tourists where you can enjoy both cultural activities and tours by means of shopping. Lavish benefits are offered not only for shopping at department stores and duty-free stores, but in other diverse sectors too, including transportation, accommodation, beauty, entertainment, and food. In addition, special events have been arranged through which you will experience the Korean Wave and other different aspects of Korean culture. Don't miss out the all-inclusive coupon now from our website.



koreagrandsale.co.kr/en

Free tour in Korea with a single card!

Korea Tour Card



Korea's public transportation system is well-known for being convenient, inexpensive, and clean. The Korea Tour Card, an exclusive card just for foreign tourists, allows you to use subways, buses, and taxis even more easily. 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.



koreatourcard.kr

Helping hands during your travel!

Hands-Free Service



To take load off your travel, Korea offers helping hands. Register at major shopping centers or hotels for the Hands-Free Service for a safe delivery of your luggage to the airport or even your own home in your country. You can also use the luggage service at Seoul Station, Hongik University Station, and Incheon Airport. Free your hands and satisfy your eyes with every charm Korea has to offer.



khandsfree.com/en

Save your travel expenses!

Online Discount Coupons



Get online discount coupons available all year round on the official website of the Visit Korea Committee. Discount coupons up to 40% on famous brands in Korea in beauty, accommodation, entertainment, and food and beverages will allow you to save your travel expenses in Korea. Check out the coupons on our website now.



kvc.or.kr/en/special-offers/discount-coupons