

The world keeps coming back to Korea

Visit Korea Committee is with you every step of your journey.

Visit Korea Committee has contributed to the development of Korean tourism by pursuing projects that serve the public interest through public-private partnerships. Our projects — including Korea Grand Sale, Korea Tour Card, and Smart Help Desk — are centered on international tourists. We combine the best of both the public and private sectors to spur meaningful growth in the tourism industry.



vkc.or.kr/en/

Korea Grand Sale A Festival of Shopping, Culture, and Tourism

We provide special benefits for foreigners visiting Korea in a wide ranging of areas, from tourism to Hallyu (Korean Wave).

Korea Tour Card Tourist Transportation Card for Foreigners

We offer a convenient transportation payment method and a comprehensive set of discounts, including food and beverages, concerts, and tourist spots.

Smart Help Desk Tourist Information Service Kiosk Machine

We provide assistance by leveraging IT technologies such as voice recognition, GPS-based map, and road view services.

