



**KOREA  
SMILES  
ON YOU**



## 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, 'Korea smiles on you!'



## 2016–2018 Visit Korea Year

Taking the opportunity provided by the 2018 Pyeongchang Winter Olympic Games and the Winter Paralympic Games, the Visit Korea Committee is promoting its 2016–2018 Visit Korea Year campaign to achieve its goal of 20 million foreign tourists more quickly with its vision of "Korea, a place that citizens of the world revisit". We will take the lead in making Korea a world-class tourism destination by offering unique tourist content and the kind hospitality culture of Korea. For more information, please visit the homepage of the Visit Korea Committee.



## 2018 Pyeongchang Winter Olympic Games and Winter Paralympic Games

Pyeongchang — a place where the sky meets the land.  
2018 Pyeongchang Winter Olympics — a venue where people from around the world meet global sports stars on snow and ice.  
The people of South Korea will welcome foreign tourists with bright smiles and warm kindness at the Pyeongchang Winter Olympic Games under an international spotlight.

