



Date: July 21, 2023

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K-beauty Attracting Foreign Tourists Visiting Korea

- Korea Summer Beauty Sale (Jul 20 to Aug 20) with 20 special promotions from 175 companies**
- Vice Minister for Culture, Sports, and Tourism visited “Amore Seongsu,” a K-beauty tourist attraction, and met with companies**

The Ministry of Culture, Sports and Tourism (Minister PARK Bo Gyoon, MCST) holds Korea Summer Beauty Sale from July 20 (Thur) to August 20 (Sun) with the Visit Korea Committee (Chairperson LEE Boo Jin, VKC).

As a public-private partnership event with the K-Tourism Cooperation Group and K-beauty companies, “Korea Summer Beauty Sale” is a themed tourism festival offering special K-beauty promotions with products popular among foreign tourists and various K-beauty experience programs. JANG Mi Ran, the second vice minister of the MCST, visited Amore Seongsu, a K-beauty spot in Seoul, on July 20 (Thur), met industry officials, and discovered ways to revitalize K-tourism integrated with K-beauty. CEOs of K-beauty companies and around 20 industry representatives, such as LEE Sang Mok, president of Amorepacific Group, CHO Yoon Soo, president of Genie The Bottle, HAN Go Eun, an actress, and Risabae, a beauty content creator, joined this event.

JANG mentioned, “The focus of this event is to offer a ‘special experience that can be only made in Korea’ to foreign tourists rather than only letting them buy products. This experience will become a driving force to continue visiting Korea. I hope this event featuring K-beauty will establish Korea as a ‘mecca of beauty’ that people from all over the world want to visit and experience.”

The participants talked about the role of K-beauty in attracting foreign tourists and the virtuous circle

of K-beauty growth with the increase in product sales by foreigners. LEE said, “Now, Korea has new and special charms,” introducing “Osulloc Tea House Bukchon” and “The House of Sulwhasoo Bukchon” as places where foreigners can experience various Amorepacific products, along with modern and stylish Korea. CHO, who leads an eco-friendly children’s beauty brand attracting the attention of the global market, expressed his expectation, saying, “This event will have a good opportunity for Korean products to be promoted through various channels and for foreign visitors to buy them.” Moreover, Risabae said, “K-beauty has many natural makeup styles that bring out the original beauty. I think foreigners love the variety of K-beauty products and the elegance of makeup techniques.”

Special promotions, discounts, giveaways, etc., from 175 companies in beauty, shopping, flight, hotel, and other industries

Various tourism companies in flight, shopping, accommodation, experience, and other industries, as well as K-beauty companies, voluntarily join this festival to hold diverse online and offline events, such as 20 special promotions, discounts, and giveaways.

First, representative K-beauty brands such as CJ Olive Young, LG Household & Health Care, Sulwhasoo, and Korea Ginseng Corporation (KGC, CheongKwanJang/Donginbi) and beauty salons, nail salons, and cosmetic surgery clinics in the areas where foreign tourists frequently visit like Myeongdong, Gangnam, and Hongdae offer foreign tourists various discounts and giveaways. The shopping businesses, including The Shilla Duty Free Shop, Lotte Duty Free Shop, Lotte Department Store, and Hyundai City Outlet, provide benefits such as discounts on K-beauty products.

In addition, Incheon International Airport Corporation holds a round-trip flight ticket giveaway event, and T’way Air grants up to a 20% discount on flights to Korea. Hotel industries, such as The Shilla Hotels & Resorts, Mayfield Hotel & Resort, Chosun Hotels & Resorts, and Paradise City, also offer exclusive benefits. Creatrip, a world-class online travel agency (OTA), organizes an event giving discounts of up to 80% off on K-beauty products (hair styling, nail care, skin care, etc.), targeting foreigners from Japan, Taiwan, Hong Kong, and Southeast Asia.

“K-beauty Tourism” that can only be experienced in Korea, operating booths to welcome foreign tourists

With the theme of “K-beauty Vacation,” diverse experience events targeting foreign visitors are held. Like A Local, a tourism start-up, regularly holds a K-beauty Road experience event in Bukchon. Beauty Play in Myeongdong has a “K-beauty experience class.” Online and offline discounts and event base centers for small- and medium-sized companies are operated during this festival. Lotte Department Store is ready to conduct a “K-Beauty Class,” and Sulwhasoo offers a special docent tour at the Sulwhasoo Bukchon flagship store.

For the “Visit Korea Year Welcome Week” from July 20 (Thur) to July 26 (Wed), welcome booths are operated in Myeongdong, Hongdae, Itaewon, and Gangnam, which are major tourist destinations. The booths host K-beauty experience events with K-beauty companies and influencers and provide interpretation and tourist convenience services for foreign tourists. In addition, there are giveaway festivals to revitalize the local commercial areas, such as giving away invitations to the “Music & Beer Festival 2023,” held in Boryeong and Busan, targeting about 400 foreign tourists.

For detailed information on this festival, visit the Korea Summer Beauty Sale website (<https://vky.kr/koreasummerbeautysale>).

No	Company (Brand)	Business	Program Description	Type
1	Incheon International Airport Corporation (VKA777)	Flight	- 2023–2024 Visit Korea Year Round-Trip Flight Ticket Giveaway Event	Event
2	T'way Air	Flight	Receive up to a 20% discount on flights to Korea (Japan/Taiwan/Australia/Vietnam/Singapore)	Discount
3	The Shilla Duty Free Shop	Shopping	- (Online) Grant additional reward points to participants (Japanese, Chinese, global) - (Offline) Offer discount coupons, experience tickets, prepaid vouchers, etc., per purchase amount in Seoul/Jeju/Incheon	Discount/ Gift
4	HDC Shilla Duty Free Shop	Shopping	- Grant up to a 55% discount at the beauty brand product exhibition	Discount/ Gift
5	Olive Young	Beauty	- Receive a free K-beauty kit for purchases over KRW 100,000! - Exclusive K-beauty deals available at global branches (Myeongdong, Hongdae, Dongdaemun, and Itaewon)	Discount/ Gift
6	Shinsegae (CHICOR)	Beauty	- Instant discounts and complimentary beauty product (original) giveaways depending on the purchase amount	Discount/ Gift
7	Korea Ginseng Corporation (CheongKwanJang)	Health	- (Online) Visit the CheongKwanJang website and receive product exchange vouchers and coupons - (Offline) Gift products available for purchases over USD 1 after presenting an online coupon	Discount/ Gift
	Korea Ginseng Corporation (Donginbi)	Beauty	- (Online) Enjoy up to 20% discounts on 8 main products, and receive free samples when you visit Duty Free Shop - (Offline) CheongKwanJang/Donginbi Experience Booth - Full of various exchanges, discounts, and experiences!	Discount/ Gift
8	Creatrip	Online travel agency (OTA)	- Get up to 80% off on popular 33 K-beauty Services	Discount
9	The Body Shop	Beauty	- Stay at Butler Lee's Hanok Stay and receive bestseller items from The Body Shop worth KRW 75,000	Gift
	TerraCycle (Butler Lee)	Accommodation		
10	Lotte Rental	Transportation	- Premium Car Rental customers can experience Hotel Dawson's premium air fresheners and receive a discount coupon	Experience/Gift
	KOICC (Hotel Dawson)	Beauty		
11	Korea Cosmetic Industry Institute (Beauty Play)	Beauty	- Join the Special K-beauty Experience Class in Myeongdong	Experience
12	Lotte Department Store	Shopping	- Join the special "K-beauty Class" for foreigners	Experience
13	Like a Local	Experience	- Bukchon K-beauty Road: Prove your visit and receive a special gift	Experience
14	Korean Food Promotion Institution The Sool Gallery	Experience	- Traditional Korean liquor experience class	Experience
15	Sulwhasoo Bukchon Flagship Store	Experience	- Special docent tour at the Sulwhasoo Bukchon flagship store	Experience
16	HanaTour ITC	Travel	- Enjoy the Seongsu K-beauty 1-Day Tour	Experience

17	GS Retail	Convenience	- Music Beer Festival ticket event (Boryeong/Busan)	Experience
18	UnionPay	Convenience	- Get up to an instant 10% discount when you pay with UnionPay QR	Discount/ Gift
19	JCB	Convenience	- Get 5% to 50% discounts available at major K-beauty stores	Discount/ Gift
20	The Shilla Hotels & Resorts	Accommodation	- Grant various credits and points to Shilla Rewards members	Benefits

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