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## **Second Vice Minister JANG Mi Ran to Promote K-Tourism Sales in China**

**- Hosting the “K-Tourism Roadshow” in Beijing on Sept 13 and in Shanghai from Sept 15 to 17**

**- A significant Korean tourism marketing event in China for the first time in seven years since the Chengdu event in 2016**

The Ministry of Culture, Sports and Tourism (Minister PARK Bo Gyoon, MCST) in collaboration with the Korea Tourism Organization (KTO, President KIM Jang Sil), is hosting the “K-Tourism Roadshow” in Beijing on September 13 (Wed) and continuing in Shanghai from September 15 (Fri) to 17 (Sun). Second Vice Minister JANG Mi Ran will promote K-Tourism to the Chinese tourism sector and its consumers during this event.

Following China’s announcement on August 10 to resume group tourism from Korea, MCST collaborated with related government agencies to formulate a “Chinese K-Tourism Activation Plan” on September 4 and the road show as the initial step. In particular, the “K-Tourism Roadshow,” taking place at the Global Harbor shopping mall (Shanghai), holds special significance as it is the first large-scale Korean tourism marketing event targeting Chinese consumers in seven years since the “2016 Chengdu Korean Culture and Tourism Expo.”

*Rebuilding Korea–China Tourism Ties and Boosting Chinese Tourism Sentiment Ahead of the First Chinese National Day Holiday after Group K-Tourism Resumption*

The Chinese National Day holiday from September 29 to October 6 is a peak travel season. The daily number of Chinese tourists during this period from 2014 to 2018 surged by 39% compared to regular days. With the upcoming National Day holiday after the resumption of group tourism, MCST aims to attract more Chinese tourists through this event.

On September 13 (Wed), the Beijing “K-Tourism Roadshow” focuses on business-to-business interactions aimed at

rebuilding the Korea–China tourism network. Happening at the Four Seasons Hotel Beijing, the event has attracted participation from 9 regional governments<sup>1</sup>, 32 specialized Chinese travel agencies, hotels, duty-free shops, airlines, and theme parks, totaling 64 entities. It will promote Korean tourism to 88 Beijing-based travel agencies and online travel platforms, exploring collaboration opportunities. The event will then move to Shanghai from September 15 (Fri) to 17 (Sun). On September 15 (Fri), a seminar and B2B event will be held, featuring 71 participating institutions, including 13 regional governments from Korea<sup>2</sup>, and 77 organizations from Shanghai’s tourism sector.

On September 16 (Sat) and 17 (Sun), a grand K-Tourism marketing event targeting Chinese consumers will be held at the Global Harbor shopping mall in Shanghai. The event will showcase unique K-Tourism content, K-Beauty experiences targeting the Chinese Millennials and Generation Z, and introduce diverse new local tourist attractions linked with K-Culture. Collaborations are also in place with China’s three major online travel platforms, Ctrip, Qunar, and Tongcheng Travel. On September 16 (Sat), in partnership with Ctrip, hotel and flight tickets will be sold via live streaming on-site. To sustain the momentum of the “K-Tourism Roadshow,” a “Korea Travel Month” promotion will be launched on Qunar and Tongcheng Travel, starting on September 15 (Fri) and lasting for a month.

*Second Vice Minister JANG Mi Ran Takes the Lead in K-Tourism Promotion, from High-Level Talks to Roadshows in Beijing and Shanghai*

Following the bilateral meeting between Ministers from Korea and China, in Jeonju on September 8 (Fri) during the “14th Trilateral Culture Ministers’ Meeting” Second Vice Minister JANG is set to continue high-level exchanges in the field of tourism. She will meet with the Deputy Head of China’s Ministry of Culture and Tourism and visit the road show in both Beijing and Shanghai to promote K-Tourism and encourage Korean tourism industry representatives from September 13 (Wed) to 16 (Sat).

The Vice Minister emphasized, “The recovery of Chinese tourists visiting Korea is a pivotal task that can significantly contribute to the resurgence of the Korean tourism industry and stimulate domestic consumption. As we approach the ‘Visit Korea Year 2023–2024,’ I am committed to actively engaging and expanding the Chinese tourism market.”

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<sup>1</sup> Seoul, Busan, Jeju, Incheon, Daegu, Gyeonggi, Chungcheongbuk-do, Gangwon, Jeollanam-do

<sup>2</sup> Seoul, Busan, Jeju, Incheon, Daegu, Gwangju, Daejeon, Gyeonggi, Chungcheongbuk-do, Gangwon, Jeollanam-do, Jeollabuk-do, Gyeongsangnam-do