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## **Korea Grand Sale 2024: Attracting 20 Million Foreign Tourists**

**Inaugural event of the “Visit Korea Year 2024” from January 11 to February 29**

**Discounts on flights, accommodations, shopping, and dining, along with K-Culture experience events**

**Minister YU In Chon attends the opening ceremony on January 11 to support stakeholders and welcome international visitors**

The Ministry of Culture, Sports and Tourism (Minister YU In Chon, MCST) in collaboration with the Visit Korea Committee (Chairperson LEE Boo Jin, the Committee), is launching the “Korea Grand Sale 2024” from January 11 (Thur) to February 29 (Thur), as a kickoff event of the “Visit Korea Year 2024.” Minister YU attended the inaugural ceremony at OnDream Society in Jung-gu, Seoul, on January 11 (Thur) to motivate the event’s stakeholders and greet foreign visitors.

The Korea Grand Sale, a hallmark event since 2011, aims to bolster foreign tourist influx and stimulate tourism spending during the offseason (January to February). It features private enterprises providing diverse services such as air travel, accommodation, shopping, dining, experiential activities, and convenience amenities.

The launch event, attended by around 80 participants, comprised key business representatives and international media. It featured a thematic video conveying the message of “creating memorable experiences for foreign tourists in Korea.” In addition, the event showcased prominent K-culture activities and included a special K-dance performance by the 1MILLION Dance Studio, choreographed by Lia Kim.

### *Roundtable Meetings with Key Participating Companies and Tourist Attraction Evaluations*

Minister YU In Chon and Committee Chairperson LEE Boo Jin actively engaged with stakeholders from participating companies, both before and after the opening ceremony, seeking insights from the field. Prior to the ceremony, roundtable discussions convened with representatives from Jeju Air, Lotte Department Store, Able C&C, Ottogi Corporation, Shinsegae Department Store, and GS Retail. These discussions focused on preparing K-tourism experiences favored by foreign tourists and gathering feedback on their responses. Following the opening ceremony, Minister YU visited the popular Olive Young Myeongdong Store and Tony Moly Myeongdong Cathedral Store, both

attracting a daily average of 3,000 visitors (90% being foreign tourists) since reopening in November of the previous year. His visits included assessments of foreign tourist shopping trends and the instant VAT refund service, alongside extending a warm welcome to the foreign tourists.

*Extensive Discounts from Booking to Departure for a Korean Journey*

*Record Participation with Over 1,650 Companies and “Welcome Centers” in Key Areas such as Myeongdong, Hongdae, and Seongsu*

This year’s Korea Grand Sale, themed “Your Special Moment in Korea,” boasts unprecedented participation from over 1,650 companies, the highest since its launch in 2011. These companies provide not only substantial discounts but also offer unique K-content experiences exclusive to Korea.

Nine leading domestic airlines, including Korean Air, Asiana Airlines, and Jeju Air, are presenting substantial discounts of up to 91% and additional perks on 145 international flights to Korea. Hotel promotions are also in play, with major players such as Lotte Hotel & Resorts, Shilla Stay, and Agoda providing up to 80% off on room rates. These deals are complemented by exclusive Korea Grand Sale accommodation packages, inclusive of benefits in transport, experience tours, and shopping. The shopping experience is further enriched with extensive offline shopping discounts. Participating duty-free stores (Lotte, Shilla, Shilla IPark, Shinsegae, Hyundai) and department stores (Galleria, Lotte, Shinsegae), along with major supermarkets (Lotte Mart, E-Mart) and outlets (Doota Mall, Hyundai City Outlet Dongdaemun), offer up to 60% off at essential locations nationwide, including Seoul, Busan, and Incheon. Special shopping events also include gift vouchers and shopping grants worth up to KRW 700,000, based on spending amounts. Additional perks, such as membership upgrades and complimentary souvenirs, are planned to enhance the shopping experience for international visitors.

A special collaboration with UnionPay offers exclusive benefits to foreign tourists using their cards. During the event, those who register via QR codes will receive a 20% discount voucher valid at partner stores and instant discounts at over 300 restaurants nationwide. Renowned Korean makeup stores CHICOR and Olive Young, along with major outlets such as Korea Ginseng Corporation (featuring Donginbi and Jung Kwan Jang) and Able C&C, provide enticing purchase incentives.

In popular tourist spots such as Myeongdong, Hongdae, and Seongsu, Korea Grand Sale Welcome Centers have been established. These centers distribute coupon books with offers from participating companies and conduct promotional lucky draws to encourage spending in local business districts.

*“Unforgettable Memories” with K-Culture Experience Events for 50 Days*

*Expansive Discounts Nationwide: Special Offers in Gangwon State for the “Winter Youth Olympic Games Gangwon 2024”*

During the 50-day event period, the focus is on enhancing K-culture experience events to offer foreign tourists unforgettable memories, significantly increasing participants compared to last year.

(from 157 in 2023 to 672 in 2024). The event lineup includes various activities and product showcases, such as the “Dance Class by 1MILLION Dance Studio,” “Ktown4u Vocal Training Class” (K-pop), Ottogi Corporation’s “O’Kitchen Studio’s Gimbap Cooking Class,” Kyochon Chicken’s “Kyochon Pilbang” Chicken Sauce Cooking Class (K-food), an experience of Korean traditional winter snack tables at “Gohojae” (K-heritage), and “One-Point Makeup Class with Able C&C and Beauty Play” (K-beauty). In addition, discounts on these experiences are available through leading global travel platforms (Creatrip, Klook, KKday, Trip.com) and domestic travel agencies such as HanaTour ITC.

In conjunction with the Winter Youth Olympic Games Gangwon 2024 (Gangwon 2024), Gangwon State introduces a variety of shopping and tourism incentives. Celebrating the 2024 Gangwon Winter Youth Olympics, the province offers discounts on ski products and accommodation for international visitors. Furthermore, 33 dining outlets and 39 GS25 convenience stores in Gangwon State specific menu discounts, buy-one-get-one, and buy-two-get-one deals on popular items among foreigners, along with up to 15% off on payment options for foreigners.

The Korea Grand Sale extends its discount benefits nationwide. In Daegu, up to a 17% discount on tourism products is available via the “Daegu Trip” platform. Wellness tourism sites in Incheon (including Paradise City Cimer and Jeondeungsa Temple Stay, among 8 locations) provide up to 25% off and complimentary souvenirs. Ulsan offers 50% discounts on city tour buses, and in Gimje, North Jeolla Province, visitors can enjoy free entry to 8 key attractions and up to 20% off on experiential products.

For detailed information about the event and its benefits, visit the Korea Grand Sale official website (<https://en.koreagrandsale.co.kr>).

Minister YU In Chon remarked, “With Korea Grand Sale, the inaugural event of the Visit Korea Year 2024, we are enriching the experiences of international visitors with not just shopping but also through the unique charm of K-culture. This event is a stepping stone toward our ambitious target of witnessing 20 million foreign tourists this year.”

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