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“Travel Month” March: A Journey Full of Benefits to Uncover Local Wonders

From February 20 to March 31: comprehensive benefits, including discounts on transportation and accommodations, as well as deals on domestic travel and budget-friendly tourist train routes

A collaboration involving over 200 entities, including local authorities, public agencies, and private organizations, aimed at providing various engaging activities

The 2024 “Travel Month” campaign will be expanded to occur biannually, in March and June

The Ministry of Culture, Sports and Tourism (Minister YU In Chon, MCST), in partnership with the Korea Tourism Organization (KTO), is launching the “Travel Month” campaign from February 20 (Tue) to March 31 (Sun), aiming to inspire more citizens to explore and revitalize local communities. Last year’s “Travel Month” campaign led to approximately 1.03 million people benefitting from various discounts and embark on trips, resulting in a significant boost in tourism spending of around KRW 13.2 trillion in June alone. In light of these positive domestic revitalization effects, the campaign will now run twice a year, in March and June.

This year’s “Travel Month” slogan, “March: Rediscover Hidden Local Gems,” encourages exploration of the unseen attractions within regions. Focused on regions outside the capital area, “March Travel Month” offers substantial discounts on travel expenses, accommodation, and products and features special train trip events for just KRW 30,000, allowing travelers to experience the rich diversity of local destinations affordably.

Substantial Discounts, including Transportation Discounts of Up to 50%, KRW 30,000 Off Accommodations, and 40% Off Domestic Travel Products

Following last year’s positive response, approximately 180,000 travelers are expected to benefit from

discounts on travel expenses for this year's "Travel Month." Combining purchases of travel products (such as accommodations and tickets) through Korail partner travel agencies and major online travel agencies allows up to 50% off KTX tickets on weekdays and 30% off on weekends and holidays. Additionally, discounts of up to 50% are available on 5 picturesque tourist train routes through the Korail app/website and on-site ticketing. Discounts for domestic flights to four regional destinations and car rentals enhance travel savings. The railway and car rental discounts are available from March 1, with prebooking starting on February 20. (Airfare discounts are available for booking and use from February 29) However, discounts are provided on a first-come, first-served basis until the allocated amount is reached.

- ▲ Railway: ① Up to 50% off KTX fares on weekdays and 30% off on weekends and holidays when combined with purchasing accommodation / entry or experience ticket, benefiting 86,000 people.
 ② Up to 50% off on fares for five picturesque tourist train routes, benefiting 81,000 people.
 *West Gold Train (G-Train), South Coast Train (S-Train), East Sea & Santa Train, Baekdudaegan Mountain Range Canyon Train (V-Train), Jeongseon Arirang Train (A-Train)
 ▲ Airline: KRW 15,000 off for routes arriving at regional airports, benefiting 8,000 people
 *Applicable routes: Gimpo to Ulsan, Yeosu, Sacheon, Pohang, and Gyeongju
 ▲ Car rentals: 10% off in the capital area, 20% off outside, and 50% off in depopulated regions
 * Discount coupons are available on the official site of Travel Month.

Following the first phase of accommodation discounts during the Lunar New Year holidays, the second phase is scheduled on February 7–25 with 90,000 vouchers. From February 27 (Tue) to March 31 (Sun), 110,000 vouchers offering a KRW 30,000 discount will be distributed for bookings over KRW 50,000 in regions outside the capital area.

- ▲ Accommodation discount: KRW 30,000 off on online accommodation reservations on regions outside the capital areas priced above KRW 50,000.
 * Distribution Periods: (1st) February 7 to 25 (90,000 vouchers) and (2nd) February 27 to March 31 (110,000 vouchers)
 ** One voucher per person and phase until all vouchers are claimed.

"Budget-friendly domestic travel products" that save both money and time are also worth noting. The "Exclusive Travel Deals" highlights over 90 discounted travel products from over 50 domestic travel agencies, including "2D1N Trip Along East Coast Route 7," "Relaxing Jecheon Train Ride," "2D1N Culture Trip to Andong with Mentor," "Southern Culinary Tours," and "Springtime Explorations in Gwangyang and Gurye," available at 40% off.

Enchanting Day Trips by Train to 21 Small Towns and Hidden Tourist Sites

In addition, the "Monthly Travel Tracks in March" initiative invites around 1,700 tourists on day trips by train to 21 small towns across the country. This event offers one-day train trips to explore emerging hotspots, traditional culture, local specialties, and traditional markets with 23 curated experiences for a flat rate of KRW 30,000, covering transportation, meals, and admission to attractions. The dedicated train for "Destinations in

March” runs every Friday and Saturday from March 8 until the end of the month, allowing four tickets per person. Further details are available on the “Travel Month” official site (korean.visitkorea.or.kr/travelmonth).

▲ Train Trip Event: Participants are selected through an online event, with a participation fee of KRW 30,000.

- Events Period: February 20 to March 17, accepting applications in three phases.

- * Winners will be announced on the website.




- Travel Dates: March 8 (Fri), March 15 (Fri), March 16 (Sat), March 22 (Fri), March 23 (Sat), March 29 (Fri), March 30 (Sat)

- Destinations: A total of 21 depopulation areas, including Samcheok, Taebaek, Goesan, Seochon, Hadong, Gurye, Yeongju, and Andong

Furthermore, travel discounts and diverse activities are prepared by over 200 local authorities and organizations, including spots highlighted as “Hidden Tourist Sites” and areas recognized as the 2023 “Stars of Korean Tourism,” such as Gyeongju Daereungwon Ancient Tomb, Donggung Palace and Wolji Pond, Yew Forest Trail in Pyeongchang’s Balwangsan Mountain, Imsil Cheese Theme Park, and Gangjin Culture and Tourism Foundation. All discounts are available until supplies last, and early reservations are recommended to align with travel plans.

Detailed information on the discounts, event schedules, and participation methods for “Travel Month” varies and is available on the official website (korean.visitkorea.or.kr/travelmonth). Checking conditions and early reservations are recommended due to limited availability. Searching for “Travel Month” on web portals also provides relevant information.

MCST Minister YU In Chon emphasized, “With rich benefits and programs designed to unveil regional beauty, we aim to make domestic travel more accessible for everyone. We hope you will rediscover the hidden gems of every corner of Korea this ‘Travel Month March.’”

Category	Partners	Detailed Benefits
Transportation	Korea Railroad Corporation	Train Fare Discount
		<p>“Discounts on train travel combined with local tours”</p> <ul style="list-style-type: none"> ○ Description: Up to 50% off on KTX trains during weekdays and up to 30% during weekends and holidays when purchasing accommodations, connected vehicle services, or tourist attraction admissions ○ When to Buy and Use: Sales from February 20 (Tue) to March 31 (Sun); Use from March 1 (Fri) to April 14 (Sun) ○ Where to Buy: Korail app/website (www.letskorail.com) and Korail partner travel agencies' websites. <p>“50% fare discount for 5 tourist train routes*”</p> <p>* West Gold Train (G-Train), South Coast Train (S-Train), Donghae Santa Train, Baekdudaegan Mountain Range Canyon Train (V-Train), Jeongseon Arirang Train (A-Train)</p> <ul style="list-style-type: none"> ○ When to Buy and Use: Sales from February 20 (Tue) to March 31 (Sun); Use from March 1 (Fri) to April 14 (Sun) ○ Where to Buy: Korail app/website (www.letskorail.com) and on-site ticketing
	CARMORE	Car Rental Discount
		<ul style="list-style-type: none"> ○ Description: 10% off in the capital area, 20% off outside, and 50% off in depopulated regions ○ When to Buy and Use: Sales from February 20 (Tue) to March 31 (Sun); Use from March 1 (Fri) to April 14 (Sun) ○ Where to Buy: Download car rental discount vouchers from the Travel Month website (korean.visitkorea.or.kr/travelmonth) and purchase discounted rentals via CARMORE or T Map apps.
	Korea Airports Corporation	Airline Discount
		<ul style="list-style-type: none"> ○ Description: KRW 15,000 discount on domestic flights arriving regional airports ○ When to Buy and Use: February 29 (Thur) to March 31 (Sun); Use from February 29 (Thur) to April 14 (Sun). ○ Where to Buy: The discount is available on the participating airline's





Category	Partners	Detailed Benefits
		website/app (Jin Air) * Applicable Routes: Four domestic routes (Gimpo to Ulsan, Yeosu, Sacheon, Pohang and Gyeongju)
Accommodation	44 Domestic Accommodation Providers	Accommodation Discount
	Accommodation Discounts from 44 Domestic Providers, including Yanolja, Yeogi.com	<ul style="list-style-type: none"> ○ Description: KRW 30,000 off on bookings over KRW 50,000 in regions outside the capital areas ○ When to Book: (1st) February 7 (Wed) to 25 (Sun) / (2nd) February 27 (Tue) to March 31 (Sun) ○ Stay Periods: (1st) February 7 (Wed) to 25 (Sun) / (2nd) February 27 (Tue) to April 14 (Sun) ○ Where to buy: Visit the accommodation discount event page (ktostay.visitkorea.or.kr). Access the online travel agency channels through the banner, obtain a discount voucher, and proceed with the bookings.
Travel Products	Gmarket	Exclusive Travel Deals
		<ul style="list-style-type: none"> ○ Description: 40% off on travel products from over 50 domestic travel agencies ○ When to Book and Use: Booking from February 21 (Wed) to March 31 (Sun); Use from March 1 (Fri) to April 14 (Sun) ○ Where to Buy: Access Gmarket's "Exclusive Travel Deals," download discount vouchers, and proceed with the bookings.

Attachment 2

Programs from Partners for “2024 March Travel Month”

- * Participation Scale: 50 discounts from 30 partners, 2 events for travelers, 6 hidden tourist sites
- * Details can be found on the Travel Month website (korean.visitkorea.or.kr/travelmonth)
- * Some programs may take place before or after Travel Month and may change depending on the circumstances.




◎ Key Discount Benefits

Partners	Detailed Benefits	
 대한불교 조계종 한국불교문화사업단 Cultural Corps of Korean Buddhism	Up to 50% off for Temple Stays (first-come, first-served)	
	Organization: Cultural Corps of Korean Buddhism	Contact: 02-2031-2000
	○ Description: - Up to 50% off for both domestic and international visitors on overnight Temple Stays - Up to 50% off for international visitors on day-long Temple Stays	
 국립생태원 NATIONAL INSTITUTE OF ECOLOGY	50% off for National Institute of Ecology Admission Fees	
	Organization: National Institute of Ecology	Contact: 041-950-5300
	○ Description: 50% off admission fees when booking through NAVER	
 울산문화관광재단 ULSAN CULTURE & TOURISM FOUNDATION	Ulsan Metropolitan City Discounts on Transportation, Accommodation, and Dining	
	Organization: Ulsan Culture and Tourism Foundation	Contact: Refer to the Travel Month website for discount details.
	○ Description: - 50% off Ulsan City Tour (The Loop Tour) tickets - KRW 10,000 off on Ulsan Tour Taxi fare - KRW 30,000 off on accommodations costing more than KRW 50,000 and KRW 10,000 off on dining costing more than KRW 11,000 through the “What a Ulsan” app	
 MUJU COUNTY 무주군	Visit Muju Year 2024: Discounts for Muju Meoru Wine Cave / Bandi Land Admissions	




◎ Key Discount Benefits

Partners	Detailed Benefits	
	Organization: Muju County	Contact: 063-322-4720 / 063-324-1155
	○ Description: - 50% off admission to the Meoru Wine Cave with a receipt totaling over KRW 100,000 at local stores in Muju within two days - 50% off admission to the Band Land with a receipt totaling over KRW 100,000 at local stores in Muju within two days	
	Admission Discount at the Taekwondo Promotion Foundation	
	Organization: Taekwondo Promotion Foundation (Taekwondowon)	Contact: 063-320-0114
	○ Description: 50% off on Taekwondowon admission	
	Discount on Gimje City Tour Bus	
	Organization: Gimje City	Contact: 063-540-3374
	○ Description: 50% off on Gimje City Tour fares (reservation required)	
	Discount on Namwon Tour Taxi	
	Organization: Namwon City	Contact: 063-620-6165
	○ Description: 40% off on Namwon Tour Taxi	
	40% Discount on Incheon City Tour (Circular Route)	
	Organization: Incheon Tourism Organization	Contact: 1899-0960
	○ Description: 40% off on Circular Route tickets (reservation required on the website)	
	Discount on Jeju City Tour 1-Day Ticket / BackONJeju Sale Festa	

© Key Discount Benefits

Partners	Detailed Benefits	
	Organization: Jeju Special Self-Governing Provincial Tourism Association	Contact: 064-741-8784 (City Tour) 1522-3454 (Tamnao)
	○ Description: <ul style="list-style-type: none"> - 33% off on Jeju City Tour 1-day ticket (from KRW 12,000 to KRW 8,000) - Up to 30% off on accommodations and car rentals / up to 40% off on attractions, experiences, dining, and local products on Tamnao.com (until the budget is exhausted) 	
	Up to 30% Discount on SRT Fares to/from Pohang Station	
	Organization: SR Inc.	Contact: 1800-1472
	○ Description: <ul style="list-style-type: none"> - Up to 30% discount on SRT fares to/from Pohang Station - 10% limit of seats per train - Sale Period: February 20 to March 31 / Travel Period: March 20 to March 31 	
 제천시	Discounts on Jecheon City Transportation, Tourist Facilities, Food and Beverages, Etc.	
	Organization: Jecheon City	Contact: Refer to the Travel Month website for discount details.
	○ Description: <ul style="list-style-type: none"> - KRW 10,000 off on City Tour fares (from KRW 30,000 to KRW 20,000) - KRW 5,000 off an 8-hour Tour Taxi Pass (from KRW 85,000 to KRW 80,000), with an additional KRW 5,000 off with the Digital Tourism ID card - Free admission to Uirimji History Museum upon signing up for a Digital Tourism ID card - Weekday discounts on Cheongpung Cable Car (KRW 3,000 off on a regular cable car / KRW 4,000 off on a Cinema360 Package) - Points worth KRW 1,000 per person at Cowboy Grill with proof of visit to Jecheon tourist sites - KRW 2,000 off on drinks and bakery items at Busungdang Bakery with a Digital Tourism ID card 	
	Discounts on Accommodations and Attractions in Sejong Special Self-Governing City	

◎ Key Discount Benefits

Partners	Detailed Benefits	
	Organization: Sejong Special Self-Governing City	Contact: Refer to the Travel Month website for discount details.
	○ Description: <ul style="list-style-type: none"> - 50% off on breakfast at the Courtyard By Marriott Sejong - 25% off on accommodation at the Best Western Plus Hotel Sejong - 20% off on spring plants at Bear Tree Park 	
	2024 Half-Price Family Travel in Gangjin	
	Organization: Gangjin City	Contact: 061-430-3313
	○ Description: A 50% payback event in local currency on travel expenses for family travelers	
	Free Balwangsang Cable Car Ride, Commemorating the Selection as a Star of Korean Tourism	
	Organization: Pyeongchang County	Contact: 02-3270-1172
	○ Description: <ul style="list-style-type: none"> - Free Balwangsang Cable Car Ride for tourists with disabilities * Regular price: KRW 25,000 	
	Discounts on Gimhae City Tourist Facilities	
	Organization: Gimhae City	Contact: Refer to the Travel Month website for discount details.
	○ Description: <ul style="list-style-type: none"> - 10%–50% off on Gimhae Gaya History Park admission and experience pass - 10%–50% off on Gimhae Astronomical Observatory admission and experience pass - Gimhae Nakdonggang River Rail Park pass (KRW 500 – KRW 8,000) 	
	Discounts on Accommodations and Attractions in Wanju County	
	Organization: Wanju County	Contact: Refer to the Travel Month website for discount details.

◎ Key Discount Benefits

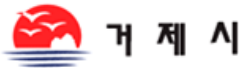
Partners	Detailed Benefits	
	<p>○ Description:</p> <ul style="list-style-type: none"> - 30% off on accommodation on weekdays and 40% on weekends on Hotel One in Wanju - 20% off on Soyang Oseong Hanok Center on weekdays and weekends (Fri, Sat) - 20% off on Daeseung Hanji Village and Gyeongcheon Aein Village on weekdays and 10% off on weekends (Fri, Sat) - 10% off on Soyang Hanok on weekdays (Sun–Thur) - 10% off on Kongji Patji Hanok Resort on weekdays and weekends (Fri, Sat) - 20% off on basic ticket fees for Noltopia on weekdays and weekends (Fri, Sat) - 20% off on accommodation fees on Caravan Park Amazon on weekdays 	
	<p>Gyeongbuk e-Nuri Discounts and Workcation Online Exhibition</p>	
	<p>Organization: Gyeongbuk Culture and Tourism Organization</p>	<p>Contact: Refer to the Travel Month website for discount details.</p>
	<p>○ Description:</p> <ul style="list-style-type: none"> - KRW 20,000 off when paying over KRW 50,000 / KRW 40,000 off when paying over KRW 70,000 for workcation accommodations - 30% off on all Gyeongbuk e-Nuri (Gyeongbuk Travel Mall) products 	
	<p>Free Admission for Guardians to Korea Job World's Children Experience Hall</p>	
	<p>Organization: Korea Job World</p>	<p>Contact: 1644-1333</p>
	<p>○ Description:</p> <ul style="list-style-type: none"> - Guardians enter for free with a reservation made through Korea Job World's website. 	
	<p>Free Admission to Sunchang's Fermentation Sauce Cavern</p>	
	<p>Organization: Sunchang Fermentation Tourism Foundation</p>	<p>Contact: 063-652-6511</p>
	<p>○ Description: Free admission to Fermentation Sauce Cavern</p>	
	<p>Accommodation Discount on Gangjin OSO STAY</p>	

◎ Key Discount Benefits

Partners	Detailed Benefits
	<ul style="list-style-type: none"> ○ Description: Souvenirs will be given to participants who upload a photo at the summit of Balwangsan (Sanggodae) to social networking sites (SNS)

◎ Hidden Tourist Sites / Experiences

	Taebaeksan Sky Observatory and Sky Trail	
	Organization: Korea National Park Service	Contact: 033-550-0034
	<ul style="list-style-type: none"> ○ Description: Opening of the national park's first barrier-free sky observatory and sky trail 	
	Ajabang Building Site of Chilbalsa Temple	
	Organization: Hadong County	Contact: 055-883-1869
	<ul style="list-style-type: none"> ○ Description: Temporary opening of Ajabang at Chilbalsa Temple, a national folklore cultural heritage, from February 6 to May 15 	
	Eagle Experience Center	
	Organization: Goseong County	Contact: 010-4606-8681
	<ul style="list-style-type: none"> ○ Description: Eagle Ecology Experience Program on March 21; Temporarily available until the end of the operation 	
	Aegibong Peace Ecopark	
	Organization: Gimpo City	Contact: 031-989-7492
	<ul style="list-style-type: none"> ○ Description: Night-time opening of a sunset viewpoint at Jogang River on February 24 for a limited time 	
	Namwon Gwanghalluwon Garden's Pavilion	
	Organization: Namwon City	Contact: 063-620-6165
	<ul style="list-style-type: none"> ○ Description: Temporary opening of Gwanghallu Pavilion's interior, originally a 	

◎ Key Discount Benefits		
Partners	Detailed Benefits	
	restricted area to protect the cultural heritage, from March 29 to March 31	
	Geoje Tourist Monorail	
	Organization: Geoje City	Contact: 055-639-0656
	<ul style="list-style-type: none"> ◦ Description: The Geoje Tourist Monorail will reopen on February 29, which was temporarily closed because of a fire in October 2022. The reopening date is subject to change. 	

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