



SEOUL TOUR ISM ORGANIZATION

SEOUL
TOURISM
ORGANIZATION

Greetings

Seoul Tourism Organization

The Seoul Tourism Organization(STO) is an organization specializing in tourism and was established to promote the tourism industry and revitalize the local economy by creating a global brand for the city of Seoul to increase its recognition across the world.

*‘A Place You Want
to Travel & Live -
Seoul, Your Tourism
City’*

Seoul Tourism Organization(STO) attracts increasing number of global tourists by promoting Seoul as Tourism·MICE city. STO also plays the role of a tourism platform so that various stakeholders in the tourism field, be it tourists or local residents, public sector organizations or corporations, or even academia, can communicate and coexist together.

History



2022

- Opened the Seoul Hiking Tourism Center
- Developed seven pet-walking trails



2021

- Opened the Seoul Tourism Plaza
- Ranked 3rd in UIA World's MICE city rankings for six consecutive years
- Appointed BTS as Seoul's Honorary Ambassador of Seoul Tourism for five consecutive years



2020

- Launched Virtual Seoul, a virtual platform for Seoul
- Provided financial support to overcome the Seoul tourism industry crisis
- Recognized as "The Best International Meeting City" by Business Traveler



2019

- Opened the Danurim Tourism Center
- Earned the Social Contribution Innovation Grand Prize in the 2019 Internet Eco Awards
- Selected as a company displaying excellence in promoting work-life balance



2018

- Established the Seoul Tourism Organization
- Hosted the 7th Annual International Forum on Sustainable Tourism
- Earned [Korea Tourism Awards] for 'Visit Seoul' from Minister of Culture, Sports and Tourism



2008

- Established the Seoul Tourism Marketing Co., Ltd.

Mission & Vision

SEOUL VISION 2030

Mission

Develop Seoul into a sustainable tourism city through the promotion of the Seoul tourism industry

Core Values

Innovation

Participation

Mutual
Benefit

Responsibility

Vision

Evolve into a specialized tourism organization that drives change and development with Seoul residents

5 Primary Strategies

01

Revitalize Lifestyle
Tourism

02

Support Creation of
Sustainable Tourism
Ecosystem

03

Promote Competitive
Capacities in Global
Tourism Market

04

Create High Value-
added MICE Industry

05

Bolster STO
Capabilities as Public-
serving Institution

10 Strategic Tasks

Develop & promote
lifestyle tourism
services

Establish tourism
environment that
benefits everyone

Support innovation
of Seoul tourism
ecosystem

Construct big data-
based tourism service
infrastructure

Boost marketing
strategies of "Seoul
Tourism" brand

Develop & promote
digitalized content

Create & proliferate
multi-faceted MICE
services

Create sustainable MICE
environment

Promote transition
toward ESG criteria-
based management
infrastructure & internal
operating sectors

Innovate the standards
of integrity, safety, and
communicative capacity
as an organization

2022 Seoul Tourism Trends

G

Green-living & Nature-loving
Eco-friendly travel

O

One & Only
Making Seoul your own travel city

S

Safe and Secure
Safe & secure travels

E

Equity in Tourism
Fair traveling for everyone

O

Out of Ordinary
Spicing up everyday life through traveling

U

Ubiquitous
Enjoying travel anywhere, anytime

L

Local-Advocating
Travel that mutually benefits the local community





Live like you're traveling, travel like it's your life

STO develops and promotes lifestyle tourism services and creates an environment where anyone can enjoy travel.



- 01 Seoul Hiking Tourism
- 02 Seoul Lantern Festival & Night Tours
- 03 Seoul Danurim Tourism Center: Creation of a Universal Tourism Environment
- 04 Seven Pet-friendly Trails in Seoul

- 05 [One More Trip] Fostering Experience-based Seoul Tourism
- 06 Tourist Information Centers
- 07 Seoul Tourism Maps & Guide Books
- 08 Seoul Citizen Tourism Academy
- 09 Seoul Guided Walking Tour





01

SITM & SITMMT

02

Discover Seoul Pass

Support of Sustainable Tourism Ecosystem

STO constructs big data-based tourism service infrastructure and supports innovation of Seoul tourism ecosystem

- 01 Seoul International Travel Mart (SITM) & Seoul International Travel Mart for Medical Tourism (SITMMT)
- 02 Discover Seoul Pass
- 03 Supporting & Fostering of Seoul Tourism Startups
- 04 Sustainable Tourism Project with the UNWTO
- 05 [SeTI] Big Data-based Seoul Tourism Knowledge Information System
- 06 Seoul Shopping Festa
- 07 [R&D] Analysis of Seoul Tourism & MICE Industry Statistics and Current State

05

서울관광지식정보시스템
Seoul Tourism Intelligence

[SeTI] Big Data-based Seoul Tourism Knowledge Information System

06

SEOUL
SHOPPING
FESTA

Seoul Shopping Festa



Supporting & Fostering of Seoul Tourism Startups

04

FAIR TRAVEL
LIVING
TOGETHER

I am a "traveling citizen"
where we live together
on a journey to the city



Sustainable Tourism Project with the UNWTO

07

랜선여행
아이트래킹 실험



[R&D] Analysis of Seoul Tourism & MICE Industry Statistics and Current State



01

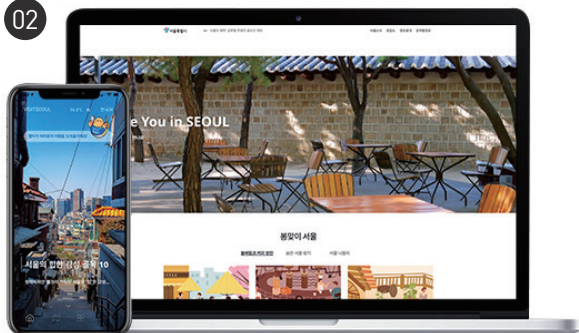
Seoul Global Marketing

An Attractive Tourist City, Seoul

STO enhances global tourism competitiveness by promoting various aspects of Seoul

- 01 Seoul Global Marketing
- 02 [Visit Seoul] Official Guide to Seoul Tourism
- 03 [VisitSeoul TV] YouTube Channel on Seoul Tourism
- 04 Hosting of Seoul Tourism Session & Participation in Overseas Tourism Expo

02



[Visit Seoul] Official Guide to Seoul Tourism



03



[VisitSeoul TV] YouTube Channel on Seoul Tourism



04

Hosting of Seoul Tourism Session & Participation in Overseas Tourism Expo





01

Promotion and Support for International Conferences

Seoul, the 2nd Largest MICE City in the World

(As of June 2022, according to the Union of International Associations)

STO fosters a high-value added MICE Industry by creating multi-faceted MICE services.

- 01 Promotion and Support for International Conferences
- 02 [Seoul MICE Alliance and PLUS SEOUL] Creation of Sustainable MICE Environment
- 03 Promotion and Support for Corporate Meetings & Incentives
- 04 VIRTUAL SEOUL - Promotion of Virtual MICE Venue
- 05 [Global MICE Specialists] Development & Cultivation of MICE Personnel
- 06 Fostering of Global & International Professional Convention Organizers (PCOs) for Seoul



02

[Seoul MICE Alliance and PLUS SEOUL] Creation of Sustainable MICE Environment



03

Promotion and Support for Corporate Meetings & Incentives



05

[Global MICE Specialists] Development & Cultivation of MICE Personnel



04

VIRTUAL SEOUL - Promotion of Virtual MICE Venue



06

Fostering of Global & International Professional Convention Organizers (PCOs) for Seoul



ESG Management and Social Contribution

The Seoul Tourism Organization aims to create a sustainable tourism ecosystem by practicing ESG management, which includes eco-friendliness, socially-responsible management, and improvement of governance.

Social

- Distributed employee-made upcycled pouches to global tourists
- Hosted Seoul Tourism Recovery Concert
- Participated in JobTalk as an industry mentor for tourism and MICE workers.



Environment

- Participated in the Go-Go Challenge (An event to reduce the use of disposable products)
- Founded the Seoul Tourism Organization's "Tumbler Day"
- Installs of recycling bins in front of the Tourism Information Center
- Operated ESG WEEK - Participation in the pledge to practice carbon footprint and plogging

Governance

- Conducted blood donation with residency occupants of the Seoul Tourism Plaza
- Established the Seoul Tourism Cluster
- Participated in "Gwanghwamun One Team," a social contribution cooperation meeting for companies located near Gwanghwamun



Where the Travel Begins,



Seoul Tourism Plaza

Tour Guide



- **Date** Every 2nd & 4th Friday of the month
(Excluding public holidays)
- **Tour Schedule** 2pm, 4pm
- **No. of Applicants** 10 or less
- **Time** Approx. 30 mins - 1 hour
- **Website** www.sto.or.kr/plazatour

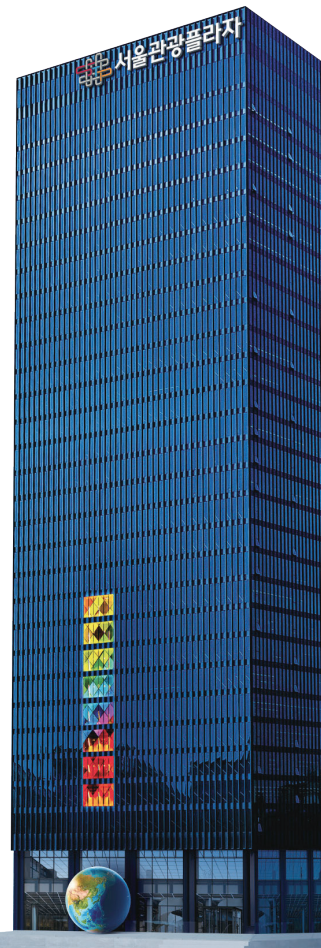
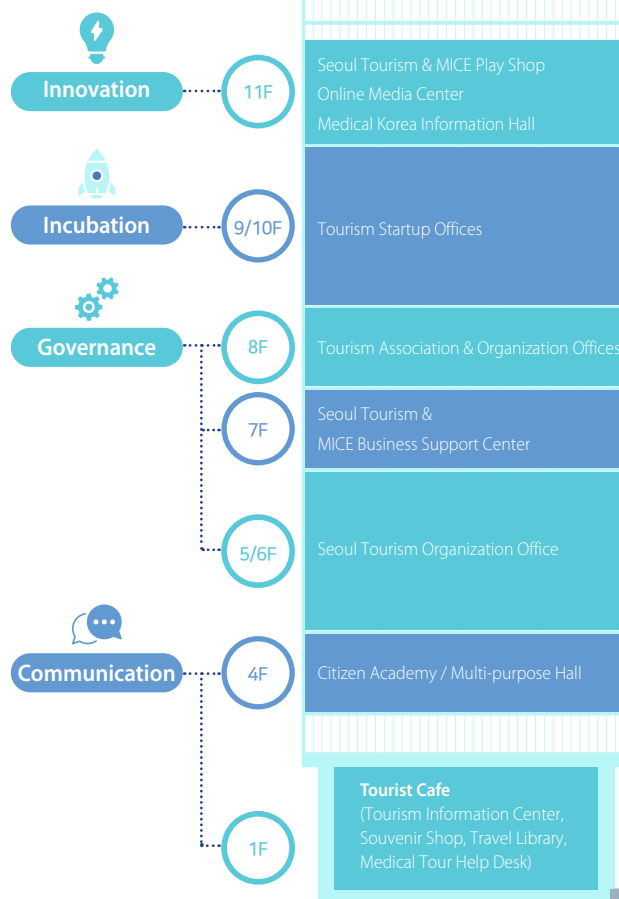
[Facility Overview]

Location | 85, Cheonggyecheon-ro, Jongno-gu, Seoul (Samil Bldg.)

Area | 10,540 m² (Exclusive area: 6,941 m²)

Floors | 1F, 4F-11F

[Floor Information]



Rental Information



[Rental Facilities]

(4F) Multi-purpose Hall, Citizen Academy
(11F) MICE Play Shop, Online Media Center

[Rental Application and Inquiry]

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www.sto.or.kr/plazarental

‘A Place You Want to Travel & Live Seoul, Your Tourism City’

Seoul Tourism Organization Websites

Official Seoul Tourism Information | www.visitseoul.net
Seoul Convention Bureau | www.miceseoul.com
One More Trip | www.onemoretrip.net
Discover Seoul Pass | www.discoverseoulpass.com
Seoul Danurim Tourism Center | www.seouldanurim.net

Seoul Tourism Organization

Website | www.sto.or.kr
Facebook | fb.com/SeoulTourismOrganization
YouTube | youtube.com/STOTV



Seoul Tourism Organization
Website





This brochure has been made of eco-friendly certified paper and soy ink.

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