Sky, Wind, Silver Grass and Trail

Cross Marketing
Between Ulsan and Yeongnam Alps
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I. Introduction of Ulsan
Introduction of Ulsan Metropolitan City

Population: 1.2 Mil
Dimension: 1,060Km²
GRDP/Pop: 41,000€
Industries
Mt Rank System
II. Meaning and Value of Mountains in Korea
Meaning of Mountain in Korea

- Geomancy (Pung-su Jiri)
- Mountain Spirit (San-shin)
- Buddhist Temples
Meaning of Mountain in Korea

Korean favorite hobby

- 1st: Hiking (12%)
- 18.5 Mil Pop: At least once a week
- Alpine / Hiking Club

History of Alpine / Hiking Club

- Korean Alpine Federation / since 1962
- Ulsan Alpine Club / since 1969
- Ulsan Cityhall Hiking Club / since 1977
Korean Tourism Growth rate

- Travel sector GDP Growth rate: 13.2% (2012)
  - 1st among OCED countries
- 2013 Growth rate
  - 1st among Asia countries
  - 11th in the world

Korean Travel Data

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expenditure</td>
<td>139.72€</td>
<td>212.98€</td>
</tr>
<tr>
<td>Frequency</td>
<td>3.96</td>
<td>4.93</td>
</tr>
<tr>
<td>Days</td>
<td>7.99</td>
<td>8.43</td>
</tr>
</tbody>
</table>

Source: Korea Tourist Service

Tourism New Engine for Employment

Growth Trends of Outdoor Fashion Market (as of Jan. 21, 2013)

- Market Scale (100 million won): 33.3%, 25.0%, 20.0%, 11.3%
- Growth (%): 33.3%, 25.0%, 20.0%, 11.3%

Source: Clothing Type Analysis of 2013 Fashion Market (Jan. 21, '13)
Mountain tourism
New Growth Engine for Next Generation
III. Cross Marketing Strategies

- Intimate Strategy
- Close Strategy
- Comprehensive Strategy
- Cooperative Strategy
Customer Survey

- Visit Type: 1st: Hiking, Trekking / 2nd: Relaxation
- Time of Visit: 1st: Summer / 2nd: Fall
- Companion: 1st: Family / 2nd: Mountaineering Club
- Weakness: Information and Guidance system

Yeongnam Alps Master Plan

- Vision: The best place of Mountain tourism
- Period: 2010 ~ 2019
- Total Budget: 360 Million €
- Contents: 4 Strategies & 22 Projects
Strategy 1: Intimate Strategy
Branding & Story-telling

Silver Grass

CI & BI

Story Telling
Strategy 2: Close Strategy
Development Transportation

Travel Train

City Tour
Making Trekking Routes

Youngnam Alps Dulre Gil
(5 Courses, 56Km)

Yeongnam Alps Han’ul Eoksae Gil
(5 Courses, 29.7Km)

John Muir Trail : 358Km

Milford Track : 53 km

7 Peaks Track : 45Km

(5 Courses, 56Km)
Strategy 3: Comprehensive Strategy
Adventure & Leisure Sports
Camping & Wellbeing & Healing
Strategy 4: Cooperative Strategy
Cooperation

Inter-regional Cooperation

International Cooperation
IV. Future of Youngnam Alps
Accomplishments & Vision

- Industrial city → New Tourist City
- Re-visit Intention
- Number of Visitors: 2.5 mil

- The most Famous Trail in Korea
- The World's best 10 Trail by 2020
- City Park above National Park

Mountain Top Yeongnam Alps
Capped with famous gold pampas grass fields and with plenty of forests on its slopes, Yeongnam Alps offers scenic grandeur throughout the four seasons.

International lovers of mountains, including both those devoted to hiking fantastic crags and those appreciative of their sacred character, are highly recommended to visit the Yeongnam Alps!

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David Mason
Roger Shepherd
Andrew Douch
Sky, Wind, Silver Grass and Trail

Thank You
Reference – Packing & Linking

City Tourism

Industrial Tourism

Youngnam Alps Mountain Tourism

Cultural Tourism

Eco-Tourism
The famous Trail in the World

- Spain – The Way of St. James, Camino de Santiago: 800 km
- The USA – John Muir Trail: 358 km
- Canada – Westcoast Trail: 77 km
- New Zealand – Milford Track: 54 km
The Famous Trail in Korea

Jeju Olle-gil : 400 km
Jirisan Dulre-gil : 300 km
Haeparang-gil : 760 km
Reference – Companies and Cities

- Hyundai
- SK Energy
- S-OIL
- Samsung
- LG Chem
- Hyundai Glovis
- HYOSUNG
- Dynamic BUSAN
- Colorful DAEGU
- GyeongNam
- GyeongBuk

Population:
- Pop: 3.5 mil
- Pop: 3.4 mil
- Pop: 2.52 mil
- Pop: 3.4 mil
- Pop: 2.7 mil
Reference – National Park

- The areas that represent the natural ecosystem and cultural scenes of the Republic of Korea

- 1st national park
  - Jirisan Mountain (1967)

- Mountain Areas
  - 21 mountains (3.9% of Korea)

- 21 National Parks