INTERNATIONAL CROSS-CULTURAL HIKES BETWEEN FRANCE AND SOUTH KOREA

Exploring new horizons in mountain tourism

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Millennium Destinations
FROM MONTMARTRE TO NAMSAN

A FRENCH TOURISM CONSULTANT

EXPATRIATED IN SOUTH KOREA SINCE 2005
HIKE THE WAY I LIKE
HIKE LIKE EVERYBODY IS WATCHING
HIKE IS THE NEW BLACK

Happiness
Harmony Healing
Heroism
Health
Height

Independence
Inspiration Individuality
Introspection Ideals
Involvement

Kinetics

Energy
Experiences Elevation Emotions
Exploration Entertainment Enjoyment
Environment Ecology Evasion
Extraversion Engagement
RE-INVENTING HIKING EXPERIENCES
MILLENNIUM HIKES
PROJECT

INTERNATIONAL CROSS-CULTURAL HIKES
BETWEEN FRANCE AND SOUTH KOREA
MILLENIUM HIKES
SMART DESTINATIONS & EXPERIENCES

Community
Communication
Contents Co-creation
EN ROUTE TO

Pilot Hike in France

Sept. 2016 – 10 days

Seoul → Paris → Toulouse → Pau → Lourdes → Pyrénées Hike in Pyrénées (3 days) → Pyrénées → Biarritz → Landes → Bordeaux → Paris → Seoul
3-day hike in Pyrénées

Cirque de Gavarnie
Vallée de Cauterets
Vallée de Lutour
Col d’Arraille
Col d’Hourquette d’Oussoue
Petit Vignemalle
Refuge des Oulettes
Vallée de Cauterets
Lac de Gaube
Pont d’Espagne
Pilot Hike in South Korea
Oct. 2016 – 14 days
Paris → Seoul
→ Jeonju → Maisan
→ Namwon
→ Hike in Jirisan
(3 days)
→ Daewonsa → Songnisan
→ Taebaeksan
→ Seoraksan → Sokcho
→ Seoul → Paris
THE SPIRIT OF

MILLENNIUM HIKES
**MILLENNIUM HIRES PROJECT**

**SUSTAINABLE TOURISM**

- Project management
  - Pilot hike design
  - Field implementation
  - Review and assessment
  - Branding / marketing strategy and planning

**INTERNATIONAL COOPERATION**

- Product development
  - Millennium Hikes Community
  - Millennium Hikes Platform
  - Millennium Hikes Network

**DESTINATION MARKETING AND BRANDING**

- Education, information and awareness-raising
- Tourism intelligence and innovation
- Local and global partnerships
- Cross-cultural exchanges

**ON Y VA!**