Seoul, Sustainable Development of Urban Tourism
Sustainable and Competitive Urban Tourism

- Improving Quality of Life Including Job Creation
- Development of City as Happy and Good Place to Live in
- City Revitalization
Seoul is...
Seoul, with Long History as Capital

2000 years
World-class Urban Transportation
Seoul, Great City for Travel

867th

Seoul, South Korea

Ranked
World Best Convention City, Seoul

1st Brussels(906)
2nd Singapore(888)
3rd Seoul (526)
4th Paris(342)
5th Vienna(304)

※ 2016 UIA (Union of International Associations) Rankings
World Best Convention City, Seoul
Connection of Attractions with Tourism Brand

Place + Branding
Place & Branding
Seoul, a City of Walking, a City considerate of Everyone
Through over 600 Meetings & Communications

with citizens, we have tired to conduct the Seoul Station 7017 Project together with them

615 Discussions so far
On-site visits & interview_203
Meetings and discussions_158
Consultations by experts_91
Additional hearings_163
Seoullo 7017

Gwanghwamun Square

Seoul City Hall Lawn Square
Culture Tank

Oil Storage ➔ Composite Cultural Venue
Donuimun Museum Village
Dangin-ri Power Plant

Power Plant → Cultural Space for Citizens
Dangin-ri Power Plant
MICE & PLACE
Southeastern Region International Exchange complex
Seoul Unique Venue

61

Seoul Unique Venue
Seoul's Brand : I·SEOUL·U
Co-existence of Everything Different, Seoul
Evolution of Seoul brand
Expansion and Spread of Seoul Brand

Design Considering a Variety of People

Design Open to Various People

Design that is New and Nonexistent Before
Seoul: a City you want to Visit Again and Again
Seoul: a City you want to Visit Again and Again
Seoul: a City you want to Visit Again and Again

Foreign Tourists

20 Million

DISCOVER SEOUL PASS

48h 24h
Free Pass Free Pass

70% Discount
Seoul: a City you want to Visit Again and Again
Seoul: a City you want to Visit Again and Again

Let’s Enjoy Together, the New Seoul!
Seoul with the 2018 Pyeong Chang Winter Olympics!
THANK YOU