Republic of Korea’s
Efforts to Restart International Tourism
In the era of the New Normal

The 14th UNTWO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME
17 December 2020
“Travel won’t return to 2019 levels until 2024”

International tourist arrivals: Future scenarios (millions)

The outlook for global GDP could take different paths. We’ve explored optimistic and a pessimistic scenarios for the economy.

Source: UNWTO

Various online promotional activities
Non-landing International flights

Basic Limit: Under 600 USD

Separate Limit:
- Liquor 1 bottle (1L, under 400 USD)
- Cigarettes 200 pieces
- Perfume 60ml
Policy Response to Digital Transformation
“Smart Tourism City Project”

Presents the leading model of Korea’s smart tourism plan which effectively addresses the five components of smart tourism (experience, convenience, service, mobility, platform) in cooperation with local governments and private companies.
To provide the Right Information

Get all necessary information for your domestic travel at once from a reliable source!

Your recommended travel destination for July 27th (Sat.) is Gangneung Coffee Street

3R

to the Right Person

at the Right Time

As-Is

Where to?
Food?
Weather?
Crowded?

Inconvenient!
I have to search numerous times for the all the info I need for this one trip…

Suspicious!
What if it’s wrong info and was falsely written for PR purposes?

Worried…!
What if the place is overcrowded? I want to visit somewhere quiet…

So

Reliable!
Recommend based on big data that I can trust!

At once!
How could it find a place so perfect for my taste!

Ms. Kim Soo-jii,
A mother of two in her 30s (Gangwon)

To-Be

Food?
Weather?
Crowded?

Food

Weather
Crowded
Wise choice in the era of COVID-19

SAFETY FIRST

Travel
COVID-19 Distancing in everyday life

A Guide to Safe Travel
(by type of travel)

Building back traveler trust through securing safety
Thank You