Innovation & Digitalization Initiatives

SEOUl’s Case
Tourism Back to 1990 Levels As Pandemic Halts Travel

International tourist arrivals worldwide since 1990

- Financial crisis: -37 million
- SARS epidemic: -2 million
- COVID-19 pandemic: -1.1 billion

Source: UNWTO
SEOUL’s Objectives

Safety Data Notification

New-normal Digital Marketing
# Public-Private Governance
# BigData Monitoring

Seoul Safety Indicator Service

✓ No.1 telecom business in Republic of Korea

✓ Collecting history-based demographic data

Service in operation as of June 2021
The Seoul Tourism Safety Indicator is a service that predicts any potential risk of COVID-19 outbreaks based on the average crowd density on both an hourly and daily basis in the entire Seoul region. The information posted reflects data as it pertains to population and crowd movement and the frequency of subway and taxi use by the public. This indicator is meant to serve as a reference point only when planning for a safe travel experience in the city of Seoul.

15, Chungmu-ro, Jung-gu, Seoul

✓ Measurement available per area

✓ Hourly & Daily crowd density levels
Seoul Safety Indicator Service

As of Now

Assists travelers in customizing their itinerary

Looking Ahead

Provides real-time check during travels
Digital Experience Marketing

# Experiencing Contents

# 360-degree VR Camera

[ EPISODE 3 ]

24HOURS ARE NOT ENOUGH!
FUN ACTIVITIES ONLY IN SEOUL

24시간이 모자랄까? 찐은우가 서울 액티비티 다 알려줌
Digital Experience Marketing

# Experiencing Technology
# 3D Virtual Event Platform

This is Captain Seoul speaking. We’re now landing on virtual Seoul where you can join UIA Round Table Asia-Pacific 2020. Please enjoy your time at virtual Seoul!
Digital Experience Marketing

Initial Goal

To offer alternative experience to foreign tourists

Benefit ①

Improved universal accessibility

Benefit ②

Provided response to domestic demand
Big-data Accumulation

Collect Integrate Data

Data Analysis of Tourist Action

Identify Customer Intent

Data-Driven Decision Making

Adopt into Service
Taking on new challenges

Normalization after pandemic

“Tourism for All”

Improve Accessibility

Build New-normal Tourism Target

Realize Tourism Value
**SEOUL’s Objectives**

<table>
<thead>
<tr>
<th>Vaccination Status</th>
<th>Confirmed Cases</th>
<th>Status by District</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Completed 1st Vaccinations in Seoul</td>
<td>Yesterday: 111,410</td>
<td>Total: 5,816,238</td>
</tr>
<tr>
<td>No. of Completed 2nd Vaccinations in Seoul</td>
<td>Yesterday: 80,167</td>
<td>Total: 3,497,620</td>
</tr>
</tbody>
</table>

- **Safety Data Notification**
- **New-normal Digital Marketing**
Value Realization through Digitalization

Seoul goes on As it always has

- Sustainable
- Innovative
- Safe
- Integrated
- Seamless
- Interactive
THANK YOU

Contact: azby123@sto.or.kr