

Seoul Summer Sale 2015 FACT SHEET

Seoul Summer Sale is a summer shopping festival offering incredible deals only for foreign visitors.



Summary



Period

2015. 7. 1. ~ 8. 20.
(51Days)



Target

Foreign tourists
Visiting Seoul



Place

Seoul



Host

Seoul Metropolitan Government,
Seoul Tourism Organization



Results

92 Companies

1,509 Stores

Honorary
Ambassador
Super Junior

45,000
Welcome
Kits

46,000
Promotional
Materials

45
Street
Flags

MultiCube
Ad
51Days



Online Marketing

- Website: 141,550 visitors
- Events: 17,300 participants
- Seoul Summer Sale official SNS channels (Facebook, Weibo, YouTube)



Offline Marketing

- Seoul: Promotions with guesthouses and Hanoks of Seoul
- Global: Seoul Tourism/MICE Travel Mart, Exhibition etc. (Hanoi, Jakarta etc.)



Partners

Cooperate marketing, promotion and special gifts for Seoul Summer Sale events etc.



Participants Satisfaction

8.7

(out of 10)



Tourists

3.5

(out of 5)



Companies

