

Seoul Summer Sale 2017 FACT SHEET

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



Summary



Period

2017. 5. 23. ~ 7. 31.
(70Days)



Target

Foreign tourists
Visiting Seoul



Place

Seoul



Host

Seoul Metropolitan Government,
Seoul Tourism Organization



Results

133 Companies

1,486 Stores

Honorary
Ambassador
Super Junior

40,000
Welcome
Kits

43,000
Promotional
Materials

250
Street
Flags

MultiCube
Ad
70Days



Online Marketing

- Website: 242,774 visitors
- Events: 730 participants
- Visitseoul.net official SNS channels (Facebook, Weibo, YouTube): 23 postings



Offline Marketing

- Seoul: Welcome events with Lotte Department store in Myeongdong
- Global: Seoul Tourism/MICE Travel Mart, Exhibition etc. (Bangkok, Hochiminhetc.)



Partners

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



Participants Satisfaction

7.3

(out of 10)



Tourists

3.47

(out of 5)



Companies