

Seoul Summer Sale 2018 FACT SHEET

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



Period

2018. 7. 1. ~ 7. 31.
(31Days)



Target

Foreign tourists
Visiting Seoul



Place

Seoul



Host

Seoul Metropolitan Government,
Seoul Tourism Organization



Results

203 Companies

1,537 Stores

Honorary
Ambassador
**LINE
FRIENDS**

50,000
Welcome
Kits

70,000
Promotional
Materials

410
Street
Flags

MultiCube
Ad
31Days



Online Marketing

- Website: **419,870 visitors**
- Events: **371 participants**
- Visitseoul.net official SNS channels (Facebook, Weibo): **14 postings**
- **Expedia(Hotels.com) / Tujia channels**



Offline Marketing

- Seoul: **train wrapping** with Airport Railroad and LINE FRIENDS
- Global: Seoul Tourism/MICE Travel Mart, Exhibition etc.



Partners

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



Participants Satisfaction

7.3

(out of 10)



Tourists

8.1

(out of 5)



Companies