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# Discovery and Expansion of Seoul's Tourist Attractions

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## Direction

- **Strengthening the discovery and expansion of Seoul's attractive tourist destinations through the integrated operation of online channels providing Seoul tourism information (Visitseoul.net, social media channels, YouTube)**

## □ **Efforts to Discover Seoul's Tourist Attractions**

- **Providing a review service for Seoul's tourist attractions and exploring diverse points of interest**
  - Since June 2022, the Seoul Tourism Organization has collaborated with TripAdvisor, the world's largest online travel platform, to allow users to access TripAdvisor reviews for various travel destinations on the official Seoul tourism website (VisitSeoul.net). As of April 2024, a total of 900 attractions received over 100 reviews, marking an increase of approximately 110% compared to the previous year.
  - We actively promote a variety of attractions that showcase Seoul's unique charm by introducing popular tourist destinations and providing essential Seoul information to first-time visitors. Our efforts to comprehensively guide visitors through Seoul's attractions include providing information on festival schedules, exhibitions, performances, and more in a calendar format.

## □ **Active Promotion of Seoul's Tourist Attractions through Online Activities**

- **Integrated marketing efforts by linking the VisitSeoul website with social media channels**
  - To promote and spread awareness of Seoul's tourist attractions, the city is enhancing the integration of the VisitSeoul website and application with VisitSeoul's social media channels (in four languages across 12 channels) and YouTube, among other online platforms, to comprehensively discover and promote a variety of Seoul's tourist attractions.
- **User Satisfaction Survey of the VisitSeoul Website**
  - We conducted a user satisfaction survey on the VisitSeoul website in November 2023, with 5,228 participants (2,219 in Korean language, 3,009 in foreign languages), resulting in a satisfaction rating of 4.66 out of 5. Based on this feedback, we have identified content-specific user preferences and website satisfaction levels, enabling us to focus our promotion efforts on Seoul's tourist attractions. Moving forward, we plan to conduct regular surveys to provide more visitors with information about Seoul's tourist

attractions.