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## Korea presents a new vision to attract 20 million tourists

- Launch of new Korean tourism brand “Imagine your Korea,” and emphasize vision of an advanced tourism country
- Reflect the enhanced status of Korea, and strengthen its image as a creative and attractive tourist destination

(July 22, 2014, Seoul) Korea presented a new Korean tourism brand, “Imagine your Korea.” The new brand emphasizes the “K” in “Korea” to symbolize a variety of resources that are offered in Korea such as K-food. In addition, “Imagine your Korea” reflects Korea’s ambition and aspiration to attract 20 million tourists and to advance as a global tourist destination.

“Imagine your Korea” promotes the various charms of Korea in an effective and proactive manner to tourists. It reflects the improved global status of Korea through Korea’s beautiful natural environment, rich tradition, and history, and it also portrays Korea as “a trendy and creative tourist destination that leads the global pop-culture.” “Imagine your Korea” implicates self-discovery and experiences of such mentioned diverse aspects of Korea to foreign tourists while also keeping in mind the importance and value of personal experience.

The Ministry of Culture, Sports, and Tourism and the Korea Tourism Organization held an online contest titled, “Slogan Contest for Korea Tourism” for three weeks, which began on Oct 18, 2013. Including the slogans submitted through the contest and slogans developed by the brand expert, more than 9,000 slogans were reviewed by an advisory committee and global surveys. “Imagine your Korea” was chosen as the finalist.

The selected slogan design portrays energetic and dynamic aspects of Korea and a welcoming message to every foreign visitor. It illustrates one of Korea’s most representative color combinations and a motif of a twirling *sangmo* (hat worn during traditional percussion quartet performance). The “K” of Korea is especially emphasized to that people can better understand and remember the slogan, and to symbolize diverse tourism resources, such as K-Wave, K-Food, and K-Style.

“Last year, the number of foreign visitors to Korea exceeded 12 million, which, in turn, served the opportunity for Korea to make a new leap to become an advanced tourism country, in name and in reality. Foreigners visit Korea not just because of physical accessibility and reasonable prices, but because of their desire to experience the latest trends, cuisine, culture, and lifestyle of Korea. In short, the nature of tourism in Korea has changed.” He added, “With the launching of the new brand, we can reinforce the global awareness that Korea is a creative country filled with the latest trends and

sophisticated culture, thereby contributing to the opening of an era that welcomes 20 million foreign tourists,” stated president of KTO Choo Suk Byun.

To celebrate the launching of the new brand, KTO will hold a ceremonial event on Tuesday, July 22nd at the Floating Island in the Banpo region of the Hangang River. It will be attended by a number of dignitaries, including tourism industry representatives and members of the diplomatic corps of Korea. In addition, a new “Imagine your Korea” promotional film featuring K-Pop star Big-Bang, Korea Tourism Organization’s PR ambassador, will be released in China, Japan, Russia and other countries in South East Asia.

The new brand will be promoted through the overseas offices of the Korea Tourism Organization. More information regarding the newly launched “Imagine your Korea” can be found at [imagineyourkorea.com](http://imagineyourkorea.com).

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### [Attachment] “Imagine Your Korea” brand slogan design concept

#### “Korea” logo type

The lettering is meant to portray the vitality and energy of Korea, and stimulate people’s imagination. The twirling “O,” which was derived from the twirling ribbon of a *sangmo*, a hat worn during a traditional Korean dance, expresses the flow of imagination and energy.

#### “K” logo type

The “K,” which is often used to represent and symbolize Korea, portrays the welcoming open arms of Korea.

#### “Imagine your” logo type

The simple style of the font harmonizes and balances with the unique and expressive font of “Korea.”

#### Color

The multi-colored stripes on the “K,” which uses Korea’s most representative color combination, symbolize the variety of experiences Korea has to offer. The rest of the logo is expressed in powerful royal blue.

