
Diversifying Seoul's Night Tourism

Direction

- Expanding the hosting of Seoul's night tourism events to enrich tourists' nighttime experiences and attractions

□ Hosting Seoul Night Tourism Events for Tourists to Enjoy in Every Season

- The Seoul Metropolitan Government and the Seoul Tourism Organization are expanding night tourism events to enrich the experience of foreign tourists visiting Seoul, providing them with a diverse range of nighttime attractions and experiences.
- Night tourism events typically include nighttime festivals, events, performances, and drone shows. Seoul collaborates with other organizations to host night tourism events tailored to foreign tourists, considering different seasons and locations.
 - In 2023, the Seoul Lantern Festival and Gwanghwamun Square Market collectively attracted 3,127,026 visitors.
- Especially during the winter, which is often considered an off-peak tourism season due to cold weather, Seoul hosts the Seoul Lantern Festival and Gwanghwamun Square Market to offer a variety of nighttime tourism experiences that can be enjoyed for extended periods.
 - Seoul Lantern Festival: Showcasing landmark sculptures from overseas cities and providing various cultural experience spaces within the city center, promoting nighttime tourism that unites Seoul residents and foreigners.
 - ※ Key achievements in 2023: Overall participant satisfaction rate of 90.7%, with 91.7% expressing an intention to revisit.
 - Gwanghwamun Square Market: Serving as Seoul's unique market inspired by European Christmas markets, it features souvenir and food sales booths, along with diverse experiential programs to enrich nighttime tourism experiences.
 - ※ Key achievements in 2023: Total sales from small business sales booths reached approximately KRW 1.3 billion.

Seoul Lantern Festival



Gwanghwamun Square Market



□ Expansion of Seoul's Night Tourism Content Created by Foreign Tourists

- **The Seoul Lantern Festival and Gwanghwamun Square Market are not only becoming increasingly popular among Seoul residents and domestic tourists but also gaining traction among foreign visitors, solidifying their status as iconic winter festivals.**
- **In 2023, these festivals collectively attracted 3.12 million visitors. The Seoul Lantern Festival's content was prominently featured on Naver's main page and garnered over 30 million online views on X (Twitter), signaling a rapid expansion of Seoul's night tourism content created by participants.**
- **Expansion of new night tourism experience programs (emphasizing unique locations)**
 - The operation of "Moon of Seoul" is scheduled to begin at Yeouido Park starting from June 2024.

< Overview of Moon of Seoul Operation >

- **Location/Area:** Yeouido Park (2, Yeouido-dong, Yeongdeungpo-gu) / 3,305m² (1,000 *pyeong*)
- **Project Description**
 - A moon-shaped helium balloon is to be produced and installed to establish it as a night tourism landmark in the Han River area.
 - Visitors can enjoy breathtaking views of Seoul's skyline from a maximum height of 150 meters (equivalent to a 50-story building).
- **Expected Demand:** Approximately 130,000 annual passengers and an estimated revenue of around KRW 2.4 billion

| Category | Price (KRW) | Note |
|--|------------------------------|---|
| Adult | 24,000 | - Adult (aged 19 to 64) - Elderly (aged 65 or older) - Child (aged 36 months to 18 years) |
| Child, Elderly | 20,000 | |
| Persons with disabilities, Persons of distinguished service to the State | 30% off from the above price | |
| Group discount (20 or more) | 10% off from the above price | |

- **Flight Schedule:** Operations will run for 10 hours daily (12 PM to 10 PM), with facility inspections conducted every Monday.

※ Each flight lasts approximately 13 minutes, accommodating around 20 passengers per flight (approximately 80 passengers per hour).