



# YallaKOREA

[WWW.YALLAKOREA.COM](http://WWW.YALLAKOREA.COM)

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# About YallaKOREA

01

**YallaKorea** is the inbound travel agency specialized only for Arab tourists visiting Korea.

02

We provide all travel services inside Korea such as tour programs, Arabic guides, transportations, and hotels based on the understanding of Arab culture.

03

Furthermore, we develop various travel contents to provide unforgettable trips in Korea for you.

04

YallaKorea will keep seeking to serve as a mediator between Korea and the Arabian countries.



## Cultural Knowledge

To provide services based on the understanding of Arabian culture



## Private Service

To provide private tours, and accommodations for Arab families



## Various Programs

To provide various programs including customized tours for travelers' preferences



## Available in Arabic

To provide Arabic & English speaking tour guides

# History of YallaKOREA

01

- 2016
- Established in March
  - Selected as <Creative Tourism Company> from Korea Tourism Organization(KTO)
  - Participated in the largest tourism fair(ATM) in the Middle East [UAE]

02

- 2017
- Selected in <Seoul-Tourist Startup Open Audition>
  - Selected as <Startup Supporting Project for Young Businessmen> from Gwangmyeong City
  - Participated in the largest tourism fair(ATM) in the Middle East

03

04

- 2018
- Selected as <Tourism Venture Company of KTO>
  - Selected for <Seoul Business Incubator> from KTO
  - Participated in the Middle East Tourism Road Show held by KTO [UAE and Kuwait]
  - Participated in Korea Culture & Tourism Festival held by KTO [UAE]

- 2019
- Participated in workshops and travel companies in the Middle East [Emirates, Gulf Air, Spring Travel Bahrain, etc.]

- 2020
- Participated in the Middle East Tourism Road Show held by KTO [UAE]



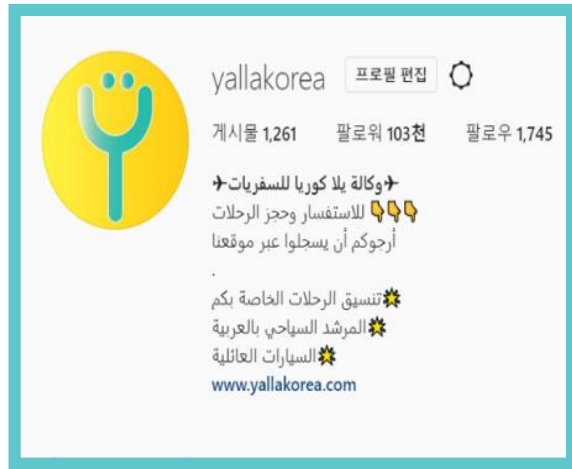
# YallaKOREA's SNS

01

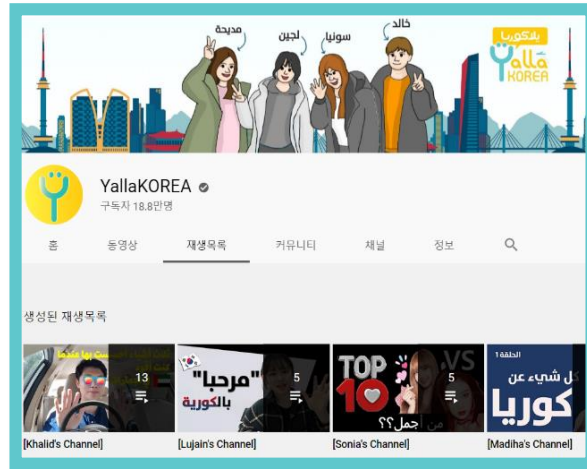
02

03

04



**Instagram**  
@yallakorea



**Youtube**  
@yallakorea



**Snapchat**  
@yallakorea



YallaKOREA's Instagram is the major tool to promote our company based on 10.3K followers that mainly consist of Arab people.



We publicize our programs, share Korea tourism information and daily lives of our members, and post diverse events with Arab friends.



YallaKOREA's Youtube has 188K subscribers, and more than 95% of them are Arab people.



We introduce some tourism places and halal restaurants in Korea, show some Korean cultures, and even develop interesting contents by collaborating with famous Arabian influencers.



YallaKOREA's Snapchat has 15K subscribers. Snapchat is the most used communication tool in the Middle East, and we use it for sharing our daily lives with Arab people.

# YallaKOREA in Mass Media

01

02

03

04



In March.

〈KBS World Radio〉  
Q&A about Startup story  
and services of YallaKOREA



In April.

〈KBS News〉  
Ideas with new companies  
about decreasing numbers of  
Chinese tourists

2016

2017



In March.

〈Hally Story〉  
Cultural exchange  
between Arab and Korea

In June.

〈Korea Blog〉  
Introduction to  
Korean tourism agency  
Specialized for Arab

In April.

〈TBS News〉  
Shooting of two selected  
teams of Seoul-Tourism  
Startup company

In October.

〈Herald Economy〉  
Muslim's story about  
Halal Foods in Korea



In May.

〈Al-ittihad〉  
Story about Korean and  
foreign students in Korea

In November.

〈Aljazeera〉  
An Iraqi girl's tour story  
in Korea

2018



2019

In June.

〈CGC Saudi〉  
Introduction to Korea  
Travel Agency that consists of  
Arabic speaking Koreans



# YallaKOREA Management Team

01

02

03

04



**Sangwon Park**  
CEO

- Graduated Sungkyunkwan Uni. with a major in Architecture
- Worked as KOTRA Global Young businessman 1<sup>st</sup> in UAE and Oman
- Worked in LG Electronics Korea Sales



**Sangok Im**  
Director

- Graduated Myongji Uni. with a major in Arabic language
- Took Language training scholarship in Kuwait National Uni.



**Eunjeong Lee**  
Manager

- Graduated Hankuk Uni. of Foreign Studies with a major in Arabic language
- Completed Internship of LG Electronics in Jordan Corporation
- Took Language training at Tunis and Egypt



**Sori Kang**  
Manager

- Graduated Busan Uni. of Foreign Studies and Majored in Arabic
- Completed Internship of LG Electronics in Jordan Corporation.
- Took language training at Jordan



**Minju Kim**  
Manager

- Graduated Myongji Uni. with a major in Arabic language
- Worked as an Arabic teacher at Jeodong High School
- Took Language training at Egypt in Cairo Uni.



**Seonghyeon Yu**  
Manager

- Graduated Hankuk Uni. of Foreign Studies. with a major in Arabic language
- Took Language training at Egypt in Cairo Uni.



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Contact info.

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