



يڪوريا
YallaKorea

YallaKOREA

WWW.YALLAKOREA.COM

Index

- 01 Introduction to YallaKOREA
- 02 YallaKOREA's Social Networking Services
- 03 YallaKOREA in Mass Media
- 04 YallaKOREA Team

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

- 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]

04

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



History of YallaKOREA

01

- 2020
- Participated in the Middle East Tourism Road Show held by KTO [UAE]
 - K-Beauty 'JAMILABOX' E-Commerce service Launched [Overseas Shipping for Middle East Countries]

02

- 2021
- Korean Products Over Sea Delivery 'YALLAWASEET' E-Commerce service launched [Overseas Shipping for Middle Eastern Countries]
 - Collaboration with K-beauty product brands [W Lab, Dr.Mind, ARIUL, IPKN, IZEZE, etc]

03

04

- 2022
- Participated in Saudi Arabia Riyadh Travel Fair 2022 by KTO
 - Participated in Saudi Arabia Jeddah Travel Fair 2022 by KTO



YallaKOREA's SNS

01

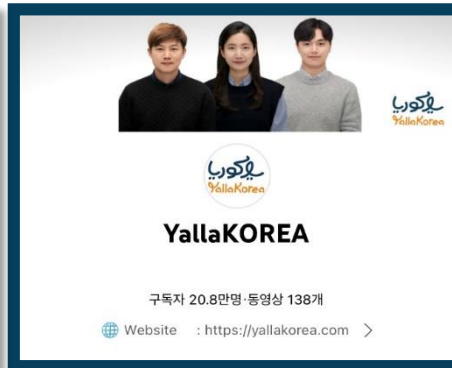
02

03

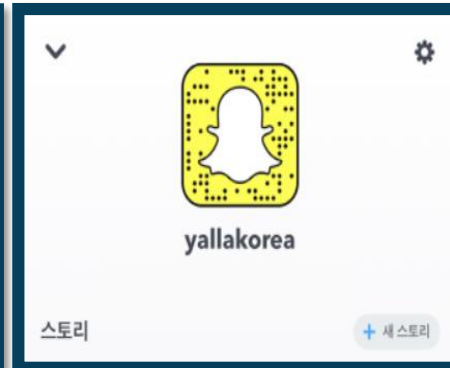
04



 **Instagram**
@yallakorea









 **Youtube**
@yallakorea



 **Snapchat**
@yallakorea



 **Telegram**
@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's Telegram group chat room has 3K participants, we share Korean tourism information and our daily, and provide Korean products purchase service for Arab people.

YallaKOREA in Mass Media [In Korea]

01



<KBS World Radio>
Q&A about Startup story
and services of YallaKOREA

02

03

04

<KBS News>
Ideas with new companies
about decreasing numbers
of Chinese tourists



<KBS1 News>
Introduction to
Halal Restaurant
In Korea



<TBS News>
Shooting of two selected
teams of Seoul-Tourism
Startup company



<Herald Economy>
Muslim's story about
Halal Foods in Korea



<K-POP Idol B.I.G Collabo>
Introduction of Korean tourist
attractions with Korean idols
who sing in Arabic famous in
the Arab region

<Hally Story>
Cultural exchange
between Arab and Korea

<Korea Blog>
Introduction to
Korean tourism agency
Specialized for Arab

YallaKOREA in Mass Media [In Arab]

01

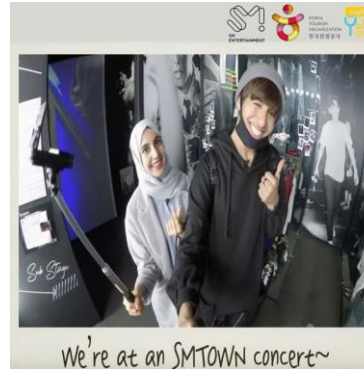
<Al-ittihad>

Story about Korean and foreign students in Korea



03

04



<Collaboration with SM Ent >

Introduction of K-Pop in SM Ent

<Korea Tourism Organization>
Introduction of Korea Tourism by KTO News



<Aljazeera>

An Iraqi girl's tour Story in Korea



<Korea Tourism Organization>

Introduction of Nami Island by KTO



<Korea Tourism Organization>

Introduction of Jeju Island and Busan by KTO

<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 1st 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.



Seonghyeon Yu

Director

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



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