



يڪوريا  
YallaKorea

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 total travel services such as customized travel programs, Arabic guides, private transportations, and hotels reservation. Furthermore, we develop various travel contents to provide an unforgettable trip to Korea.

03

We started our travel service in 2016 and have attracted more than 5,000 Arab tourists so far. The main countries are Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain and Oman.

04

In collaboration with local travel agencies, we are attracting customers by developing not only private family tours but also group tour programs. In addition, in close communication with the Korean clubs of each university, we run a school trip program to Korea during vacation. In recognition of our ability, we are working closely with the Korea Tourism Organization and the Seoul Tourism Organization.



## 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 Service

01

02

03

04

05

## Private Family Tour

**Tour with over  
5,000 Arab families**

Propose seasonal  
and preference programs  
Pick-up, guide, Codlo, hotel  
Directly communicate with tourists  
to proceed with the schedule

## Group Tour

**Experience of conducting  
package tours  
with Arab travel agencies**

Kuwait, Bahrain, Oman, etc.  
Comfortable bus and  
Arabic guide provided  
Residence hotel reservations available

## VIP Tour

**VIP Royal Family  
Tour Experience**

Luxury vehicles  
and security teams available  
Dedicated Coordinator assignment  
CIQ Services and cooperation  
with Ambassadors

## Honeymoon Tour

**Private Honeymoon  
Tour Package**

Provision of Private Limousine  
Providing a Famous Place for Couples  
Suggestions that match the concept  
of the couple's choice

## Educational Student Tour

**Experience with several UAE  
universities**

Propose a schedule to suit the nature  
of the trip  
Samsung Museum, etc. can be visited  
Conference with Korean universities  
available

## Business Tour

**Schedule planning according  
to business purpose**

Conferences, corporate visits  
Business interpreter available  
An Incentive Tour

## DMC Tour

**We're DMC experts**

Propose a schedule to meet  
your needs  
From family to group  
From pick-up to hotel, car, guide

# YallaKOREA's SNS

01

02

03

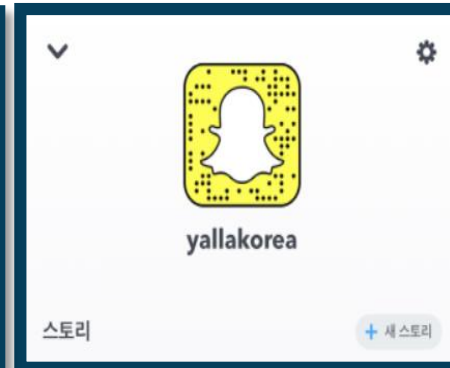
04



 **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



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



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



〈KBS1 News〉  
Introduction to  
Halal Restaurant  
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



<CGC Saudi>

Introduction to Korea Travel Agency that consists of Arabic speaking Koreans



<Korea Tourism Organization>  
Introduction of Jeju Island and Busan by KTO

# YallaKOREA's member Introduction

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.



**Seonghyeon Yu**  
Director

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



**Haneul Seo**  
Manager

- Graduated Dankook Uni. with a major in Arabic language
- Took Language training at Egypt in Cairo Uni.



**Jiho Kim**  
Manager

- Graduated Dankook Uni. with a major in Arabic language
- Took Language training at Jordan in Petra Uni.



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