



يڤوريا
YallaKorea

YallaKOREA

Travel Agency Specialized
only for Arab Tourists

www.yallakorea.com

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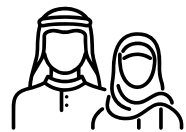
About YallaKOREA

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

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

Founded on March 2016, YK launched travel service and have attracted more than 20,000 Arab tourists so far. The main countries are Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain and Oman.

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 in universities of arab, 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.



Arab Cultural
Custom Service
فهم
الثقافة العربية

Cultural Knowledge

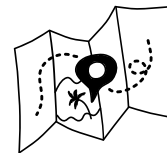
We provide services based on the understanding of Arabian culture



Private Service
الخدمات الخاصة

Private Service

Offering private tours, and accommodations suitable for Arab families is our expertise



Various Programs
البرامج السياحية
المتنوعة

Various Programs

Choose one of our various programs including customized tours for travelers' preferences



Available
in Arabic
خدمة
اللغة العربية

Available in Arabic

Enjoy your travel with qualified Arabic & English speaking tour guides

History of YallaKOREA

01

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

02

03

04

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

05

- 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.]



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]
- Started Working in Collaboration with K-beauty product brands [W Lab, Dr.Mind, ARIUL, IPKN, IZEZE, etc]

03

04

05

- 2022 - Published '**We met 5000 of the Arabs**', the First book to be released by YK
- Participated in Saudi Arabia Riyadh Travel Fair 2022 by KTO
- Participated in Saudi Arabia Jeddah Travel Fair 2022 by KTO
- Cooperation with HDGSK JV to visit the Iraqi Ministry of Oil to Korea
- Cooperation with IBK Bank to visit SME Bank in Saudi Arabia
- Organizing the trip in Korea for Princess Haifa, Saudi Deputy Minister of Tourism
- Selected as <Travel agency with Wellness programs> by the State of Gangwon(Gangwondo)



History of YallaKOREA

01

2023 - Published 'YK's challenge towards Middle East', the 2nd book to be released by YK

02

- Came up with the event <Book Talk with YallaKorea> in Riyadh, The Kingdom of Saudi Arabia

03

- Hosted <Korean Culture Festival> in Jeddah, The Kingdom of Saudi Arabia

04

- Participated in Jeddah International Travel and Tourism Exhibition(JTTX), The Kingdom of Saudi Arabia

05

- Started taking Reservation for Women's Group Tour by YK itself

- Became the First Korean Travel Agency to launch Womens' Group Korea&Japan Trip for the Arab tourists

- Selected as <The Travel Agency with a Quality Tour Package Certified by Seoul Metropolitan Government>

- Attended as the Consultant for Seoul National University Dental Hospital for Drawing Patients from Middle East (Global Healthcare Key Opinion Leaders Consulting Project by Korea Health Industry Development Institute)

- Conducted the Korean Language Education Program Tour for UAE University Students



YallaKOREA's Service

01

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Private Family Tour

Trust our Experience with tour over 10,000 Arab families

We Propose seasonal and preference programs Pick-up, guide, , 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 for newlyweds

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

Student Tour for Educational Purposes

Experience with several UAE universities

Propose a schedule to suit the nature of the trip like 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 available


DMC Tour

We're DMC experts


Proposing the schedule to meet your needs, starting from family to group, from pick-up to hotel, car, guide

YallaKOREA's SNS



 **Instagram**
@yallakorea








 **Youtube**
@yallakorea



 **Snapchat**
@yallakorea



 **Telegram**
@yallakorea

-  YallaKOREA's Instagram is our major tool to promote our company based on 10.8K followers that mainly consist of Arab people. We publicize our programs, share Korea tourism information and daily lives of our members, and post a variety of events with Arab friends.
-  YallaKOREA's Youtube has 207K subscribers, of which more than 95% are Arab people. We introduce particular tourism places and halal restaurants in Korea, show some typical Korean cultures, and even develop interesting contents by collaborating with famous Arabian influencers.
-  YallaKOREA's Daily Snapchat View is over than 30K. Snapchat is known as the most used communication tool in the Middle East, so we make use of 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]



<KBS World Radio>

Q&A about Startup story and services provided by YallaKOREA



<TBS News>

Introducing Yallakorea, Muslim freindly & expertise in guiding Arab tourists



<KBS1 News>

Presenting Halal restaurants and Tour Services for Muslim tourists



<Herald Economy>

A Muslim's story about Halal Foods in Korea



<Collab. with K-POP star B.I.G>

Live broadcasting with B.I.G, One of the most popular K-Pop group among the arab people



<Asia Times>

Start-up company YK's First Footprint



<Hallyu Story>

Get to know about YallaKorea, the Travel company specialized in the Arabs



<Herald Economy>

Overall description of YK, the byword for Arab travel Agency

YallaKOREA in Mass Media [In Arab]



<Al-ittihad>

Story about Korean and foreign students in Korea



<Collaboration with SM Ent>

Shot taken with SM Ent Promoting K-pop



<Aljazeera>

An Iraqi girl's tour Story in Korea



<Korea Tourism Organization>

Introduction of Korea Tourism by KTO News



<CGC Saudi>

Introducing Korea Travel Agency that consists of Arabic speaking Koreans



<Korea Tourism Organization>

Enhancing Seoul&Gyonggi Travel by filming Promotion video in Arabic(2017)



<Korea Tourism Organization>

Enhancing Busan&Jeju Travel by filming Promotion video in Arabic(2022)



<Akhbaar24>

Giving interview during the participation in Jeddah International Travel and Tourism Exhibition

Members of YallaKorea



Sangwon Park

CEO

- Graduated Sungkyunkwan Uni. with a major in Architecture
- Worked as the Selected member of the 1st KOTRA Global Young businessman in UAE and Oman
- Worked in LG Electronics Korea Sales



Sangok Im

Director

- Graduated with the highest honors from Myongji Uni. with a major in Arabic language
- Studied Arabic as a government-sponsored scholarship student at Kuwait University



Seonghyeon Yu

Director

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

01

02

03

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05

Members of YallaKorea

01

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Jiho Kim

Manager

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



Haneul Seo

Manager

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



Jeongwon Lee

Manager

- Graduated Dankook Uni. with a major in Arabic language
- Took Language training scholarship in Oman Sultan Qaboos Uni.
- Took Language training at Egypt in Cairo Uni.
- Took Language training at Jordan in Petra Uni.



Nayoung Hwang

Manager

- Graduated Sogang Uni. with a major in Communication
- Took Language training scholarship in Oman Sultan Qaboos Uni.
- Took Language training at Egypt in Cairo Uni.

Members of YallaKorea

01

02

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Chaehoon Lim

Internship

- A third-year Undergraduate majoring Arabic language in Myongji Uni.



Hyeona Na

Internship

- A fourth-year Undergraduate majoring Arabic language in Myongji Uni.



Juyoung Song

Internship

- A third-year Undergraduate majoring Arabic language in Myongji Uni.



Juyoung Song

Internship

- A fourth-year Undergraduate majoring Arabic language in Dankook Uni.
- Took Language training scholarship in Oman Sultan Qaboos Uni.



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Contact info.

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