

INVESTOR RELATIONS

MARCH VER. 2019
(English)



- COMPANY INTRODUCTION
- OUTBOUND BUSINESS
- INBOUND BUSINESS
- HOTEL BUSINESS
- DFS BUSINESS
- CULTURE BUSINESS
- GLOBAL BUSINESS
- APPENDIX



INTRODUCTION



MAIN BUSINESS

HanaTour Global No.1 Culture & Tourism Retail Group

OUTBOUND

HanaPack

HanaFree

ZEUS^{world}
by HanaTour

LAND OPERATOR

 HanaTour ITC



INBOUND

HOTEL

 CENTER MARK

 Tmark City Hotel
SAPPORO

 Tmark Hotel
MYEONGDONG

 Tmark Grand
HOTEL / SEOUL

DFS

 SM DUTYFREE
Incheon Airport

 SM DUTYFREE
Seoul Downtown

 SM DUTYFREE
On-line

GLOBAL BIZ

Global Network

Global Hotels

VISA CENTER

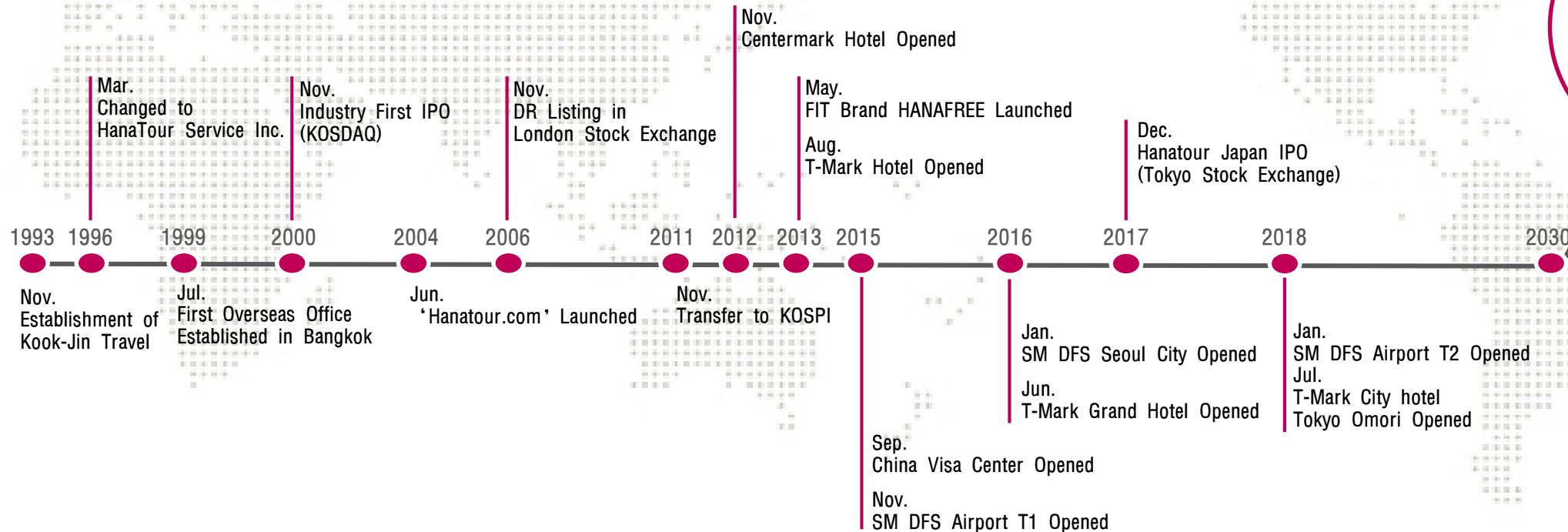
ENTERTAINMENT

 HanaTicket



#1 Outbound Travel Agent for 21 Consecutive Years

*Global NO.1
Culture
& Tourism
Retail Group*



HANATOUR COMPETITIVENESS



“Diverse Global & Domestic Networks and Channels”

Loyalty

4Q 2018 Updated



HanaTour Customers : 19.9million

HanaTour Members : 6.8million

Channels

4Q 2018 Updated

Authorized
Reservation Center
1,009

Mom & Pop
5,114

Affiliates
1,470

On-Line/Mobile

WWW.HANATOUR.COM

WWW.HANAFREE.COM



Global Network



12 Overseas Subsidiaries

49 Global Networks in Total

IT System

SCM

CRM

PRM

IT Service



Global BIZ SYSTEM

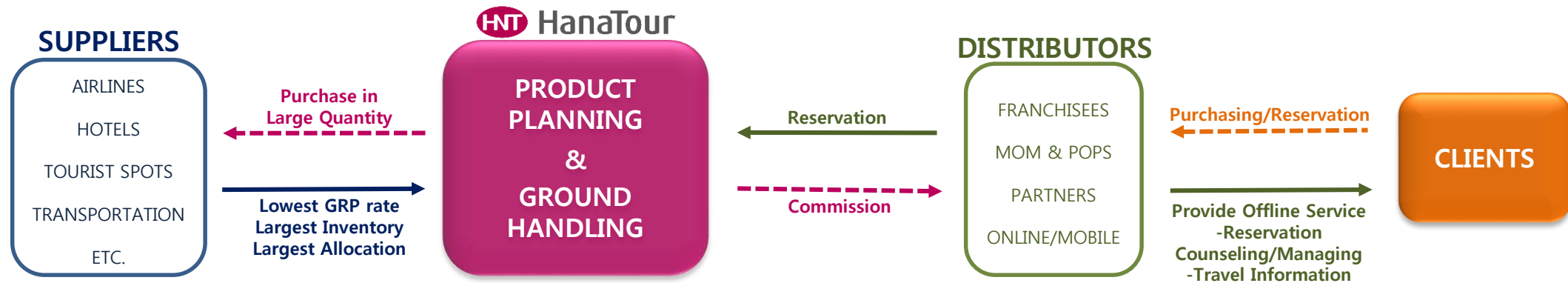
Agency Support SYSTEM

OUTBOUND BUSINESS



BUSINESS MODEL & CORE COMPETITIVENESS

“Travel Wholesale Business”



COMPETITIVE ADVANTAGE

► SCALE

Largest Outbound Volume for 21 Consecutive Years
Market Share of 22% (2018 TTL)



“Everyday Departure” Guarantee



Economy of Scale for better margin

► DISTRIBUTION

On/Off Sales Channels



‘Hanatour.com’ and Mobile Apps in Operation



8,000 Offline Agents all over the country

MARKET ENVIRONMENT & GROWTH

Increase of Air Supply

- Increasing number of LCC(Domestic/Global)
- Diversified air routes
- Open skies with China(limited), Japan, Southeast Asia
- Chinese travel liberalization leading air seat increase

Overseas Travel Offering Higher Value

- Rising of domestic travel cost due to Chinese inbound travelers
- Relatively cheaper short-haul destination travel cost
- LCCs covering short-haul destinations would allow FSCs to develop long-haul destinations

Changing in Consumption Trends

- External Factors : Increasing income, Increasing Holidays
- Value based consumption trends
- Retirement of the Baby Boomers
- Incheon International Airport preparing its 3rd Terminal
- China's C919 aircraft launching
- Possibility of Full Open sky agreement with China



"Korea Outbound Market "

- Population : 52 Million
- Expecting over 55% departure rate in 2019
- Expecting 24% of the total MS gain in 2019



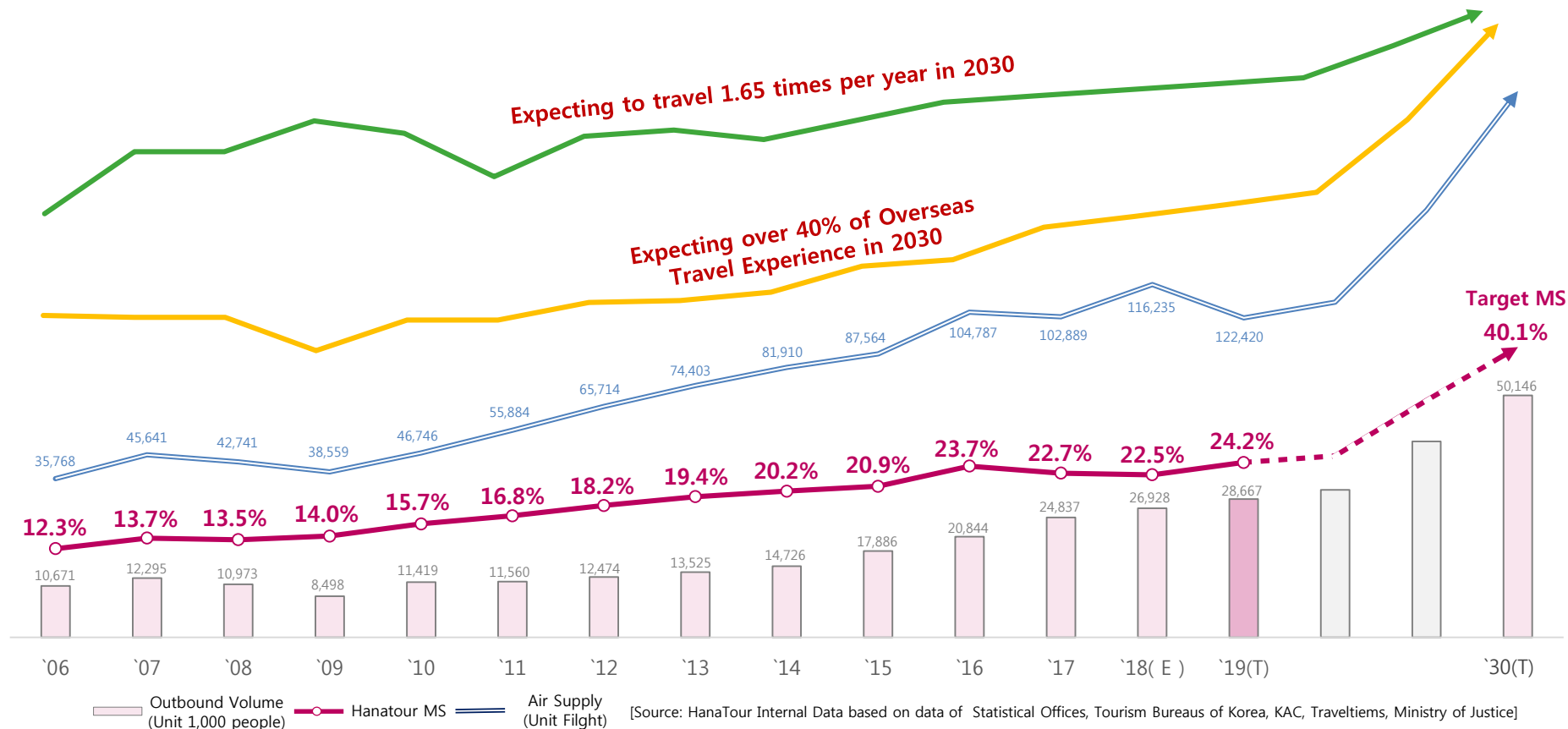
"Hanatour's Vision 2030"

- Expecting 95% departure rate in 2030
- Targeting over 40% of the total Market Share in 2030



"Increasing Air Supply "

- Air Supply : Over 1 Million flight
- 2015-2020 Estimated CAGR : 5.3%



OUTBOUND STRATEGY



Market Share Competition

- Emphasis on Profitability and Economy of Scale
 - Price Competition within Industry

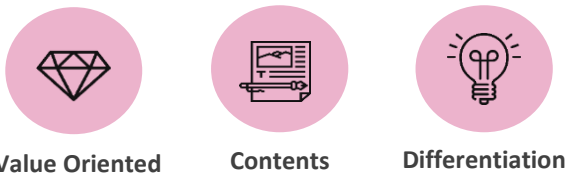


Hanatur's Current Ability



Time Share Competition

- Emphasis on Higher Value
 - Profitability through Distinctive Services
 - Surpassing Industry Boundaries for Competition



Hanatur's Target Ability

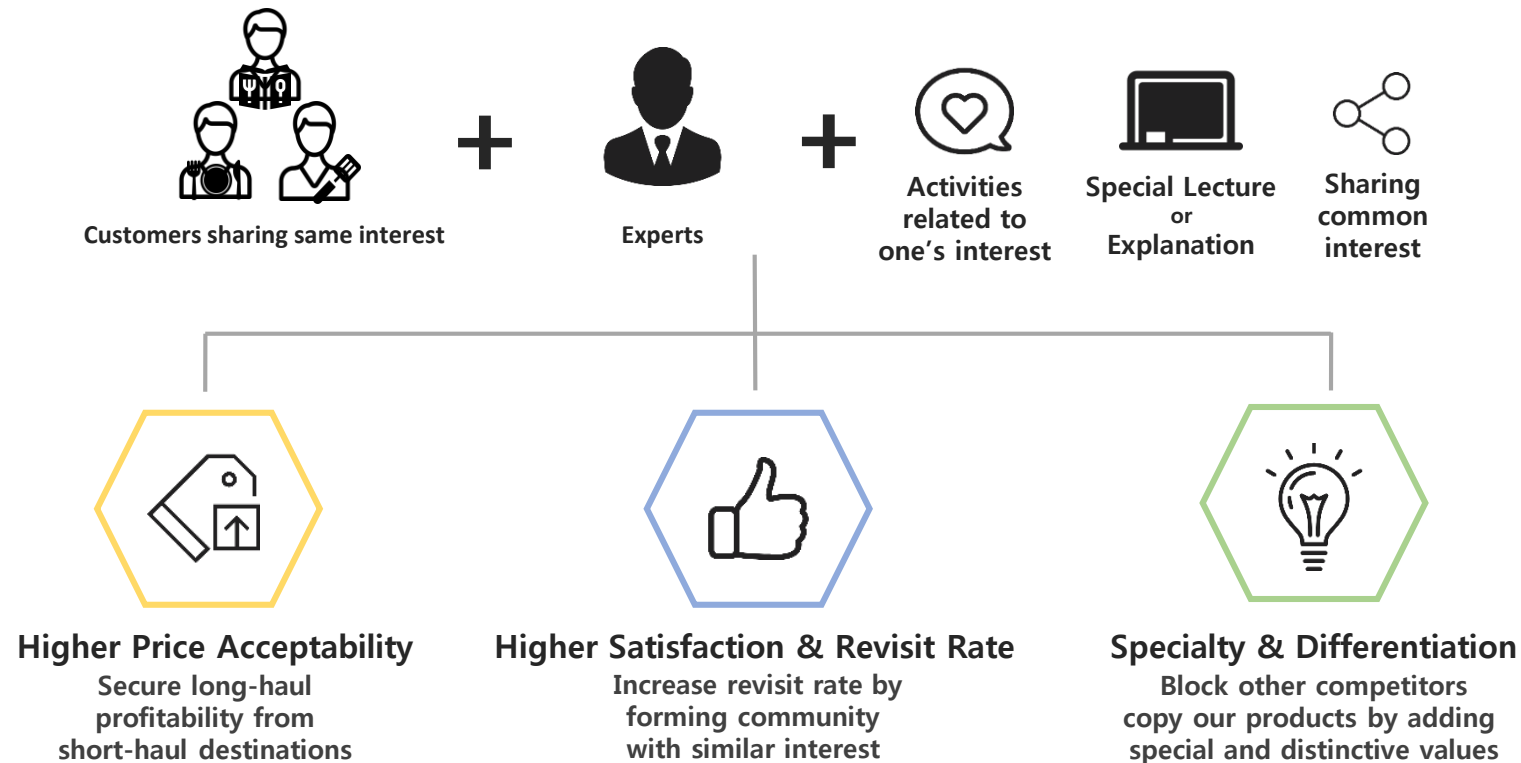


OUTBOUND STRATEGY

GRAND TOUR

Why Grand Tour?

- The original “Grand Tour” refers to tours to Europe in 17~19th century taken by upper class English young men accompanied by their personal tutors for both leisure and academic purposes
- Hanatour’s Grand Tour is a thematic package tour which hires leading/celebrity figures as curators
- Grand Tour is designed resolve modern era’s increasing need for knowledge of the interested area



OUTBOUND STRATEGY

GRAND TOUR, 뭉쳐야 뜬다

HNT 하나투어 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

테마가 . 여행을 . 바꾸다 .

전문가와 함께 떠나는 테마여행

🍜 : 🥾 : 🍷 : 🌐 : 🏠 : 🎨

하나투어 전문가 동반 테마여행

더 깊게 더 특별하게! 관심 분야 전문가의 생생한 지식과 노하우를 전수 받을 수 있는 특별한 여행을 떠나고 싶은 고객님들을 위해 하나투어에서 전문가와 함께 떠나는 테마여행을 제안합니다.

테마여행 홀 바로가기 90

테마별 분야 전문가 지원하기

여행과 접목할 수 있는 모든 전문가를 모십니다. 지금 지원하세요!

전문가 지원 바로가기 90

9월	9월	10월	10월	10월	11월	11월	12월
골프여행	미술여행	미술여행	트레킹	라이딩	미술여행	골프여행	마라톤
박시현	하지은	박파랑	고규홍	나상훈	박파랑	박시현	이봉주
사이판	이탈리아	도쿄	일본 오제습지	돗토리	도쿄	캄보디아	마카오

HNT 하나투어 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

19금 광 파티
ARE YOU READY?

DJ나래와 미쳐볼 광!

나래가 빠지면 Party가 아니지~ 같이 놀아볼 광!

전세계 트레킹 버킷리스트를 오르다

알프스 트레킹

뚜르 드 몽블랑

Tour du Mont Blanc

08/21 단 1회! 선착순 20명
대한민국 대표 산악인 허영호 대장 동행!

HNT 하나투어 하나Pack 하나투어를 대표하는 패키지여행 상품 브랜드

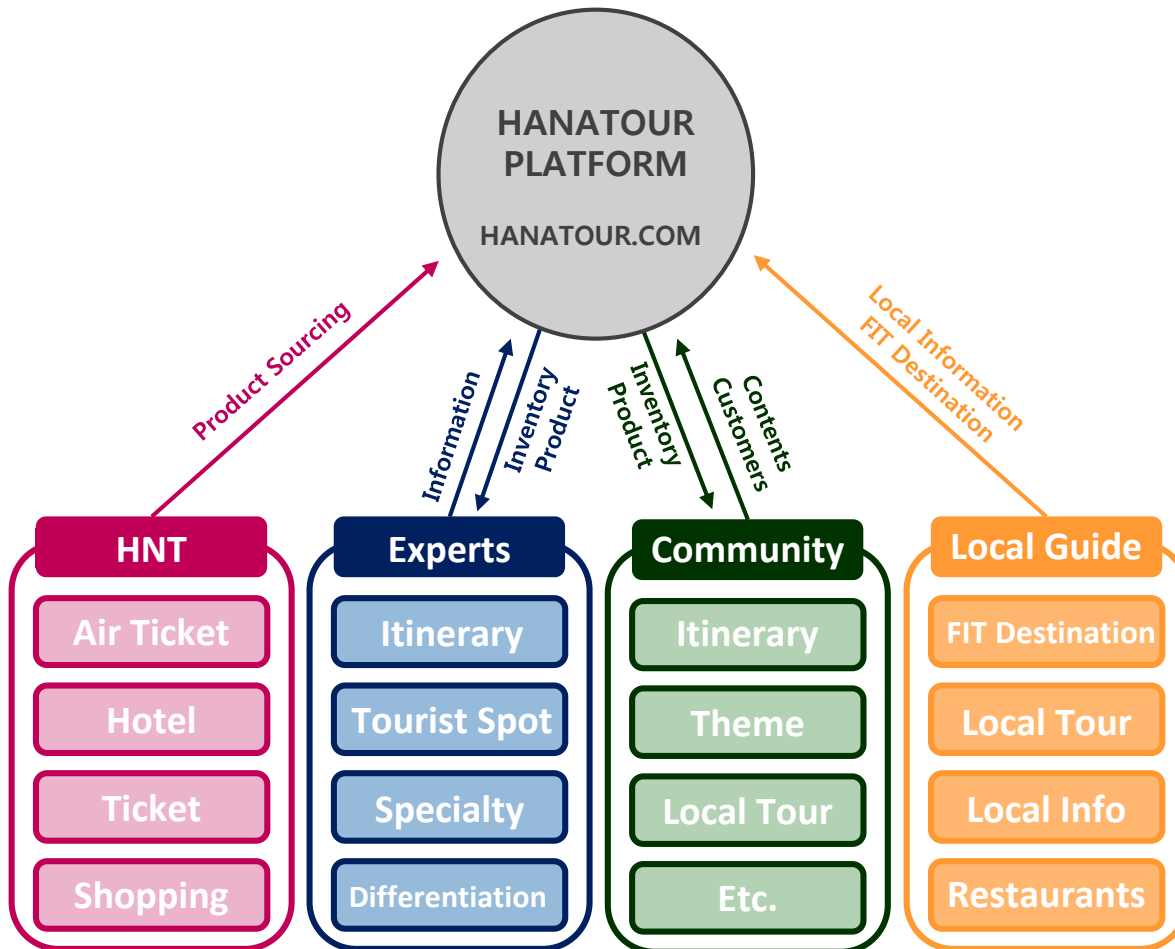
우리 같이 여행가요!

2030- 전용 여행팩

친구들이랑 시간이 안 맞아서 이번 휴가도 혼자라면
믿을 수 있는 여행지 동행 구하느라 이리저리 헤맨다면
2030 전용팩!

OUTBOUND STRATEGY

OPEN PLATFORM



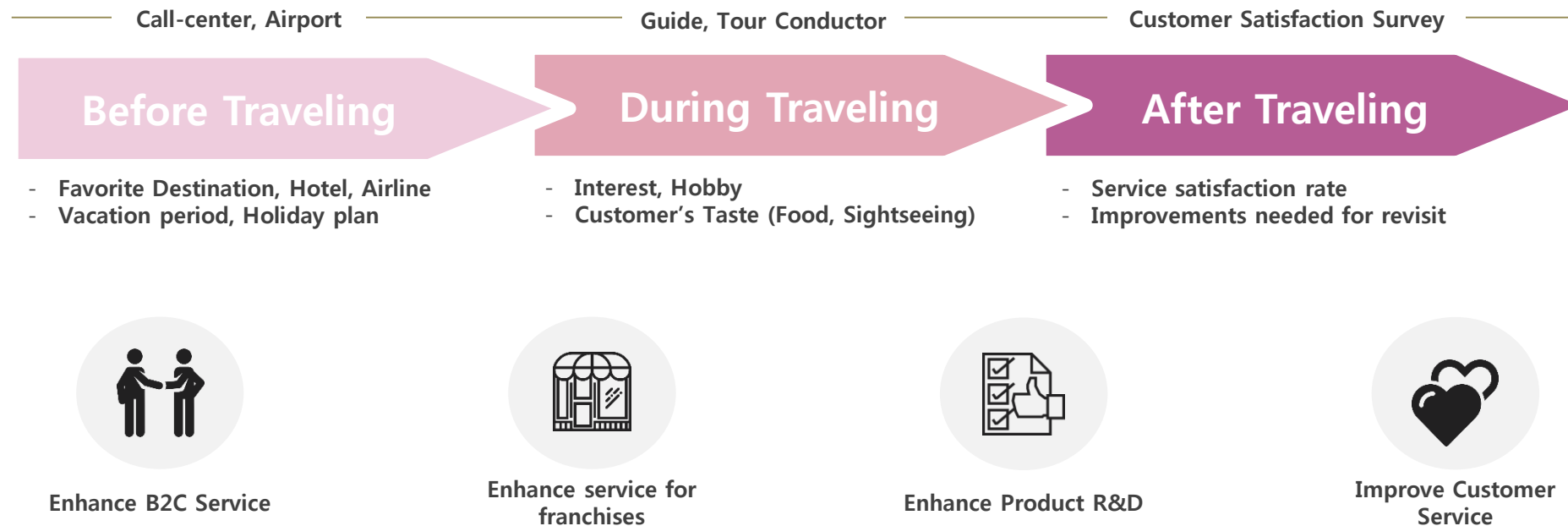
Unification of product Sourcing and sales process through Platform

- Increase customer inflow and sales by developing platform which connects HNT's various product inventories with tour communities
- Opening Hanatour's product inventory platform local residents, local guides and communities to feed new inventories
- Communities with various contents and interests, experts in various fields and Hanatour's employees can participate as suppliers to the platform

OUTBOUND STRATEGY

Human Touch Service Using BIG DATA

- Collect customer's personal preferences data (appetite, seat preference, personality, etc) through every step of their trip
- Tour guides and conductors, and anyone with point of contact with customers collect data
- Process the collected data to provide better service and personal care for customers, improve products, etc.
- The Big Data assists sales agents to improve face to face services and increase overall Before-During-After-Traveling experience
- The Big Data enables more and better B2C capability of Hanatour

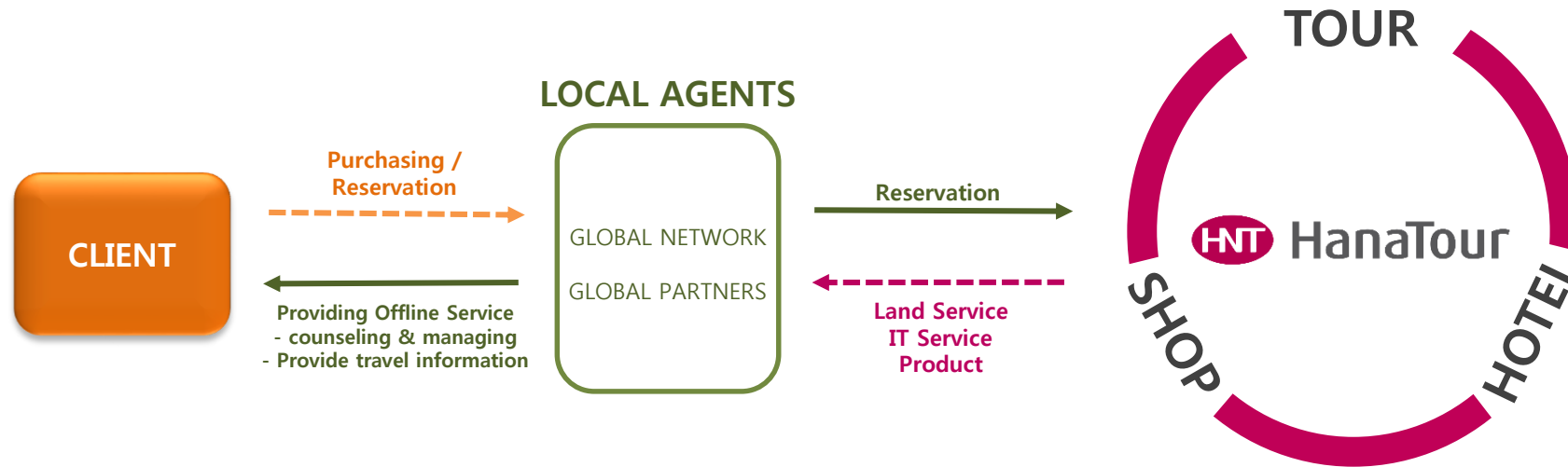


INBOUND BUSINESS



BUSINESS MODEL & CORE COMPETITIVENESS

“Creating Synergy Using Existing Infra Structure”



LAND SERVICE

Provide High-Quality Land Service
Provide Diverse Shuttle Bus Tour Services
by working with local governments

HNT HanaTour ITC



HOTEL

Operating 1,114 Rooms in downtown Seoul area
Enhance competitiveness for inbound business
Preferred by local business trip and foreign FIT



SHOPPING

Two Airport DFSs creating synergy with the outbound business and one City DFS creating synergy with inbound tourists using various tour and activity programs

HanaTour ITC

- HANATOOUR ITC Inc. is a 100% owned inbound subsidiary of Hanatour
- 29 overseas offices are sales agents of HANATOOUR ITC

Business Category



FIT Business

Provide City tour, Concert, Ticket, Shuttle tour service to FIT customers



Tour Desk

Operating tour desk for foreign tourists
(Seoul station, Hongik univ., Dongdaemun)



Medical Tour

Experience Korea's high quality medical services
(body check up, petit care , plastic surgeon)



Package Tour

High Quality package tour designed to satisfy various customer's needs



Korean Waves Tour

Experience popular entertainer's performance
Visit movie, drama sets



The Third Nation Tour

Provide global-bound services to foreigner and overseas Korean using 29 global branch



Discover Korea

High quality Korea Discovery Products for foreigners



MICE

International conference, exhibition and incentive tour related service



Retirement & School Field Trip

Incentive tours designed for retired or student



Korea Homeland Tour

Tour for overseas Koreans to experience their homeland

HOTEL BUSINESS

Domestic



Midscale Business Hotel

- Opened in 2012 / Insa-dong
- Operating 250 Rooms



Midscale Business Hotel

- Opened in 2013 / Myeongdong
- Operating 288 Rooms



Upscale Business Hotel

- Opened in 2016 / Hoehyeon Stn.
- Operating 576 Rooms, Pool, F&B

Global



Active marketing and sales
using global networks

Maintain asset light structure
by Master lease

Operating 1,114 Rooms
in downtown Seoul area
Enhance competitiveness
for inbound business

Expand T-Mark's Hotel
Management Business in both
Korea and overseas

DFS BUSINESS

Korea's New Paradigm of DFS with Hanatour Culture-Tourism Meets Shopping, Global No1. Culture-Tourism DFS

ICN AIRPORT T1



1ST Nov. 2015 Grand Opening

- Global No.1 Revenue Generating Incheon airport DF9 Area
- Located at Asiana Gates
- 5 stores 160 brands, 5,000 products
- 24hr operating pick-up desk
- **Commercial Floor Space of 918m²**

ICN AIRPORT T2



Jan. 2018 Grand Opening

- Located at DF4 area in T2
- Available to sell all kinds of goods
- Korean Air, Delta, Air France, KLM are located
- Great synergy opportunity with Hanatour customers who use Korean Air
- **Commercial Floor space of 825m²**

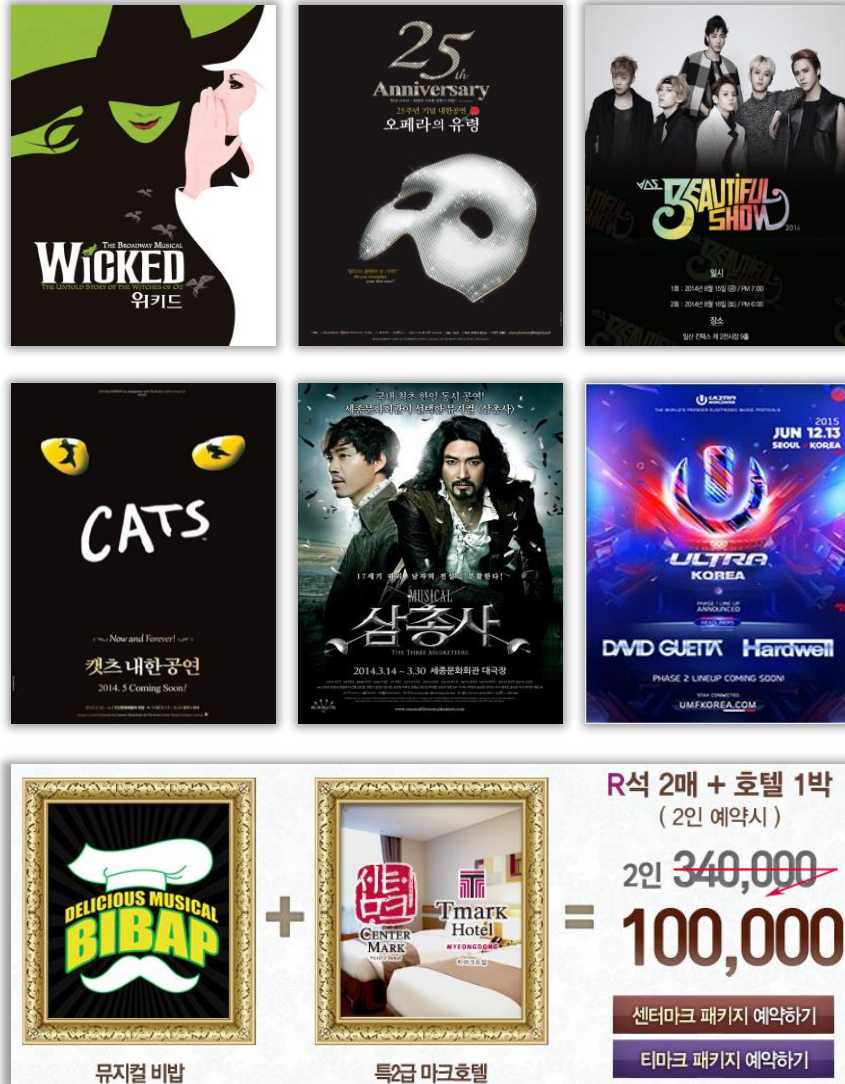
SEOUL CITY



29th Apr. 2016 Grand Opening

- Located at the tourists' hot spot Insa-dong
- Hanatour Main Building 1F – 3F
- Online DFS(www.smdutyfree.com)
- Related to HNT website & Mobile App
- **Commercial Floor Space of 4,088m²**

CULTURE BUSINESS INVESTMENT



➤ Expansion of HNT Performance Contents Investment

- Synergy with Existing Tour Business
- Expansion of Business through Exploring new Culture Contents Business
- Performance Ticket Retail through Hanafree Ticket Brand

➤ Stabilization of Investment Structure

- Capital Guarantee & Loss CAP method investment to Minimize Risk
- Investment Ceiling
(Decide total Investment Scale after looking over Yearly Line-up)
- Diversification of Investment to Secure Distribution
(Exclusive Sales and Secure of On-Site Sales)
- Co-Investment(Sourcing) through Strategic Partnership

GLOBAL BUSINESS



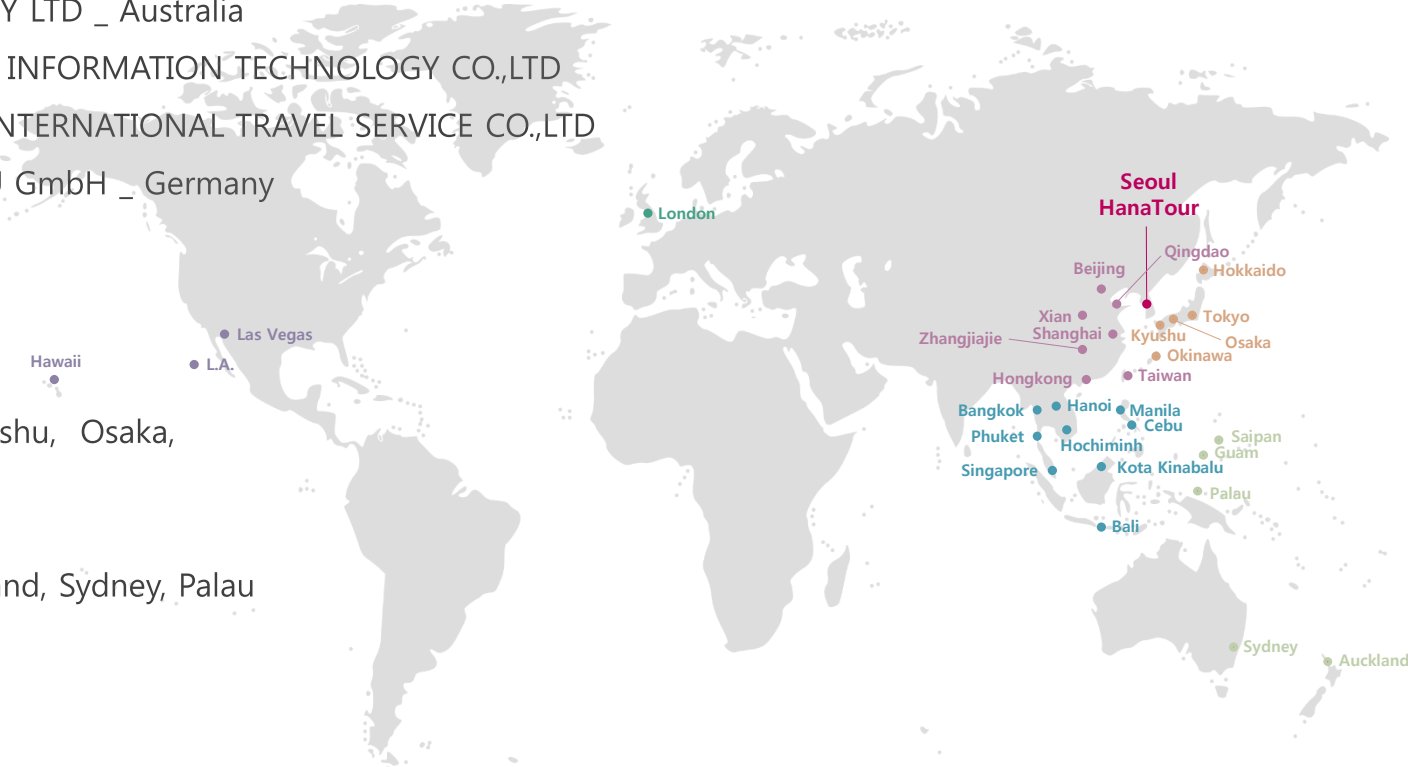
OVERSEAS NETWORKS

12 Overseas Subsidiaries in 9 Countries

- | | |
|--|---|
| 01. HANATOUR USA INC | 07. HANATOUR PTE. LTD _ Singapore |
| 02. HANATOUR CHINA | 08. HANATOUR EUROPE LTD _ London |
| 03. HANATOUR HONGKONG CO., LTD. | 09. HANATOUR PTY LTD _ Australia |
| 04. HANATOUR TAIWAN SERVICE INC. | 10. BEIJING HANA INFORMATION TECHNOLOGY CO.,LTD |
| 05. HANATOUR JAPAN Co., LTD | 11. BEIJING YITU INTERNATIONAL TRAVEL SERVICE CO.,LTD |
| 06. HANATOUR SERVICE (M)SDN.BHD _ Malaysia | 12. HANATOUR EU GmbH _ Germany |

49 Global Networks in Total

- | | |
|---|--|
| 01. U.S.A
- Los Angeles, Las Vegas, Hawaii,
New York | 04. Japan
- Tokyo, Hokkaido, Kyushu, Osaka,
Okinawa |
| 02. China
- Beijing, Shanghai, Qingdao,
Xian, Zhangjiajie | 05. South Pacific
- Guam, Saipan, Auckland, Sydney, Palau |
| 03. Asia
- Taiwan, Hong Kong, Bangkok, Phuket,
Manila, Cebu, Bail, Hochiminh
Hanoi, Kota Kinabalu, Singapore | 06. Europe
- London |



HANATOUR JAPAN



- 1st Shop Fukuoka / May. 2014 Opened
- 2nd Shop Osaka / Apr. 2016 Opened
- 3rd Shop Sapporo / Apr. 2017 Opened

T Mark City Hotel(Sapporo)
UI BUS



Number of Rooms	246 Rooms, Apr. 2015 Opened
Customers	Japanese 50%, Korean 18%, Taiwanese 15%, Others 17%
Investment Method	Direct Investment on Land & Building

T Mark City(Tokyo Omori)



Number of Rooms	288 Rooms, Jul. 2018 Opened
Investment Method	Master Lease

HANATOUR JAPAN (Tokyo)
UI BUS
T Mark City Hotel(Tokyo Omori)

STARSHOP & LINE (Osaka)
UI BUS

STARSHOP & LINE (Fukuoka)
KuruKuru BUS (Kyushu)
UI BUS

UI BUS



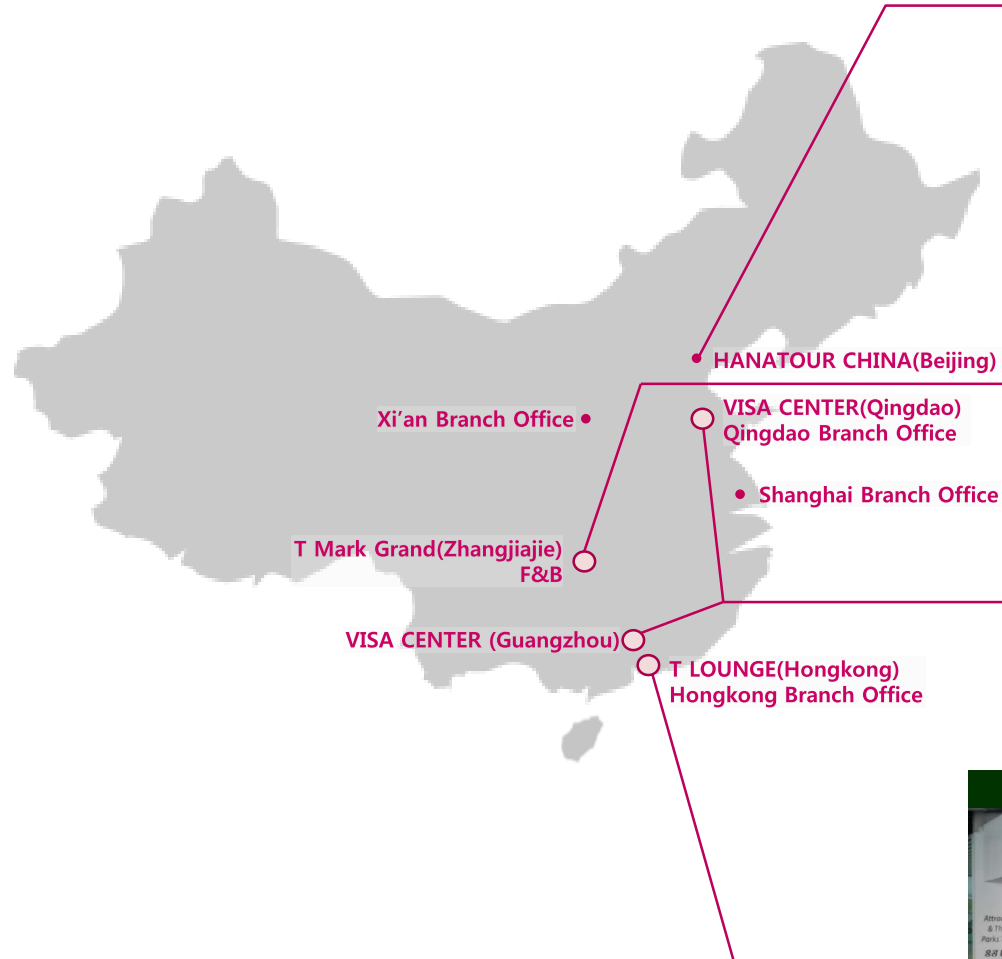
Number of Buses	146 Vehicles (Osaka 41, Tokyo 26, Sapporo 22, Kyushu 26, Okinawa 15, Haiya Taxi 16)
Customers	Japanese 20%, Korean 80%

Kuru Kuru BUS(Kyushu)



Routes	7 tour courses operating in Fukuoka connecting 6 prefectures
Customers	FIT Travelers
Rental Car Service	Rental Car Service for FIT Travelers in Okinawa

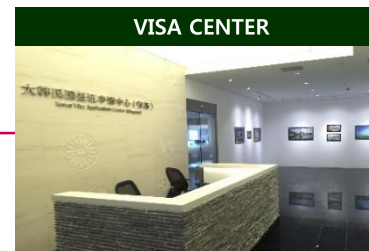
HANATOUR CHINA



Location	Beijing, Shanghai, Qingdao, Xian, Hongkong
Main Business	Provide inbound services
Target	Global-bound business



Hotel	About 500 rooms in operation
YOULAM	F&B Business in Zhangjiajie (Mar. 2017 Opened)



1 st Center	Qingdao / Sep. 2015 Opened
2 nd Center	Guangzhou / Sep. 2015 Opened

** Chengdu / Wuhan / Shanghai center will be opened in May. 2019



Location	Inside of the Star Ferry Terminal Daily population of 55,000
Service	Selling air ticket, hotel, day tour for FIT customers Provide resting area, free Wi-Fi

APPENDIX

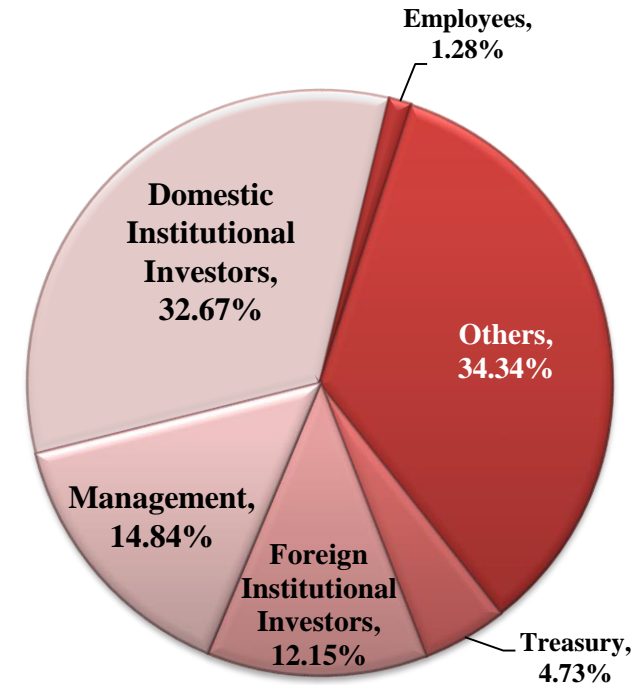


OVERVIEW

COMPANY PROFILE

Date of establishment	November, 1993
CEO, Chairman	Sang Hwan, Park
CEO, President	Jin Kook, Kim
Total number of employees	2,748 (Dec. 2018)
Paid-in capital	KRW 5.8 bn (Dec. 2017)
Outstanding Shares	11,616,185 (Dec. 2017)
Networks	Domestic : 24 Overseas : 18

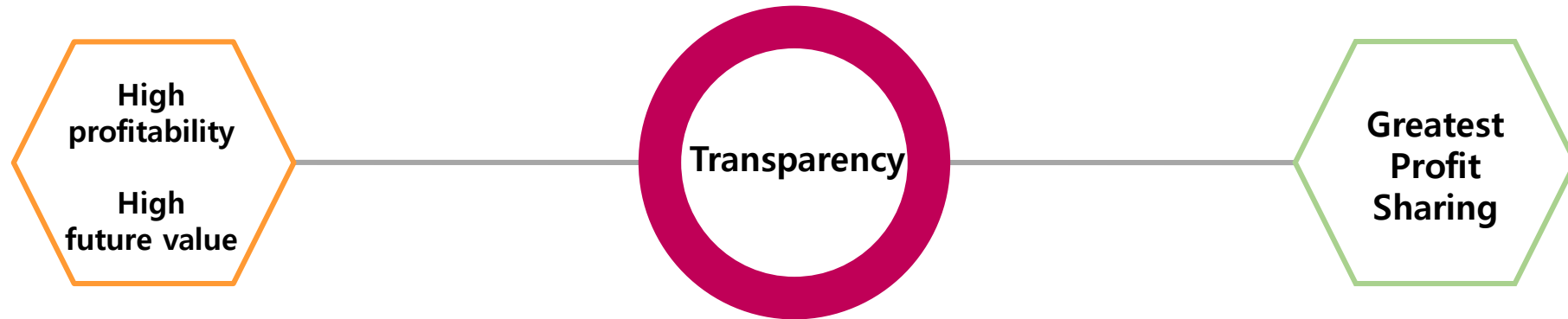
SHAREHOLDERS BREAKDOWN



*Based on
December 31th, 2018*



35% Payout Ratio



Index	2018	2017	2016	2015	2014	2013	2012
Dividend Per Share(Won)	-	800	800	800	700	600	500
Interim Dividend (Won)	700	700	700	700	600	500	500
Total Dividend (Bn Won)	-	166	166	166	145	125	111
Dividend Payout Ratio(%)	-	128.0%	206.6%	52.2%	43.3%	36.8%	32.0%

※ From 2011 K-IFRS Based

BUSINESS PERFORMOMANCE

											(KRW bn, %)	
Description		FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	18 ~3Q (Parent)	18 ~3Q (Consolidated)
Growth	Sales Income	124	218	226	259	297.6	385.5	459.4	595.5	682.3	422.1	634.5
	Growth(%)	-28	76	3.8	14.5	14.8	9.3	19.2	29.6	14.6	10.7	9.3
Profitability	Operating Income	0.4	27.2	22.1	34.7	36.5	40.4	44.7	20.9	40.8	24.9	22.0
	Income Before Income Taxes	-3.0	32.7	24.8	39.6	43.0	46.2	46.9	23.9	38.0	26.8	26.6
	Net Income	-4.8	24.1	19.5	30.0	32.7	35.4	34.1	7.5	12.7	19.9	15.6
	ROE(%)	-5.4	23.9	18.6	22.7	19.9	18.8	15.7	3.5	5.3	10.6	6.3
Stability	Current Ratio(%)	147.6	143.0	125.0	133.4	139.5	130.2	123.5	120.6	125.4	93.9	123.2
	Debt Ratio(%)	0	0	0	0	0	0	0	0	0	0	0

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2018

PRO-FORMA INCOME STATEMENT

(KRW bn)											
Description	FY10	FY11	FY12 (consolidated)	FY13 (consolidated)	FY14 (consolidated)	FY15 (consolidated)	FY16 (consolidated)	FY17 (Consolidated)	18 ~3Q (Parent)	18 ~3Q (Consolidated)	FY18 Guidance
Gross Sales	(Package)	1,267.0	1,452.9						1,864.9		
	(Air-Ticket)	377.9	462.5						896.5		
Sales Income	218.1	226.0	307.9	352.7	385.5	459.4	595.5	682.3	422.1	634.5	821.3
Operating Expense	190.9	204.8	268.3	312.3	345.0	414.6	574.6	641.5	397.1	612.5	745.5
Operating Income	27.2	22.1	39.6	40.4	40.4	44.7	20.9	40.8	24.9	22.0	75.8
OPM(%)	12.5	9.8	12.9	11.4	10.5	9.7	3.5	6.0	5.9	3.5	9.2
Income Before Income Taxes	32.7	24.8	49.9	48.8	46.2	46.9	23.9	38.0	26.8	26.6	-
Net Income	24.1	19.5	37.4	36.1	35.4	34.1	7.5	12.7	19.9	15.6	-

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2018

PRO-FORMA BALANCE STATEMENT

(KRW bn)

Description	FY08	FY09	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)
<i>Current Assets</i>	90.8	105.2	156.3	164.6	281.4	278.5	316.4	340.2	345.7	275.2	430.3
<i>Non-Current Assets</i>	63.4	57.1	64.0	83.0	71.0	98.0	121.0	164.1	174.6	184.5	174.5
<i>Total Assets</i>	154.2	162.3	220.3	247.6	352.4	376.5	437.4	504.3	520.2	459.6	604.7
<i>Current Liabilities</i>	63.8	71.2	109.3	136.2	169.5	180.8	243.0	275.4	286.7	274.1	343.1
<i>Non-Current Liabilities</i>	1.0	0.1	0.2	-	3.1	3.1	6.4	11.6	21.5	4.1	20.2
<i>Total Liabilities</i>	64.8	71.3	109.5	136.2	172.6	183.9	249.4	287.0	308.2	278.2	363.3
<i>Capital Stock</i>	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8	5.8
<i>Retained Earnings</i>	44.9	20.5	38.1	46.0	76.0	98.8	118.6	134.9	126.4	117.7	122.8
<i>Other Capital</i>	36.8	62.5	64.7	79.6	97.9	-0.8	-1.5	-1.1	-0.8	-0.8	-4.4
<i>Total Stockholders' Equity</i>	89.4	90.9	110.8	111.5	179.8	192.6	188.0	217.2	212.1	181.4	241.5
<i>Total Liabilities and Stockholders' Equity</i>	154.2	162.3	220.3	247.6	352.4	376.5	437.4	504.3	520.2	459.6	604.7

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2018

PRO-FORMA CASH FLOW

(KRW bn)

Description	FY08	FY09	FY10	FY11	FY12 (Consolidated)	FY13 (Consolidated)	FY14 (Consolidated)	FY15 (Consolidated)	FY16 (Consolidated)	FY17 (Parent)	FY17 (Consolidated)
1. Cash Flows from Operating Activities	8.6	11.4	63.1	47.7	39.2	45.9	103.7	34.9	27.5	51.0	66.2
2. Cash Flows from Investing Activities	-6.3	13.4	-28.2	-27.3	-44.1	-41.3	-39.5	-0.9	6.7	-0.6	-21.8
3. Cash Flows from Financing Activities	-30.7	-6.1	-7.7	-18.9	7.6	-15.0	-31.7	-2.3	25.5	-16.6	32.9
4. Increase (Decrease) in Cash (1+2+3)	-28.4	18.8	27.2	1.5	2.6	-10.5	32.4	31.6	8.7	33.8	77.3
5. Cash at the Beginning of the Fiscal Period	47.1	18.7	37.5	64.7	91.2	93.0	81.9	113.9	146.5	100.8	156.0
6. Cash at the End of the Fiscal Period	18.7	37.5	64.7	66.2	93.0	81.9	113.9	146.4	156.0	134.3	228.4

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2018



(%)

		FY06	FY07	FY08	FY09	FY10
Growth (%)	<i>Sales Income</i>	49.5	19.8	-13.3	-28.3	76
	<i>Income Before Income Taxes</i>	46.1	17.8	-79.5	-136.6	N/A
	<i>Net Income</i>	40.3	15.3	-81.3	-196.2	N/A
	<i>Income Before Income Taxes Margin</i>	20.4	20.0	4.7	N/A	15.0
	<i>ROA</i>	17.2	14.6	3.0	-3.1	11.1
	<i>ROE</i>	34.6	28.0	5.3	-5.4	23.9
Investment	<i>EPS (Won)</i>	2,160	2,352	445	-416	2,193
	<i>BPS (Won)</i>	8,009	8,557	7,698	7,828	9,537
	<i>Pay-Out Ratio(%)</i>	35.3	38.9	166.7	N/A	38.8
	<i>Net-Cash (KRW bn)</i>	72.0	47.0	18.7	37.5	64.7

※ K-GAAP Based

GROWTH



(%)

		FY11		FY12		FY13		FY14		FY15		FY16		FY17	
		Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated	Parent	Consolidated
Growth (%)	<i>Sales Income</i>	4.0	4.0	14.5	14.8	14.8	14.6	6.0	9.3	14.1	19.2	7.2	29.6	15.3	14.6
	<i>Income Before Income Taxes</i>	-19.1	-21.3	59.9	85.0	8.5	-2.2	-15.5	-5.4	2.7	1.6	-51.7	-49.0	149.7	58.8
	<i>Net Income</i>	-11.6	-14.1	53.5	74.3	9.2	-3.6	-14.1	-1.9	2.1	-3.5	-66.9	-78.0	173.9	68.9
	<i>Income Before Income Taxes Margin</i>	11.2	10.2	15.3	16.6	14.6	13.9	11.7	11.9	10.4	10.3	8.7	4.1	11.2	5.8
	<i>ROA</i>	7.9	7.2	10.0	10.6	9.6	9.9	7.7	8.1	7.2	6.8	2.3	1.4	5.7	2.1
	<i>ROE</i>	17.5	16.3	19.6	20.8	18.6	18.7	17.1	18.8	16.1	15.7	5.5	3.5	14.3	5.3
Investment	<i>EPS (KRW)</i>	1,789	1,930	2,714	3,198	2,881	2,989	2,504	2,978	2,602	2,877	859	727	2,351	1,172
	<i>BPS (KRW)</i>	10,249	12,095	13,524	15,907	15,495	16,985	14,933	17,069	16,194	19,682	15,527	19,163	16,391	21,819
	<i>Pay-Out Ratio(%)</i>	50.1	46.0	37.1	32.0	38.2	36.8	51.5	43.3	57.7	52.2	93.2	110.2	63.8	128.0
	<i>Net-Cash (KRW bn)</i>	66.2	91.2	67.6	93.0	52.5	81.9	73.6	113.9	49.2	146.5	174.8	206.6	134.3	228.4

※ K-IFRS Based From 2011
 ※ Applied K-IFRS 1115 from 2018

AWARDS LIST



- ❖ 2018, Ranked 17th in the 2018 Top 100 Korean Brands
- ❖ 2018, Recertified for one of the Best Companies for Work-Life Balance by the Ministry of Culture, Sports, and Tourism of Korea (2015-)
- ❖ 2018, Ranked 1st in the Korean Customer Satisfaction Index (travel industry category) for ten years in a row
- ❖ 2018, Ranked 1st in National Customer Satisfaction Index(NCSI) in Tourism Service Division for five consecutive years
- ❖ 2018, Certified for Customer-centered Management (CCM) for four consecutive years (2012-)
- ❖ 2018, Ranked 1st in the Korean Brand Power Index (K-BPI) for fourteen consecutive years
- ❖ 2018, Took first place in the Brand Star travel company category for fourteen consecutive years
- ❖ 2018, Ranked 1st among the Most Respected Companies (travel company category) for eleven years in a row
- ❖ 2017, Ranked 1st among the Most Respected Companies (travel company category) for ten years in a row
- ❖ 2017, Ranked 1st in the Brand Star travel company category for thirteen consecutive years
- ❖ 2017, Ranked 1st in the Korean Brand Power Index (K-BPI) for thirteen consecutive years
- ❖ 2017, Selected as the "Brand of the Year" in the travel category by the Customers Council for ten years in a row
- ❖ 2017, For four consecutive years, the number-one travel company in the National Customer Satisfaction Index (NCSI) of the Korea Productivity Center Ranked 10th in the 2017 Top 100 Korean Brands
- ❖ 2017, Ranked No.1 in the women consumers' choice of good companies by The Women's News for twelve consecutive years
- ❖ 2016, 1st place for 8 consecutive years in Korean Customer Satisfaction Index(KCSI)
- ❖ 2016, Receive a Presidential Citation for Job Creation
- ❖ 2016, 1st place for 3 consecutive years in National Customer Satisfaction Index(NCSI)
- ❖ 2016, 1st Place for 9 consecutive years in the tourism field in "Brand of the Year 2016" selected by Customers Council
- ❖ 2015, 'Leisure Friendly Company' Authorized by Ministry of Culture, Sport and Tourism
- ❖ 2015, 1st Place for 8 consecutive years in the tourism field in "Brand of the Year 2015" selected by Customers Council
- ❖ 2015, 1st Place for 11 consecutive years in the tour company field in "Korea's Brand Star" selected by Brand Stock
- ❖ 2014, Acquired a recertification for Customer-Centered Management (CCM)
- ❖ 2014, Awarded 'Malaysia Tourism Awards 2012/2013'

THANK YOU

