

KOREA TRAVEL FAIR 2026

**EXPERIENCE K-CULTURE
LIKE NEVER BEFORE**

Now Boarding Korea: Your Journey into K-Culture

NOW BOARDING KOREA



Ministry of Culture, Sports
and Tourism

Imagine
your
Korea



KOREA
TOURISM
ORGANIZATION



Singapore, 9 February 2026 – Get ready to step into the world of **K-culture!** **Korea Tourism Organization (KTO)** proudly presents **Korea Travel Fair 2026**, taking place from 6 to 8 March 2026 (Friday to Sunday) at Plaza Singapura, from 10:30am to 9:00pm daily.

Building on last year's celebration of 50 years of Korea–Singapore diplomatic ties, this year's edition promises three days of immersive experiences, exclusive travel deals, hands-on cultural activities, and star-studded highlights designed for K-culture enthusiasts of all ages.

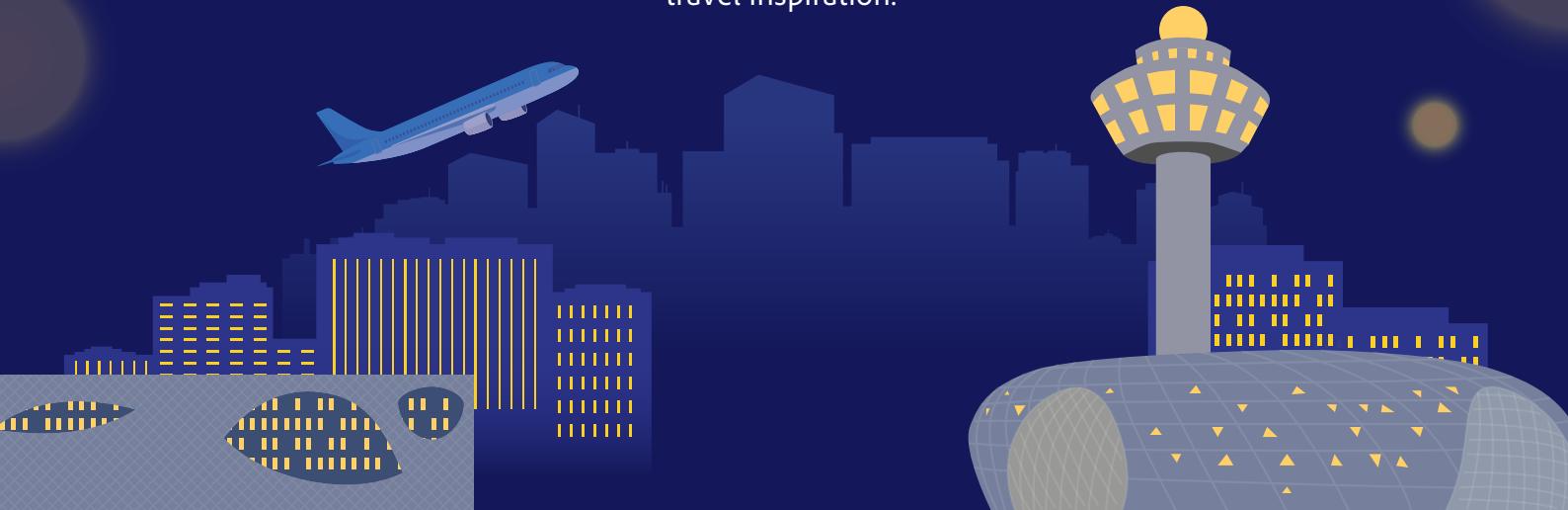
"Korea Travel Fair 2026 is designed as more than a travel showcase – it's an invitation to experience Korea through its culture, creativity, and lifestyle," said **Ms Ahn Hyo-won, Director of the Singapore Office at Korea Tourism Organization**. "From regional travel inspiration to K-pop performances and culinary experiences, we hope visitors leave inspired to explore Korea in their own way."

A LIFESTYLE SHOWCASE OF KOREA'S TRAVEL, CULTURE AND TRENDS

The Korea Travel Fair is an annual highlight for Singaporeans eager to explore the best of Korean tourism in one place. Serving as a one-stop gateway to Korean travel, the fair brings together destinations, travel inspiration, hands-on cultural experiences, and exclusive promotions under one roof.

This year, visitors can explore offerings from more than 20 exhibitors, including Regional Tourism Organizations (RTOs) from Jeju, Busan, and Gangwon, alongside major travel agents with limited-time promotions and exclusive packages available only during the event.

Adding to the excitement, the Opening Ceremony on 7 March will feature a special appearance by Hallyu star **Ji Chang-wook**, highlighting the powerful connection between Korean pop culture and travel inspiration.



DISCOVER KOREA, ONE REGION AT A TIME

Explore Korea through its vibrant landscapes, unique traditions, and regional flavours:



Jeju – The Island of Natural Wonders

From volcanic terrain and UNESCO heritage sites to fragrant tangerine orchards, Jeju offers a serene escape rooted in nature and island traditions.



Busan – The Vibrant Coastal Metropolis

Korea's iconic port city pulses with energy, blending scenic beaches, lively street markets, and a dynamic food culture shaped by the sea.



Gangwon – Mountains Meet the Sea

Known for its alpine scenery, scenic hiking trails, and peaceful retreats, Gangwon is a playground for nature lovers and adventure seekers alike.

Visitors can discover these regions at dedicated RTO booths, discovering signature experiences, travel routes, and exclusive promotions.

Participating travel agents – including ASA Holidays, Chan Brothers Travel, CTC Travel, EU Holidays, Hong Thai Travel, Jun-Air Travel, L.G.E Travel, Nam Ho Travel, SA Tours, Super Travels and WTS Travel – will also offer event-only packages, with bookings eligible for a gift redemption.



IMMERSE YOURSELF IN K-CULTURE ACROSS THREE EVENT ZONES

Spanning three event areas at Plaza Singapura – the **Main Atrium**, **The Alley**, and **Canopy Plaza**, Korea Travel Fair 2026 brings K-culture to life with interactive zones, themed workshops, and live showcases.

TASTE YOUR WAY THROUGH KOREA

K-food takes centre stage at the fair! At the **Colours of Korea: K-Travel Energy Finder**, visitors can uncover their ideal travel destinations and discover representative dishes from 10 different Korean regions, complete with a personalised result slip, a K-food promotional voucher from SEORAE.

Foodies can also enjoy a SEORAE JIB food truck, offering tastings and on-site sales, and catch the **Celebrity Chef Showcase** on Sunday, 8 March, featuring live culinary demonstrations.

GLOW UP, K-STYLE

The K-Beauty Zone features skincare consultations by **INNISFREE** and interactive experiences by **BEAUTY PLAY**. Daily K-Beauty shows on stage highlight live skincare and makeup demonstrations by **BEAUTY PLAY** and **JUNGSAEMMOOL**, giving visitors a front-row look at the latest Korean beauty trends and techniques.

POWER UP WITH K-WELLNESS

K-wellness will also be in the spotlight with **KOLMAR**, a proud partner of KTO, which will present a dedicated K-Wellness Room at the Main Atrium and an activation zone at The Alley. Visitors can explore on-site promotions and sales for **CONDITION**, take part in a simple 3-step stamp mission for a sure-win lucky dip, and stand a chance to win bonus prizes by visiting the photo zone with Ji Chang-wook and sharing the photos on social media.



CREATE, CRAFT, AND TAKE HOME A PIECE OF KOREA



Shoe Charm Making Workshop
by MY CHOI



Paper Flower Making Workshop
by FLOFI

Among the fair's creative highlights is the **Shoe Charm Making Workshop by MY CHOI**, presented by KTO and happening on Friday, 6 March. Visitors can design and craft their own playful shoe charms inspired by contemporary Korean aesthetics – perfect for adding a pop of Korean flair to sneakers or bags.

On Saturday, 7 March, the **Paper Flower Making Workshop by FLOFI** invites participants to create elegant paper blooms using delicate folding and layering techniques. The finished creations make meaningful gifts for International Women's Day or beautiful keepsakes for the home.

Beyond these signature workshops, visitors can dive into a line-up of hands-on activities inspired by Korean culture and creativity. Highlights include the **Norigae Making Workshop by SUUM KNOT**, where participants can craft a traditional Korean accessory using threads, beads, and charms; the **DIY Musical Box Making Workshop by Jeju Tourism Organization**, where participants can craft a charming Jeju-themed musical box as a keepsake; the **DIY Gwangan Bridge Colouring Workshop by Busan Tourism Organization**, which invites visitors to bring Busan's iconic seaside landmark to life with their own creative touches; and the **DIY Hand Fan Sticker Decoration Workshop by Gangwon State**, where guests can design a personalised hand fan using playful stickers inspired by Gangwon's scenic landscapes. Together, these workshops offer an engaging way to experience the unique charm of Korea's regions – all in one place.

OPENING CEREMONY HIGHLIGHTS: JI CHANG-WOOK & DREAM HIGH

- The Opening Ceremony on 7 March kicks off with a welcome address by KTO and **His Excellency Hong Jin-wook**, Ambassador of the Republic of Korea to the Republic of Singapore, followed by a high-energy performance by the hit Korean musical **Dream High**.



Based on the beloved Korean drama, Dream High brings K-pop energy to the stage with live vocals, dynamic choreography, and an inspiring story about ambition and friendship. The all-star cast includes **Luna (f(x))**, **Kim Dong-hyun (Golden Child)**, **Kang Seung-sik** and **Lim Se-jun** – making it a standout highlight for fans of K-music and musical theatre.

As part of its global momentum, Dream High will light up the fair across all three days of the fair from 6 to 8 March 2026, ahead of the original Seoul run of Dream High Reboot (Season 3) from 18 July to 27 September 2026, followed by performances in Gongju in November.



Another unmissable highlight is the Celebrity Travel Talk with **Ji Chang-wook**, global brand ambassador of CONDITION under KOLMAR Global who continues to make a strong impact on the international stage. In this session, **Ji Chang-wook** will connect with fans in Singapore as he shares personal travel stories, recommends must-visit destinations, and spotlights iconic Korean dishes. The session offers a rare and intimate opportunity to discover the tastes, journeys, and inspirations that shape the actor beyond the camera.

Ji Chang-wook is best known for his performances in hit dramas such as *Healer* (2014–2015), *The K2* (2016), *The Worst of Evil* (2023), and *The Manipulated* (2025), and is set to appear in the upcoming drama *The Scandal* (2026) and film *Colony* (2026).

CULINARY SHOWCASE: A FEAST FOR THE SENSES

On 8 March 2026, food enthusiasts can enjoy a **live Culinary Showcase**, featuring star chefs from Chef & My Fridge and Culinary Class Wars.

Renowned chefs **Jung Ji-sun** and **Jung Ho-young** will present signature dishes, sharing the stories, inspirations, and techniques behind Korea's vibrant culinary scene.



JUNG JI-SUN



JUNG HO-YOUNG

COMPLETE, COLLECT, AND WIN

The **Boarding Pass Challenge** invites visitors to complete five interactive touchpoints, showcasing Korea's culture and travel highlights. Participants who finish all challenges can redeem a specially curated gift.

Daily lucky draws offer prizes including luggage, dining vouchers, and even round-trip air tickets to Korea for two.



Admission to Korea Travel Fair 2026 is free. Discover the full programme schedule [here](#) and download the media kit [here](#) to get all the latest details.