



KOREA TRAVEL FAIR 2025

YOUR GATEWAY TO K-CULTURE

AND 50 YEARS OF
KOREA-SINGAPORE
FRIENDSHIP



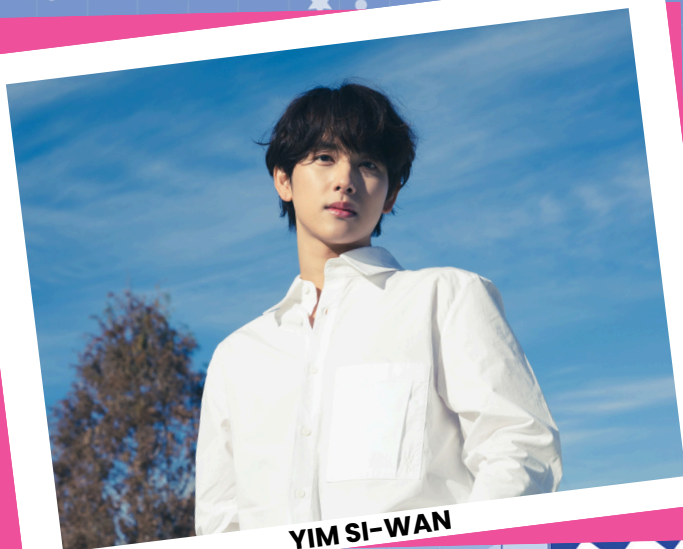


Singapore, 25 April 2025 – Korea Tourism Organization (KTO) is proud to present **Korea Travel Fair 2025: Your Gateway to K-Culture**, taking place from 16–18 May 2025 (Friday–Sunday) at Plaza Singapura from 10:30am to 9:00pm. This year's edition also commemorates the 50th anniversary of diplomatic relations between Korea and Singapore and presents three days of travel offerings, cultural activities, and programme highlights for the public.

A SHOWCASE OF KOREA'S BEST IN TRAVEL, CULTURE AND LIFESTYLE

The Korea Travel Fair is an annual event aimed at bringing the best of Korean tourism to Singapore. It serves as a one-stop platform for consumers to explore destinations, discover travel packages, and take part in hands-on cultural activities. This year's fair will feature more than 20 exhibitors, including Regional Tourism Organizations (RTOs) from Jeju, Busan, Gyeongsangnam-do, and Jeollanam-do, as well as major travel agents offering limited-time promotions.

As part of this year's celebration, the Opening Ceremony on 17 May will feature special appearances by popular Hallyu actor Yim Si-wan and K-drama OST singer PUNCH, connecting fans with the heart of Korean pop culture and travel inspiration.



YIM SI-WAN



PUNCH

DISCOVER KOREA'S SOUTHERN CHARM

FROM ICONIC TO HIDDEN GEMS

In 2025, the spotlight is on Korea's southern regions – from Jeju's natural beauty to the charm of Busan's coastal cities, which are already favourites among Singapore travellers. This year's fair also highlights lesser-known destinations like Gyeongsangnam-do and Jeollanam-do:

- Gyeongsangnam-do, located on Korea's southeast coast, is known for its serene mountain landscapes, rich temple heritage, and scenic port towns such as Namhae, Tongyeong and Geoje.
- Jeollanam-do, in the southwest, captivates visitors with its lush countryside, famed Boseong Green Tea Fields, and food culture rooted in seasonal ingredients and fermentation. Key destinations include Yeosu, Mokpo and Sinan, each offering local experiences shaped by their coastal location and regional heritage.

Visitors can discover these regions at a dedicated RTO booth and explore each region's experiences, trails, and travel promotions.

Travel agents such as ASA Holidays, Chan Brothers Travel, CTC Travel, EU Holidays, Hong Thai Travel, Nam Ho Travel, SA Tours, and Super Travels will offer exclusive travel packages during the event. All bookings made during Korea Travel Fair 2025 will be entitled to one gift redemption.



GYEONGSANGNAM-DO



JEOLLANAM-DO

ADDITIONAL ONLINE PROMOTIONS,
INCLUDING OFFERS FROM AIRLINES,
TRAVEL AGENTS, AND OTAS,
CAN BE FOUND AT:
[TRIPZILLA.SG/KOREA](https://tripzilla.sg/korea)



EXPLORE KOREA

THROUGH THEMED ZONES, ACTIVITIES AND WORKSHOPS

Spanning two event areas in Plaza Singapura – the Main Atrium and The Alley – the fair offers a variety of experiences that bring Korean culture and travel trends to life. Visitors can explore interactive travel personality quizzes, DIY crafts, digital games, and curated workshops led by top Korean beauty and fashion brands. Daily sessions at the K-Beauty and K-Fashion Zone feature skincare consultations by INNISFREE, makeup by BEAUTY PLAY and JUNGSAEMMOOL, fashion styling by REMODELME, and personal colour analysis by COLOURBYKIM.

COMPLETE AND WIN: PASSPORT CHALLENGE AND LUCKY DRAW

The Passport Challenge encourages exploration and participation across the fair, with tasks designed to showcase key cultural and travel touchpoints. Those who complete all five tasks can redeem a specially curated blind box gift. Daily lucky draws will also be held, with prizes including luggage, dining vouchers, and even return flight tickets to Korea for two.



FULL PROGRAMME SCHEDULE
AVAILABLE [HERE](#).

Daily
LUCKY
DRAW

BOOK &
REDEEM
Free Gifts

FREE
Korean
Experiences

STAGE
Performances

CELEBRATING KOREA-SINGAPORE 50TH ANNIVERSARY

OPENING CEREMONY ON 17 MAY



The Opening Ceremony on 17 May will feature a welcome address by KTO, a cultural performance by the National Gugak Centre blending traditional Korean instruments with Singapore National Day Parade melodies, as well as a showcase by JUMP! Comic Martial Arts.

K-drama OST singer PUNCH, will also perform K-drama original soundtracks (OSTs) during the ceremony.



YIM SI-WAN

A highlight of the event is the Celebrity Travel Talk by Hallyu star Yim Si-wan, who will share personal travel stories and recommendations, including insights into his hometown of Busan, favourite filming sites, food picks, and hobbies. Yim Si-wan is known for his roles in *Boyhood* (2023), *Run On* (2020), *Hell Is Other People* (2019), and *Misaeng: Incomplete Life* (2014). He also appeared in *Squid Game* Season 2 and will return in the upcoming *Squid Game* Season 3, premiering in June 2025.

This year's Korea Travel Fair invites Singaporeans to explore the full spectrum of K-Culture from K-beauty, K-fashion, K-food, K-festivals, K-heritage, K-sports, and the global K-wave. From hands-on beauty workshops and food quizzes to traditional performances and pop culture showcases, visitors can immerse themselves in the diverse cultural experiences that define modern Korea.

