Imagine your Korea

GANGNEUNG

KOREA PART 1 OF 4







Hwan-yeong Kiwis







A group of Kiwi agents is exploring the sights and sounds of Korea this week, on a Korea Tourism Organization famil, and the Korean experience started the moment the agents stepped on board their Korean Air flight.

With the rising interest in K-culture and K-pop, KE gm New Zealand Jaewon Park says the airline's Korean hospitality offering is also an increasing drawcard for travellers.

Daniel Simmonds from CTM, who is partial to a K-drama, was a fan of the wide range of Korean entertainment onboard KE, including Korean movies (all with English subtitles).

At the same time, Park says KE offers the quickest direct route to Korea. KE's modern fleet is another highlight, he adds. Its aircraft operating to/from New Zealand are under two years old, and Starlink wifi connectivity is being rolled out (expected on the A350-900 by mid-Dec).

Travel the World's Rosemary McNoe says she couldn't fault KE, calling the carrier 'a great option' for Kiwi travellers. Another highlight, pointed out by NZTB's Bridgette Smith-Baillie, is KE's convenient flight timings, especially from those travelling from the regions or with children. Hamilton-based Smith-Baillie left home at 0600 and landed in Korea later that day. In addition, Park says KE offers 'outstanding connectivity' to Japan, China, Southeast Asia, and Europe. As Kiwi travel demand to Korea continues to spike, the agents on the famil are this week taking in Gangneung, Busan and Seoul.

Pictured: ***1.*** Sampling some of the goods at Anmok Beach are NZTB's Stacey Leitch, Brooklyn Osman of Red Hot Travel & Events and Amped4Ski's Crystal Bayliss. **2.** Exploring Korean history in Ojukheon, Gangneung is Travel the World's Rosemary McNoe, Jodie Harker from Orbit World Travel and Brooklyn Osman from Red Hot Travel & Events. ***3.*** Also taking in the history is NZTB's Bridgette Smith-Baillie (left) and Crystal Bayliss from Amped4Ski.

Korea Add-on

For agents looking for Korea itinerary inspiration, Nancy Tour & Co has extension packages available. Three-night packages for travel in 2027 are priced from USD1040pp for two. This includes airport transfers and two days touring in Seoul with an English-speaking guide. Highlighted stops include Gyeongbokgung Palace, Bukchon Hanok Village, COEX Mall and Starfield Library. See HERE.

Anmok Beach in Gangneung Beachside Coffee



Anmok Beach in Gangneung offers visitors a coffee break with quite the view. The street fronts are lined with coffee shops, including Café Lumiere. *Pictured* on the first day in Korea is the full famil group in Gangneung: Travel the World's Rosemary McNoe, Jodie Harker from Orbit, Edventuretours' Rachel Chapman, Jeeyoon Lee from KTO, Amped4Ski's Crystal Bayliss, Daniel Simmonds from CTM, NZTB's Stacey Leitch and Bridgette Smith-Baillie and Brooklyn Osman from Red Hot Travel & Events.

Sampling Soju



A highlight for the Kiwi group on the first day in Gangneung was the Chum Churum Soju Experience. There was a tour of the soju (a distilled spirit) factory as well as the chance to get hands-on through activities, including a tasting and the chance for agents to create their own oak-infused soju, or diffuser using former soju bottles.

It's an affordable option for clients visiting the area, with a tour and a tasting or soju making, from around $20. It's recommended to book via an operator such as Nancy Tour & Co, who'll provide a guide to assist with the language barrier. *Pictured*: Seriously sampling some soju are Stacey Leitch from NZTB and Rachel Chapman, Edventuretours.

Daily Flights AKL-ICN

Korean Air is boosting its Auckland–Seoul/Incheon route to daily flights for the upcoming northern winter season, running from October 25 through late March.

Passengers traveling between October 25 and December 17 will experience exceptional comfort aboard the next-generation Boeing 787-10. Starting December 18, the airline will introduce its flagship Airbus A350-900, offering passengers an enhanced long-haul journey with upgraded service.

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