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## **JULIE KING & ASSOCIATES AWARDED KOREA TOURISM ORGANIZATION REPRESENTATION**

Korea Tourism Organization (KTO) Sydney Office has appointed Destination Marketing Agency Julie King & Associates as representatives in Australia and New Zealand. The team will be working on a diverse range of the business from public relations and media, social and digital, events, marketing and some trade.

KTO is focused on educating the Australia and New Zealand market, which is increasing in importance, with the announcement of a potential Asian travel bubble by Prime Minister Scott Morrison. It is also relevant as 2021 is a special commemorative year celebrating the 60<sup>th</sup> Anniversary of diplomatic ties between Korea and Australia.

Founder and CEO of Julie King & Associates, Julie King said, “We are thrilled to be working with KTO and we look forward to highlighting the depth of experiences available, from the natural, cultural and historic aspects of South Korea to the food and seasonal offerings – there is something that will appeal to all ages and demographics”.

Director of KTO, Sydney, Insook Lee said, “South Korea is a friendly, welcoming and safe destination and it is so easy to get to from Australia and New Zealand. As an emerging Asian destination, we look forward to highlighting the variety of adventure that can be enjoyed – skiing, cycling, diving or surfing, the exciting food scene and Korea’s unique natural assets. Korea is the perfect marriage of modern and traditional - culturally you can experience a UNESCO World Heritage Site, a traditional tea ceremony or high-energy K-pop concert.

“Julie King & Associate’s expertise and experience really stood out along with the team’s clear direction for navigating the unique environment we are currently in.”

According to South Korea’s research, only three out of 10 Australians are aware of South Korea as a tourist destination. In 2019, more than 170,000 Australians visited South Korea and more than 300,000 Koreans visited Australia.

For more information on Korea Tourism Organization, Sydney go to [visitkorea.org.au](http://visitkorea.org.au)

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**ABOUT KOREA TOURISM ORGANIZATION (KTO) SYDNEY:**

The Korea Tourism Organization (KTO) is the South Korean government agency responsible for attracting international visitors to Korea both for leisure and business travellers. KTO Headquarters is based in Wonju, Korea. The Sydney office is in charge of promotion in the Australia and New Zealand market. For more information go to [visitkorea.org.au](http://visitkorea.org.au)

**ABOUT JULIE KING & ASSOCIATES:**

Julie King & Associates (JKA) is a full service, award-winning tourism consultancy, with offices in Sydney, Melbourne, Perth and New Zealand. JKA specialises in destination marketing services and consulting, including public relations and media, marketing and trade, social and digital and research and in 2020 celebrated its 10-year anniversary. For more information go to [jkingassociates.com](http://jkingassociates.com)