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Korea Tourism Organization Attends 2024 K-Culture Festival in Wellington



Korea Tourism Organization (KTO), represented in New Zealand by The Walshe Group, is pleased to take part in this year's K-Culture Festival in Wellington on Saturday, 13th July 2024.

The Embassy of the Republic of Korea to New Zealand, Wellington City Council and The Korea Association of Wellington will co-host the festival. The event has been held annually to showcase Korean culture for Kiwis to enjoy through various traditional performances, exhibitions, and hands-on experiences. This year, the festival will be held at the Michael Fowler Centre from 1PM ~5PM (the entry begins at 12:30PM).

Other than KTO, attendees will have a chance to visit booths of organizations that represent Korea in New Zealand, such as New Zealand Korean Education Centre and Korea Trade-Investment Promotion Agency (KOTRA). There will also be various booths and exhibitions to engage with diverse aspects of Korean culture such as food, traditional games, beauty, crafts, the Korean War, and much more. The celebration will include traditional and contemporary performances, highlighted by K-pop & trot (a genre of Korean music characterized by repetitive and catchy rhythm, peaked during 1960~70s) contests. Furthermore, as the event's theme is multicultural harmony, a Māori haka performance will also take place.

For Kiwis considering Korea as their next travel destination, it is a great opportunity to gain insight into what the country can offer. And for fans of trending Korean content such as K-



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pop, dramas, and films, it is a perfect chance to interact directly with the content that they've seen on the screen. The KTO booth will include both K-culture specific literature as well as other guidebooks to help inspire and plan a visit to South Korea.

For detailed information, please visit the Embassy's website (https://overseas.mofa.go.kr/nz-en/brd/m_1756/view.do?seq=761047&page=1).

Korea Tourism Organization is represented in New Zealand by The Walshe Group. For more information contact Jacqui Kim, Tourism Sales & Marketing Executive at jacqui.kim@walshegroup.com

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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

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