



1989

모든순간두근두근



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2024

COMPANY OVERVIEW

COMPANY NAME MODETOUR NETWORK Inc.

FOUNDATION DATE February 14, 1989

CHAIRMAN Chongwoong Woo

NUMBER OF EMPLOYEES 683*

HOME PAGE

www.modetour.com

BUSINESS FIELD

Tourist agency, Sales business of airline tickets, Other tourist agencies, And Exhibitions & event agencies, Advertising business

ADDRESS

16, Eulji-ro, Jung-gu, Seoul, Korea

* MODETOUR : 683
(Group companies and affiliated companies: 81)
(as of March 2024)

1989 < 2024 >

CHAIRMAN MESSAGE

We will be a reliable company that serves our customer with humility.



Chong woong, Woo

Chairman

Greetings!

I am Chong-woong, Woo, Chairman of MODETOUR NETWORK Inc.

Founded in 1989, the year of overseas travel liberalization, as South Korea's first tour wholesaler, MODETOUR has been continuing its growth over the last decades based on the management philosophy centered on customer value and mutual growth with partner companies, and is now celebrating its 35th anniversary of foundation. I am deeply grateful to all of our customers for their continuous support throughout all the crises and difficulties in the past. Your support is what made it possible for us to stay true to our founding philosophy of virtuous management. MODETOUR will continue to strive to become a humble, customer-centric company based on our 35 years of experience. We will always be reliable servers of our customers, attending to customers' needs and opinions with a humble attitude. Thank you.

Chong w. woo

AWARD & HISTORY



중앙일보 포브스코리아 주최
2024 소비자선정 최고의 브랜드 대상
6년연속 여행사 부문 수상



한국브랜드진흥협회 주최
2023 소비자선정 우수기업 브랜드대상
해외여행 부문 수상



한국서비스진흥협회 주관
'한국서비스품질우수기업 인증'
(8회연속)



조선비즈 주최
2023 사랑나눔 사회공헌 대상 여행부문
산업통상자원부 장관상 수상



한국인터넷진흥원 주관
제16회 대한민국 인터넷소통대상
여행부문 대상 수상



한국소비자평가위원회 주최
2023 한국의 소비자 대상
프리미엄 여행패키지 모두시그니처 수상

- 1989 Feb. 14 14 Registered as a corporation under the name Kookil Travel Agency Co., Ltd.
- 1996 Jun. 18 Trademark registration for the MODETOUR brand logo filed with the Korean Intellectual Property Office
- 2001 Mar. 01 Mr. Woo Jong-woong assumes office as the CEO and Chairman
- 2002 Jul. 15 Selected as an excellent company for service quality by the Ministry of Trade, Industry and Energy, the first in the travel industry
- Dec. 13 Received the Korean Service Management Award organized by the Korea Management Association with the Korea Institute for Advancement of Technology Management as the sponsor
- 2005 Feb. 16 Changed the corporate name to Modetour Network Co., Ltd.

- 2010 Jan. 29 Established Tokyo branch
- May. 28 Acquired Cruise International Co., Ltd.
- Oct. 20 Ranked 1st in the Korean Service Quality Index according to a survey conducted by the Korean Standards Association
- 2015 Jun. 30 Established Kyushu Branch
- Sep. 11 Established Shanghai Branch
- Sep. 16 Received the Best Service Award in the 6th VIVA KOSDAQ Awards in the service category
- Dec. 29 Received the Government Award for Job Creation in the group category, with a ministerial commendation
- 2016 Jul. 04 Established Seon Branch
- Sep. 22 ModeTour REITs Co., Ltd. listed on the

- Commission.
- 2018 Jan. 23 Won the Best Brand Award in the travel agency category for five consecutive years at the 2018 Forbes Korea Consumer Survey
- Mar. 02 Opened STAZ 4th branch in Ulsan
- Apr. 18 Selected as an exemplary corporation for disclosure on the KOSDAQ market
- Jul. 24 Received the Brand of the Year Award in the Sports, Leisure, and Travel category in 2018
- Nov. 22 Won the Grand Prize in the Tourism/Travel category for nine consecutive years at the 11th Korea Internet Communication Awards
- Nov. 23 Ranked 1st in the travel industry in the Sustainable Korea Conference

- Oct. 29 Established a joint venture company, 'Leader International Travel Agency,' with Chinese and foreign partners
- Nov. 13 Won the Grand Prize in the Tourism/Travel category for 10 consecutive years at the 12th Korea Internet Communication Awards
- 2021 Mar. 29 Signed an MOU with the Korean Regional Newspaper Association
- Aug. 19 Signed an MOU with the Tourism Pension Association
- Sep. 30 Certified as an excellent company for Korean Service Quality (SQ) for 8 consecutive years
- Nov. 01 Signed an MOU with Pohang City
- 2022 Jun. 27 Signed an MOU with Saudi Arabia Tourism Authority
- Sep. 02 Won the Brand of the Year Award in 2022



- Jul. 26 Listed on the KOSDAQ stock market (Stock name: Modetour Network)
- 2006 Nov. 28 Established Tour Entertainment Co., Ltd.
- Dec. 21 Received the Outstanding Company Award for Shareholder Relations and the Minister of Labor Award for Excellence
- 2007 Jun. 05 Established London branch
- Jun. 22 Selected as an excellent company in corporate governance
- Nov. 23 Received the Excellence Award at the 7th Korea IR Awards
- 2008 Jun. 24 Merged with Modetour International Co., Ltd.
- Nov. 03 Received a commendation from the Minister of Knowledge Economy for innovation in service quality, the first in the industry
- 2009 Jun. 26 Received the 3rd Labor-Management Harmony Award in the group category selected by the Ministry of Labor
- Oct. 28 Ranked 1st in the travel sector for consumer satisfaction according to a survey by the Korea Consumer Agency
- Dec. 01 Won the Business Innovation Award, receiving

- Korea Exchange (KOSPI) as a securities company
- Dec. 22 Certified for Consumer-Centric Management (CCM) by the Fair-Trade Commission for three consecutive times
- 2017 Jan. 24 Received the Best Brand Award in the travel agency category for four consecutive years in the 2017 Forbes Korea Consumer Survey
- Jun. 22 Received the Best Socially Responsible Company Award at the 9th KOSDAQ Awards
- Aug. 09 Certified as an excellent company for Korean Service Quality (SQ) for seven consecutive years.
- Nov. 09 Established a branch in Barcelona, Spain
- Nov. 15 Won the Grand Prize in the Tourism/Travel category for eight consecutive years at the 10th Korea Internet Communication Awards
- Dec. 01 Received the Chairman's Award at the 22nd Consumer Day Commemoration Ceremony organized by the Fair-Trade

- Nov. 28 Received the Prime Minister's Award in the Service category at the 44th National Quality Management Conference
- 2019 Jan. 01 Mr. Yu In-tae assumes office as Vice President and later as President
- Mar. 01 Established a subsidiary in Hong Kong
- Mar. 21 Signed a business agreement with entertainment company IHQ
- Jun. 01 Grand opening of STAZ Hotel Seoul Doksan branch
- Jun. 06 Established a subsidiary in Da Nang, Vietnam
- Jun. 10 Signed an MOU with Dangjin City, Chungcheongnam-do.
- Sep. 06 6th edition of Modetour Travel Expo held in 2019
- Sep. 18 Signed an MOU with Samarkand, Hainan, China
- Oct. 18 Ranked 1st in the travel sector of the Korean Sustainability Index (KSI) organized by the Korean Standards Association for 7 consecutive years

- Nov. 11 Signed an MOU to promote tourism hub activation with Andong City
- 2023 Jan. 17 Signed an MOU with danida (Hawaii Free Travel Platform)
- Jan. 19 Signed an MOU with Shinhan Bank
- Jun. 28 Won the Korea's Consumer Awards in 2023 with Mode Signature
- Aug. 02 Signed an MOU with LG U plus
- Aug. 11 MOU with Jeonbuk Bank
- Sep. 01 MOU with kyungbokgung Duty Free Shop
- Sep. 19 Received the Minister of Trade, Industry and Energy Award at the Love Sharing Social Contribution Awards
- Nov. 23 Received Korea's Internet Communication Grand Prize in the Travel category
- 2024 Jan. 25 MOU with Lotte Duty Free Shop in Vietnam
- Feb. 01 Best Brand Award for the 6th consecutive year in the travel agency category

With new changes and innovations, we are taking a big step toward the future.



Intae YU
CEO

Realizing customer appreciation ever since its foundation based on the customer-value first philosophy, MODETOUR won the 2023 Korea Consumer Awards in the travel category awarded for excellence in service and contribution to the growth of national economy. MODETOUR was the first-ever in the industry to be selected for the award.

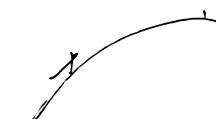
Now, MODETOUR aims for a greater jump forward, taking on new challenges based on our know-how and customer-centered value built based on our 35 years of experience in the tourism business.

We will build a business portfolio that maximizes synergy among our affiliates, such as the global hotel business and cruise and entertainment businesses, with a focus on inbound and outbound travel businesses, and strengthens our global network.

Further, we will develop various travel contents that can satisfy the changing customer needs and trends, providing our customers with a true travel experience that is unique to MODETOUR.

We are grateful for your continuous support and look forward to your encouragement and support in our new initiatives and innovations for the new era and brighter future.

Thank you.



CORE VALUE

The vision of MODETOUR
is systemized based on
three core values.



GROWING TOGETHER



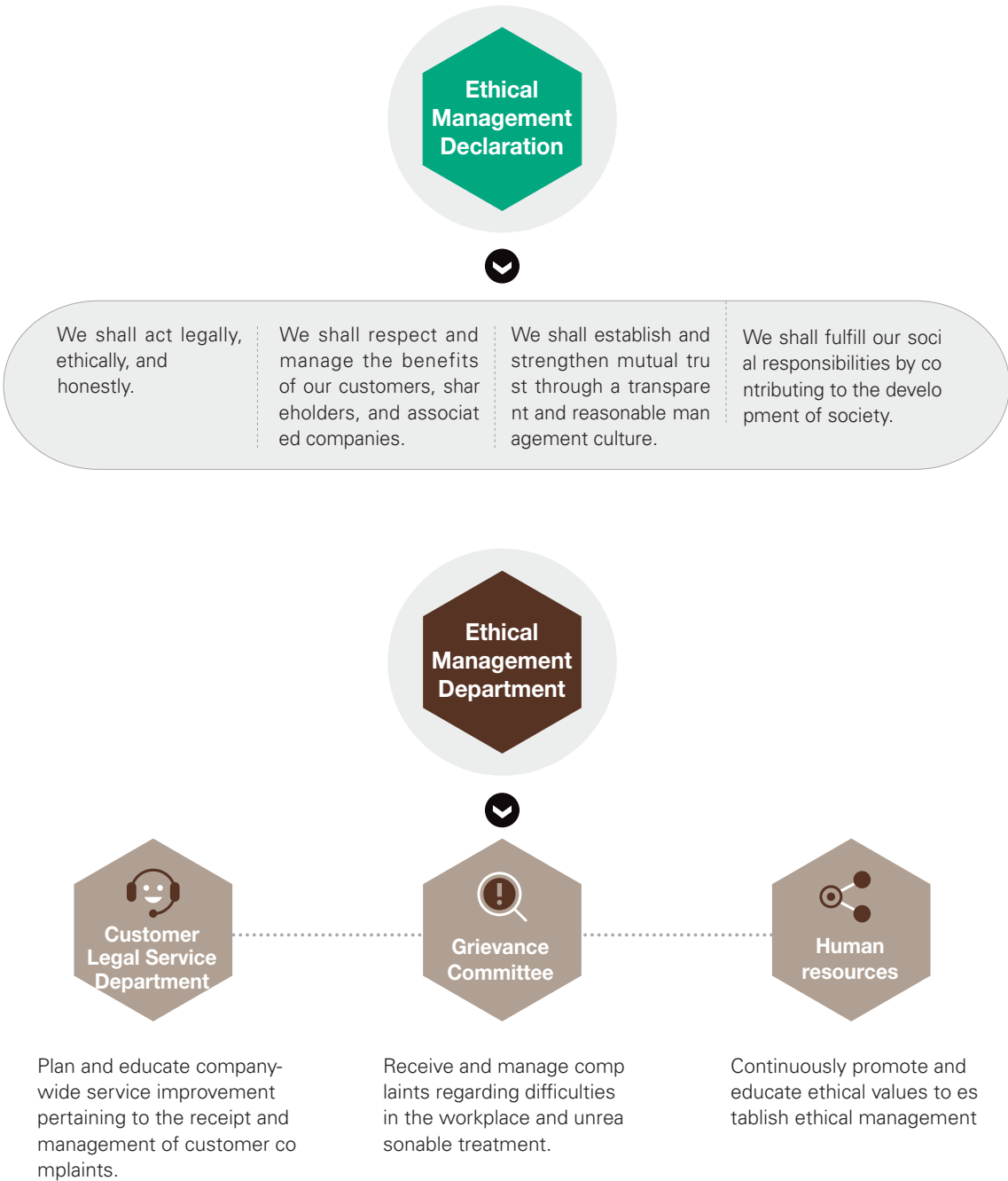
CUSTOMER SATISFACTION



ETHICAL MANAGEMENT

ETHICAL MANAGEMENT

Having stayed the course since its foundation, MOD ETOUR has become the gold standard for the South Korean travel by continuing its remarkable growth.



ETHICAL MANAGEMENT

Modetour begin with the pleasure and trust of our customers.

Acquired the Accreditation of CCM (Consumer Centered Management)

Received CCM (CONSUMER CENTERES MANAGEMENT) accreditation, for the fourth consecutive year

MODETOUR received the CCM accreditation granted by the Fair Trade Commission and operated by the Korea Consumer Agency in 2012 and has been maintaining the title ever since. We will do our best to be a company trusted by customers by researching and studying our product and service quality from a customer's perspective.



Charter of Customer Service

We will implement customer satisfaction management based on the following 3 charter goals.

- 1 We will think and act from the customer's perspective to improve customer service.
- 2 We will do our best to value the opinions of our customers for customer satisfaction.
- 3 Based on mutual trust with our customers, we will continuously research to become a prominent company.

CS Team Operation

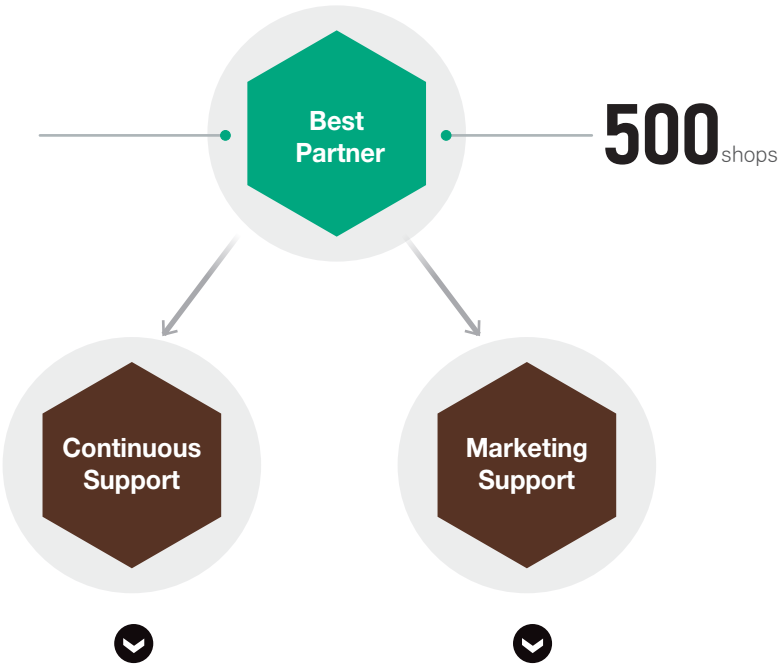


SHARED GROWTH

Under the theme of businesses ‘Growing Together’, we have created the ‘MODETOUR Best Partner’, by branding associated tourist agencies. The Best Partner is a group of travel agencies that solely sells packages of MODETOUR under a mutual goal of growing together.

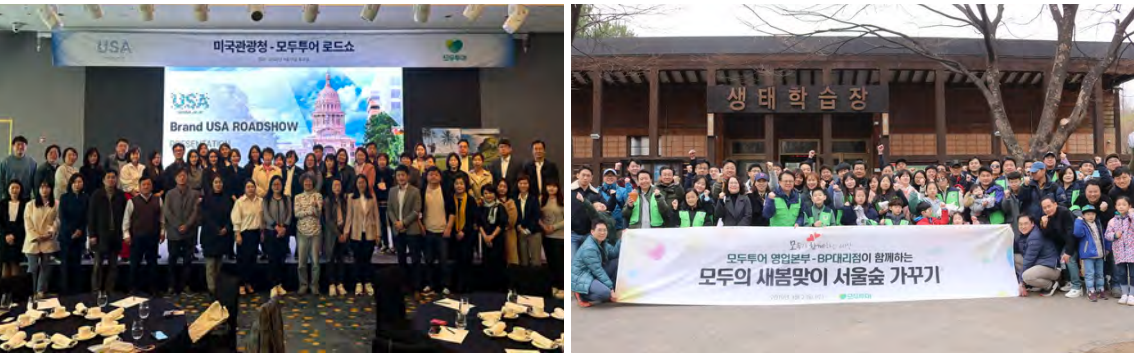
BEST PARTNER

MODETOUR works together with 500 Best Partners across the country. “We are expanding our partnership through active co-marketing and communications for both human resource development and product development.”



We award famtour and various prizes to our excellent Best Partners

We aim to continuously grow together through facilitating supports such as providing programs and education services as well as operating specialized teams for managing Best Partners’ package training



SHARED GROWTH

‘The world we all share’
MODETOUR is sharing happiness with social contribution activities in various fields.

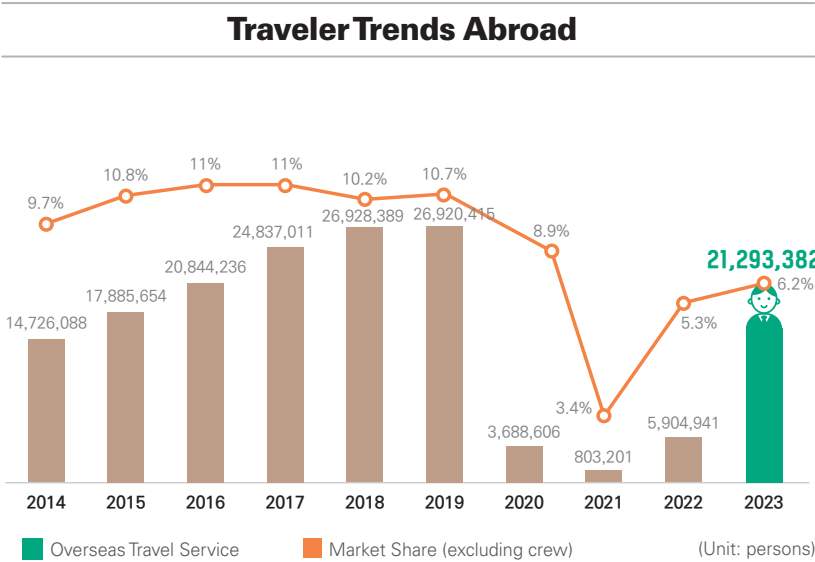


BUSINESS
PERFORMANCE

MODETOUR is making a leap forward to emerge as a global tour leisure group going beyond a Korea’s representative tour company.

Market Share

Total Yearly Departures (Statistical Standard for Tourism Knowledge Information System) vs. Mode Tour Foreign Travelers (Including Subsidiaries)

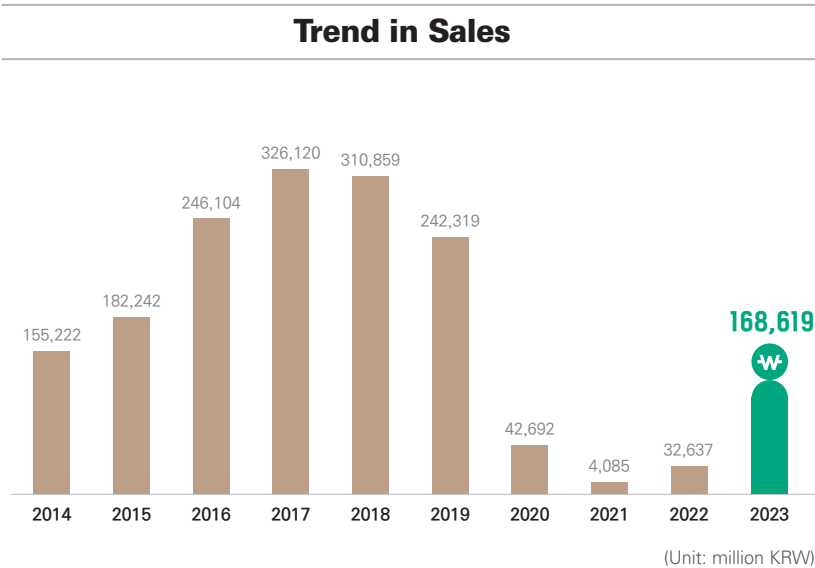


2016~

Standard for Sales Changed Due to Application of KIFRS-1115

2014~2015

KIFRS-1115 Not Applied



HOTEL
BUSINESS

By exploring domestic and overseas business hotels and managing them on a consignment basis, MODETOUR achieves synergies with its tour business.



<div>STAZ HOTEL</div> <div>Jeju Robero</div> <div>Owner by MODETOUR NETWORK Inc.</div> <div>Operated MODESTAY Co., Ltd</div> <div>Location Jeju</div> <div>Rooms 137</div>	<div>STAZ HOTEL</div> <div>ULSAN</div> <div>Owner by Mplus Asset Management Co., Ltd.</div> <div>Operated Modestay Co., Ltd.</div> <div>Location Ulsan</div> <div>Rooms 345</div>	<div>STAZ HOTEL</div> <div>DANANG</div> <div>Owner by MODETOUR NETWORK Inc.</div> <div>Operated MODE HOTEL&REALTY Limited Company</div> <div>Location Da Nang</div> <div>Rooms 103</div>
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SUBSIDIARY
COMPANY STATUS

MODETOUR will grow together. As a leader of the travel industry, we will aim to pioneer a new path of tourism along with the development of various contents.



MODETOUR INTERNATIONAL Co., Ltd.

Established in June, 2008



CRUIZE INTERNATIONAL Co., Ltd.

Merged as a subsidiary company in May, 2010



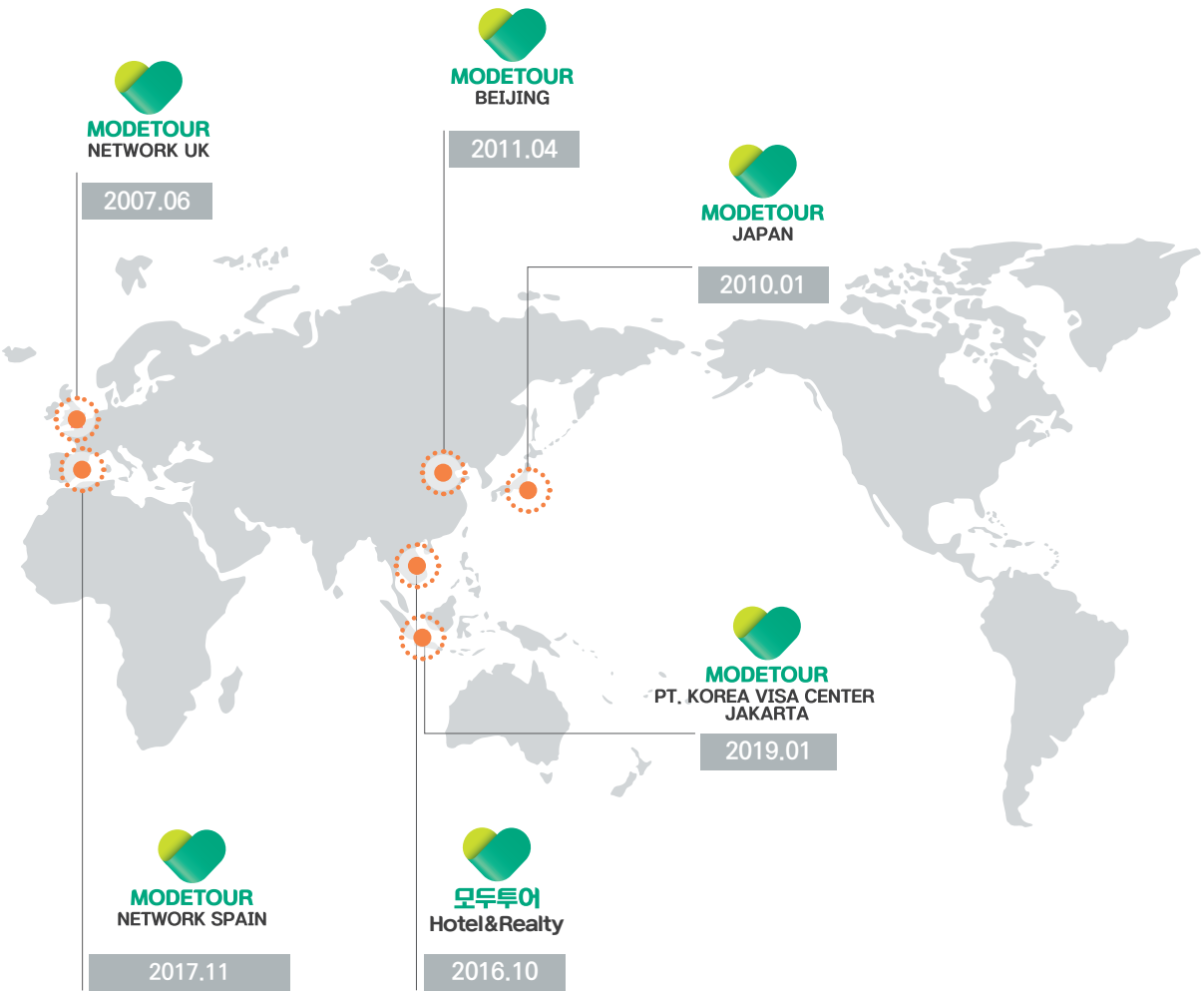
MODE HOTEL & REALTY

Established in October, 2016

GLOBAL
NETWORK

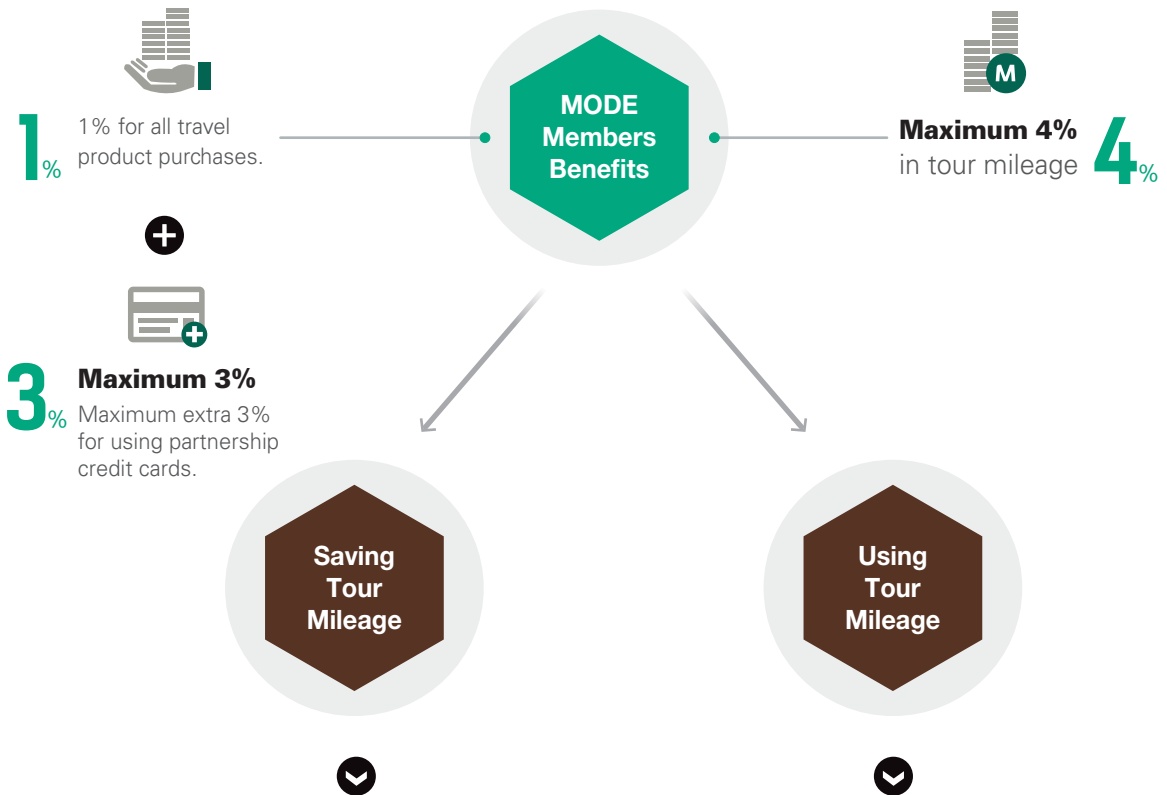
We will provide you with the best service
by expanding our global network

MODETOUR has established and currently operating eight overseas corporations and one overseas branches in popular tourist destinations.



MODE MEMBERS

It is the membership service open to everyone that allows members to accumulate miles by purchasing travel products, using partner credit cards etc. Obtained miles may be used like cash when paying for MODETOUR travel products.



**Awarded 10 days after departure
It can be combined for family**

- **10 miles** for domestic or overseas travel products
- **1 mile** for each international flying ticket
- **10 miles** for each domestic or overseas hotel stay
- **1 mile** for each admission ticket or pass

*Mileage awarded per 1,000 won

**It can be used partially or wholly
to pay from 1,000 miles.**

- It applies to all MODETOUR travel products
- For domestic or overseas hotels
- An overseas air ticket
- For various admission tickets or passes

