

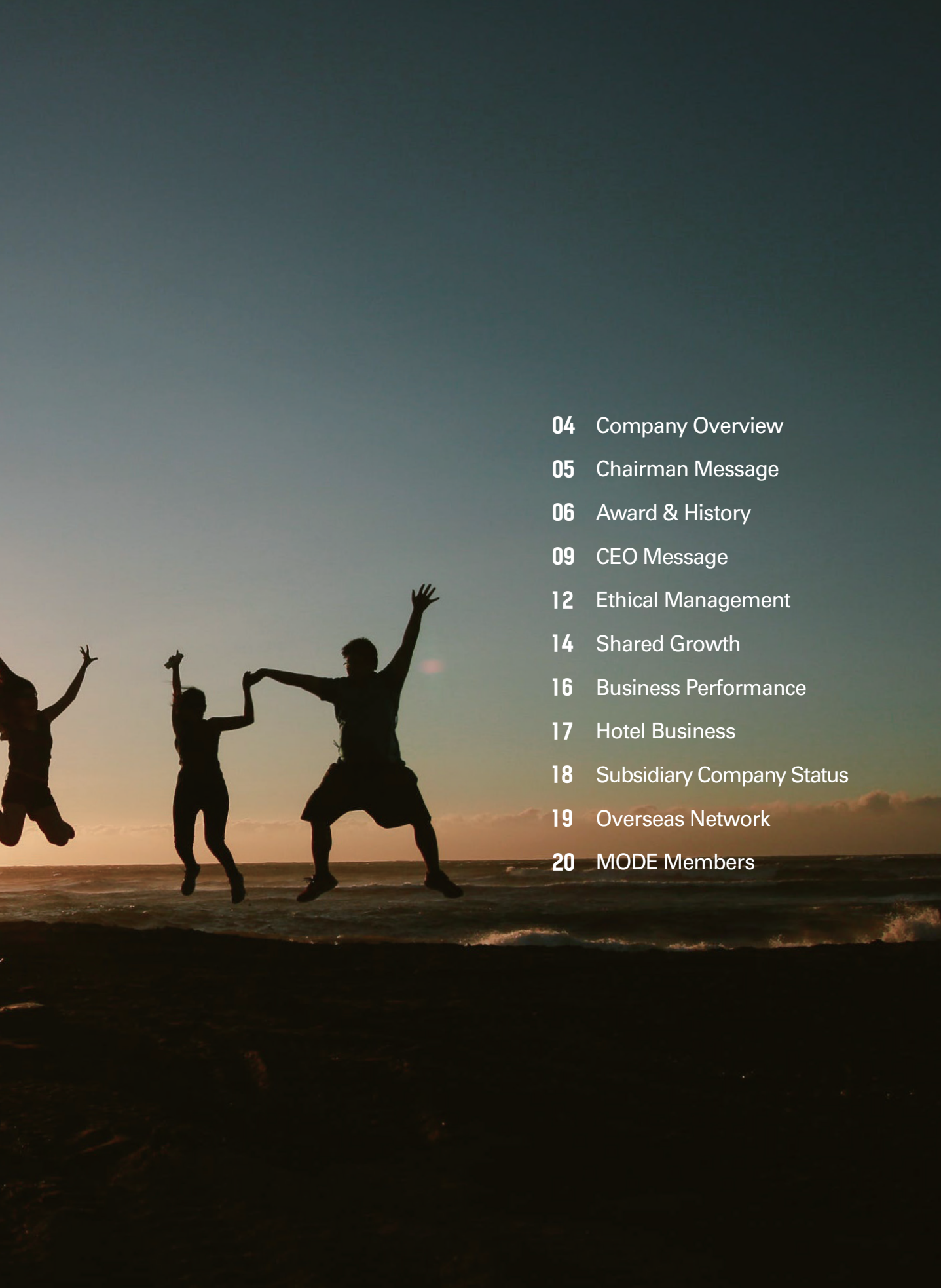


# 1989

모든순간두근두근



# 2025



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# COMPANY OVERVIEW

**COMPANY NAME** MODETOUR NETWORK Inc.

**FOUNDATION DATE** February 14, 1989

**CHAIRMAN** Chongwoong Woo

**NUMBER OF EMPLOYEES** 678\*

1989 <

**HOMEPAGE**

[www.modetour.com](http://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 : 678  
(Group companies and  
affiliated companies: 86)  
(as of May 2025)

**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 36th 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 36 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



2025 브랜드 고객충성도 대상  
여행사부문 2년연속 대상수상



중앙일보 포스트브코리아 주최  
2025 소비자선정 최고의브랜드 대상  
7년연속 여행사 부문 대상수상



한국브랜드진흥협회 주최  
2023 소비자선정 우수기업 브랜드대상  
해외여행 부문 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-woon 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.

- Commerce and Industry.
- 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 Korea Exchange (KOSPI) as a securities



## > 1989

- 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 the Chairman's Award from the Chamber of



## > 2000

- 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 Commission.
- 2018 Jan. 23 Won the Best Brand Award in the travel



한국서비스진흥협회 주관  
'한국서비스품질우수기업 인증'  
(8회연속)



조선비즈 주최  
2023 사랑나눔 사회공헌 대상 여행부문  
산업통상자원부 장관상 수상



한국인터넷소통협회 주관  
제16회 대한민국 인터넷소통대상  
여행부문 대상 수상



동아일보 한국소비자평가위원회 주최  
2024 한국의 소비자대상 2년연속 수상  
프리미엄 여행패키지 모두스그나처

- 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 11<sup>th</sup> Korea Internet Communication Awards
- Nov. 23** Ranked 1st in the travel industry in the Sustainable Korea Conference
- Nov. 28** Received the Prime Minister's Award in the Service category at the 44th National

- 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
- Nov. 11** Signed an MOU to promote tourism hub activation with Andong City
- 2023 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



- Quality Management Conference
- 2019 Jun. 06** Established a subsidiary in Da Nang, Vietnam
- Jun. 10** Signed an MOU with Dangjin City, Chungcheongnam-do.
- Sep. 06** 6<sup>th</sup> 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
- 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 12<sup>th</sup> Korea Internet Communication Awards
- 2021 Mar. 29** Signed an MOU with the Korean Regional Newspaper Association

- 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
- Mar. 11** MOU with Interparktriple and Yanolja
- Jun. 12** MOU with Military Manpower Administration
- Aug. 20** Environmental Foundation signs MOU on Green Boat Cruise Project
- 2025 Feb. 27** 2025 Best Brand Award for Consumer Selection
- Apr. 01** Vice President Woo Joonyul Takes Office as President
- May. 08** 2025 Brand Customer Loyalty Award
- May. 28** AFKLM SAF Partnership for 3 consecutive years



## Mission

Global Tourism &  
Leisure Group

## Vision

We provide valuable experiences and  
enjoyment to people.

## VISION 2027 4 Strategic Goals



Secure Future  
Growth Engine



Core Capability  
Enhancement



Realizing  
Sustainable  
Management



Enhancing  
Customer Value





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



**JoonyulWoo**  
CEO



We sincerely thank our customers for their constant trust and affection for a long time. Since its foundation in 1989, Modetour has tried to create “worth more than travel” and provide a differentiated travel experience through constant challenges and innovation.

Now, based on the travel industry’s know-how and customer trust that we have built up over the past 36 years, Modetour begins a new challenge for higher emergencies. In line with changing global travel trends, we will expand customized travel products that reflect each customer’s taste and lifestyle and strengthen smart travel services that incorporate digital technology.

In addition, we will take the lead in eco-friendly travel products and ethical tourism practices to establish a sustainable travel culture.

Travel is not just a movement, but a process of meeting a new culture and expanding the value of life. Modetour will share your precious moments and will always be by your side as the best travel partner.

Please pay a lot of attention and support to Modetour’s move to prepare for a brighter future with changes and innovations that can fit the new era.

Thank you.

# CORE VALUE

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



ETHICAL MANAGEMENT





GROWING TOGETHER



CUSTOMER SATISFACTION

# ETHICAL MANAGEMENT

Since its foundation, Modetour has continued to grow and become the standard for traveling to South Korea.

## Ethical Management Declaration



We shall act legally, ethically, and honestly.

We shall respect and manage the benefits of our customers, shareholders, and associated companies.

We shall establish and strengthen mutual trust through a transparent and reasonable management culture.

We shall fulfill our social responsibilities by contributing to the development of society.

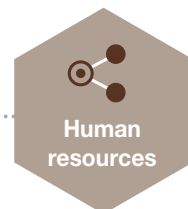
## Ethical Management Department



Plan and educate company-wide service improvement pertaining to the receipt and management of customer complaints.



Receive and manage complaints regarding difficulties in the workplace and unreasonable treatment.



Continuously promote and educate ethical values to establish ethical management



# 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.

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

## CS Team Operation



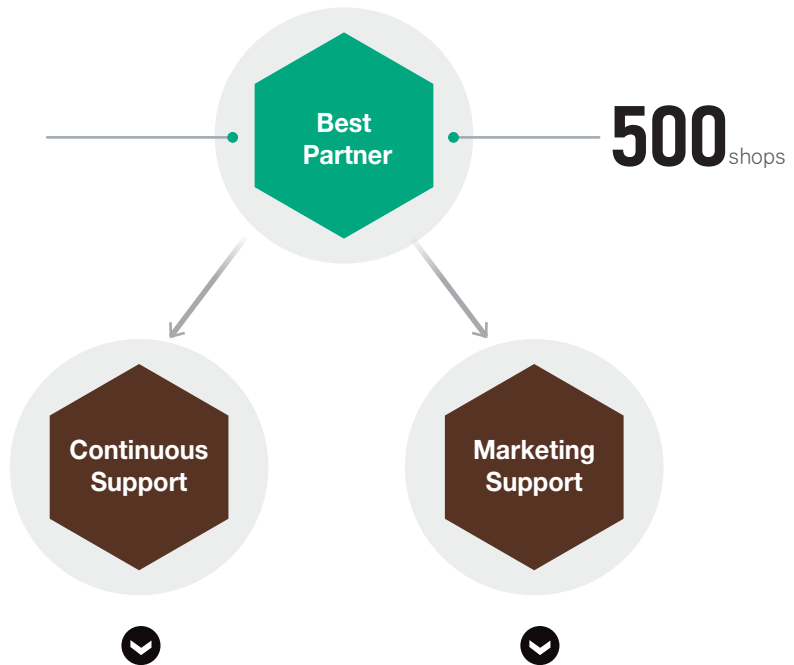
- ❶ It provides quality services at any place at any time by standardizing and manualizing services.
- ❷ It examines customer trends in advance and proactively reflects them in marketing and product planning while analyzing customer complaints and praises after the fact in an effort to improve the quality of products and offer services that can satisfy customers.
- ❸ It conducts evaluation and monitoring by establishing CS management system for partners while pursuing to improve the quality of services offered by partners.

# 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.

### SOCIAL CONTRIBUTION



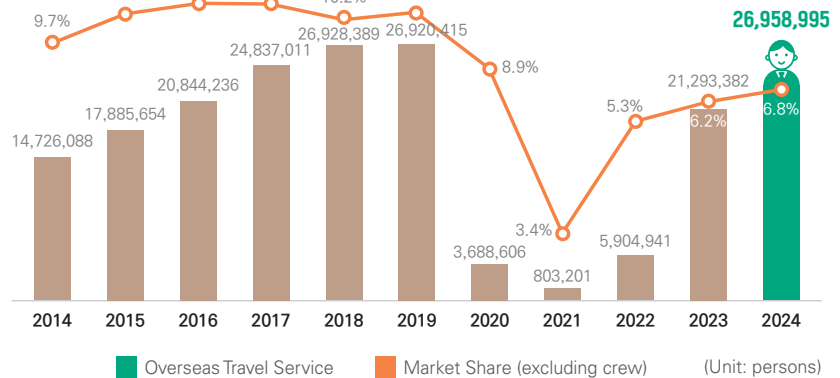
# BUSINESS PERFORMANCE

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

## Traveler Trends Abroad

### Market Share

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



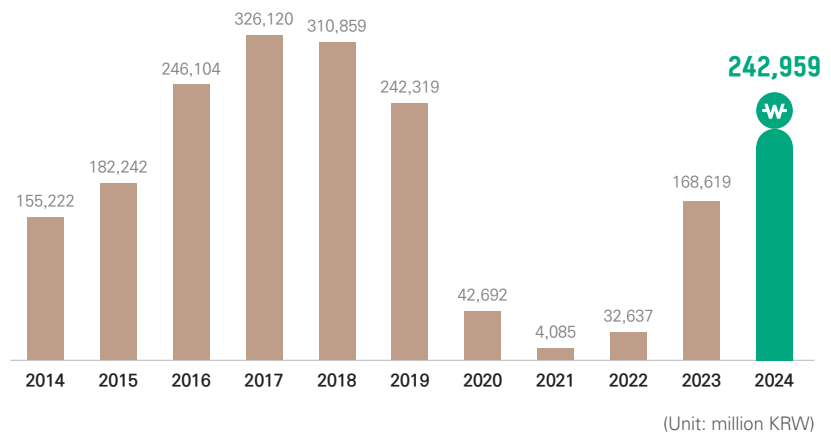
## Trend in Sales

### 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.



**STAZ HOTEL**

**Jeju Robero**

**Owner by** MODETOUR  
NETWORK Inc.  
**Operated** MODESTAY Co., Ltd  
**Location** Jeju  
**Rooms** 137



**STAZ HOTEL**

**ULSAN**

**Owner by** Mplus Asset  
Management Co., Ltd.  
**Operated** Modestay Co., Ltd.  
**Location** Ulsan  
**Rooms** 345



**STAZ HOTEL**

**DANANG**

**Owner by** MODETOUR  
NETWORK Inc.  
**Operated** MODE HOTEL&REALTY  
Limited Company  
**Location** Da Nang  
**Rooms** 103



## 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.



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**MODETOUR INTERNATIONAL Co., Ltd.**

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Established in June, 2008



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**CRUISE INTERNATIONAL Co., Ltd.**

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Merged as a subsidiary company in May, 2010



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**MODE HOTEL & REALTY**

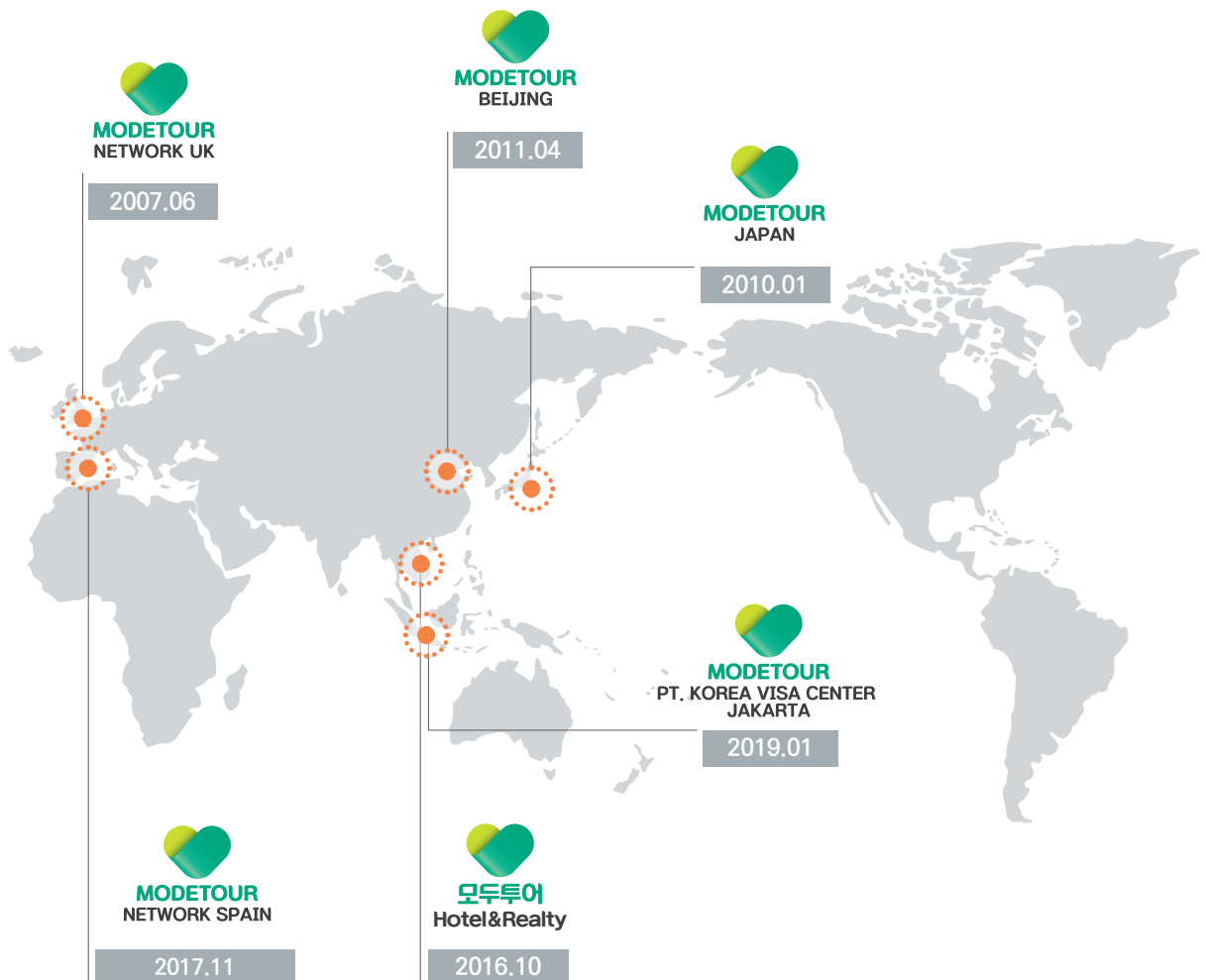
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Established in October, 2016

# GLOBAL NETWORK

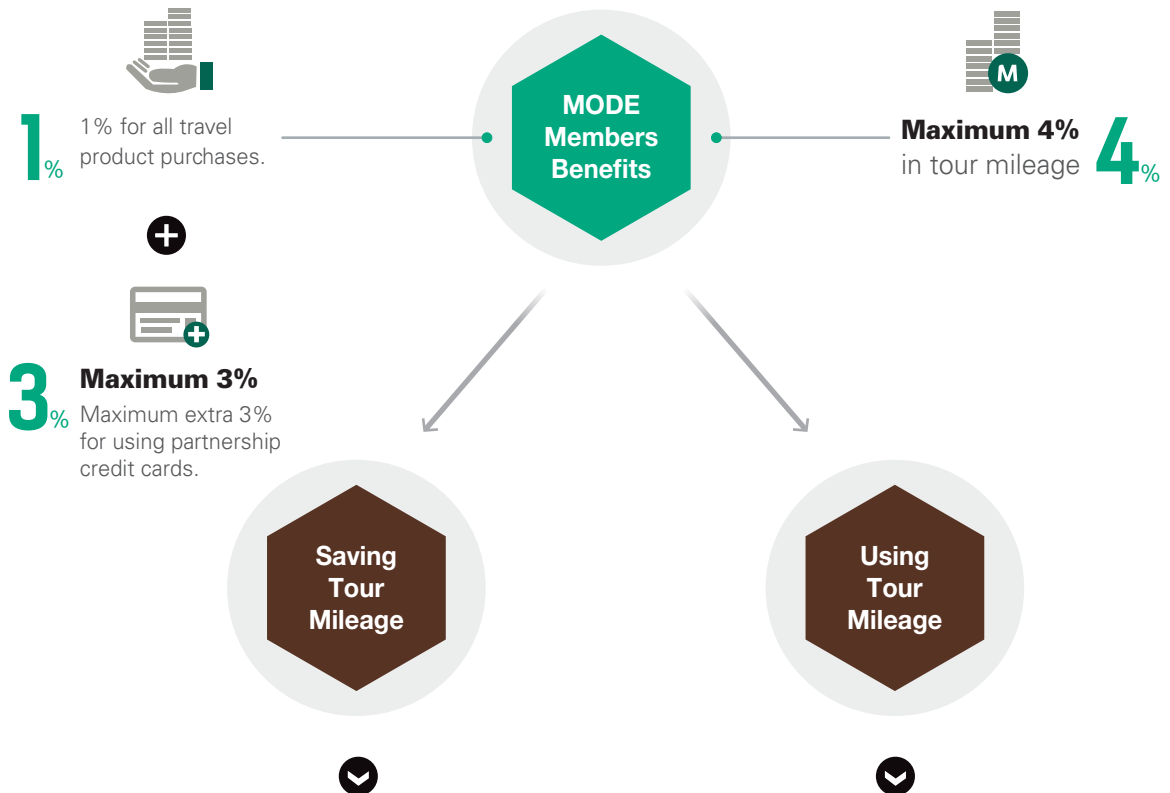
**We will provide you with the best service  
by expanding our global network**

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



