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*The Leader for Independent Travel*



***For immediate release***

## **Avanti and Korea Tourism Organization Launch Downloadable “Inspiration Lookbook” To Help Advisors Re-Engage With Independent Travel Clients**

Portland, Oregon, August 31, 2020 – The Los Angeles office of the **Korea Tourism Organization** and independent travel specialist **Avanti Destinations** have partnered to launch a downloadable “lookbook” on South Korea, an e-brochure designed to help travel agents re-engage with their independent travel clients dreaming about future travel.

Avanti sells custom-crafted FIT itineraries **exclusively** through travel agents.

The new 32-page South Korea lookbook, available on Avanti’s agent portal at <https://www.flipsnack.com/779977E569B/south-korea.html>, highlights **five destinations**, one 10-day/9-night customizable vacation, and **11 private and semi-private activities and experiences**, including hiking up a mountain, cooking classes, a tour of Korean TV drama filming locations, and a taekwondo lesson with dry sauna. All Avanti experiences in South Korea include private local guides and private transfers.

The Los Angeles office of the **Korea Tourism Organization (KTO)** is responsible for promoting Korea as a travel destination in the Western region of the US, as well as Latin America, including Mexico and all the countries of Central and South America. Thirteen states comprise the Western region: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. The Los Angeles Office of the KTO provides the latest promotional brochures, videos, photos, and educational seminars. The office also offers essential destination information in the areas of leisure travel, business meetings, world-class conventions, and incentives market.

### **Ancient towns and temples, stunning landscapes**

“South Korea should be on the bucket list of any independent American traveler interested in Asia,” said Avanti’s CEO, Paul Barry.

“Too few people know about the thousands of years of Korea’s distinctive culture and cuisine, its dynamic modern cities, beautifully preserved traditional temples and villages, 14 UNESCO World

Heritage Sites, and the country's stunning mountain and coastal scenery, particularly on the volcanic island of Jeju with its fascinating lava tube caves. Long on visuals, short on descriptions, this e-brochure will help travel advisors get the conversation started and help get clients dreaming about travel," explained Barry.

### **Five destinations – two new**

Avanti introduced South Korea to its Asian offerings in 2017, emphasizing **Seoul**, then added: the coastal port city of **Busan**, known as "the San Francisco of Korea" and renowned for its fresh seafood; followed by remote, volcanic **Jeju Island**, called "Island of the Gods" by locals and ideal for those looking for an escape into nature.

The new lookbook describes three private and one semi-private **experiences in and around Seoul**, including: a Taekwondo lesson with dry sauna; cooking class and local market visit, afternoon tea after a palace tour; and a tour of Petite France, an island where many popular Korean TV dramas were filmed. **In Busan, two private tours** are highlighted, including a fishcake-making class. On Jeju Island, clients can choose from three nature-focused private experiences, one of which includes a visit to a thatch-roofed folk village, another includes a lesson on Korea's unique tea culture and visit to a **botanical garden considered the best in Asia**, and the third includes tours of an arboretum, the lava tube caves and **soaking in natural hot springs**.

In 2019, **two new South Korean destinations** were added and are featured in the lookbook:

- **Gyeongju** – Called "the museum without walls", Gyeongju was the capital of a kingdom, Silla, that ruled most of the Korean peninsula for nearly 1,000 years beginning in 57 BC. It is brimming with traditional architecture and UNESCO World Heritage sites, such as the Seokguram Grotto, Bulguksa Temple, Gyeongju Historic Areas and Yangdong Folk Village. The new lookbook describes a **private hiking tour** on Mt. Namsan clients will see a multitude of temples, pagodas, and Buddha statues, as well as a private city tour.
- **Andong** – Known for its famous Confucian academy and for the Hahoe Folk Village and Mask Museum, Andong is also the birthplace of *soju* (a Korean distilled spirit).

Avanti's 10-day/9-night **South Korea Essentials** customizable itinerary featured in the lookbook includes visits to Seoul, Busan and Jeju. City stays in both Gyeongju and Andong – or just one – can be added.

In addition to the new lookbook on South Korea, travel advisors can also check out the 20-page e-brochure, *South Korea: Immersed in Tradition*, on Avanti's agent portal at <https://www.flipsnack.com/779977E569B/south-korea-immersed-in-tradition.html> .

For more information on travel to South Korea or to book custom-crafted, multi-destination FIT travel 365 days a year in Asia, Europe, or Central and South America, log onto the agent portal <https://book.avantidestinations.com> or call 1-800-422-5053 to speak with an expert travel specialist.

**Since 1981**, Avanti Destinations has been selling **independent travel** products and custom-crafted vacations in Asia, Europe, and Central and South America. The Portland, Oregon-based wholesale tour operator offers a wide range of FIT components **to travel agents only**, including air, rail, rental cars, hotels, sightseeing/attractions, transfers and hard-to-find experiential travel options. Avanti specializes in hand-picked, locally-owned hotels in both large and small cities and in **connecting all the pieces of complex, multi-destination itineraries**. The company also creates complete packages for custom groups of 15-100 passengers. For more information: <https://book.avantidestinations.com>.

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**Electronic photos:** *Avanti Destinations and the Los Angeles office of Korea Tourism Organization have partnered to launch a 32-page "lookbook" on South Korea to help travel advisors re-engage with FIT clients. The lookbook highlights a customizable 10-day/9-night itinerary, South Korea Essentials, and 11 private and semi-private experiences and activities in five destinations: Seoul, Busan, Jeju Island, Gyeongju and Andong.*

**Shown:**

- 1) *Woman in traditional Korean dress at the Gyeongbokgung Palace in Seoul, South Korea;*
- 2) *Donggung Palace, built in 674 CE and Wolji Pond in Gyeongju National Park, South Korea.*