WORK + VACATION = WORCATION

WORCATION in GANGWON

The new way we work today

“Choose your work station in a forest or on the beach or the top of mountain, it’s all set in Gangwon.

Gangwon province, Korea’s best worcation destination that will transform the working environment into what you’ve dreamed of.

‘Gangwon Worcation’, the new normal tourism project
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Introduction of Gangwon

Why Gangwon is the best place for Worcation?

01 Easy Accessibility
Convenient access anywhere by car, train, aircraft

02 Natural Tourism Resources
From National Parks to the Coast of East Sea, A full of after-work activities available in pure nature

03 Excellent Tourism Destination
As the one of Korea’s best tourist destination ‘Gangwon’ various foods, entertainment, and attractions etc., Especially Gangwon held mega events such as 2018 Winter Olympic games
Introduction

Worcation

What is a Worcation?

A worcation is a vacation that allows you to work remotely while integrating elements of leisure that let you unwind, relax and be more productive.
Due to COVID-19, the tourism industry has encountered with vast crisis in the Republic of Korea. Country’s social distancing policy restricted people from the freedom of traveling. Coincidently, many employees were forced being away from the office and working from home instead.

To overcome this crisis, Gangwon Tourism Organization (GWTO) introduced a new tourism project, ‘Worcation’.

The Worcation project was created to revitalize the depressed Gangwon tourism industry by replacing leisure travelers with worcationers who are a type of leisure-corporate travelers and a significant change emerged in the market immediately.

Through the amazing experience of working in the forest and on the beach in Gangwon, away from stuffy and busy urban environment like Seoul Metropolitan, workers were able to increase work efficiency and job satisfaction. And most importantly, the remarkable outcome showed on the increment of the number of weekday stayers and the average length of stay in the region.
Gangwon Worcation Project has the following objectives:

1. Discovering new tourism contents in the new normal travel industry.
2. Increase the number of travelers on weekdays.
3. Increase the average length of stay.
4. Revitalization of local economy.
5. 3 steps of Transition to local Population growth
   (Tourist → living population → Resident Population)
Who are the targets?

01 The primary target

Telecommuters and digital nomads in IT and computer programming industry.

Age group: 20s to 30s

Target expansion 02

lawyers, copywriters, advertising planners, designers, consultants, online educators, marketers, real estate agents, ...

Etc, anyone.

Age group: 20s to 40s and their families

In addition, GWTO expanded its targets primarily from individual travelers sourcing via leisure channel to associates in the corporate accounts.

Employees who can work anywhere.
GWTO’s Worcation project has developed two steps:

1. **B2C – Individual Type**
2. **B2B – Corporate Type**
[GWTO launched Individual worcation product with Interpark Tour]

In collaboration with ‘Interpark Tour’ one of the most well-known OTAs in Korea, ‘Gangwon Worcation’ products packaged with customized benefits were sold on the weekday basis from Sunday to Thursday.

Within 2 months of its launch, 8,238 room nights has been sold and it leads to release additional promotion. The second promotion of worcation were also a big hit and recorded as a 11,489 room nights sold.

The great success leaded us to planning worcation pilot program targeting associates in the corporate accounts.

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Providing Customized benefits

- Room with ocean view
- Co-working space
- Sightseeing tours
- Activity

[2021, Gangwon Worcation Poster]
Evolution of program – Corporate Type

We launched our pilot program

As next step of evolving the ‘Gangwon Worcation’ program, we launched a pilot program.

Under the slogan of ‘Work, Life, Stay’, 4 days and 3 nights Worcation program packaged with complimentary co–working space, local after–work activities, and social networking opportunities among participants were sold in September through November.

The pilot program enabled GWTO to further develop the Gangwon Worcation market by educating participants what Worcation really is and hearing their direct feedbacks.

According to participants in the pilot program, 86% were satisfied with work efficiency through the participating program and 92% overall satisfaction.
Corporate Worcation program

Through the worcation pilot program, GWTO proved a potential of Korean domestic Worcation market so we ultimately proceeded to the corporate-level Worcation program as a final step of Worcation Project in 2021.

The first corporate Worcation program began in October 2021 with 60 associates from ‘Yanolja’, a global travel–tech company, in Pyeongchang, the host city of 2018 Winter Olympic Games, followed by additional 60 associates in May 2022. Subsequently Korea’s No. 1 F&B enterprise ‘CJ CheilJedang’ conducted Worcation project with GWTO as well.

The participated companies analyzed the Worcation was greatly beneficial to raise employees’ work efficiency and satisfaction which simultaneously raises company’s competitiveness.

Surprisingly, corporate interest in worcation programs has grown very quickly.
At the time of starting the worcation project, it was necessary to promote the definition of worcation before promoting the program. A survey was conducted on the top 1,000 companies in Korea and 93.4% of them were surveyed on March 2021 that they did not know anything about worcation system.

Promotional elements and distribution

![Worcation Instagram feed](gwworcation)

93.4%

“Do you know what is the worcation?”

Don’t know.

[Worcation Instagram feed]

418,616 views

The Gangwon Tourism Organization promoted worcation as targets in their 20s and 30s in the early 2021, so it conducted promotional marketing mainly on social media such as Instagram and Youtube. In order to raise awareness of worcation, promotional marketing was conducted with Kim Byun who is an influencer and also a lawyer.
Promotional elements and distribution

Effort to promote the definition of Worcation

In addition, GWTO held a Worcation forum in WeWork Seoul, a global co-working space company, with Worcation experts such as Airbnb Korea's policy manager, digital nomad documentary director, and Yanolja, head of the new business development department and conducted in the hybrid event. Under the slogan of 'work from mountains and beach', it promoted Korea's best location, promoting accessibility to the metropolitan area, excellent tourism resources.

Also, it spread rapidly to blogs and YouTube through pilot program participants with their worcation experience.

As a result, not only young employees but also corporate HR managers began to inquire about worcation program in Gangwon.
GWTO produced promotional videos for Gangwon Worcation to introduce the resources and infrastructure of Gangwon worcation, and produced sales kits and promotional brochures to distribute to HR managers and companies.

In addition, in 2022, through a memorandum of understanding (MOU) agreement with the Seoul Business Agency, a support organization under the Seoul Metropolitan Government, Gangwon Worcation Program was widely known to 20,000 SBA members in Seoul. Currently, more than 86 companies and 506 employees are participating in the worcation program in Gangwon.
Work, Life, Stay = Gangwon Worcation 🎬

+82 332,698,945 views

Gangwon Tourism Organization (GWTO)
Update: 2022. 07. 26

Click here to access official Gangwon worcation webpage

Click to watch the worcation video
Roles and responsibilities of persons involved

**Resource development**
GWTO is playing a role in discovering worcation resources in 18 cities and counties in Gangwon Province and mass-producing worcation contents in cooperation with cities and counties.

**Connections**
GWTO introduces excellent work location resources in Gangwon to companies centred on the metropolitan area and connects them to local governments by attracting companies that wish to participate in worcation program.

**Local tourism revitalization**
As the GWTO was established to revitalize tourism in Gangwon-Province, it played a role in increasing quantitative figures such as the average number of tourist stays and the increase in average tourists.

**Marketing and promotion**
GWTO took a role in promoting the program via diverse digital channels such as social media, magazines, news interviews as well as offline event and distribution of promotional fliers and goods.
Although the working environment has changed due to the prolonged COVID-19 and the global travel industry has been stagnant, it can be seen as a great starting point for revitalizing tourism again in Gangwon Province through the worcation market.

By playing a leading role in the domestic market by conducting the first worcation marketing of local governments, many workers and companies could be attracted to Gangwon Province.

Individual worcation products consisting of only two or more weekdays were sold at 19,727 nights in 2021, and the results of the promotion in 2022 resulted in 22,801 nights in two months.

The weekend-focused tourism market in Gangwon Province has gained a reputation for increasing the number of tourists during the week, with an indicator that a total of 25% increase in weekday tourism compared to the same period last year.
This project is a program that induces long-term accommodation consisting of at least four days and played a major role in increasing the number of tourist stays in the Province.

At a time when Korean companies were rushing to introduce their new work system, Gangwon Province, which prepared the worcation project preemptively, was able to respond to the demands of companies and is now preparing for overseas companies beyond Korean worcation market.