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The 7th TPO General Assembly

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New Leap of TPO

263 million tourist arrivals in Asia Pacific Region!

It needs more powerful cooperation.



Tourism Promotion Organization
for Asia Pacific Cities





Tourism Promotion Organization
for Asia Pacific Cities

Tourism Promotion Organization for Asia Pacific Cities

We'd like to invite you to TPO, the Tourism Promotion Organization for Asia Pacific Cities.

TPO is a network among cities in the Asia Pacific region and is an international tourism organization established for the development of the tourism industry. TPO exchanges tourism information between member cities to promote the tourism industry, and also carries out projects including tourism product development, joint marketing projects, and tourism industry education as well as human resources development. 75 city governments and 37 Industry members currently participate in as members of the TPO. Industry members consist of travel industry related associations, research institutes, and destination marketing organizations (DMO). TPO strives for the development of sustainable tourism and city tourism within the Asia Pacific region.

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The Two faces of a Traditional City Gunsan

Foreign visitors walking the streets of Gunsan can reflect on the city's history as they pass the century-old buildings constructed during Japanese rule. But for Koreans, the buildings signify much more, serving as an indelible reminder of national loss. We travelled down to Gunsan to explore how the city survived colonization, reasserted its identity, yet still manages to retain decades-old remnants of its past.



About Gunsan

Location	A harbor city on the northwestern coast of Jeollabuk-do, South Korea
Size	680.76km ²
Population	278,069 (2014)
Climate	Typical of South Korea's southwestern coastal region, with winters bringing northwesterly winds, and summers that are warm and humid. Annual average temperatures of 12°C; annual rainfall is 1,201.4mm. January averages temperatures of -0.4°C; August averages 25.7°C.
Summary	The Gogunsan Archipelago lies off Gunsan's coast in the West Sea. Other landmarks include the Okgu Peninsula, which divides the Geumgang and Mangyeonggang estuaries. Since Gunsan Port officially opened in 1899, Gunsan has grown to become a major port city on the west coast. The Korea Agency for Saemangeum Development and Investment opened in 2008.



Modern Culture & History Street / Old Downtown

NEOCLASSICAL EUROPEAN ARCHITECTURE ORIGINAL GUNSAN CUSTOMS OFFICE

The original Gunsan Customs Office is one of three buildings in South Korea inspired by neoclassical European architecture (the other two are Seoul Station and the Bank of Korea Building). The structure, which is still in excellent condition, was operated until 1993 when it was replaced by the new customs office built next door. The original was designed by a German architect, and built by using high-quality imported materials, including Belgian red bricks laid in a European style. Despite the passage of time, its granite foundation stones, fish-scale roof tiles, and sharp mini-pinnacles remain intact. On display inside are early 20th century photos of the building and old Gunsan Port, as well as confiscated fake goods.

Address 244-7 Haemang-ro, Gunsan, Jeollabuk-do **Tel** 063-454-7870 **Opening Hours** 09:00-18:00; closed on Mondays

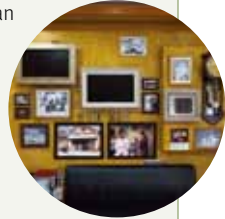


Christmas in August Movie Set



The fictional Chowon Photo Studio is run by Jeongwon, a character in the movie "Christmas in August". This movie set has an aura of history, even from the outside. The movie crew traveled across Korea scouting locations for a fictional photo studio. The crew stumbled upon this building, at the time being used as a cafe. After persuading the owner to go along with their plan, the team converted the cafe. Chowon (green field) was named after a studio based in the hometown of hero, Han Seok-gyu. After the movie was completed, Gunsan City decided to restore and open the movie set to the public. It features a shop where visitors can view movie scenes and props.

Address 12-1 Guyeong 2-gil, Gunsan, Jeollabuk-do
Opening Hours 09:00-18:00



Art space for artists Yeoinsuk (Inn)

The yeoinsuk was originally an inn built in the 1960s, and called Sambong Yeoinsuk until 2007. The present yeoinsuk was reborn as a cultural & art center in 2010, meaning "People are achieving their dreams by together". Each year visual artists are selected and supported. The first floor is an exhibition space. The second floor houses selected artists.

Address 3 Dongguksa-gil, Gunsan, Jeollabuk-do **Tel** 063-471-1993
Opening Hours 10:00-18:00



EXHIBITION: FAMOUS GUNSAN ARTIST JANGMI GALLERY

Previously used as a recreational facility after Korean independence, Jangmi Gallery now exhibits artworks by world-renowned artist Ha Ban-yeong. The artist spent his youth in Gunsan, where he was recognized for his amazing gift for ink-painting. During elementary school, Ha won first prize in a contest held by the Japanese Governor-General of Korea. Afterward, he won gold medals for two years in a row at Le Salon, a prestigious art competition in France. He spent his later years in Gunsan, producing artworks in various styles (e.g., western paintings, pottery, calligraphy, ink paintings). All of his work reveal East Asian flair and tone. Ha Ban-yeong passed away on January 25, 2015, at the age of 98.

Address 232, Haemang-ro, Gunsan, Jeollabuk-do **Tel** 09:00-18:00; closed on Mondays **Workshop Fees** Scented candle-making: 4,000 won; leather broach natural-dyeing: 5,000 won





Restored Colonial Japanese Venues

SUNNY SPOT ON A MELLOW AFTERNOON MIZ COFFEE (ORIGINALLY MIZ SANGSA)

The next time we come to Miz Coffee, we'd like to spend a sunny afternoon, lounging on the tatami mats on the second floor. It's a wonderful relaxing space to scan the street below, or to leaf through a good book at your leisure. This place was originally built for a trading company across from the Gunsan Modern History Museum in the 1930s, but was rebuilt at the present location next to the Museum. The teas here (including many homemade brews) are delectable, and should provide much-needed respite from the wintery weather.

Address 232 Haemang-ro, Gunsan, Jeollabuk-do **Tel** 063-446-2867 **Opening Hours** 10:00–22:00 **Prices** Homemade teas: 5,000 won; sodas & other drinks: 5,000 won



A PEACEFUL EVENING: JAPANESE-STYLE GUESTHOUSE GOWOODANG GUESTHOUSE

As you stroll around old downtown, you're bound to come across something rarely seen these days in South Korea: A small knot of Japanese houses surrounded by modern apartments. This is Gunsan's guesthouse complex, which was renovated and opened in 2012. It features a small pond, a fountain, and a cozy yard tastefully landscaped with ornamental trees. You may be tempted to spend the night at a traditional Japanese guesthouse, snuggling down on your authentic sleeping mat, as well as enjoying the exterior's aesthetics. The rooms are fitted with heaters to ensure you stay warm and cozy, even in winter. There are six types of room available, including a dormitory style for those on a tight budget, and larger rooms for families. The guesthouse complex also has a cafe with a barista and a Japanese rice wine bar called Senoya, where we can find the traces of Go Yeon, a renowned poet.

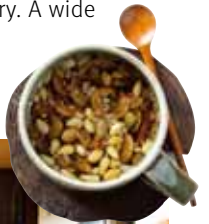
Address 16-6 Wolmyeong-dong, Gunsan, Jeollabuk-do **Tel** 063-443-1042 **Prices** (Weekend) two people: 40,000 won; double rooms for five people: 130,000 won **Home Page** www.gowoodang.com



NUTRITIOUS TRADITIONAL TEA CHEONGDAM CHAJIB

This is a traditional teahouse that was converted from an old Japanese house. The entrance, elegant backyard, and fine lattice window frame all offer clues to the venue's colonial heritage. The owner says this chajib (teahouse) was designed to reflect the laid-back vibe of Gunsan. The traditional Korean teas served here make a very refreshing change to your daily life. We definitely recommend the date tea, slow-cooked for over five hours and naturally sweet enough to have without sugar or syrup. The owner has a keen interest in quality ceramics, which explains why all the teacups and crockery were produced in Icheon, famous for its traditional pottery. A wide selection of pottery is on sale, too.

Address 18 Gyeong 6-gil, Gunsan, Jeollabuk-do **Tel** 063-445-1231 **Opening Hours** 10:00–18:00 **Prices** Date tea: 5,000 won; citron tea: 4,000 won



Recommended Restaurants in Gunsan



THE INIMITABLE FLAVORS OF BOKSUNGRO

This eatery is officially listed as one of the nation's top-five Chinese restaurants. Their jambong (spicy seafood noodles) brims with delicious seafood and is visually enticing. The dish is loaded with fresh mussels, squid, clams, and pork, and the soup is addictively spicy. One quibble is that the mountain of seafood doesn't leave much room for noodles. The top-notch jajangmyeon (sweet black-bean noodles) has a scrumptiously smoky flavor that adults and kids will love.

Address Wolmyeong-ro 382, Gunsan, Jeollabuk-do **Tel** 063-445-8412 **Opening Hours** 10:30–16:00; closed on Sundays **Prices** Jambong: 7,000 won; fried rice: 7,000 won; jajangmyeon: 5,000 won



THE BIG BREAKFAST HANILOK (RESTAURANT)

Beef and radish soup is a staple of traditional Korean ancestral ceremonies, and the main dish at the Hanilok restaurant. Admittedly, the soup seemed standard fare on arrival, but a spoonful of broth was all it took to win us over. The chefs here are talented professionals, who use plenty of quality beef cuts and fresh, diced radish to make a winning soup. It comes with a bowl of shiny rice. A lot of love went into making our meal: Think Mom's best homemade soup ever.

Address 63 Gyeong 3-gil, Gunsan, Jeollabuk-do **Tel** 063-446-5502 **Opening Hours** 03:30–21:00 **Prices** Radish soup: 6,500 won; raw beef bibimbap: 6,500 won



SOUP OF KINGS GUNSAN BOKJIB (BLOWFISH RESTAURANT)

You're in for a surprise when you try the blowfish soup here. Before the main dish arrives, huge platters of raw fish, parboiled squid, and fresh oysters are served up. Customers also get a plateful of cabbage leaves for raw-fish wraps. We were amazed at the number and size of successive side dishes delivered. We then tried the steamed angler fish (another main dish), which was first-rate: After devouring the panful of fat fish, rice was added and stir-fried in the same pan at the table in a spicy sauce. We rounded off the meal with a hearty bowl of blowfish soup.

Address 15 Gyeong 7-gil, Gunsan, Jeollabuk-do **Tel** 063-446-0118 **Opening Hours** 10:00–21:30; closed on Mondays **Prices** Blowfish: 15,000 won; steamed angler fish: 15,000 won



THE FIRST BAKERY IN KOREA LEESUNGDANG



Leesungdang Bakery trades on premises once owned by Izumoya, a Japanese baker's that opened in the early 1900s. It was also the first bakery in Korea to sell sweet red bean bread. After Korean independence, Mr. Lee Suk-woo aptly named the bakery Leesungdang ("Lee's Bakery"). Today, his vegetable croquettes and red bean paste buns (made with rice powder) are firm favorites with locals, helping the bakery to become a Gunsan hot spot. The subtly sweet red bean paste buns have a thin dough and ample filling that makes them very moreish. The croquettes are what you'd hope for, too: Crispy on the outside and stuffed with vegetables on the inside. So one croquette should easily satisfy your hunger.

Address 177 Jungang-ro, Gunsan, Jeollabuk-do **Tel** 063-445-2772 **Opening Hours** 07:30–22:30; closed first/third Sunday of the month **Prices** Red bean bun: 1,300 won; vegetable croquette: 1,500 won





Still Here after a Thousand Years Exploring the Streets of **Hanoi**

Hanoi is a cacophony of car and motorcycle horns. A labyrinth of alleyways. Here you can satisfy your hunger with hot rice noodles, and quench your thirst with strong, milky Vietnamese coffee. We took a stroll through the sunny afternoon streets of Hanoi, a city as if stamped with French colonial history.

About Hanoi

Location	Red River Delta, northern Vietnam
Size	921km ²
Population	6.5m (2009)
Climate	Subtropical and humid. Hot and wet in summer; cool and dry in winter. Summer from May to September; winter from November to March.
Summary	Hanoi is Vietnam's capital and the country's second largest city. "Hanoi" means "a city between two rivers". The name was adopted by the Nguyen dynasty in 1831. It was proclaimed the capital of Vietnam on September 2, 1945.

Warming to the **Hanoi Lifestyle 4**

AT FIRST, MY HEART MAY HAVE JUMPED EVERY TIME A HORN BLASTED, AND LEAPT WHENEVER A MOTORCYCLE MISSED BY A WHISKER, BUT I SOON FORGOT MY TRAFFIC JITTERS, AND IMMERSSED MYSELF IN THE FASCINATING LOCAL LIFESTYLE THAT HANOI IS FAMED FOR.



01. A Street of Petite Plastic Chairs

Ignoring the tables and chairs inside, local Vietnamese opt to sit on small plastic chairs outside coffee shops, sipping coffee and eating noodles as they ponder the scooters and passersby. Everyone seems to savor the slow pace of life here. When dusk settles, venture to Beer Street in old downtown, where a scattering of foreign visitors mingle with the locals to create a nice vibe. It's a genuinely friendly and fun atmosphere that any traveller abroad will appreciate.



02. Echoes of Colonial France

France's colonization of Vietnam began in 1882 and lasted until 1945, when the Viet Minh, led by Ho Chi Minh, rose up to fight for independence. Fighting escalated and led to the Anti-French Resistance War, and the eventual

formation of North Vietnam under Ho Chi Minh, ending decades of French rule in Hanoi. The Socialist Republic of Vietnam was established in 1976. On seeing St. Joseph's Cathedral in Hanoi, I got the impression the church had been plucked straight from the streets of France and transplanted here intact. There are many examples of French Colonial-yellow buildings in Hanoi, with their steep, colorful roofs, and verandas stuffed with plants.



03. Oodles of Street Cuisine

Vietnamese street cuisine is just as diverse as the famously varied street food of Thailand. Aside from the obvious rice noodles, you can try sticky rice wrapped in coconut leaves, translucent spring rolls, noodles topped with barbecued pork, beef jerky with peanut sauce, soft puddings, and tropical fruit doused with condensed milk. You can get your breakfast, lunch, dinner, or dessert on the street for less than 10 US dollars. Just be careful to watch your waistline.



04. Flowers Everywhere

Even on overcast days, Vietnamese cities have an aura of romance because of the abundance of flowers. Seeing so many cyclists with bouquets bound to their bike seats brought a smile to my lips. Sure, we all know how a bouquet can improve the lousiest of days. But Vietnamese posy-power is a sight to behold.

Hanoi's **36 Street** Beating Heart

ALSO KNOWN AS "OLD TOWN", 36 STREET WAS ESTABLISHED DURING THE 11TH CENTURY WHEN THE LY DYNASTY RELOCATED THE COUNTRY'S MASTER CRAFTSMEN HERE. MOVING THEM NEARBY ENSURED THAT THE PALACE RECEIVED ALL THE GOODS IT REQUIRED QUICKLY, INCLUDING WOODEN CONTAINERS, SILVER, FANS, AND MATS. SALT AND SUGAR WERE STORED HERE, TOO. EACH PRODUCT WAS SOLD ON A SEPARATE STREET; THE STREET TOOK THE PRODUCT'S NAME.



FRUITY PICKLES Ô MAI GIA LỢI

This is a specialty fruit pickle shop that has been doing business for a century. The secret formula behind its pickle popularity is to finely slice all the ingredients. Doing so allows the fruit to absorb the pickle thoroughly and consistently. The fruit is pickled in ginger, other spices, and sugar. Then it sits for a week before it's ready to eat. About 100 varieties are on offer here, including kiwi, apricot, ginger, and plum. Flavors can vary from sweet to spicy to sour, depending on what spices are used. There's something uplifting about seeing 100-year-old scales and glass jars full of different-colored pickles.

Address 8 Hàng Dương, Hà Nội **Tel** +84-4-3928-0737 **Opening Hours** 07:30–22:00 (During nighttime market: Open until 23:00) **Prices** D60,000–D80,000 (1400g)



ARTISTRY WITH CAMERA-LENS DETAIL THE PORTRAIT MASTER

This studio artist produces pictures so accurate and detailed that they look like photographs. He has been making portraits for 50 years, using tools and techniques that are unusual and intriguing: Chopsticks and a toothpick instead of brushes, and soot instead of paint. And with these modest tools, he creates incredibly realistic pictures. Each artwork normally takes about three days to complete. Notable clientele includes Nelson Mandela and Tiger Woods. You can order portraits by emailing your photos.

Address 47 Hàng Ngang, Hà Nội **Tel** +84-4-3926-0364 **Prices** From D2m

HANDMADE SEAL-STAMP SPECIALISTS PHÚC LỢI

If you're looking for a personalized gift, how about getting a handmade seal-stamp? Here you'll find many shops that specialize in making them. Phúc Lợi, which has been in business for 20 years, is run by a fourth-generation master craftsman. Simply choose the seal-stamp you want, write down the stamp content you want (your name, email, etc.), and they'll have it ready within 10 minutes. Design templates are also available, or opt to have a personalized design as well, which will take a full day to complete. These seal-stamps offer an unrefined, homespun charm sadly lacking in factory-made products.

Address 6 Hàng Quạt, Hà Nội **Tel** +84-4-3824-5171
Opening Hours 08:00–19:30 **Prices** \$3–\$25





ETHNIC MINORITY STYLE SAPA SHOP

Sapa Shop has a dramatic mix of multicolored goods, and is filled with various handmade ethnic minority style products. Take your pick of ao dai, unique-patterned neckties, cute dolls, and alluring bangles. And the products won't burn a hole in your wallet, so you can grab a dozen gifts for coworkers or friends.

Address 92 Hàng Gai, Hà Nội **Tel** +84-4-3938-0058 **Opening Hours** 08:00–21:00



HIGH-END SILK SHOP KHAİ SILK

This is one of Vietnam's most famous top-end silk shops. It produces glamorous, graceful designs of the utmost quality. Only the finest silk is used for making their top-notch scarves, neckties, and ao dai. The most popular item among foreign travellers is the sleek men's underwear. The products here are great value for money, too.

Address 113 Hàng Gai, Hà Nội **Tel** +84-4-3928-9883 **Opening Hours** 09:30–20:00

LAI-D-BACK & FUN HAY

The distinctive beer-barrel tables at HAY are surrounded by Western travellers, who seem to enjoy the bar's laid-back atmosphere. Local bands add to the fun, performing gigs every night between 6 p.m. and 10 p.m. A wide selection of beers and cocktails is available.

Address 12 Tạ Hiện, Hoàn Kiếm, Hà Nội **Tel** +84-904-028484 **Opening Hours** 04:00–00:00 **Prices** Alaska Passion/Alaska Iced Tea: D85,000



Hanoi's First Traditional Market Chợ Đồng Xuân

This traditional market resembles Namdaemun market in South Korea. It was the first large market to open in Hanoi, but subsequently burned to the ground in 1994. Today the market lives on after traders relocated to modern premises. On the first floor is a huge fountain flanked by grocery stores. On the second floor are clothing and textile shops well worth visiting. The narrow streets are packed with wholesalers that make the browsing a bit of an obstacle course.

Address Đồng Xuân, Hoàn Kiếm, Hà Nội **Tel** +84-4-3828-2170 **Opening Hours** 06:00–18:00





A SEA OF MEMORABILIA CỘNG CÀ PHÊ

This cafe is located in front of St. Joseph's Cathedral. The plastic chairs outside are taken by young Vietnamese, enjoying their coffees with friends. Head upstairs for a treat: The second floor is adorned with fascinating memorabilia dating back to the post-war late 1970s. The delicious condensed-milk Vietnamese coffee on offer here is a must.

Address 27 Nhà thờ, Hà Nội **Opening Hours** 09:30–23:00 **Prices** Coffee: D35,000



FRENCH GOTHIC ARCHITECTURE NHÀ THỜ CHÍNH TÒA HÀ NỘI (ST. JOSEPH'S CATHEDRAL)

At the end of the street stands St. Joseph's Cathedral, a French Gothic structure that looms above the restaurants and souvenir shops. The cathedral was completed in 1898 during the French occupation. Two steeples were added in 1912, designed to lend the building more grandeur. Decades of city grime have dulled the exterior somewhat, but inside you'll find pristine white walls and ornate stained-glass windows. Visitors are welcome to attend Mass (times shown below).

Address 40 Nhà Chung, Hàng Trống, Hoàn Kiếm, Hà Nội **Mass** Monday though Friday: 05:30/18:30; Saturday: 18:00; Sunday: 05:00/07:00/09:00/11:00/16:00/18:00/20:00 (Mass held in French)



LOCAL HOT SPOT FOR RICE NOODLES PHO 10

The long line of customers outside PHO 10 every mealtime should speak volumes about the quality of food inside. Korean customers will appreciate the lightly spiced, mild noodle dishes on offer. The X-factor could be the noodle soup base, made with slow-cooked beef bones. The dish fills you up fast, especially once you've dunked and munched the fried bread included. Add lime or chili to your noodle soup, depending on your tastes.

Address 10 Lý Quốc Sư Hoàn Kiếm, Hà Nội **Tel** +84-4-3825-7338 **Opening Hours** 06:00–14:00 & 17:30–22:00 **Prices** Beef rice noodles: D45,000

NIGHTTIME MARKET STREET

Spanning 1.2km from Hàng Gai Street to Chợ Đồng Xuân Market, the nighttime market on this street is held on Friday, Saturday, and Sunday nights. It's popular among locals because good deals can be made on clothing, shoes, and other accessories. Remember to sample the street goodies here, which many Koreans will find familiar, such as grilled sausages, popcorn, and twisted potato-fries. You can even try Korean street cuisine, including tteokbokki and fried kimbap.

Opening Hours 19:00–22:00



Streets with a French Flavor

Hoan Kiem Lake / The French Quarter

THIS IS ONE OF THE MOST POPULAR AREAS FREQUENTED BY TRAVELLERS, WITH ITS TRENDY CAFES SCATTERED AMONG A BACKDROP OF FRENCH COLONIAL BUILDINGS.



LEGENDS OF THE LAKE NGOC SON TEMPLE

Soon after the Ming dynasty invaded present-day Vietnam in the 15th century, a fisherman named Le Loi gathered locals to rise up and fight the Ming army, which it eventually defeated. According to legend, Le Loi established the Le dynasty between two visits to Hoan Kiem Lake. On his first visit, Le Loi pulled a sword from the lake. During the second (while performing a ceremony), a turtle is said to have emerged and taken Le Loi's sword, before disappearing with it underwater. The Vietnamese phrase "hoan kiem" means "returned sword". You can see the turtle legend depicted inside Ngoc Son Temple, located on Hoan Kiem Lake.

Address Đinh Tiên Hoàng, Hàng Trống, Hoàn Kiếm, Hà Nội **Opening Hours** Summer: 07:00–18:00; winter: 07:30–17:30 **Entrance Fee** D20,000

LABYRINTHINE BOOKSTORE HIỆU SÁCH THANH TÚ

If we had to choose the most exotic place on Trang Tien Street, it would be this bookstore. Renovated from a typical Hanoi house, the bookstore's narrow maze of aisles is jammed with books, like a packed secondhand bookstore. There are all sorts of books, including children's books, novels, and English language textbooks.

Address 5 Đinh Lễ, Tràng Tiền, Hoàn Kiếm, Hà Nội **Tel** +84-4-3936-1055 **Opening Hours** 09:00–21:00



A SERENE ASPECT HOAN KIEM LAKE

Hoan Kiem Lake is relatively small, having a circumference of just 2km. The lakeside is dotted with benches shaded by huge trees, which are an ideal place to take a breather. It's a popular spot for all sorts of people: Locals exercising in the mornings, tourists exploring during the day, and sweethearts sauntering at night. The lake is a favorite location for wedding photo shoots, so you may find brides in white ao dai dresses posing with their grooms. After sunset, you can enjoy the rainbow of exotic color from the Ngoc Son Temple and the lake's bridge lights.



MAGNIFICENT GRACE HANOI OPERA HOUSE

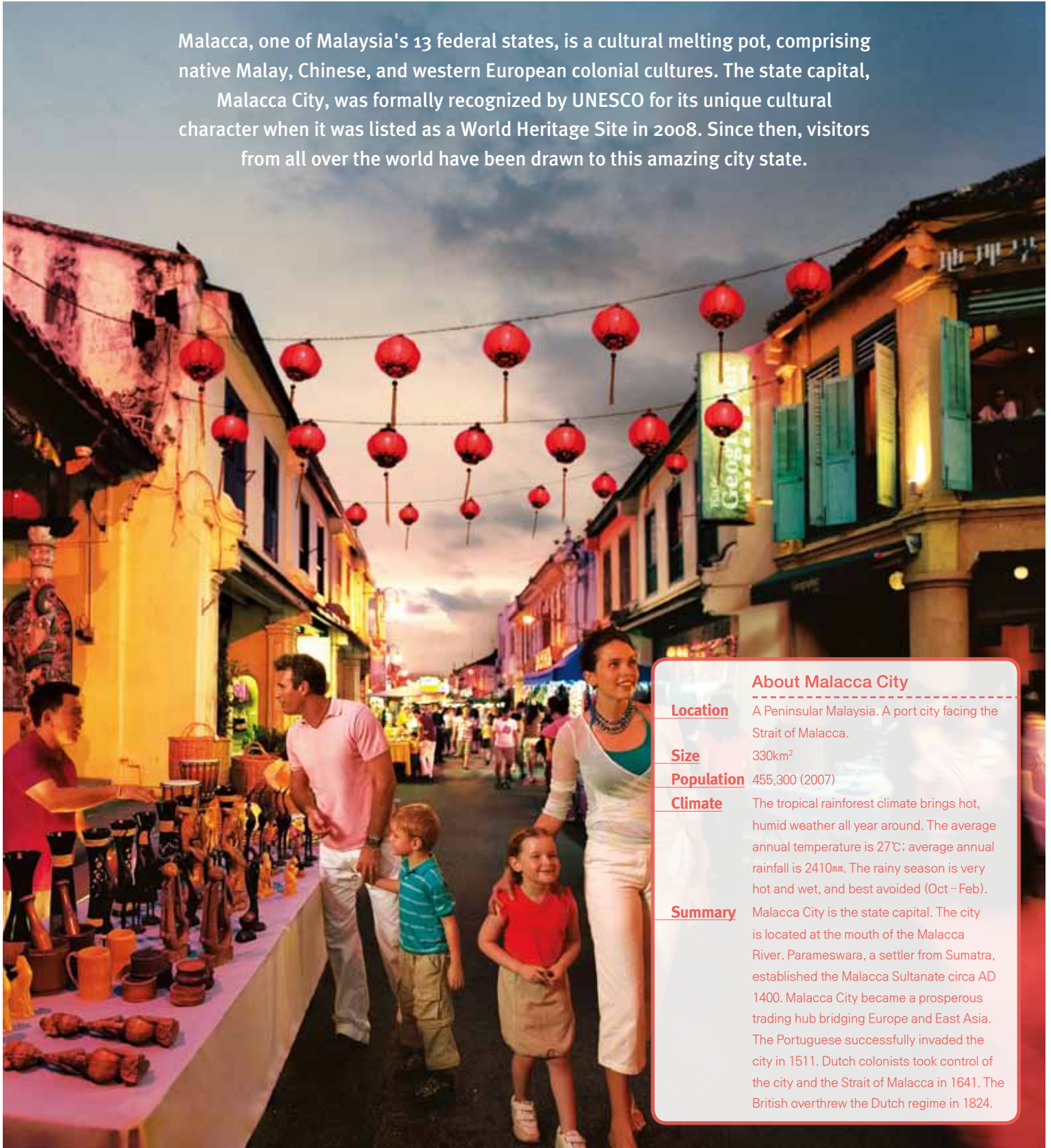
Hanoi Opera House was inspired by Charles Garnier's Palais Garnier, the opera house at Paris Opera. Hanoi Opera House has a splendid yellow exterior eclipsed only by its lavish interior. Visits inside are only available on concert weekends, where visitors can savor its romantic ambience in the glow of soft light. The cafe next door, Highland Coffee, provides good views of Hanoi Opera House over drinks.

Address 1 Trang Tien St, Hanoi **Tel** +84-4-3933-0113 **Home Page** www.vietnamonline.com/attraction/hanoi-opera-house.html

UNESCO Site on Foot

Malacca City

Malacca, one of Malaysia's 13 federal states, is a cultural melting pot, comprising native Malay, Chinese, and western European colonial cultures. The state capital, Malacca City, was formally recognized by UNESCO for its unique cultural character when it was listed as a World Heritage Site in 2008. Since then, visitors from all over the world have been drawn to this amazing city state.



About Malacca City

Location A Peninsular Malaysia. A port city facing the Strait of Malacca.

Size 330km²

Population 455,300 (2007)

Climate The tropical rainforest climate brings hot, humid weather all year around. The average annual temperature is 27°C; average annual rainfall is 2410mm. The rainy season is very hot and wet, and best avoided (Oct–Feb).

Summary Malacca City is the state capital. The city is located at the mouth of the Malacca River. Parameswara, a settler from Sumatra, established the Malacca Sultanate circa AD 1400. Malacca City became a prosperous trading hub bridging Europe and East Asia. The Portuguese successfully invaded the city in 1511. Dutch colonists took control of the city and the Strait of Malacca in 1641. The British overthrew the Dutch regime in 1824.

Malacca Tour Highlights A World Heritage Walking Course

Malacca covers 1650km², which makes it slightly smaller than Jeju Island Korea. Downtown Malacca City is small enough to be fully explored on foot. The city doesn't have designated courses, like the ones in Jeju or Santiago, Spain, which means you can thread your way through the city as you choose at your own pace.

ROMANTIC WATERWAY MALACCA RIVER

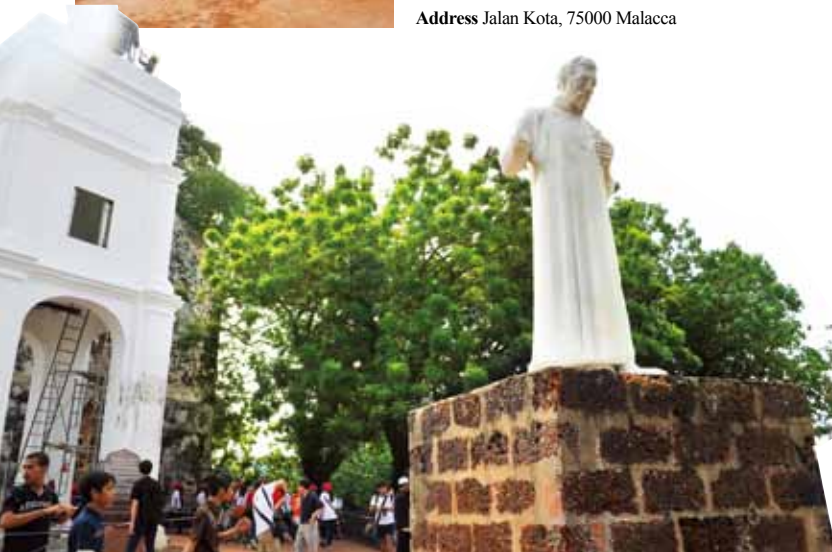
Malacca River winds through the timeless city of Malacca City. Best views of the river are in Kampung Hulu and Kampung Pantai, where the streets are lined with attractive cafes and houses. A riverside walk is a great option, second only to a river cruise—a wonderful way to experience the traditional houses, murals, and cafes. Savor the exotic and beautiful nighttime scenery as it simply glides right by.



THE HISTORY OF MALACCA CITY ST. PAUL'S CHURCH & A FAMOSA

St. Paul's Church is located at the highest point of Malacca City, on top of St. Paul's Hill. It was originally built as a church by the Portuguese, but was later renovated by the Dutch into a cemetery for aristocrats. The vista from the summit of St. Paul's Hill takes in downtown Malacca and the Strait of Malacca beyond. A stroll down the other side of the hill leads to A Famosa, the ruins of a 16th century Portuguese military fortress overrun and largely destroyed by Dutch invaders.

Address Jalan Kota, 75000 Malacca



CENTRAL MALACCA CITY DUTCH SQUARE

This is where the real tour of Malacca begins. An exotic fountain stands at the center of the square, flanked by Christ Church, traditional Dutch buildings, and a flea market. The central district is a hive of activity, filled with locals, tourists, vendors, and rickshaw drivers. We recommend picking up a map from the tourist information office across from the square. The map will help you navigate your way through the maze of alleyways. Another thing worth

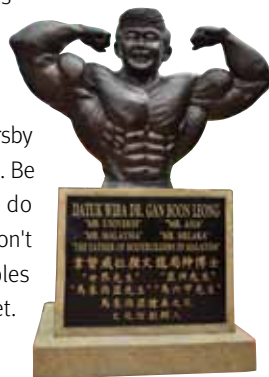
trying is the free Malacca history tour (Tuesday, Thursday & Saturday: 09:00–12:00; English-speaking guide).





BUSY NIGHTTIME MARKET JONKER STREET

Also known as Jalan Hang Jebat, this is one of the most famous tourist attractions in Malacca. During the day, it is busy with tourists from all over the world. After sunset, the nighttime market opens, bringing even more of a buzz to this exciting city. Hordes of passersby flock through the souvenir and snack shops. Be aware that pickpockets and bag snatchers do operate here, especially on busy weekends. And don't forget to check out the numerous galleries and temples located all over town before you join the excitement of the nighttime market. Malacca's galleries offer a diverse selection of displays to suit all tastes.



How to Get There A three-minute walk from Dutch Square **Address** Jalan Hang 75200 Jebat

RED DUTCH BRICK CHRIST CHURCH

Christ Church, which was built on the corner of Dutch Square in the late 16th century, still holds services today. The distinctively bold red plaster covering Dutch brickwork catches your eye from a distance. The pinnacle and arches typify Dutch Colonial architecture. A must-see is the 200-year-old depiction of the The Last Supper on the church tiles.

How to Get There A One-minute walk from Dutch Square **Address** Bandar Hilir, 75000 Malacca



**A RIVERSIDE RETREAT
CASA DEL RIO MELAKA**

Casa del Rio Melaka is a five-star boutique hotel located right by the Malacca River, with all the hotel's 66 rooms giving guests a great view of the river. The River Grill, its main restaurant on the first floor, provides diners first-rate Malay cuisine. And at the outdoor pool, you can swim, sunbathe, or just admire the riverside views. Unlike systems found in many Malacca hotels, the air conditioning throughout Casa del Rio Melaka is blissful—the

hotel is an oasis in a sizzling city.

Address 88, Jalan Laksamana 1, 75200 Malacca **Tel** 60-6-289-6888 **Opening Hours** Check in: 14:00; check out: 12:00 **Home Page** www.casadelriomelaka.com



REMNANTS OF THE EXPLORATION AGE

MARITIME MUSEUM OF MALACCA

The Maritime Museum of Malacca is located across from Taming Sari Tower. The museum is actually a replica of the Flor do Mar, a 16th century Portuguese carrack that sank with its trove of Malaccan booty off Sumatra. Visitors can view the treasure taken, and learn lots about Malaccan maritime history via the array of maps and replica ships based on vessels from across the world. The pleasant air conditioning also makes the museum a welcome retreat from the outdoor heat.

Tel 06-282-6526 **Opening Hours** Monday through Thursday: 09:00-17:00; Friday through Sunday: 09:00-20:30 **Entrance Fees** Adults: RM6; children: RM2



Malacca, City of Fascinating Museums

There are so many museums worth visiting in Malacca, including the Baba & Nonya House Museum, National Museum, Naval Museum, Marine Museum, and Stamp Museum (postage stamps). You could say Malacca truly is a city of museums. The broad spectrum of subjects and themes available means there's something fun for everyone. With all that choice, a single Malacca museum pass allowing entry to all the city's museums could be useful.



UNDERSTATED BEAUTY MALACCA SULTANATE PALACE MUSEUM

Throughout the Malaccan Sultanate era, the caliph of Malacca would appoint a sultan to run political affairs. In the 15th century, the Melaka Sultan's Palace was home to the royal family. The wooden structure has a majestic rather than grandiose architectural style, punctuated by nailless, interlocking wooden beams. You should remove your shoes before entering the museum. Once inside, you can marvel at the mannequins, pictures, and photos displaying the culture and history of the Malaccan Sultanate era.

Tel 06-282-7464 **Opening Hours** 09:00-17:30 **Entrance Fees** Adults: RM2; children under 12: RM1 **Home Page** www.perzim.gov.my



THE BEST OBSERVATION TOWER IN MALACCA

TAMING SARI TOWER

From afar this 110-meter tall observatory looks like a pagoda or an amusement park ride. Closer inspection reveals a gyro tower, offering a 360-degree revolving panorama from the observation deck 80 meters up. The observatory accommodates up to 77 people, and takes seven minutes to rotate fully. Enjoy the whole of Malacca City in one long panoramic sweep from the highest place in town.

Tel 06-288-1100 **Opening Hours** 10:00-22:00 **Entrance Fees** Adults: RM20; children: RM10 **Homepage** www.menaratamingsari.com



Not Fading Fast Time-Traveling in Daegu

Taking a trip down memory lane in Daegu is easy: It's where long-gone sweethearts stroll the timeworn streets, and where knots of decades-old musical teahouses survive amid the modern architecture and traditional food markets. Let's celebrate Daegu, a city that encourages you to reminisce the good old days.

About Daegu

Location	A metropolitan city situated in the southeastern province of Gyeongsangbuk-do, South Korea
Size	884.46km ²
Population	2,529,285 (2011)
Climate	Daegu has a continental climate, with hot summers and cold winters. Its average annual temperature is 13.7°C; average rainfall is about 1,000mm. In summer, Daegu is the hottest South Korean city, averaging 55.5 days above 30°C.
Summary	Daegu is located just east of where the Geumho and Nakdong rivers converge. Daegu is the third largest city in South Korea, after Seoul and Busan. It has long been the nation's textile industry hub, and is renowned for producing the country's tastiest apples.

Walking the Street of Memories

Kim Gwang-seok Street

Visitors can enjoy a mural that stretches 350m along Sincheon-daero street. The artwork theme centers on Kim Gwang-seok, a singer, who was born in the city's Daebong-dong neighborhood. The mural features 40 pieces by 30 artists.



FASHION ACCESSORY CRAFT SHOP SALON



Everything is handmade in Salon, a fashion accessory craft shop run by old high school friends Ms. Park Gyeong-hui (an artist) and Ms. Hwang Jeong-suk (a calligrapher). The shop (covering 9.91m²) is full of fashion accessories produced by Ms. Park and calligraphy designs by Ms. Hwang. Their mohair clutch bags, herringbone shoulder bags, canvas bags, and shopper bags offer trendy designs that drum up interest from many passersby.

Address 5-5 Daebong-dong, Jung-gu, Daegu **Tel** 010-2412-8380 **Opening Hours** 11:00–18:00 **Prices** Clutch bags from 30,000 won; shoulder bags from 60,000 won **Home Page** blog.naver.com/pekin1313



COLORFUL MACAROONS MACAROONS GUNEUN HWAGA

"Macaroons Guneun Hwaga" reads the sign hanging outside painter Lee Dong-won's workshop-cum-cafe, meaning "a painter who bakes macaroons". Accordingly, a wide selection of flavored macaroons are available on the menu, (including vanilla, chocolate, strawberry, melon, mango, pineapple, blueberry, and green tea). The artist bakes everything himself to ensure that all the macaroons coming out of the oven are exquisite pieces with charming shapes and subtle hues. Bite into one of these larger-than-average snacks, and the crispy outside makes way for a deliciously soft center.

Address 9-3 Daebong-dong, Jung-gu, Daegu **Tel** 010-8257-0454 **Opening Hours** 12:00–19:00 **Prices** Macaroons: 2,000 won each; hand drip coffee: 4,000 won

ARTFUL TRADITIONAL MARKET BANGCHEON SIJANG

Bangcheon Sijang, one of Daegu's three largest traditional street markets, has seen a dramatic and vivid transformation after undergoing restoration first started in 2009. The Ministry of Culture, Sports and Tourism kick-started the project to revitalize Bangcheon Sijang. Currently 60 shops trade in the market. Bangcheon Jijimjib (the vernacular "jijim" means "pancake") is a must-try traditional Korean savory pancake shop. We recommend the cabbage pancake, made with two huge cabbage leaves, and served with a hot chili dip.



The Alleyway Where Time Stands Still

Jin Golmok

Jin Golmok ("long alley") runs for 100m beside Joongang Cinema. "Jin" derives from the vernacular "Jilda" ("long"); "golmok" means "alley" in standard Korean. The alleyway stretches through a neighborhood once inhabited by many renowned traditional worthies.



THE ELDERLY GENTS' STARBUCKS MIDO DABANG

The old-timers who live in the neighborhood almost always drop by this teahouse. The owner, Ms. Jeong In-suk, is affectionately known by her patrons as "everyone's lover", and greets customers in a smart traditional Korean dress. An old-fashioned heater warms the teahouse, while graying gents in fedoras lounge on the brown retro sofas. Rumor has it that 2,000 customers from all corners of the country once visited Mido Dabang on a single day. Even President Jeon Du-hwan visited twice, claims the proud owner. She

makes sure customers get a warm welcome in a warm setting, just as she has done for the last 30 years. And everyone gets a generous serving of complimentary crackers and flatbread, even if you order a humble cup of tea.

Address 66-1 Jongro 2-ga, Jung-gu, Daegu **Tel** 053-252-9999
Opening Hours 09:00-22:00 **Prices** Coffee: 2,000 won; black herbal tea: 3,500 won; herbal tea: 3,000 won



STIRRING MEMORIES OF MUSIC CAFES C'EST LA VIE

The "music cafe" was all the rage in university neighborhoods across South Korea in the 70s and 80s. It was the place where you'd



order a coffee and then ask the in-house DJ to play a request. Travelers to Daegu can venture down memory lane by visiting C'est La Vie. This music cafe was once the set of Sarangbi, a Korean TV drama whose cast included Jang Keun-suk (an internationally acclaimed actor), and Yoona (a member of Girls' Generation, a global K-pop supergroup). The original set was customized into a music cafe, and now has more than 1,000 LPs to choose from. The most popular requests are by The Beatles, ABBA, and Lee Mun-se. C'est La Vie is a great place to get a flavor of vintage Korean culture while enjoying some classic tunes. It's located on the second floor of the building directly opposite Kyesan Cathedral.

Address Second floor, 244 Dongsan-dong, Jung-gu, Daegu **Tel** 053-255-8308 **Opening Hours** 10:00-18:00; closed on Sundays and public holidays **Entrance Fees** 5,000 won (includes a beverage)





THE FIRST WESTERN-STYLE HOUSE IN DAEGU DAEGU CHINESE EXPAT SOCIETY

This building, located behind the Jeong Pediatric Clinic, is one of the most famous examples of modern architecture in Daegu. It originally belonged to Daegu's richest inhabitant, Mr. Seo Byeong-guk, and was designed and built by Momungeum, a Chinese architect. With the main entrance placed dead center, a sense of perfect balance emanates from the symmetrical redbrick building. Next door is a school for Chinese expat kids, plus a bust of Chiang Kai-shek.

Address 142 Namil-dong, Jung-gu, Daegu



**Renovated Birthplace of Kolon Industry's Founder
Gonggam Hanok Guesthouse**

This well-known guesthouse is a renovated hanok (traditional Korean house) that was originally built in the 1950s. The L-shaped house consists of the main building and annexed rooms. Guests can choose to stay in a traditional bedroom with ondol (under-floor heating), or go for a room with a bed. A light breakfast of toast and boiled eggs is provided. A proportion of accommodation costs goes toward supporting North Korean defectors.

Address 66-4 Jongro 2-ga, Jungu, Daegu Tel 070-8915-8991-2 Prices Ondol bedrooms: 55,000-110,000 won; western-style bedrooms: 27,000 won per person



**Revamping
Bukseong-Ro**

Bukseong-ro used to be known for its narrow alleyways packed with disheveled hardware stores. But the neighborhood has been rejuvenated recently as cafes and cultural spaces continue to spring up.



CAFE SAMDEOKSANGHOI

This cafe used to be a traditional Japanese house, built in the 1920s and occupied by Japanese for about 40 years. Korean families have lived here since. The cafe's renovation hasn't obscured any of the original well-worn charm though. Locals chuckle, recounting the guy who once inadvertently brought the ceiling crashing down after hanging a heavy block of meju (fermented soybean) from it. The cafe retains the same wooden beams that were made with wood from Baekdu Mountain. What used to be a first-floor bedroom is now the cafe's kitchen. The traditional tatami room on the second floor is now used as a seminar room. Monthly exhibitions are held at the cafe, with the artworks hung on the walls.

Address 49-2 Bukseongro 2-ga, Jung-gu, Daegu Tel 053-427-3332 Opening Hours 11:00-22:00 Prices Special ballpoint pens: 5,000 won; Samdeok Cappuccino: 5,000 won; bagel rusk: 3,800 won; sweet honey bread: 5,500 won



THE STYLE HANOK & SPA

This guesthouse was renovated from a hanok originally built in the 1960s. The front yard has a swimming pool, so you can enjoy a leisurely dip. In wintertime, try their oriental outdoor herbal spring to melt away all that stress. This place belongs to The Style Guesthouse chain and features seven rooms, including rooms with ondol, plus a western-style bedroom.

Address 4-1 Buknae-dong, Jung-gu, Daegu Tel 053-214-6116 Prices Ondol/western-style rooms (2 people): 60,000 won (M-F); 70,000 won (S-S) Female-only/mixed dorms (4 people): 30,000 won (M-F); 35,000 won (S-S) Homepage cafe.naver.com/thestyleguesthouse



The Traces of Time

Modern Architecture

The buildings listed below are over a century old. And the sentimental value placed on Daegu's modern (20th century) buildings grows as time passes.



Let's Take a Daegu Street Tour like This!

If you take the five courses featured in the "Street Tour to Modern Times", run by Daegu's Junggu District Office, you can see every inch of Daegu. The first course, "Gyeongsang-gameyong Dalseong-gil" starts off in Gyeongsang Gameyong Park, and stops off at Daegu Modern History Museum and Hyangchon Cultural Center. The second course, "Modern Cultural Street", includes missionary homes on Dongsancheongna Hill, March First Independent Movement Road, Kyesan Cathedral, the houses belonging to poet Lee Sang-hwa and activist Seo Sang-don, Jeil Gyohoi, and Jingolmok Alley. The third course, "Fashion Hanbanggil" takes you through Fashion Jewelry Town, Yangnyeongsi, and Seomun Market. The fourth course, "Samdeok-Bongsan Culture Street" features Gukchaebosang Movement Memorial Park and Kim Kwang-seok Road (in Bangcheon Market). The fifth course, "Namsan 100-Year Hyangsu-gil" starts at Banwoldang, winding along to St. Justino Seminary and St. Mary's Shrine. **Tel** 053-661-2194 (Jung-gu District office's cultural tourism department) **Home Page** <http://gu.jung.daegu.kr/alley>



FIRST GOTHIC BUILDING IN KOREA'S SOUTHEAST KYESAN CATHEDRAL

This is one of the three largest Catholic cathedrals in South Korea. Built in 1902, the church was the first western-style building to be constructed in Daegu, and became even more famous when Park Jeong-hui (a former South Korean president) got married here. It was also visited by Pope John Paul II on May 5, 1984. The building features impressive yet simple Gothic elegance with its red steeples and giant flower-shaped stained glass window. The arches and columns inside lend the building grandeur, as do the stained glass windows depicting Saint Andrew Kim Taegon (Korea's first Catholic priest, who was later canonized). Visitors cannot enter the cathedral during Mass.

Address 71-1 2-ga, Kyesan-dong, Jung-gu, Daegu **Tel** 053-254-2300 **Home Page** www.kyesan.org

A SYMBOL OF MODERNIZATION DAEGU JEIL GYOHOI

Daegu Jeil Gyohoi was the first Presbyterian church built in Gyeongsangbuk-do, and stands proudly right opposite Kyesan Cathedral. Its grand Gothic architecture is worth checking out, featuring prominent steeples and imposing, gray granite walls. A 10-minute stroll leads to the old redbrick Gothic chapel, completed in 1933, which was designated Daegu City's 30th Tangible Cultural Asset for its historical significance. The chapel is currently used as a missionary staff hall.

Address New building: 50, 102-gil, Gukchae Bosang-ro, Jung-gu, Daegu Old Chapel: 23, Namsung-ro, Jung-gu, Daegu **Tel** 053-253-2615 **Home Page** www.firstch.org



EXPLORING DAEGU'S PAST DAEGU LITERATURE CENTER / LOCAL LITERATURE CENTER

This is an unusual exhibition center that displays the history and culture of Daegu. The first and second floors provide a history exhibition that offers visitors a vivid impression of life in Daegu in the 1950s. The third and fourth floors focus on Daegu's literary history. On the basement floor is a cafe called Nokhyang, the oldest music lounge-cum-cafe in Korea.

Address 449 Jungang-daero, Jung-gu, Daegu **Tel** 053-661-2231 **Opening Hours** November to March: 09:00-18:00; April to October: 09:00-19:00; closed on Mondays **Narrated Tours** 11:00-12:00 & 14:00-15:00



A PICTURESQUE HOUSE WITH A GREEN LAWN THE RESIDENCE OF MISSIONARY MR. BLAIR

This is the oldest and southernmost house of the

three missionary residences on Chungra Hill. It is an American-style redbrick house built on concrete foundations, featuring a central living room, lounge, bedroom, and kitchen downstairs; plus a bedroom and a bathroom upstairs. The house, which was originally occupied by Messrs. Blair and Rice (both missionaries), was acquired by Dongsan Medical Foundation, and is now run as a museum of medical missionary work.

Address 424 Dongsan-dong, Jung-gu, Daegu **Tel** 053-250-7100 **Opening Hours** Monday through Friday: 10:00–12:00 & 13:00–17:00; Saturdays: 10:00–12:00; closed on Sundays and public holidays **Entrance Fee** Free **Homepage** www.dsmc.or.kr

GLIMPSES INTO AMERICAN EXPAT LIFESTYLES IN DAEGU CHAMNESS HOUSE

This rectangular, redbrick two-story house with gable roof was built by American missionaries for a Mr. Reiner (another missionary) when they visited Daegu around 1910. Reiner went on to become the second headmaster of Kyeseong School. Other American residents included Messrs. Chamness and Sawtell, and later Dr. Howard F. Moffet, former Superintendent of Dongsan Medical Center. Chamness House is now used as a medical missionary museum. The first floor displays various types of medical equipment used over the years. On the second floor is the bedroom Dr. Moffat used, unchanged since the mid-20th century, to help shine a light on one American expat's lifestyle in Daegu long ago.

Address 424, Dongsan-dong, Jung-gu, Daegu **Tel** 053-250-7100 **Opening Hours** Monday through Friday: 10:00–12:00 & 13:00–17:00; Saturdays: 10:00–12:00; closed on Sundays and public holidays **Entrance Fee** Free **Home Page** www.dsmc.or.kr



THE SIMPLE HOME OF A BELOVED POET LEE SANG-HWA'S HOUSE

Dwarfed by surrounding multiplex apartments, this L-shaped hanok was inhabited by Korean poet Lee Sang-hwa from 1939 until his death in 1943. Lee, who is remembered for his defiant poems of Korean resistance against Japanese colonialism, wrote his last poem "Sorrowful Reconciliation" here. The hanok comprises a main building area, a men-only lounge area, and a courtyard full of persimmon and pomegranate trees. The remaining old crocks and pumps highlight the simple, peaceful lifestyle Lee led.

Address 84 Gyesan-dong 2-ga, Jung-gu, Daegu **Tel** 053-256-3762 **Opening Hours** 10:00–17:30; closed on Mondays **Entrance Fee** Free **Home Page** www.sanghwa.or.kr

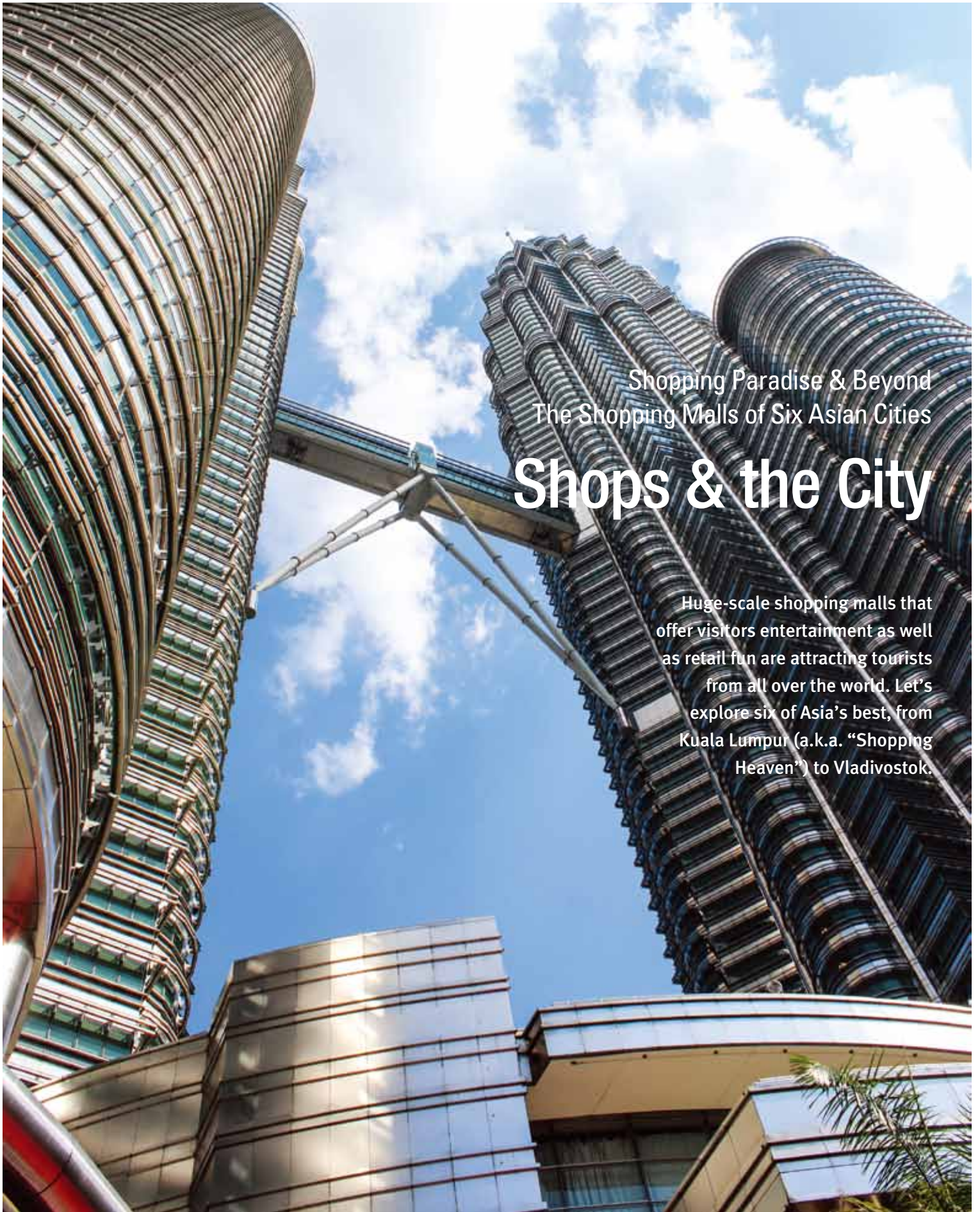


FUSING EASTERN AND WESTERN ARCHITECTURAL STYLES SWITZER HOUSE

This western-style house was constructed in 1910 by a missionary named Switzer, who devoted 18 years to missionary education. In order to add a flavor of native Korean architecture, traditional Korean roof tiles were used, as well as foundation stones from a disused Daegu fortress. The residence is now used as a missionary museum, containing an old Bible, and an oil lamp of the type used around the time of Moses, more than 3,000 years ago.

Address 194 Dongsan-dong, Jung-gu, Daegu **Tel** 053-250-7100 **Opening Hours** Monday through Friday: 10:00–12:00 & 13:00–17:00; Saturday: 10:00–12:00; closed on Sundays and public holidays **Entrance Fee** Free **Home Page** www.dsmc.or.kr





Shopping Paradise & Beyond
The Shopping Malls of Six Asian Cities

Shops & the City

Huge-scale shopping malls that offer visitors entertainment as well as retail fun are attracting tourists from all over the world. Let's explore six of Asia's best, from Kuala Lumpur (a.k.a. "Shopping Heaven") to Vladivostok.

THE HEART OF BANGKOK SHOPPING

SIAM SQUARE BANGKOK, THAILAND

Siam Square is the largest shopping area in Bangkok, and is twice the size of South Korea's Myeong-dong district. Just browsing Siam Center, Siam Paragon, and Central World (Bangkok's three biggest shopping centers) would take half a day or longer. The small boutiques opposite the shopping malls add a distinctive charm to Siam Square, and all the latest Asian trends are here in one spot. Because it offers lower prices than mega shopping malls, Siam Square attracts lots of bargain-hunting backpackers. You'll see plenty of Bangkok's trendsetters here, too, hanging out at the diverse range of restaurants and cafes that line the streets. Don't miss out on this place.

How To Get There A direct connection takes you from BTS Siam Station to Siam Center and Paragon Department Store. For MBK, exit Siam Center's rear entrance and cross the overpass.

Opening Hours Mostly 10:00–21:00



MALAYSIA'S LARGEST MULTIPLEX SHOPPING MALL SURIA KLCC KUALA LUMPUR, MALAYSIA

This gigantic multiplex shopping center is located within the Petronas Twin Towers, the world-famous symbol of Kuala Lumpur. Suria KLCC is in Kuala Lumpur's city center, which means it's always packed with visitors from around the world. It resembles a grand opera hall, with its central atrium spanning six stories from the towers' base. Parkson and Isetan department stores have branches here, as do many luxury brands (e.g., Chanel, Gucci, Prada, Miu Miu). Here you'll also find the Kinokuniya Bookstore, alongside a wide range of global, boutique, and mid-and low-priced brands. Check out the various restaurants, cafés, and entertainment facilities, too. If you need a break from all that shopping, stop by at KLCC Park nearby.

Address Lot No. 241, Level 2, Suria KLCC, Kuala Lumpur **Tel** 603-2382-8448 **Opening Hours** 10:00–22:00

Home Page www.suriaklcc.com.my





MOST ACCESSIBLE SHOPPING CENTER SUPER BRAND

MALL SHANGHAI, CHINA

This shopping mall is located right in front of the Oriental Pearl Tower, a famous radio and TV tower that

resembles a pearl falling from the sky. Super Brand Mall is Shanghai's most famous shopping mall and landmark, as well as the most popular among locals and tourists. It covers 240,000m², and features supermarkets, cinemas, and restaurants. Thankfully, the systematic layout of floors and the links between them makes getting around easy. Super Brand Mall has plenty of global SPA brands (e.g., Zara, Mango, H&M), too, so it attracts many young travelers. The huge Lotus Supermarket in the basement stocks lots of simple gifts.

Address 中国上海市浦东新区陆家嘴西路1 68号 **Tel** 021-6887-7888
Opening Hours 07:00-02:00 **Home Page** www.superbrandmall.com



THE PLACE TO GO FOR GLOBAL BRANDS

GRAND INDONESIA JAKARTA, INDONESIA

Jakarta has huge shopping malls in many parts of the city, so it's a wonderful place to go shopping on foot. The largest of these malls is Grand Indonesia, a six-story building featuring the East Mall and West Mall. Hundreds of brand shops fill the lobby, so it's worthwhile grabbing a mall map at the nearby information center. A quick browse is all you need to figure out your shopping route. On level B1 you'll find a traditional Indonesian crafts gallery, an exchange bank, and a great selection of restaurants. There's also a huge supermarket in the basement. It's an ideal place to get gifts for friends. Discover local Indonesian brands and browse luxury brands, including Louis Vuitton, Gucci, Jimmy Choo, Chanel, and Hermès.

Address Jln. MH. Thamrin No.1 Jakarta **Tel** 6221-2358-7000 **Opening Hours** 10:00-22:00 **Home Page** www.grand-indonesia.com

THE CREAM OF OSAKA SHOPPING

HANKYU DEPARTMENT STORE OSAKA, JAPAN



Hankyu Department Store is the largest and most popular department store in Osaka's Kansai district. Here you'll find plenty of local Japanese brands specializing in clothing and interior products. The layout ignores the typical

convention of dividing floors by product type. Instead, each floor has its own distinctive theme: "Lovely" is the fourth-floor theme. Accordingly, it boasts incredibly "lovely" bathrooms. The department store's events hall (9th floor) and food mall (B1) were completely renovated in 2013. The food mall now contains many well-known store brands. The Mon Chou Chou bakery is a popular example, with shoppers queuing before opening time to buy their famous Dojima Roll.

Address 大阪市北区角田町8-7 **Tel** 06-6361-1381 **Opening Hours** Sunday through Thursday: 10:00–20:00; Friday and Saturday: 10:00–21:00 **Home Page** www.hankyu-dept.co.jp



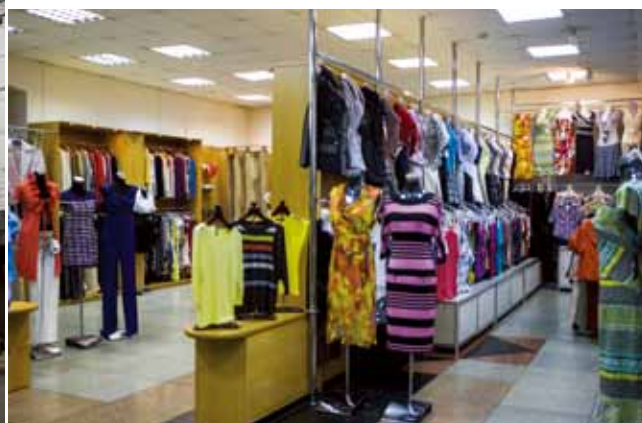
THE MOST FAMOUS DEPARTMENT STORE IN VLADIVOSTOK

CLEVER HOUSE SHOPPING CENTER VLADIVOSTOK, RUSSIA

Clever House Shopping Center is Vladivostok's largest department store, located on the junction of Semenovskaya

Street and Aleutskaya Street. Its basement supermarket offers shoppers a huge variety of Russian foods, including Russian smoked salmon, caviars, and cheeses. One section is devoted to dozens of vodka brands. This really is the place to come if you want to discover the spirit of Vladivostok's local vodka. The second and third floors comprise fashion brand shops and children's shops, while the fifth floor contains a food court selling light meals.

Address Semenovskaya Str. 15 Vladivostok **Tel** 4232-301-205
Opening Hours 10:00–21:00 **Home Page** www.clover-vl.ru





Ms. Zhou Chunhua, Director of Sanya Tourism Development Commission

Sanya City: China's Top Seaside & Marine Resort

Sanya is located at latitude 18° north, providing the city resort optimum temperatures and more than 300 days of clear weather per year. Increasing numbers of tourists are clamoring for Sanya's enticing climate, and many consider it one of China's finest cities. Sanya offers visitors an opportunity to encounter beautiful nature and unique ethnic minority cultures. As the host city for the Tourism Promotion Organization for Asia Pacific Cities (TPO) Seventh General Assembly in May 2015, Sanya is asserting itself as a contender in the international tourism market. We interviewed Director of Sanya Tourism Development Commission, Ms. Zhou Chunhua, and asked her about Sanya's tourism industry prospects.

[Please give us an overview of Sanya.](#)

Sanya is a resort city situated at latitude 18° north; about as far north as Hawaii and Cancun.

We have a dense population of coral reefs and a large variety of marine life, so Sanya is a great place to go diving in China. We enjoy nice weather 300 days a year, and an average annual temperature of 25.4°C. Official figures show that Sanya has the world's second highest air mass, which is why it is known as "the export capital of sunshine and fresh air". In addition, Sanya has a unique culture comprising various ethnic minority groups. Together these have increased foreign interest in Sanya. We are hosting many international events, promoting the city globally, and attracting interest from the domestic and international travel industries. Thanks to our efforts, around 13.5m tourists have visited Sanya, generating over 27 billion yuan for the local economy.

[Sanya is set to host the Seventh TPO General Assembly. What do you think of the TPO?](#)

The TPO is a very important platform for promoting the development of tourism, cooperation, and communication among Asia Pacific cities. The fact that Sanya is to host the Seventh TPO General Assembly shows that Sanya is becoming a mainstream tourist

resort. By hosting the general assembly, we're hoping that the TPO will be able to expand its influence. We also aim to promote better communication and cooperation among Sanya and other TPO-member cities.

[Could you personally recommend a good place to visit in Sanya for our readers?](#)

Lots of interesting tourist sites dot 200km of Hainan coastline. If you want to take it easy on the beach, we highly recommend Wuzhizhou Tourist Area. It offers 30 types of recreational facilities, and a variety of accommodation, such as romantic villas, cabins, and hotels. Or, if you're a fan of vibrant nature, we recommend Yalong Bay Tropical Paradise Forest Park. You can bathe in the freshness of the trees as you stroll through the forest, and enjoy the elegant towers and ornamental stone steps, too. For those interested in Chinese Buddhist culture, I recommend the Nanshan Cultural Tourism Area. Here you can experience authentic Chinese Buddhist culture amid beautiful skies, the sparkling sea, and unspoiled coral reefs. For those keen to see traditional Chinese customs firsthand, I suggest a trip to



Binglanggu Traditional Village, which offers visitors a chance to explore the traditional cultures of Hainan's minority ethnic groups.



[What has the city done to develop tourism in Sanya?](#)

Sanya has always actively promoted tourism development. Launching our International Hainan Tourism Committee has helped us gain recognition quickly as an international tourism resort. We continually add new tourism resources, and develop new tourism products and services in order to keep pace. We also use social network marketing to connect with our visitors, and we are nurturing in-house media communications professionals. We have also established information centers, built tourism websites, and developed mobile apps that combine to provide a wealth of information for tourists.

[Sanya is a well-known city resort. How do you plan to make it an international resort?](#)

We have three major strategies to make Sanya the best possible kind of tourist city: First, we are substantially expanding our recreational, resort, and cruise liner offerings. For example, we plan to introduce tourist products and services for nature, sports, and traditional ethnic group activities. We also plan to develop the Bay of Haitang. We are working on what we've coined "3S", (that is, Sunshine, Sand,

and Sea), a program offering visitors high-quality seaside and marine activities. Second, we are intensifying our marketing activities by continuously analyzing international and domestic tourism market trends. We are starting to promote our tourist sites, products, and services through new media, and will be hosting tourism events to improve brand recognition. Finally, we are improving our service standards, which will be rigorously implemented to guarantee tourist satisfaction across the board. This entails enrolling staff in comprehensive training programs throughout the hospitality and digital tourism sectors. Improving staff skills will bring greater visitor satisfaction, better publicity, and more return visits to Sanya.

Major events to be held in Sanya this year include the Volvo Ocean Race (February 24–March 8); the 2015 World Series of Boxing (January–April); the World Chess Open 2015 (October); the Sanya Ladies Open (October), the Hainan Island International Cycling Race (October), the Hai Tien Festival (November), and the 2015 International Windsurfing Association's General Assembly (November 1–7). Sanya's influence will continue to grow thanks to the diverse range of international events held in Hainan.

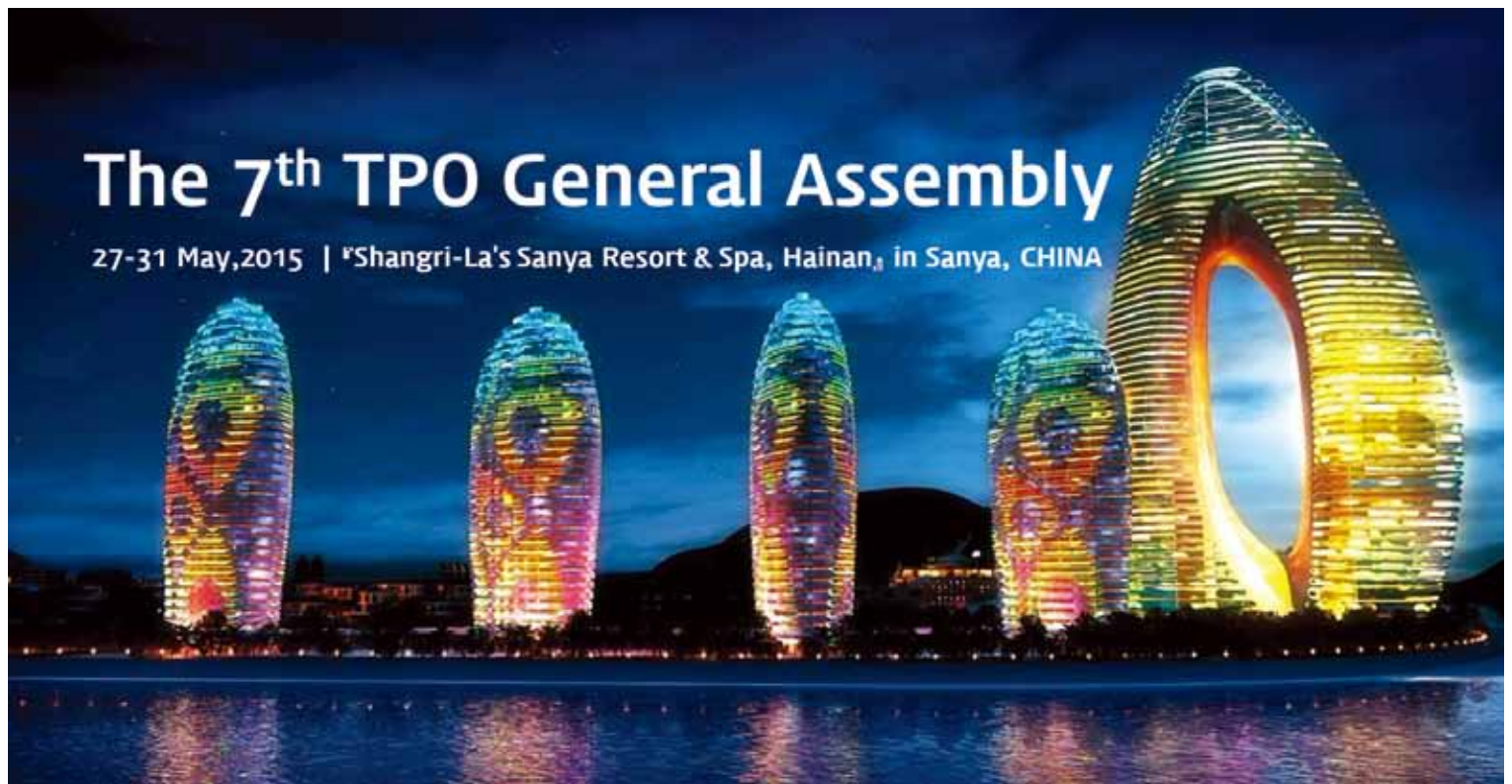
[Please tell us about events being held in Sanya in 2015.](#)

As a TPO General Assembly host city, what recommendations can you offer other member cities?

All TPO member cities should strive to strengthen intercity communication and ties. Doing so will enable us all to discuss better, more innovative ways to promote tourism. Better communication will also encourage members to come up with ideas for various tourism-related products and services, which could be developed collaboratively via G2G, G2B, B2B, or B2C.

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SANYA, CHINA

The 7th TPO General Assembly, to be held in Sanya in May

The TPO General Assembly, the top decision-making body of the Tourism Promotion Organization for Asia Pacific Cities (TPO), will be held in Sanya, China from May 27 to 31. TPO Secretariat has discussed with Sanya City Government regarding the essential matters such as the venue and schedule for the General Assembly, and the preparations for the event have got under way. The 7th TPO General Assembly will decide several important matters such as the election of the President and Co-President cities, which will serve a 2-year term starting next January, and the host cities for the 7th TPO Forum (2016) and the 8th TPO General Assembly (2017). In addition, the TPO Executive Committee Meeting, TPO Travel Trade and Tourism School are set to take place during this period. TPO Secretariat and the officials of Sanya City Government declared that they will do their utmost for all the members including city members and private members to take part in the General Assembly as well as dedicate all their efforts to ensure the success of the event. In addition, the attendance of the mayors of all the member cities has been emphasized, as the General Assembly is a biennial event.



BUSAN, KOREA

A regional meeting for the Korean member cities

A TPO regional meeting for the Korean member cities was held at the Centum Hotel in Busan Metropolitan City on the 18th and 19th of December in the presence of 18 representatives from 13 Korean member cities and the Secretariat staff. On the first day, Secretary General, Joo Hwan Myung, presented a report on the TPO activities for 2014 and on the program and project plans for 2015, which was followed by a Q&A session. On the same day, a special lecture was given by Kim Song-Yi, a researcher from the Korea Culture & Tourism Institute, under the theme of "regional cooperation for tourism development." Ms. Kim explained the strengths and weaknesses of joint tourism development projects conducted by regional governments, and stressed the importance of the participating governments' willingness to successfully execute the projects concerned. Afterwards, the participants of the meeting had a chance to visit the tourist attractions of Busan under the theme of "Creative Tourism." They made a technical tour of the Bupyeong Kkangtong Night Market, Gamcheon Cultural Village and 'the Christmas Tree Cultural Festival' held in Jung-gu, Busan.

KOREA

Korean visitors to Japan outnumbers Japanese visitors to Korea for the first time since 2008



A recent report on the last year's travel statistics showed that the number of Korean visitors to Japan exceeded the number of Japanese visiting Korea for the first time after 6 years. According to the Korea Tourism

Organization, a total of 2,280,434 Japanese visited Korea last year. On the other hand, the number of Koreans visiting Japan was recorded at 2,755,300, which was a 12.2% increase from the previous year, breaking the 2007 record of 2,600,694. This is the third time Korean visitors to Japan surpassed their counterparts since 1985 when a comparative analysis of such statistics became possible. Koreans visiting Japan outnumbered Japanese to Korea temporarily in 2007 and 2008 when the Japanese government started Visa waiver program for Koreans. However, Japanese visitors to Korea typically outnumbered Korean visitors to Japan by 290,000 to 1,460,000. A main reason for this recent phenomenon is speculated to be the weakening of 'yen' since 2013, resulting from the "Abenomics" policy initiated by Prime Minister Shinzo Abe, which has made it more affordable to travel and shop in Japan. Meanwhile, in Korea, there was a noticeable reduction in maritime travel to overseas destinations for some time and cancellation of school trips after a passenger ferry capsized in April last year. However, the launch of new flight routes by low-cost carriers and the rising Korean 'won' seemed to contribute to the increase in overseas travelers, especially free independent travelers (FIT).

HO CHI MINH CITY, VIETNAM

Ho Chi Minh City Holds a Ceremony to Welcome the First International Tourists in 2015



Ho Chi Minh City (HCMC) Department of Tourism has released its arrival figures from 2014, showing a total of 3,900,000 visitors from foreign countries, which is a 7% increase compared to the same period last year. In contrast to 2013, HCMC market showed positive sign of growth, evident by the growth in foreign tourist arrivals and estimated 78.720 billion dong (approximately 3,678,505 US dollars) in tourism revenue. HCMC continues to consolidate its status as one of the leading tourist hubs associated with unlimited efforts in organizing promotional activities and diversifying tourism products. Given the provided strategic direction from HCMC People's Committee, HCMC Department of Tourism has collaborated with HCMC Tourism Association, Vietnam Airlines, functional units and tourism sector businesses to welcome the first foreign tourist group in 2015 to the Vietnam's southern hub. The ceremony entitled "Welcome the first international tourists to Ho Chi Minh City in 2015" was held at Tan Son Nhat International Airport on January 1, 2015. The event has been organized as part of activities to promote the city's tourism in 2015, spreading the image of a friendly, attractive and safe

destination to foreign tourists. Visitors were overwhelmed by the hospitable greetings at the airport in a distinctive manner of the Southern Part of Vietnam. In addition, the event created the beneficial relationship between international visitors and expatriates in Ho Chi Minh City and in Vietnam in general



INCHEON · FUKUOKA

A regular flight route between Incheon and Fukuoka, newly launched

On December 1, Jin Air newly launched a regular flight route connecting Incheon of Korea and Fukuoka of Japan. B737-800 will be used for the newly scheduled flights, which will leave from Incheon at 12:50 p.m. and arrive in Fukuoka by 2:10 p.m. On the other hand, flights bound for Incheon will depart Fukuoka at 3:10 p.m. from Monday to Saturday and at 3 p.m. on Sundays and arrive at 4:40 p.m. and 4:30 p.m., respectively. These scheduled flights will take place on a daily basis. Jin Air's newly launched regular flight route is expected to promote cooperation and exchanges between Incheon and Fukuoka, which are both TPO member cities.



03 March 2015

Festival Calendar



Kaohsiung, Taiwan | February 21–March 15
Kaohsiung Lantern Festival

Location Kaohsiung(City/Love River)

This year, Kaohsiung Lantern Festival has four themes: “Abundant Waterway”, “Shimmering Water and Light”, “Wishing for Peace”, and “Everything Is Connected”. The festival features 16 unique concepts. Lanterns are placed in areas that best suit the city’s scenery, and cultural and historical background. The Love River will also provide a beautiful backdrop. Other highlights are the “O” Show Water Screen (specially commissioned for the festival), the “Kaohsiung’s Eye” firework display, a fountain display synched to music, and colorful LED lanterns combined with special effects to accentuate Kaohsiung’s beauty.



Guangzhou, China | March 5–March 11
Guangzhou Folk Culture Festival

Location Guangzhou

From the first full moon of the lunar year, Guangzhou city holds a folk culture festival lasting six days. It is a traditional Han folk festival, this year featuring impressive opening and closing ceremonies, various exhibits, and numerous folk performances. Food courts will be assembled to serve up tasty folk-styled cuisine. This is a fantastic opportunity for foreign visitors to sample some of the region’s culture, cuisine, and entertainment.

Jakarta, Indonesia | March 6–March 8

The 11th Java Jazz Festival

Location International Expo Center, Jakarta

The Java Jazz Festival, first held in 2005, is now considered one of the biggest and best of its kind in the world. Over the last 10 years, musical giants including James Brown, Secret, Santana, Stevie Wonder, and George Duke have performed here. The world’s jazz fans clamor for the festival, which runs for three days, giving jazz-lovers a chance to see performances by acclaimed artists from Indonesia and abroad. This year, top billing goes to Christina Perri, Bobby McFerrin, and Snarky Puppy, who will no doubt amaze the 500,000-plus fans expected to attend.



Shimonoseki, Japan | Late March–
 Mid April

Mt. Hinoyama Park’s Tulip Garden

Location Hinoyama Park, Shimonoseki

In 2009, The Turkish Tulip Garden opened in Shimonoseki’s Hinoyama Park, after Istanbul (a sister-city) sent a gift of tulips to the Japanese city. The bulbs were planted in formation to produce a floral display resembling the Bosphorus Strait. The tulips flower from late March to Mid April. The display features about 40,000 tulips and 12,000 violets. Public volunteers maintain the garden.



Tongyeong, South Korea | March 27–April 5
The First Tongyeong International Music Festival

Location Tongyeong International Music Hall, Tongyeong

This festival began in 1999 to commemorate the international composer Yun I-sang. The festival has grown in stature to become one of the most prominent music festivals in Asia. What was once known as “The Night of Yun I-sang’s Music”, and then “Tongyeong Contemporary Music Festival” (2001–2002), is now “The First Tongyeong International Music Festival”, as agreed on by composers, scholars, and Tongyeong City. Audiences are treated to annual renditions of music composed by Yun I-sang, and by other famous contemporary composers. Programs include concerts by internationally acclaimed composers and performers. Seminars and symposiums are held here, too.



Irkutsk, Russia | March 26–March 28
International Tourism Exhibition: “Bikal Tour 2015”

Location Siberian Exposition Center (“Sibexpocenter”)

More than 100 companies and organizations participate in this year’s annual tourism exhibition, which includes travel agencies, hotels, airlines, and travel associations. This year marks the 19th such exhibition, which is sponsored by Irkutsky District, the Russian Tourism Association, East Siberia Commerce Office, the Siberia-Bikal Tourism Association, and the Business Travel Bikal Association. More than 7,000 delegates from Russia and abroad attended last year’s event, with representatives visiting from Altai, Armenia, Buryatia, China, Chita, Kazan, Mongolia, Moscow, and St. Petersburg.



Fukuoka, Japan | Late March–Early April
Cherry Blossom Festival, Fukuoka

Location Maizuru Park, Fukuoka

Every year, from late March to early April, a cherry blossom festival is held in Maizuru Park. The 1,000 blossoming cherry trees there are regarded as having the most beautiful blossom in Fukuoka.

Yet the park is better known for its historical significance, featuring Fukuoka Castle and Kourokan Mae, the foreign trade center during the Heian period. Cherry blossom lighting comes on between 6 p.m. and 10 p.m. during the festival. It is a sublime spectacle that leaves visitors in awe, and is a must-see.

04 April 2015

Festival Calendar



Suzhou, China | April–May Suzhou International Tourism Festival

Location Suzhou

Suzhou city (a.k.a. “heaven on earth”), is famous for attracting many tourists to China who want to indulge in Chinese history and culture. The Suzhou International Tourism Festival, first held in 1997 and celebrating its 17th anniversary this year, aims to demonstrate Suzhou’s traditional culture in various ways. During the festival, traditional dance, river, and folk performances will be held. Visitors can also browse local and foreign water-themed souvenirs on display, and the exciting dragonhead contest always proves popular with the crowds. Enjoy the beauty of “Oriental Water City”.



Vladivostok, Russia | Late April Vladivostok Martial Arts Festival

Location Vladivostok’s “Olympian” Sports Complex

The first martial arts festival to be held in Vladivostok’s “Olympian” Sports Complex is scheduled to take place in late April. It is the first such festival to receive full sponsorship from Vladivostok City Hall. The purpose of the festival is to help citizens get stronger and fitter, and to promote a more positive, energetic city culture. A variety of martial art demonstrations will be held, including boxing, Greco-Roman wrestling, jiu-jitsu, judo, karate, kick-boxing, Sambo, and sumo. This festival will be one of the biggest events taking place in Vladivostok this year, with the rest of Russia paying close attention, too.

Penang, Malaysia | April 11–12 Penang World Music Festival

Location Esplanade Opera House

This festival boasts live performances from leading musicians at the same venue. Numerous world music genres feature, such as traditional music, world fusion, and contemporary music. Musicians from Spain, South Africa, and India jam on stage, so the spice of musical diversity is guaranteed. If you’d like even more of a fresh musical perspective, you can sign up for various workshops led by invited guests.



Tianjin, China | Late April–Late May The 7th Tianjin Tourism and Culture Festival

Location Jixian County, Tianjin

This region is renowned for its abundance of pear trees. Every late April, the whole county becomes a sea of pear-tree blossom. While the drifting blossom perfume certainly appeals in its own right, it is the pear’s excellent nutritional benefits that make it a popular option for tourists searching out gifts. There are plenty of engaging activities, performances, and events, including the opening ceremony, flower exhibits, traditional music and theater, and concerts.



Daegu & Gyeongju, South Korea | April 12–17 2015 Daegu and Gyeongbuk World Water Forum

Location EXCO in Daegu; HICO in Gyeongju

The international World Water Forum, (a.k.a. “the Olympics of water”), was established in 1997 and is held every three years. The purpose of the forum is to provide a global platform to discuss water issues. This is the second ever water forum to be hosted in Asia (Japan held one in 2003). Using the theme “Water for Our Future”, the forum will take place at EXCO, Daegu and at HICO, Gyeongju from April 12th to April 17th.



Goyang, South Korea | April 24–May 10 International Horticulture Goyang Korea 2015

Location Hosu Park, Goyang

The 2015 Goyang International Flower Exhibition, South Korea’s most famous flower show, will be held in Goyang’s Hosu Park from April 24th to May 10th. This year’s theme is “Flowers, Peace, and the New Korean Wave”, which expresses hope for a peaceful unification. The exhibition has two themed exhibition halls: World Flower Hall and New Korean Wave Hall. All sorts of flower species and varieties will be on display, set out to elicit a positive vibe of peace, happiness, energy, and love. World Flower Hall hosts collections of common and rare indigenous species from 35 countries. New Korean Wave Hall will present Goyang city’s vision through a multimedia presentation featuring flowers.

05

May 2015

Festival Calendar

Shimonoseki, Japan | May 2–May 4
Shimonoseki Strait Festival

Location Shimonoseki

This annual festival is held in early May to commemorate a historic battle that took place off the coast in the Shimonoseki Strait. A wide range of events will be held, including the Senteisai Festival (to commemorate King Antoku of Heike), a marine parade comprising a fleet of 80 vessels, and the Samurai Festival, featuring warriors in traditional armor and helmets.



Surabaya, Indonesia | May 3
Culture and Flower Parade

Location Tugu Pahlawan

Surabaya city holds many festivals every year during May, many of which are sponsored by its City Hall. One of the most prestigious of these is the Culture and Flower Parade, held in the third week of May. This year's parade celebrates the 722nd anniversary of the city's settlement. The parade will begin at Tugu Pahlawan (Heroes Monument, the city's main symbol), and proceed toward City Hall. Locals usually dress in colorful traditional clothes to attend the parade. The Culture and Flower Parade of Surabaya is a fine example of a city population united in purpose, irrespective of age or religion.



Fukuoka, Japan | May 3–May 4
Hakata Dontaku Port Festival

Location Fukuoka

This is the largest annual festival held in Fukuoka, and takes place on the third and fourth of May. The festival's major attraction is the awesome Dontaku Parade, where festival-goers in various traditional outfits parade along the main Meiji streets. Thirty stages are set up downtown for a variety of events, including a parade in which cars are adorned with flowers and lights. Fukuoka is at fever pitch during the port's festival.

This is the largest annual festival held in Fukuoka, and takes place on the third and fourth of May. The festival's major attraction

Jakarta, Indonesia | May 13–June 7

The 12th Jakarta Fashion and Food Festival

Location La Piazza Square, Harris Hotel & Convention Center, Kelapa Gading

The annual Jakarta Fashion and Food Festival, held each May, is one of the largest festivals in Jakarta. This year it celebrates its 12th anniversary with a series of original concepts combining food and fashion.

The festival includes fashion with lines from famous designer labels, food festivals specializing in traditional Indonesian dishes, and a nighttime carnival at Sentra Kelapa Gading. A string of glamorous parades will feature in the opening ceremony, and a spectacular firework display is scheduled for the closing ceremony. Visitors won't be disappointed!



Ulsan, South Korea | May 15–May 17
The 11th Ulsan Soeburi Festival

Location Ulsan Buk-gu Office, Buk-gu Culture Arts Center

Soeburi (Ulsan dialect) refers to a pig-iron extraction process used in traditional Korean iron-ore furnaces. The Ulsan Soeburi Festival, first held in 2005, this year celebrates its 11th anniversary, showcasing lots to see, enjoy, and eat. One of the highlights is a demonstration ("Recreation of a Traditional Heating Chamber") of the iron-smelting process by a master

smelter. There are 20 workshops you can take part in, including "Duduri Village: Experience Blacksmith's Workshop Yourself". Alternatively, attend workshops on junk art, wire craft, and metal craft. There are plenty of interesting concerts and performances, such as the Ulsan Soeburi Play, and the Korean Traditional Courtyard Play and Puppet Show.



Penang, Malaysia | May 30–May 31
Penang International Dragon Boat Festival

Location Penang, Bahang Dam

This Penang festival, which originated in the 1950s, has grown into an international event where teams from across the world gather to participate. The highlight of the festival is the Dragon Boat Race. The race starts in the morning, and continues overnight and into the next day, when the daytime temperature rises in step with the increasing heat of competition. The race is a team sport that nurtures physical and mental discipline, and requires greater endurance from competitors than in other races. Boat racing is a highly respected sport throughout Penang. The event also seems to create a positive vibe that tickles the entire population.



Dalian, China | Late May
The 26th Dalian Acacia Flower Festival

Location Throughout Dalian city

Every May, Dalian is known as the place to go in East Asia to enjoy acacia flowers. That is the time its acacia trees bloom, releasing a blanket of perfume that wafts across the entire city. The yearly festival, first held in 1989, continues to this day. Visitors traveling to Dalian can marvel at the beautiful blossom on display, and enjoy traditional Chinese activities, including kite-flying. It's a lot of fun, designed to bring out the big kid in you. The festival's opening and closing ceremonies are spectacular. View exotic Korean, Japanese, and Russian performances there, too.

Yeongju, South Korea | May 20–May 24

2015 Yeongju Seonbi Culture Festival

Location Throughout the Seobichon region

Yeongju city will hold an annual festival to celebrate the spirit of the seonbi (traditional classical scholars) from May 20th to May 24th. The 2015 Yeongju Seonbi Culture Festival is well-known for offering fun attractions, events, and workshops. This year marks the event's 8th anniversary. The once modest local event has blossomed into an international festival of culture and tourism. However, organizers are proud to have retained the original spirit and goal: To shed light on the seonbi tradition.



TPO Members

75 city members, 37 industry members

CITY MEMBERS

CHINA	Chengdu	Suzhou		RUSSIA	Vladivostok	
	Qingyuan	Tianjin			Irkutsk	
	Dalian	Urumqi		JAPAN	Fukuoka	
	Foshan	Weihai			Kagoshima	
	Guangzhou	Yantai			Kitakyushu	
	Hangzhou	Zhangjiajie			Kumamoto	
	Qingdao	Zhaoqing		KOREA	Miyazaki	
	Sanya	Zhengzhou			Osaka	
	Shanghai				Shimonoseki	
	Shaoguan				Takeo	
	Shenyang					
		CHINESE TAIPEI				
		Kaohsiung				
		Taichung				
		Tainan				
THAILAND	Bangkok					
VIETNAM	Danang					
	Hai Phong					
	Hanoi					
	Ho Chi Minh					
MALAYSIA	Georgetown					
	Ipoh					
	Kota Bharu					
	Kota Kinabalu					
	Kuala Lumpur					
	Melaka					
	Taiping					
		PHILIPPINES				
		Manila				
		INDONESIA				
		Jakarta				
		Surabaya				
		Yogyakarta				

INDUSTRY MEMBERS

CHINA	Guangzhou Garden Hotel Guangzhou Star Cruises Co., Ltd. GZL International Travel Service Ltd. Shandong Channel International Travel Service Co., Ltd. China Travel international (Xinjiang) Ltd. China Comfort Xi'an International Travel Service Co., Ltd. Dalian Gulian International Travel Service CITS Guangdong China Travel Internantional Sanya Co., Ltd.	Daegu Tourism Association Lee Convention Busan Tourism High School The Korea Academic Society of Tourism and Leisure Solar Travel Agency BS FunTour Benikea Jeonju Hansung Tourist Hotel Sky Tour JB Tour PANWORLD Dream
JAPAN	Kagoshima Convention & Visitors Bureau Fukuoka Convention & Visitors Bureau JTB Corp. Fukuoka Office	MALAYSIA Taiping Tourist Association
KOREA	BEXCO Busan Tourism Association Arum Travel Service Co., Ltd. Cheongsong Travel Service Co., Ltd. Road ABC Media Co., Ltd. TourJapan Co., Ltd. Intravel Ltd. Haeundae Centum Hotel	MONGOLIA Ancient Nomads Tour Agency RUSSIA Gavan Tour-center Co. Ltd U.S.A MCM Group Holdings Ltd. VIETNAM Haiphong Vanhoa One Member Limited Corporation Haiphong Vocational College of Tourism