

# Yeosu Web Contents

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## Yeosu-si, the only city on the south coastal area to receive a "Grade 1" rating from the Regional Tourism Development Index

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Yeosu-si, the only city on the south coastal area to receive a "Grade 1" rating from the Regional Tourism Development Index

Yeosu-si, which overcomes COVID-19 and demonstrates its competitiveness as a tourist hub on the south coast, is selected as Grade 1 for the second year in a row following 2019

Yeosu-si (Mayor Jeong Kimyung) has been selected as Grade 1 in the "2021 Regional Tourism Development Index Trend Analysis", which is released every two years by the Ministry of Culture, Sports and Tourism.

As the only one in the south coastal area that was selected as Grade 1, including the Jeonnam area, it was evaluated to have once again proved the competitiveness of Yeosu as the "tourist hub on the south coast, beautiful port Yeosu."

The Korea Culture and Tourism Institute and the Ministry of Culture, Sports and Tourism launched the Regional Tourism Development Index in 2015. It is a two-year nationwide survey of 17 cities and provinces (si and do) and 152 cities and counties (si and gun). The goal is to obtain a complete and objective picture of the tourism development in the region.

Its evaluation criteria include tourism capacity, tourism consumption power, and tourism policy capacity. These range from Grade 1 (at least 100 points) to Grade 6.

Yeosu-si was honoured to be selected as Grade 1 for the second time after the 2019 survey, and in particular to have maintained Grade 1 despite the extended COVID-19, establishing itself as a "sustainable and attractive tourism development city."

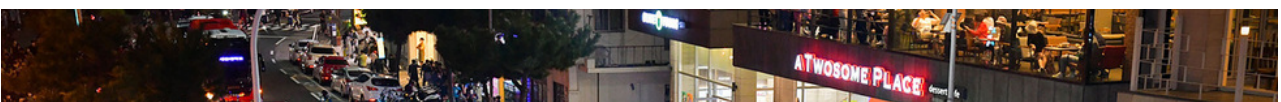
By creating differentiated tourism content and hosting successful festivals, Yeosu-si has attracted 12 million visitors in three years.

Furthermore, Yeosu-si has been evaluated as having been upgraded by declaring it a global smart tourism city last December, launching the integrated tourism app "Yeosuen," and creating "Night Digital Firefly Street (street of smart tourism where the night sea and digital meet and visitors experience fireflies)," where visitors can enjoy smart experiences.

"As Yeosu's tourism development has been recognised nationwide, we will capitalise on its strengths and address its weaknesses," Yeosu Mayor Jeong Kimyung said, "in particular, we will realise the Yeosuman Bay Renaissance, one of the representative pledges of the 8th municipal government elected by popular vote, and actively foster the MICE industry, such (<http://www.yeosu.go.kr>)



municipal government elected by popular vote, and actively recover the area through, such as the establishment of an international convention center, to be reborn as a marine tourism resort city representing the south coast."



(<http://www.yeosu.go.kr>)





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