

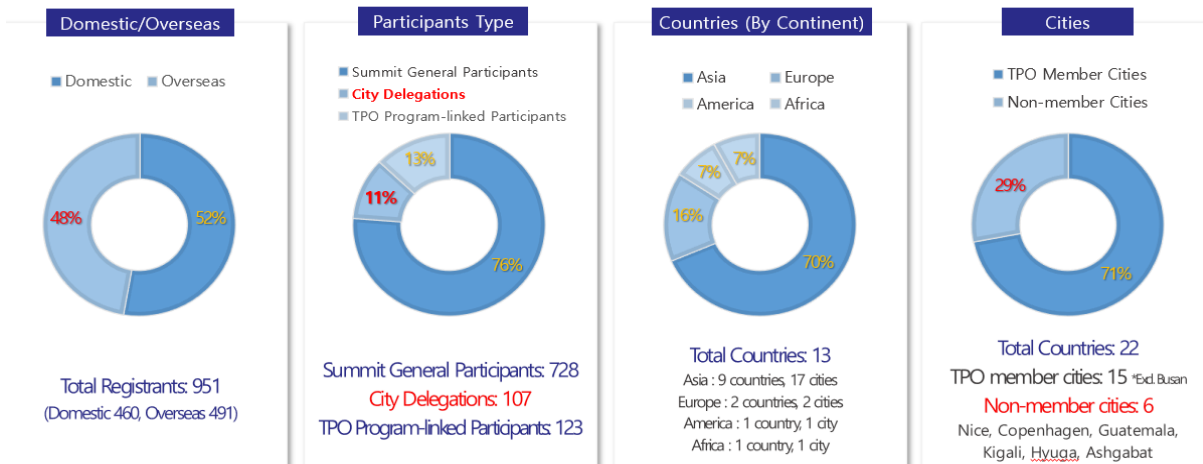
# Highlights of Key Achievements of the 1<sup>st</sup> Global City Tourism Summit

The 1st Global City Tourism Summit, jointly hosted by Busan Metropolitan City, the Tourism Promotion Organization for Global Cities (TPO), and the Busan Tourism Organization (BTO) with support from the Ministry of Culture, Sports and Tourism, UN Tourism, and the Korea Tourism Organization (KTO), was held in Busan from 27 to 29 October 2025.

Bringing together **951 participants from 51 countries**, the Summit served as a global platform for policy dialogue, city-to-city cooperation, and business collaboration, with high-level representatives and experts convening to discuss the future of urban tourism.

## < Key Results >

Cat.	Performance Indicator	Performance Target	Achievement Level		Remarks
			Actual Figures	Achievement Rate	
Quantitative	Total Countries	5	51	1020%	Invitation Criteria: 13 countries
	Total Cities	10	22	220%	Based on 107 city delegation representatives
	Total participants	400	951	238%	Including TPO program participants
	Overseas participants	50	460	920%	Domestic participants: 491
	Joint Projects Identified and Implemented	1	1	100%	Signing Ceremony of Joint Statement - 13 Cities
Qualitative	Revitalization of the Local Economy	Total economic ripple effect of <b>KRW 4.1 billion</b> (including KRW 2.3 billion in production-inducing effect), Employment-inducing effect: <b>19 positions</b> created, with an additional <b>13 jobs</b> generated			
	Including TPO program participants	<b>123 meetings</b> conducted with <b>35 companies</b> (27 tourism companies, 2 OTAs, 6 venture capital firms)			
	Contribution to the Development of the Tourism · MICE Industry	<ul style="list-style-type: none"> <li>Bilateral meetings: <b>19 cities</b> and companies participated, <b>27 meetings</b> conducted, <b>2 MOUs</b> signed</li> <li>4 related regional events held during the same period – Busan Global City Week, Busan Global City Forum, Global Gastronomy Forum, World Culture Festival</li> </ul>			
	Contribution to Enhancing the Global City Brand Index	<ul style="list-style-type: none"> <li>Total of <b>1,200 attendees</b> including linked events</li> <li>(950 for the Summit + 150 for the Week + 80 for the Gastronomy Forum) Approx. 5,000 attendees at the Global City Tourism Roadshow over two days</li> </ul>			



## **[Platform Development]** Establishing a foundation for international urban cooperation

### **① Establishing a Global Urban Tourism Platform with 51 Nations – Opening a New Chapter in City Diplomacy**

A total of 951 participants from 51 countries took part, solidifying the Summit as a major international event in the field of urban tourism. Delegations from 22 cities across 13 countries shared policies, strategies, local culture, and digital transition initiatives. A multilateral, network-based cooperation platform among global cities was effectively established.

### **② Strengthening Global Cooperation Through High-Level Delegations – Expanded Participation of Mayors and Directors**

15 mayor-level delegations and 7 director-level delegations officially attended. Direct discussions took place on city policy, tourism strategy, and international cooperation priorities, contributing to a tangible expansion of city diplomacy. The reinforced high-level network laid a strong foundation for long-term global city collaboration.

## **[Cooperation Expansion]** Strengthening linkages among cities, institutions, and companies

### **③ 123 Business Meet-ups Facilitated – Expanding the Industrial Cooperation Ecosystem**

35 companies from aviation, payments, ICT, and start-up sectors participated, resulting in 123 business meet-ups (86 pre-matched and 37 on-site). Tangible economic outcomes included KRW 500 million in credit brokerage and investment consultations amounting to USD 500,000. Notably, 92 percent of all consultations progressed to follow-up discussions, reinforcing cross-industry connectivity.

### **④ Establishing the Foundation for Future Cooperation Through 27 Bilateral Meetings – 2 MOUs Signed**

A total of 27 bilateral meetings were conducted with 19 cities and institutions. Detailed cooperation opportunities were explored across policy, culture, investment, and tourism sectors, creating pathways for future joint initiatives. 2 MOUs were signed—between Busan Metropolitan City and Agoda, and between Tourism Promotion Organization for Global Cities(TPO) and the Embassy of Uzbekistan in Korea—demonstrating tangible outcomes in international city cooperation.

### **⑤ Launch of the Global Tourism Open University Network – Building a Multi-layered Tourism Cooperation Ecosystem**

The Global Tourism Open University Network was officially launched, forming a new education and research platform in the tourism sector. 21 universities in Busan, the Busan Metropolitan Government, TPO, and the Asia Pacific Tourism Association (APTA) joined to create an organically connected structure among academia, local government, industry, and youth. Collaborative education programs, research partnerships, and talent exchanges established a multi-layered cooperation ecosystem, presenting future potential for developing global tourism talent and positioning Busan as a knowledge hub for urban tourism.

## **[Program Operation]** Shaping discourse through agendas and sessions

### **⑥ Presenting Core Agendas Through 7 Specialized Sessions – Shaping Global Discourse on Urban Tourism**

A total of 7 sessions were organized, including the Keynote Session, Ambassadors' Session, Destination Rediscovery Session, Thematic Sessions, Youth Tourism Connect Talk Show, and Special Session. 30 speakers from Korea and abroad addressed key themes such as sustainability, digital transition, local culture, and city branding. Diverse perspectives on the future model of global tourism cities were presented in response to international expectations.

### **⑦ Mayors' Roundtable – Establishing Joint Agendas and Principles for Cooperation**

Representatives from 14 cities participated in the Mayors' Roundtable to exchange perspectives on shared urban challenges. Core agendas included sustainable tourism policy, youth engagement, and tourism-driven regional economic revitalization. Foundational principles for practical inter-city cooperation were established, setting the stage for continued follow-up dialogue.

## **[Ripple Effects]** External effects leading to enhanced branding, economic impact, and participation

### **⑧ Global City Tourism Roadshow – 5,000 Visitors Strengthened City Branding Impact**

The Roadshow—featuring Busan and 7 overseas cities and institutions—welcomed approximately 5,000 visitors. Linked with the 1st Haeundae Global Cultural Festival 2025, the event hosted 13 promotional booths, 12 experiential programs, and 3 international performances, expanding tourism and cultural content exchange. Public-oriented experiential programs significantly enhanced on-site recognition of participating city brands.

### **⑨ Enhancing City Branding and Global Competitiveness – Busan and TPO's Strengthened International Leadership**

The joint hosting of the Summit by Busan Metropolitan City and the Tourism Promotion Organization for Global Cities (TPO) showcased the strong international event-management capacity and cooperative leadership of both institutions. The presence of delegations and experts from over 50 countries elevated Busan's global visibility and reinforced TPO's credibility as a key actor in urban-tourism cooperation. This jointly established platform is expected to serve as a strategic asset for future global events and international partnerships.

### **⑩ Economic and Employment Impact – KRW 2.3 Billion in Output and 12 Jobs Created**

The Summit generated an estimated KRW 4 billion in economic impact during the event period, with an output effect estimated at KRW 2.3 billion. Employment effects included 12 induced jobs and 18 induced hires, producing positive spillovers across the local economy. Hosting the Summit contributed to strengthening the growth base of the regional tourism and MICE industries.