

The Beauty of Korea Meets the Korean Wave

Where You Meet Korean Beauty and Hallyu

This is

Chungnam



Chungnam at a Glance, Every Reason to Travel

“ Chungnam Is All You Need! ”



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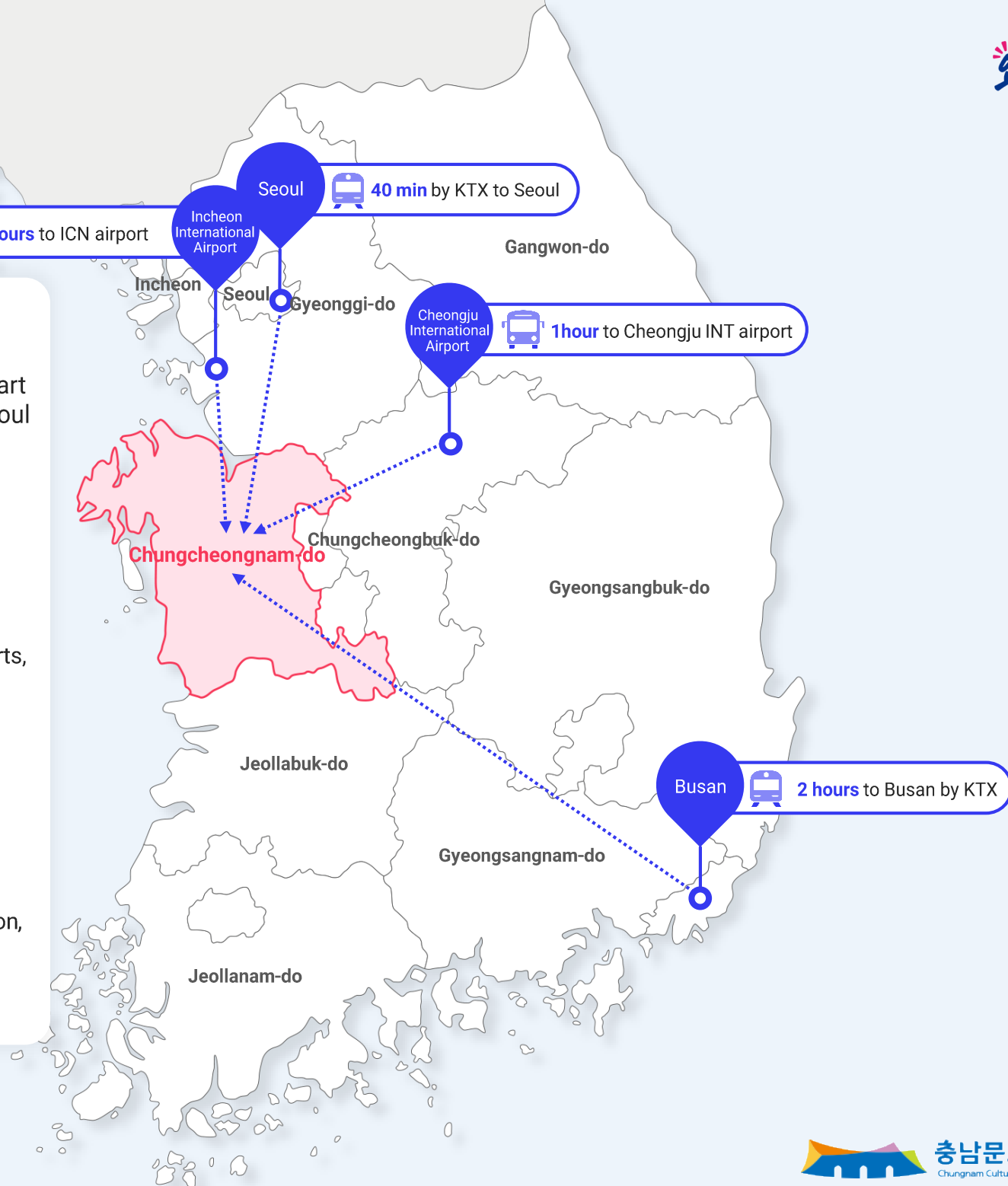
04

Incentive Policy Incentives

- MICE Incentives

Key Indicators

- ✓ Geographic Location: Located in the heart of Korean Peninsula, adjacent to the Seoul Metropolitan Area.
- ✓ Area: 8,254km²
- ✓ Population: 2.2 million
- ✓ Major Cities: Cheonan, Dangjin, Gongju, Boryeong, and more
- ✓ Key Features
 - Advanced industries including semiconductors, displays, automotive parts, and petrochemicals
 - Renowned for specialty products such as Geumsan ginseng, Nonsan strawberries, Gongju chestnuts, Boryeong oysters, Hansan ramie fabric, and Yesan apples
 - Gongju and Buyeo served as the cultural centers of the Baekje Kingdom
 - Thriving tourism industry with major destinations including Boryeong, Daecheon, Anmyeondo, Gongju, and Buyeo



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Where the Beauty of Korea Meets the Korean Wave

Chungnam

Festival

The Beauty of Korea
Meets the Korean Wave



Cheonan Heungtaryeong Festival

Chungnam – 365 Days of Happiness, Always in Festival Season

Monthly Festival

January	February	March	April
 Gongju Chestnut Winter Festival  Seongnam Danghang New Year's Claim Festival  Waemok Village Sunrise Festival (Dangjin)	 Taeon Light Festival  Chilgapsan Ice Fountain Festival (Cheongyang)	 Nonsan Strawberry Festival  Seocheon Camellia & Webfoot Octopus Festival 	 Gijisi Tug-of-War Festival (Dangjin)  Taeon Spring Flower Garden
May	June	July	August
 Gongju Seokjangni Prehistoric Site Festival  Yisunsin Festival (Asan)	 Sunseong Wangmaesil Festival (Dangjin)  Seocheon, Hansan Ramie Culture Festival  Seosan 6-Sided Garlic Festival (Seosan)	 Geumsan Samgyetang Ginseng Festival  Boryeong Mud Festival	 Seosan, Samgilpo Skate Festival  Gongju Night Beer Festival  Seocheon, Janghang Makmundong Flower Festival
September	October	November	December
 Cheonan Heungtareong Festival  Gyeryong Cultural Festival  Haemieupseong Fortress Festival (Seosan)  Muchangpo Mysterious Sea Road Festival (Boryeong)	 Baekje Cultural Festival (Gongju, Buyeo)  Geumgsan Ginseng Festival  Hongseong Global BBQ Festival (Hongseong)  Ganggyeong Salted Seafood Festival (Nonsan)  Bakery Day Cheonan (Cheonan)	 Myeoncheoneupseong Fortress Festival (Dangjin)  Kindhearted Brothers Festival (Yesan)  Seosan Chrysanthemum Festival (Seosan)	 Daecheon Winter Sea Love Festival (Daecheon)  Gongju Festival  Yangchon Dried Persimmon Festival (Nonsan)



Chungnam – 365 Days of Happiness, Always in Festival Season

Spring, Summer Festival

Late March

Nonsan Strawberry Festival

A sweet taste of spring –
welcome to the strawberry
paradise



Late April

Taeon Light Festival

A nightscape journey at
Kkotji Beach, shining
brighter than the stars



Mid-April

Dangjin Gijisi Tug-of-War

A 500-year-old living tradition,
recognized as a UNESCO
World Cultural Heritage



Late July to Mid-August

Boryeong Mud Festival

Freedom of mud – a
festival where the world
joins the fun





Chungnam – 365 Days of Happiness, Always in Festival Season

Autumn, Winter Festivals

Late September

Cheonan Heungtareong Dance Festival

The Olympic of dance and
excitement, celebrated in
Cheonan



Late Sep to Early Oct

Baekje Cultural Festival

Step back 1,500 years and
experience the legacy of
Baekje Kingdom



Early October

Gyeryong Military Culture Festival

Feel your heartbeat to the
rhythm of the military band



Early to Mid-October

Geumsan Ginseng Festival

A vibrant festival
combining health and fun
in one place





Where the World Meets Chungnam's Special Moments

Introducing 2026-2027 Mega Events

2026. 4.25~5.24

Taeon International Horticulture & Healing Expo

An expo of nature and healing where global gardens meet diverse healing experiences.



Late February – Late March, 2027

Nonsan World Strawberry Industry Expo

A global agriculture and experience festival leading the future of the strawberry industry.

2027

International Strawberry Industry Expo in Nonsan

2027. 2. 26. (금) - 3. 21. (일)

Nonsan Citizens Family Park

April – May, 2027

Boryeong Island Biennale

An emotional art festival unfolding on the stage of Boryeong's islands and sea.



July – August, 2027

World Catholic Congress

A spiritual gathering where youth from around the world unite in peace and hope.

프란치스코 교황, 차기 개척지로 충남 발표
2027 World Catholic Congress



Where the Beauty of Korea Meets the Korean Wave

Chungnam

— | Experience



The Beauty of Korea
Meets the Korean Wave

Yeonmisan Nature Art Park, Gongju



Special Experiences Unique to Chungnam



• Buyeo Amphibious Bus •

A special journey through Baekje heritage sites on a land-and-water amphibious bus

• Cheongyang Alps Village •

The little Alps of Chungnam, a healing journey to an exciting winter kingdom.

• Nonsan Sunshine Land •

A cultural complex offering military experiences such as shooting and survival games, along with a visit to the drama set of Mr. Sunshine



Special Experiences Unique to Chungnam



• Buyeo Hot Air Balloon Experience •

Possible to experience Buyeo, full of legends such as Geumgang's unique cliffs, Joryongdae, Nakhwaam, and Gunnamji, from within the sky.

• Sinpyeong Brewery •

Manufacturing various traditional liquors with 100% local ingredients. Selected as one of Korea's Top 11 Industrial Tourism Sites in 2020. A brewery tour attraction frequented by foreigners.

• Daecheon Beach Ziptrack •

A thrilling leisure activity cutting across the sea with a ziptrack experience descending from the air (52m high, 613m long).



Special Retreats in the Nature of Chungnam



• Asan Onyang Hot Springs •

A healing spa destination with over 1,300 years of history, dating back to the Baekje and Silla periods



• Mudflat Experience (Taeon, Boryeong, Seocheon) •

A UNESCO-recognized tidal flat where visitors can enjoy shell digging, ecological exploration, and harmony with nature

Memories That Linger Beyond the Moment

“ A Journey That Awakens the Senses ”



Shinsung-ri Reed Field, Seocheon



Sudeoksa Temple Stay, Yesan



Sunshine Studio, Nonsan



Onyang Hot Springs, Asan



Nanji Island Beach, Dangjin

Where the Beauty of Korea Meets the Korean Wave

Chungnam



Healing

The Beauty of Korea
Meets the Korean Wave

Janghang Pine Forest Healing Park, Seocheon



Chungnam's Timeless Treasures Baekje Cultural Heritage - Gongju

Gongsanseong Fortress, Gongju

Overlooking the Geum River, this fortress brings the history of Baekje to life — a perfect place for both a cultural walk and peaceful relaxation



Gongju National Museum

A must-visit treasure house of Baekje in Gongju, where each artifact reveals the kingdom's brilliant history and legacy



Royal Tombs of King Muryeong and Royal Tombs in Gongju

The story of King Muryeong of Baekje, holding 1,500 years of time intact underground. A place where you can meet the secrets of the living Baekje Kingdom.





Chungnam's Timeless Treasures Baekje Cultural Heritage - Buyeo

Buyeo Baekje Cultural Complex

A living Baekje history theme park where the royal palace of the Baekje Kingdom, Sabigung, is beautifully recreated, offering an immersive experience of history and culture



Buyeo National Museum

A space of culture fully containing the dignity of Sabi Baekje, a deep historical journey walking along delicate art and traces of the royal capital.



Gunnamji Pond, Buyeo

A place where four seasons settle upon King Mu of Baekje's pond, a romantic travel destination giving different scents every season.

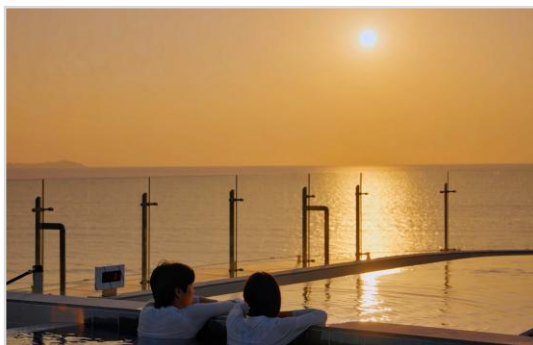




Chungnam's Resting Places Shaped by Nature and Time Healing Spots Where Nature and Tradition Meet

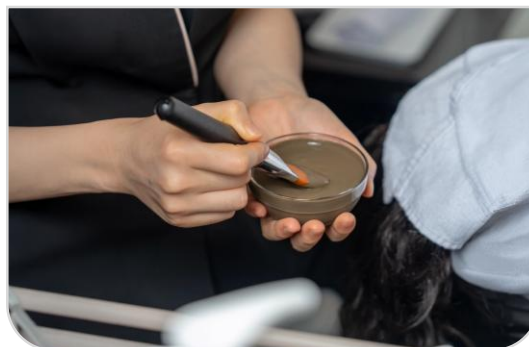
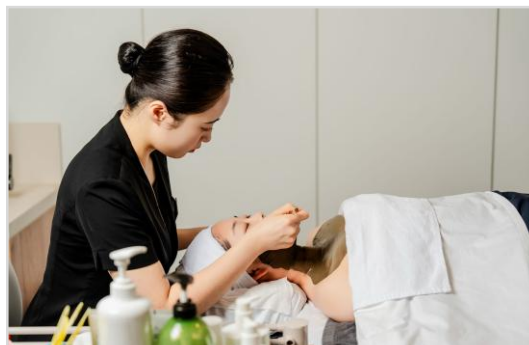
Taeon Marine Healing Center

A space that contains the sound and wind of the sea like a prescription, a healing therapy journey where you can relax your body and mind.



Boryeong Mud Beauty & Healing Center

Healing therapy utilizing Boryeong mud from clean waters, a space providing skin purification, rest, and healing.



Seocheon Reed Field

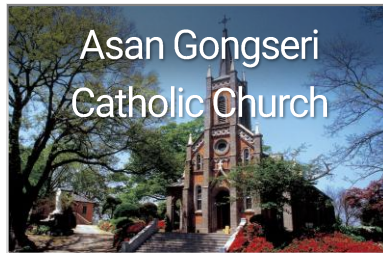
One of Korea's most famous reed fields. A special travel destination with ever-changing seasonal landscapes, migratory bird watching, walking trails, a skywalk, and beautiful night views





Special landscapes of Chungnam
contained within the screen

Drama and movie
filming locations within
the province



Asan Gongseri
Catholic Church



A martyr holy ground with 120 years
of Korean Catholic history, and a
filming location for 'Iris' and
'Taegukgi: The Brotherhood of War'.



Dangjin Hapdeok
Catholic Church



A center of Korean Catholic history
and the faith of the Naepo region,
and a filming location for 'Angel's
Last Mission: Love'.



Taeon Sinduri
Coastal Sand Dune



The world's largest coastal sand
dune sculpted by the wind, and a
filming location for 'The Legend of
the Blue Sea'.



Taeon Cheongsan
Arboretum



A healing garden where flowers
bloom in all four seasons, and a
filming location for 'Crash Landing
on You'.



Buyeo Seongheungsan
Love Tree



A photo spot you must never miss
on a trip to Buyeo, and a filming
location for 'Grand Prince'.



Nonsan Sunshine Studio



An experiential tourist destination that
perfectly reproduces the streets of the
modern enlightenment period, and a
filming location for 'Mr. Sunshine'.



The Breath of Catholic History where Pilgrims' Footsteps Continue Catholic Holy Sites in Chungcheongnam-do

Dangjin Sin-ri Holy Site

Faith that was not extinguished even in the era of persecution, a quiet resonance met at Sin-ri Holy Site.



Dangjin Solmoe Holy Site

An experience of the birth house of Father Kim Dae-geon, Korea's first priest, a forest path stroll, and even an emotional stroll; a meaningful healing course.



Seosan Haemi International Holy Site

A symbol of Korean Catholicism, Korea's representative Catholic holy site visited by world pilgrims.





Templestay where You Take a Comma for the Mind along with Nature Templestay attractions in Chungcheongnam-do

Yesan Sudeoksa Temple

A representative Templestay experiencing the daily life of a practitioner at Sudeoksa, which preserves 1,700 years of Korean Buddhist history and culture, with English programs available.



Gongju Magoksa Temple

A representative temple of Gongju where the history imbued with the breath of Baekbum Kim Ku and the nature of Taehwasan Mountain exist together.



Seosan Seogwangsa Temple

A healing temple where you can practice mindfulness within the clear wind of the West Sea and the nature of Seosan.



Where the Beauty of Korea Meets the Korean Wave

Chungnam

— | Culinary Tour

The Beauty of Korea
Meets the Korean Wave



Seosan-si

- 1) Gudo Hoe-jip
- 2) Gu-Ongjin Sikdang
- 3) Bando Hoegwan
- 4) Ungdo Nakji
- 5) Jungwang Nakji Hanmadang
- 6) Kong-irang Dubu-rang
- 7) Keunmaeul Yeongyang Gul-bap
- 8) Pungjeon Jangeo

Dangjin-si

- 1) Wangchang Galbi
- 2) Jeollado Gwangju Yeosu Hoe-jip
- 3) Jeonju Sikdang

Yesan-gun

- 1) Geumgang Jangeo
- 2) Yesan Gireogi Kalguksu
- 3) Dongheung Dae-banjeom
- 4) Ddeukkeun-i House
- 5) Samwoo Galbi
- 6) Sobok Galbi
- 7) Yangjeong-jip
- 8) Wolchoek Ori
- 9) Chungnam Wang-jokbal
- 10) Halmeeoni Gopchang

Taeon-gun

- 1) Danttuk Tongnamujip Sikdang
- 2) Seoul Sikdang

Hongseong-gun

- 1) Gyeolseong Kalguksu
- 2) Dolsan Garden
- 3) Samgeori Galbi
- 4) Samsam Bokjip
- 5) Sapdari Gopchang Specialty Store
- 6) Hanbat Sikdang

Boryeong-si

- 1) Bokjori Dakjip
- 2) Seobu Sikdang
- 3) Oyang Sor-kalguksu
- 4) Hanil Bulgogi

Seocheon-gun

- 1) Sinseol Agujip
- 2) Jinmi Sikdang
- 3) Heungnim Garden

Cheongyang-gun

- 1) Gumi Restaurant (Agujip)
- 2) Nongol Eojuk
- 3) Daeil Sikdang
- 4) Yangmyeong Sikdang
- 5) Eunhaeng-jip
- 6) Chilgapsangol

Buyeo-gun

- 1) Naruteo Sikdang
- 2) Seodong Hanwo
- 3) Wang Gomtang

You'll Regret Missing



A Map of Must-Visit Long-Established Restaurants in Chungcheongnam-do

Asan-si

- 1) Sinjeong Sikdang
- 2) Yeonchun
- 3) Yennal Dol-jip Jangeo
- 4) Eunjeong Galbi
- 5) Ilsin Juktang
- 6) Hyundai Galbi
- 7) Hong Kong Banjeom

Cheonan-si

- 1) Gilmok
- 2) Yen-Gimpo Sikdang
- 3) Wonjo Oksusa
- 4) Jinju Hoegwan
- 5) Cheonghwajip Sundae
- 6) Keundaek
- 7) Pyongyang Naengmyeon

Gongju-si

- 1) Myeongseong Bulgogi
- 2) Baekje Samgyetang
- 3) Saeihak Garden
- 4) Jangsunnu

Gyeryong-si

- 1) Hyangjeoksan Hansang
- 2) Heungbuwa Nambu

Nonsan-si

- 1) Geumcheon Sikdang
- 2) Dolce Hanjeongsik
- 3) Manbokjeong
- 4) Yeonsan Halmeeoni Sundae
- 5) Taeneung Chogajip Galbi
- 6) Hwangsanmok

Geumsan-gun

- 1) Namchon Garden
- 2) Madalpi Garden
- 3) Bakgane-jip
- 4) Sinsin Garden
- 5) Yennal Godori Chueotang
- 6) Jangchungwan
- 7) Jeogok Sikdang
- 8) Pyongyang Halmeeon-jip





Flavors Grown by Nature, Enriched by Tradition
The Taste of Chungnam — Another Joy of Travel

Boryeong Grilled Jumbo Prawns



Taeon Crab Stew (Gegukji)



Gongju Chestnut Set Menu

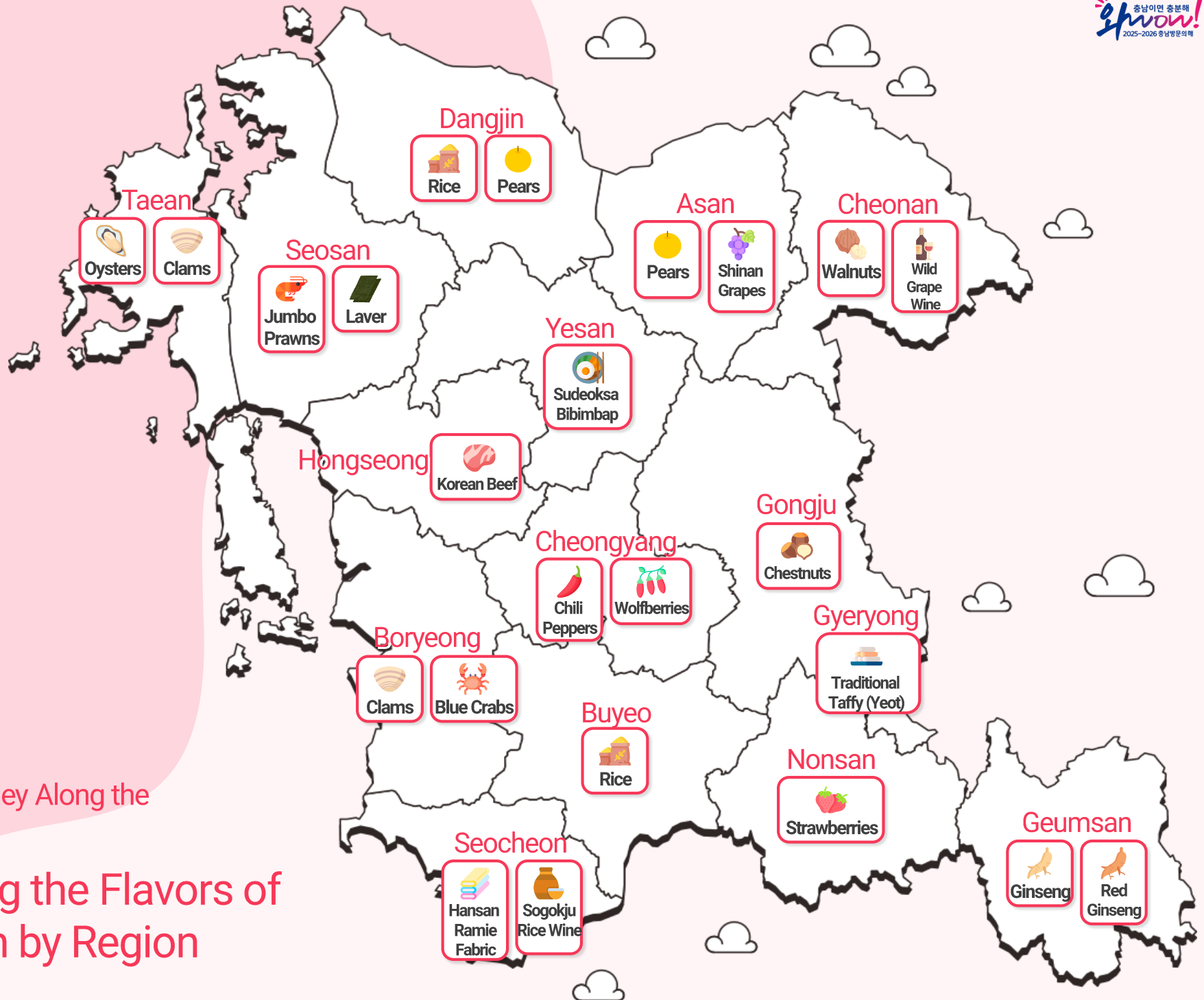


Hongseong Korean Beef



Geumsan Ginseng Bulgogi





A Culinary Journey Along the
Roads of Travel

Discovering the Flavors of
Chungnam by Region

Where the Beauty of Korea Meets the Korean Wave

Chungnam



Travel Packages



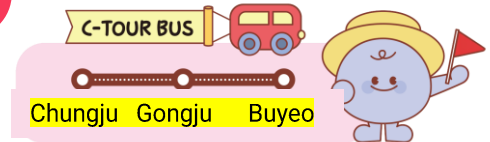
The Best Companion for Travel

Chungcheong Region Mega-regional Tourism Transportation



What is Mega-regional Tourism Transportation?

A new transportation service where tourists move more easily and conveniently.



Application and
Kiosk Reservation



Support for Korean, English,
Japanese, and Chinese
(Simplified/Traditional)



Luggage Storage
and Delivery Service

The Best Tour Bus to See All Major Tourist Attractions in the Chungcheong Region



Gongju-si
Chungcheongnam-do

A Tourist Destination where History and Beauty Coexist



금강신관공원(미르섬)



공산성



무령왕릉



공주한옥마을



마곡사



유구색동수국정원



Buyeo-gun,
Chungcheongnam-do

A Tourist Destination where You Can Feel the Atmosphere of Baekje



궁남지



국립부여박물관



백제문화단지



정림사지



부소산성



낙화암



Cheongju-si,
Chungcheongbuk-do

A Holy Site for K-Shopping and Food Enjoyed in the Region



K베스트현대



스타필드 빌리지



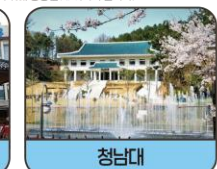
오스코



철담간



육거리 종합시장



청남대

* ↑ 본 게시물에 사용된 이미지는 이해를 돕기 위해 생성된 AI 이미지입니다.

A New Way to Blend Work and Travel 2026 Workation in Chungnam

Project Period

- First Half : April 15 – July 15 (scheduled)
- Second Half : August 26 – December 10 (scheduled)

Project Details

Operation of workation programs linking accommodations, workspaces, and experiential activities
Development of an online platform and website, program fee support, promotional material production, and familiarization tours for participating institutions

Website

www.cnctf.or.kr/site/workation

Project Target

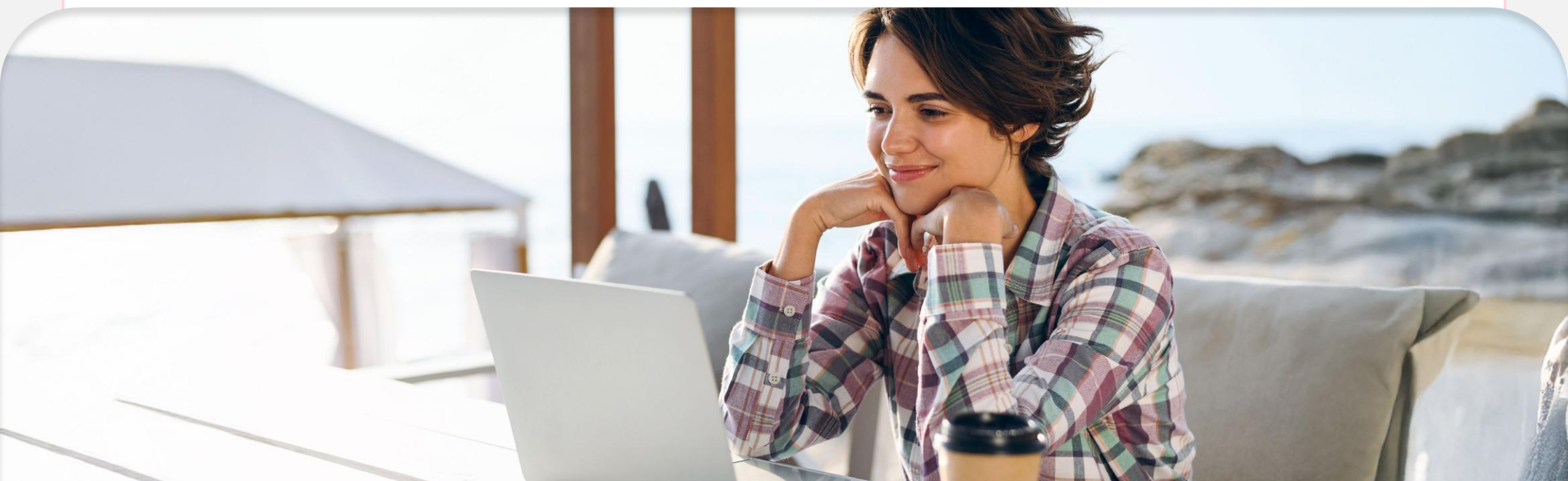
15 cities and counties across Chungcheongnam-do

Support Details

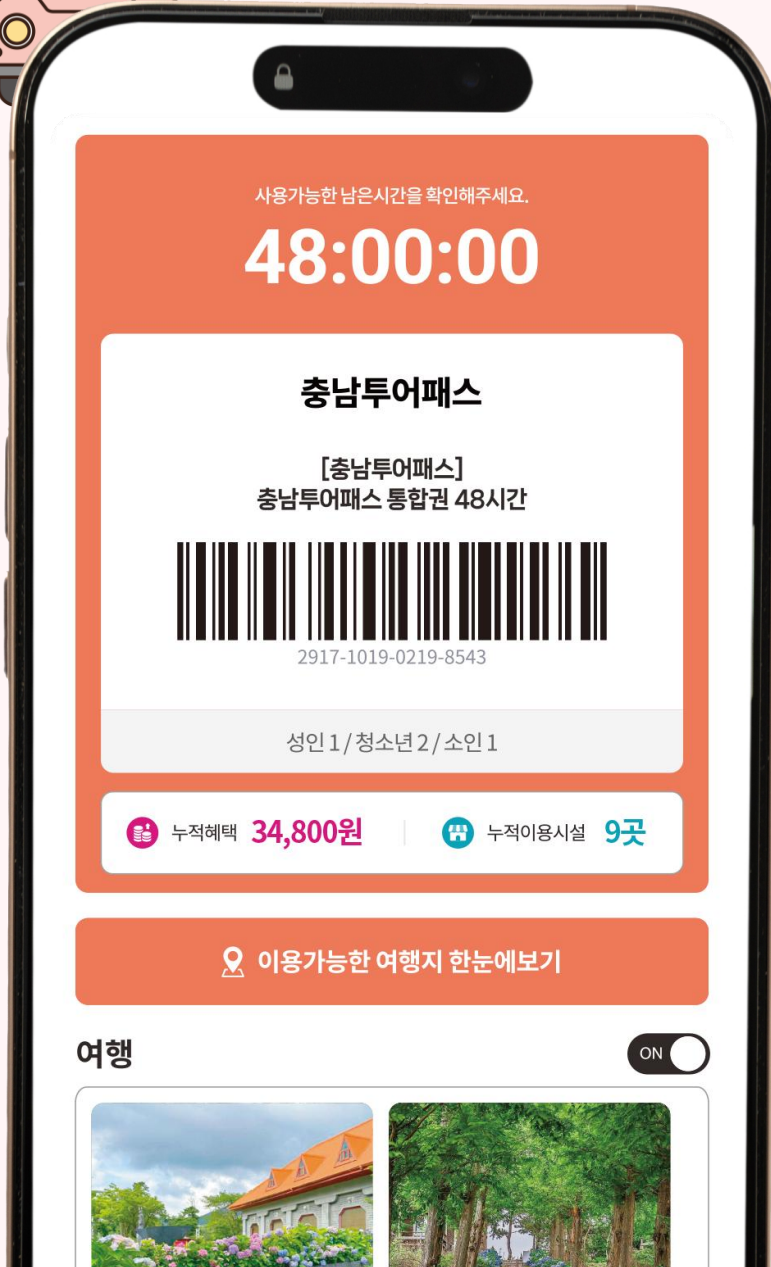
Weekday workation packages of 2 nights or more during the off-season include a 50,000 KRW per night accommodation discount and experiential program support

How to Apply

jcb8226@cacf.or.kr
By landline 041 630 2963



An Easier and More Enriching Way to Travel Chungnam Tour Pass



What is the Tour Pass?

A **single ticket** that allows you to enjoy **major paid tourist attractions** in Chungcheongnam-do at a discounted price.

- Access to over **300 partner tourist sites** in Chungnam
- **Free or discounted** admission to cafes, experiences, and activities

Price Information

24 hours

16,900 KRW

48 hours

26,900 KRW

Purchase & QR Code

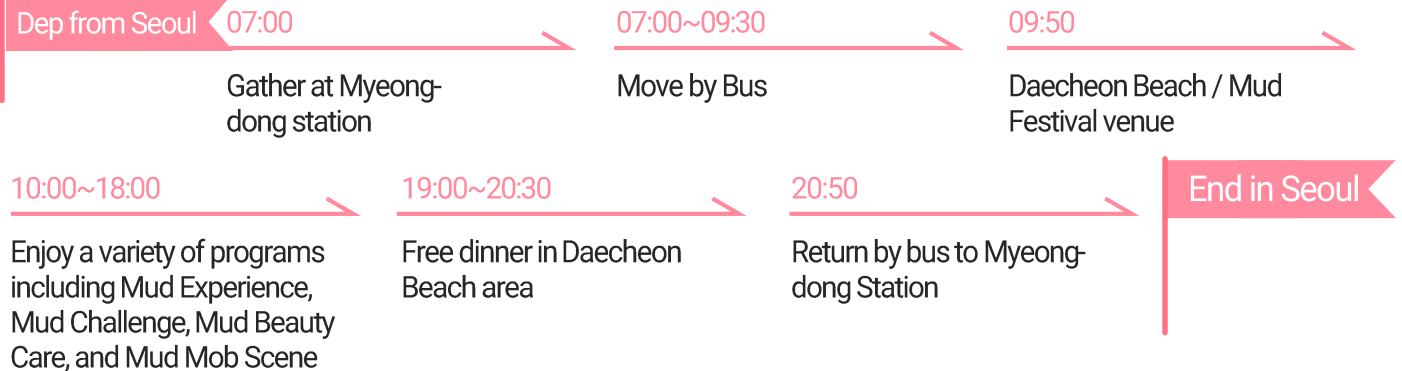


- After payment, the **mobile ticket** will be sent via **KakaoTalk**.
- Simply **present the mobile ticket** at tourist attractions or partner locations

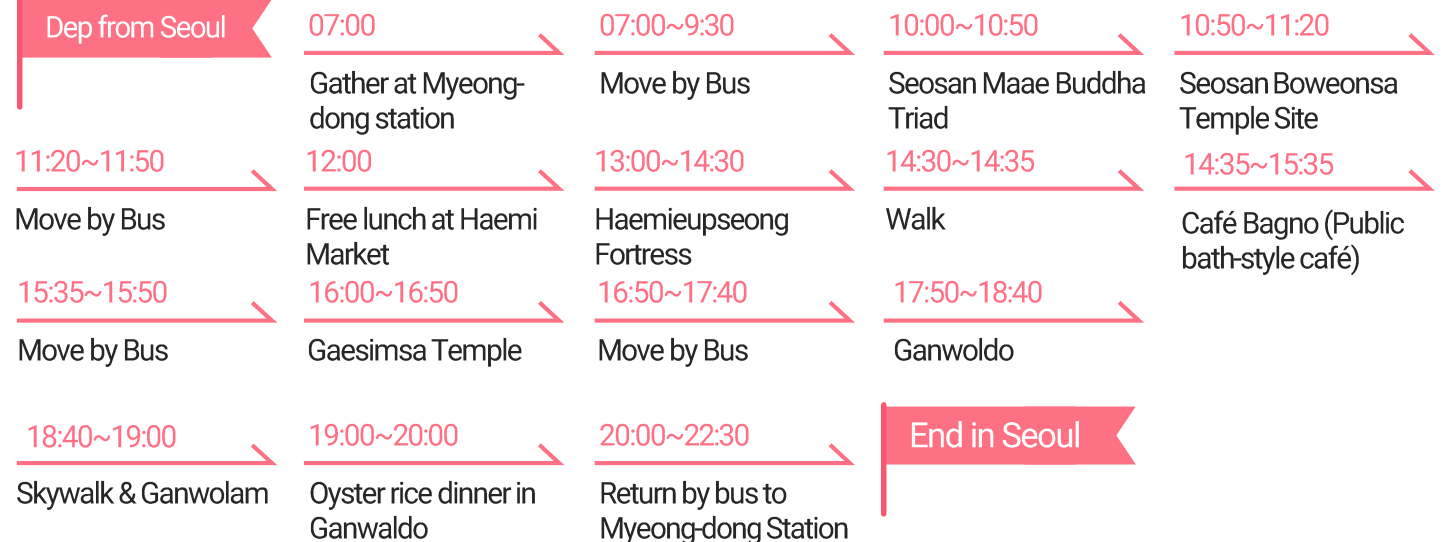
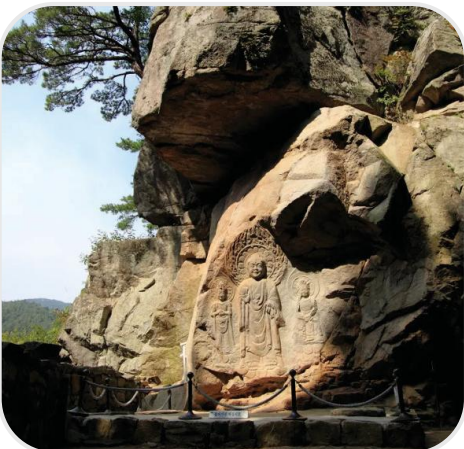


Must-Visit Travel Routes in Chungnam Recommended Itineraries

Summer Festival Route



Seosan Healing Road – Sea, Culture, History & Food





Must-Visit Travel Routes in Chungnam Recommended Itineraries

Baekje Cultural Journey in Gongju



Dep from Seoul	08:00	08:00~10:00	10:00~11:00	11:00~11:15
	Gather at Myeong-dong station	Move by Bus	Gongju National Museum	Walk
11:15~13:15	13:15~13:21	13:21~14:20	14:20~16:00	16:00~16:05
(If Baekje Dance ~14:15) Muryeong Royal Tomb / Royal Tomb Park (Baekje Dance Experience, Gongju City Hall Inquiry)	Walk	Lunch at Gongju Hanok Village	Foot Bath & Baekje Costume and Artifact Craft Experience	Move by Bus
16:05~17:30	17:30~18:30	18:30~18:40	18:40~19:10	19:10~20:00
Gongsanseong Fortress	Bam Village Bakery	Move by Bus	Dasom Chaban	Dinner at Soseono
20:00~21:40	End in Seoul			
Return by bus to Myeong-dong Station				

World Cultural Heritage Tour of Buyeo & Gongju



Dep from Seoul	07:00	07:00~10:00	10:00	11:30
	Gather at Myeong-dong station	Move by bus (Rest Stop)	Baekje Cultral Village	Lunch at Jangwon Makguksu
12:30	15:00	17:00	18:00	19:00~21:00
Gyuam Village Jaon-gil & 123 Sabi Craft Village	Jeongnimsa Temple Site & Gunnamji Pond	Seongheungsa nseong Fortress	Dinner	Return by bus to Myeong-dong Station
				End in Seoul

5 Chungnam Accommodation Information

Taeon

Taeon Bay Breeze



Manripo 2-gil, Sowon-myeon,
Taeangun, Chungnam

Island Resom Taeon



204 Kkotjihaean-ro,
Anmyeon-eup, Taeangun,
Chungnam

Seosan

Benikea Hotel Seosan



180, Galsan-dong, Seosan-si, Chungnam

Cheonan

Ramada Hotel Cheonan



12 Chadoldeul-gil, Seobuk-
gu, Cheonan-si, Chungnam

Sono Belle Cheonan



200 Jonghap Hyuyangjiro,
Seongnam-myeon,
Dongnam-gu, Cheonan-si,
Chungnam

ON City Hotel Cheonan



105 Buldang 4-ro, Seobuk-
gu, Cheonan-si, Chungnam

Yesan

Splas Resom Yesan



45-7 Oncheon Danji 3-ro,
Deoksan-myeon, Yesan-
gun, Chungnam

Spaview Hotel Yesan



77 Oncheon Danji 2-ro,
Deoksan-myeon, Yesan-
gun, Chungnam

Gongju

Hotel Gongsan Yeogwan



20 Jeonmak 3-gil, Gongju-si,
Chungnam

INK Hotel Gongju



10-10 Jeonmak 2-gil,
Gongju-si, Chungnam

Gongju Hanok Village



12 Gwangwangdanji-gil,
Gongju-si, Chungnam

Boryeong

Hotel Solare Boryeong



28 Haesuyokjang 8-gil,
Boryeong-si, Chungnam

Hanwha Resort Boryeong



11-10 Haesuyokjang 3-gil,
Boryeong-si, Chungnam

Buyeo

Lotte Resort Buyeo



400 Baekjemun-ro, Gyuam-
myeon, Buyeo-gun,
Chungnam

Park Art Villas Buyeo



129 Seogung-ro, Gyuam-
myeon, Buyeo-gun,
Chungnam





Incentive Plan

2026 Incentive Support Plan



Incentives up to 10 Million KRW for Foreign MICE Groups when Staying at Linked Accommodations in Seoul and Chungnam in 2026

Incentive Support Plan

Eligibility for Support

Staying 2+ nights in Seoul + 1+ night in Chungnam (Held for 1–2 days or more: Int'l/Domestic Conferences, Incentives, Events, etc.)
Foreign MICE groups of 20 or more people

Support Scale

Seoul		+	Chungnam	
2+ Nights Stay	20,000 KRW		1+ Night Stay	30,000 KRW
Stay for 2 nights or more at SMA member hotels	30,000 KRW			

Payment Conditions

- Indication of official sponsorship from Seoul and partner local governments, and insertion of English logos (at least 1 case)
- Submission of proof of stay for 2+ nights in Seoul and 1+ night in partner local governments
- Active sharing and cooperation regarding budget execution status, event progress status, and surveys for participants, etc.

Support Application

- Application Deadline: At least 2 weeks before the group's arrival date
- Application Method: Online application via the Seoul Convention Bureau website (PLUS CITIES Support)
※ Utilization of the Seoul Tourism Organization (STO) cooperation system

Travel Infrastructure by Destination



Transportation

- **Airports** : Multiple direct limousine buses from Incheon and Gimpo to major hubs such as Gyeryong and Gongju
- **KTX/SRT** : Cheonan–Asan Station (Gyeongbu Line) / Gongju Station (Honam Line) — 40–60 minutes from Seoul or Suseo
- **Transfer** : Convenient transfer at Asan Station (same building, Janghang Line) connecting to Onyang Hot Springs, Seoccheon, and more
- **Expressways** : Gyeongbu (No. 1) / Seohaean (No. 15) / Dangjin–Yeongdeok (No. 30) linking major cities
- **Intercity & Regional Buses** : Multiple routes connecting key hubs such as Cheonan, Gongju, Boryeong, and Asan



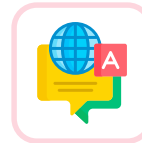
Food & Shopping

- West Coast seafood (blue crabs, grilled shellfish), Gongju chestnuts, Buyeo lotus dishes
- **Station-area shopping** : Cheonan–Asan Station Moda Outlet / Galleria / Buyeo Lotte Outlet



Tour Pass

- Free pass valid for 24/36/48 hours from first use
- Access to 300+ partners (tourist sites, cafes, activities, restaurants), 24h — 16,900 KRW / 48h — 26,900 KRW
- Participation: 14 cities and counties including Cheonan, Gongju, Boryeong, Asan, Taean (benefits subject to change)



Multilingual Information

- Chungnam city/county tourist information centers (phone & in-person)
- KTO 1330 (24 hours / KR, EN, JP, CN + 4 additional languages) — interpretation, assistance, and travel information



충남문화관광재단
Chungnam Culture and Tourism Foundation

Tourism Marketing Team



Team Leader: Lim Jong-gwan



041-630-2961



Assistant Manager: Maeng Ji-Hun



041-630-2964



tony7979@cnctf.or.kr



mjh950919@cnctf.or.kr

