

## Seil Tour Placed First In the Inbound and Outbound (Overseas) Travel Sectors

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#### Seil Tour Strengthens Competitiveness with Launch of ‘Cruise Trip’

Seil Tour is a full-service travel agency established in early 1985. Its core mission statement is “Live for the sake of others” with “Customer inspiration, customer satisfaction, and customer happiness.” It was founded three years before Koreans could freely travel abroad, and the agency has pioneered the domestic and overseas travel markets.

Seil Tour announced that it has placed first to third in the inbound (domestic) travel sector and outbound (overseas) travel sector combined within just five years of its establishment. Not only did they deal with package tours, group business trips, student field trips, honeymoons and solo travels for decades, they also specialized in providing domestic group travels and business commuter services, using their fleet of over 30 state-of-the-art chartered buses.

Though Seil Tour suffered a huge blow in the wake of the IMF crisis in the late 1990s, as well as having to downsize operations as its capital was reduced to nearly half. The agency also had to lay off many experienced people, and thus experience difficulties securing talented people. However, despite the odds, Seil Tour has managed to remain a comprehensive travel agency, which continues to service practically all travel-related businesses, including inbound travels, outbound travels, general domestic travels and bus leases.

In particular, the inbound sector ranks in the top 10 in the industry, the outbound sector ranks in the top 100, and the bus business also ranks in the top 10. Additionally, the agency stressed that it is making efforts to rank in the top 60 overall this year, and in the top 50 in the year 2020.

The Seil Tour travel agency stated that it has a unique mission statement of “Live for the sake of others.” With this motto at its core, the agency has improved customer service and worked hard to meet customer needs by renewing its homepage, improving its customer management system, diversifying travel products and replacing old buses with new ones every five years. In fact, it is said that large-scale companies such as Samsung, Hanhwa, and Shinhan group prefer using Seil Tour buses for commuting.

With the launch of the cruise program this summer, the company stated that it has been bolstering its corporate competitiveness by offering package tours and complimentary travels, as well as providing the lowest-prices on hotels, flights, school trips and quality charter buses.

CEO In-Gi Han stated, “The Seil Tour travel agency is known to have a long history, and we are making every effort to serve our customers accordingly.” He started working at the company as an entry-level employee in 1986, the year following agency’s founding, and has been guarding the company ever since for 32 years. He resigned voluntarily to relieve the burden off the company when it was in trouble, but it didn’t take long until he was called back three years ago, this time as the representative of the company.

Meanwhile, with the era of peace between North and South Korea straight ahead of us, the agency has announced its new objective in inviting the world to learn about the beautiful nature of the Korean Peninsula. As an inbound powerhouse, Han stressed that he is preparing for a move to bring Seil Tour to the spotlight as the “icon of peace travel” by focusing on product development under the theme of the DMZ...