

## Yongpyong Resort held the opening ceremony for Mt. Balwang Supporters

Seok-Byeon Kim  
June 2, 2018



[Korea Economic]

**Yongpyong Resort took the first step for the Mt. Balwang Project... Delegation Certificate given to Park Kyung-lim, Um Hong-gil, Yoon Seok-ho and others.**

Entertainer Park Kyung-lim, actor Park Sang-won, Yongpyong Resort CEO Shin Dal-Soon, mountain climber Um Hong-gil, drama director Yoon Seok-ho, best known for producing Winter Sonata, actor Yoon Da-hoon and singer Lee Moon-se are taking commemorative photos after receiving the Yongpyong Resort YP Star Delegation Certificate.



On June 2, Yongpyong Resort held the opening ceremony for "Mt. Balwang Supporters" in the Grand Ball Room of the Dragon Valley Hotel in Yongpyong Resort in Pyeongchang county in Gangwon-do. This has marked the first step for the Yongpyong Resort Mt. Balwang Project to develop Mt. Balwang as

a tourism brand where people from all over the world will visit.



This day, entertainer Park Kyung-lim, actor Park Sang-won, mountain climber Um Hong-gil, drama director Yoon Seok-ho, best known for producing Winter Sonata, actor Yoon Da-hoon, and singer Lee Moon-se received the 'YP star' delegation certificate as the celebrity supporters of Yongpyong Resort.

In addition, Yongpyong Resort CEO Shin Dal-Soon presented the Mt. Balwang development plan, as well as a formal promotion film, to showcase the start of Mt. Balwang branding project. He also climbed Mt. Balwang and attended the commemorative planting ceremony, along with the YP stars, to make a resolution for the development of Mt. Balwang.

There was also an exclusive interview of Yoon Seok-ho, the director of "Winter Sonata," which marked the beginning of the K-culture hot blast throughout Asia.



*Park Yoon-hee of the marketing office of Yongpyong Resort, Yongpyong Resort CEO Shin Dal-Soon, PD of Winter Sonata Yoon Seok-ho and the chief of the vision innovation team, Hwang Tae-san, are taking commemorative photos after Yoon Seok-ho's exclusive interview.*

The original filming location of the K-drama, "Winter Sonata," was around Mt. Balwang in 2002. The remarkable views, as well as the quiet and still mystic atmosphere, fit the drama so perfectly that 65% of

the whole drama was filmed at Yongpyong Resort. The producers and actors actually ate and slept at Yongpyong Resort as they filmed the drama.

Fifteen years later, in 2017, Mt. Balwang received attraction again as the film location of "Goblin," which marked the second wave of K-drama. It is no exaggeration to say that Mt. Balwang is not only the cradle of the Olympics, but also the mountain with high spirits and home to the best K-dramas.

Based on the fact that the number of mountain climbers are increasing every year, Yongpyong Resort is carrying out various promotions and development projects. They are planning to target tourists from China and Southeast Asia by introducing the story behind Mt. Balwang.

An entertainment event is being held every week. The first step to Mt. Balwang's tourism branding is the construction of a Skywalk at the mountain top, which is planned this August. They are installing a whole glass prospective elevator into the outer wall of Dragon Peak. Tourists can enjoy the colorful lights of the outdoor illumination facilities.

Furthermore, they are planning to build a boardwalk path along the forest trail with Korean spruces and yew trees at the top of the mountain, so that tourists can enjoy a closer look at Mt. Balwang.

Along with the development of tourism products, they are working actively to attract tourists from overseas with the goal to attract more than 1,000,000 tourists annually...