

Taebaek's Winter Tourism



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Background

In Taebaek City, the traditional coal mining industry was shut down due to the Coal Rationalization Project, leading to efforts to invigorate tourism and sports businesses based on the pristine winter nature.



Goals

To invigorate the local economy by attracting tourists through the development and promotion of winter tourism items.





Budget Allocation:

Total of **KRW 11.664 billion** for 2024

Major Achievements



01 Taebaek Mountain Snow Festival
KRW 1.558 billion

02 Jjirigol Birch Urban Forest
KRW 500 million

03 Taebaek Mountain Sky Observatory
KRW 9.176 billion

04 Winter Sports in Taebaek
KRW 443 million





Key Achievements:

- ❖ Economic impact of the festival: **KRW 44 billion**
- ❖ Total of **832,915 visitors** to festivals and tourist sites
- ❖ **Participation of 950 individuals** in winter sports competitions
- ❖ The biathlon team **won 3 gold medals among a total of 10 medals at the 22/23 Winter Games**

Taebaek Mountain Snow Festival

Visitors: 585,364 /
Economic impact: KRW 44 billion

Scenic Snowscapes of Taebaek Mountain and Hambaek Mountain

Winter hikers: 217,551



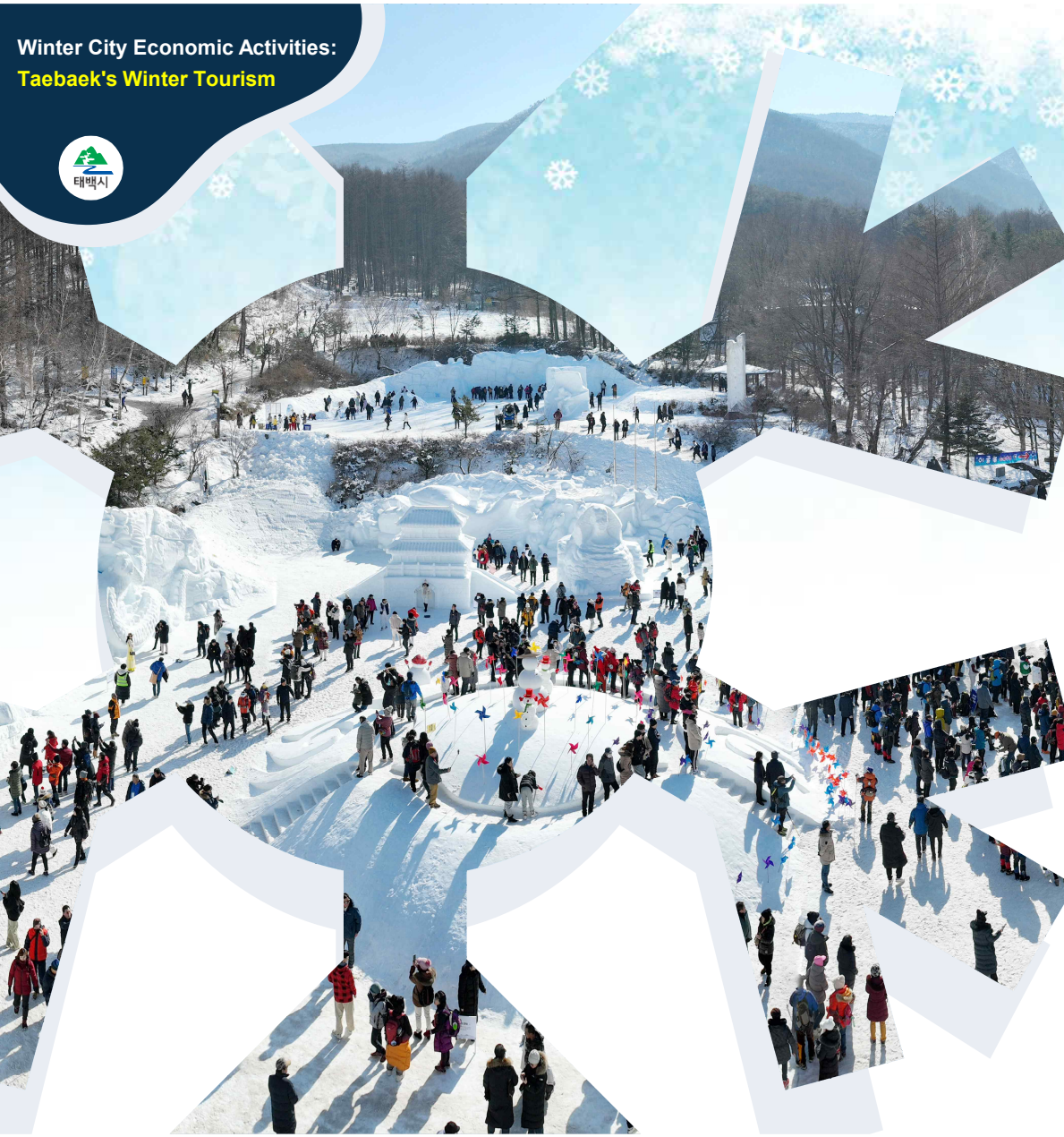
Taebaek Mountain Sky Observatory

Visitors: 30,000

Winter Sports in Taebaek

- * Santa Run Snow Trail Run Competition
- * National Snowboarding Championship by Category
- * Taebaek Mayor's Cup National Youth Alpine Ski Competition
- * Operation of the Workplace Sports Department (Biathlon Team)





○ Main Content

Taebaek Mountain Snow Festival



Timing: Held annually at the end of January
<Started in 1994 / 31st edition held in 2024: 1.26.~2.4.2024>

Location: Taebaek Mountain National Park,
Taebaek Culture Square, and Hwangji Pond

Theme: (2024 Theme) NOW AND NEVER - Here and Now, Taebaek

Content 40-meter-long mega snow sculpture exhibition, national college student snow sculpture competition, snow lantern festival, large snow slide, Carrie and Friends Kids Park, Challenge! Winter Sports Competition, MBC Gangwon Yeongdong special radio broadcast (1/27/2024)

Host/ Organizer: City of Taebaek, Taebaek City Cultural Foundation

Notes Ranked 1st nationally in festival image, 3rd in festival preference, and 5th in intention to revisit according to the 2023 Cultural Tourism Festival Comprehensive Evaluation Report.





Scenic Snowscapes of Taebaek Mountain and Hambaek Mountain

Taebaek Mountain was designated as a South Korea's 22nd national park in 2016. centered around Youngbong (1,560m) which houses Cheonjedan(traditional alter), with Janggunbong (1,567m) to the north and Munsubong (1,517m) to the east, and Busoebong (1,546m) between Youngbong and Munsubong.

Taebaek Mountain has known for nation people's sacred mountain.

Hambaek Mountain is representative mountain in gangwon state(1,573m) which is the highest mountain in Taebaek national park. Especially Mt. Hamabaek's Mahangjae road is located at the center of the boundaries of 3 cites of Gangwon state(Jeonseon, Yeongwol and Taebaek), the highest boundary road and it's famous for beautiful milky way spot.

Mt. Taebaek and Mt. Hambaek has beautiful scenic snowscapes with snowflakes flowers only blooming in winter season.

Numerous people constantly visit these mountains to see it.





Jijirigol Birch Urban Forest

Opening: November 27, 2023

Location: 13 Jijirigol-gil, Taebaek City, Gangwon

Management: Taebaek National Forest Office 

Features:

- 1. A birch forest planted in 1998 as part of a mine reclamation project**
(originally created in 2000 as part of the forest restoration project following the closure of Hamtae Mine due to coal mine damage)
- 2. Installations appropriate for the coal mine image, including a statue of a mining village boy and a mine cart photo zone**
- 3. Part of the sixth course of the Ountangodo 1330 trekking trail**
(Untan Godo 1330: A trekking course connecting Yeongwol, Jeongseon, Taebaek, and Samcheok, cities with a forest coverage rate of over 80%)





Taebaek Mountain Sky Observatory

Opening: May 2, 2024

Location: 181 Cheonjedan-gil, Taebaek City, Gangwon

Height: 33m

Management: Taebaek Mountain National Park

Features:



1. Provides views of the major peaks and surrounding natural landscapes of Taebaek Mountain.
2. Low-altitude barrier-free exploration facilities (average incline of 3.6 degrees, distance 1km) making it accessible for wheelchair and stroller users.

○ Main Content





Winter Sports in Taebaek

○ Main Content

Santa Run Snow Trail Competition

Purpose To enhance the image of Taebaek as a mountain city through a snow trail marathon utilizing Taebaek's long winters and heavy snowfalls.

- **Event Date:** February 3, 2024
- **Total Budget:** KRW 32.1 million
- **Organizer:** Taebaek Triathlon Association
- **Participation:** 600 national athletes participated
- **Location:** Yeonhwasan, Geumdaebong area in Taebaek

National Snowboarding Championship by Category

Purpose To improve athletes' performance and stimulate the local economy through participation in the competition.

- **Event Period:** January 10-11, 2024
- **Total Budget:** KRW 70,310,000
- **Scale:** 150 national athletes participating
- **Location:** O2 Resort





Winter Sports in Taebaek

Taebaek Mayor's Cup National Youth Alpine Ski Competition

Purpose To broaden the base of recreational sports and position the city as a host for winter sports events.

- **Event Date:** February 24, 2024
- **Total Budget:** KRW 40 million
- **Organizer:** Participation by 200 people
- **Location:** O2 Resort

Operation of the Workplace Sports Department (Biathlon Team)

Purpose To expand the base of winter sports.

- **Event Period:** Year-round
- **Contents:** Support for accommodation, vehicle operation, salaries, and training expenses for 4 coaches and athletes
- **Total Budget:** KRW 288 million

○ Main Content





Come and experience winter
Tourism that you can only
enjoy in Taebaek!



THANK YOU

