# INTRODUCE KI TRIP

**GENERAL INFORMATION**

Company Name: KI TRIP

Company Website: www.kitripkorea.com

Company Address: 901-196 33, Dongtanjungsimsangga 1-gil, Hwaseong-si, Gyeonggi-do, Republic of Korea 18455

Ownership: WOOJUN LIM

**MAIN CONTACT INFORMATION**

Name: WOOJUN LIM

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**COMPANY PROFILE OVERVIEW**

1. Which part of the business you are more concentrated on (product, services, transportation, marketing, etc.)?
   - We are currently focused on **product development and service quality**, particularly in designing high quality private tours for inbound travelers. Marketing through online platforms is also a key focus at this stage.

2. For B2B or B2C, please tell your main market and percentage of it.
   - As a newly established company, our main focus is **B2B (approximately 30%)**, mainly through OTA platforms and overseas travel partners. **B2C sales (around 70%)** are generated through direct inquiries and our own channels.

3. What is your annual grand total of pax? Please review the quantity from the previous year
   - As annual figures are still being accumulated, **we are already handling confirmed bookings from the US and European markets**, with booking volume increasing steadily. In addition, **new B2B cooperation with a Malaysian travel agency is currently being finalized**..

4. The percentage of your western market and other markets.
   - At this initial stage, **our target market is primarily western travelers (approximately 50%)**, with the remaining percentage coming from other international markets.

5. Are you specialized in FIT or GIT, and what is the percentage of each?
   - We specialize mainly in **FIT (approximately 90%)**, focusing on private and customized tours. **GIT currently represents a smaller portion (around 10%)**, with plans to expand in the future.

6. For FIT travelers, you get the business from your B2B partner or from your own channel?

   - FIT bookings are currently generated mainly through **B2B partners such as OTA platforms**, while we are gradually developing our own direct sales channels.

7. For B2B, please list your VIP clients if it is not too confidential.
   - As a newly established company, we are in the early stage of building long term partnerships. Current cooperation includes **global OTA platforms**, and we aim to expand our B2B partner network.

8. Which cities, countries, or regions do you cover, and in which do you hold the greatest resource edge?
   - We currently operate tours in **major destinations in Korea**, with a strong focus on **Seoul, Jeju, Busan, Gyeongju, and surrounding regions**, where we have strong local resources and operational flexibility.

**INFORMATION OF TOUR GUIDE AND DRIVER**

1. Do you offer different language guides apart from English? Do they work on freelance or contract basis?
   - Yes. In addition to **English speaking guides**, we are able to arrange **other language guides such as Korean, Chinese, and Japanese** upon request. Our guides work mainly on a **freelance basis**, and we cooperate with experienced, licensed guides who regularly work with inbound travelers.

2. The length of the working experience for all of your guides.
    - Our guides generally have **3 to 10+ years of professional guiding experience**, particularly in handling FIT travelers from western and Asian markets. All guides assigned to our tours are **licensed and destination experienced**

3. Do you have regular training for tour guides and drivers? Is there a special department to handle quality services control?

Yes. We conduct **regular briefings and service guidelines training** for both guides and drivers, focusing on customer service standards, safety, and itinerary management.
Quality control is handled directly by our **operations management team**, which monitors

4. Do you have your own vehicle or do you cooperate with a transportation company?
    - We cooperate with **reliable licensed transportation companies** and professional drivers. This allows us to flexibly assign vehicles based on group size and itinerary while maintaining consistent service quality.

5. What kind of the vehicle do you use? How do you manage the driver & vehicle? Please share with us the pictures of vehicle.
    - We use **modern, air conditioned vehicles** such as **sedans, minivans, and minibuses**, depending on the group size.
      Drivers are assigned through our partner transportation companies and are **professionally licensed, experienced with foreign travelers, and regularly reviewed**.
      Vehicle condition and driver performance are monitored through **pre-tour checks and post-tour feedback**.

6. What kind of travelling mode can you arrange?
    - We are able to arrange the **All** following travel modes based on client preferences and itinerary requirements

T: Private Tour Guide, Private Car & Driver: My family/Friends Only -
G: Private Tour Guide & Public Transport (Including Walk, Train, Metro, or Bus; Taxi Excluded but Optional and Pay on Clients' Side)
G Plus: Private Tour Guide & Public Transport (Including Walk, Partially Taxi, Train, Metro,

or Bus)

P: Private Driving Guide & Car: Professional Licensed Tour Guide driving a private car

D: Private English-speaking Driver & Car: Average English, Escort, Rough Explanations

R: Private Car & Basic English-speaking Driver (Transfer Only) ;

S: Seat-in-Coach Tour: Join in Group Tour, Meet Strangers, Tour Guide & Group Bus

F: Fixed-date Departure Tours

**SERVICE STANDARD**

1. How do you guarantee your service standard? Do you have customer care team?
   - We ensure service quality through **careful selection of licensed guides and professional drivers**, clear service guidelines, and **pre tour briefings**.
     Customer care and quality control are handled by our **operations management team**, which monitors guest feedback and on-site performance.

2. What is your customer complaint handling procedure?
   - All customer complaints are handled promptly by our operations team.
     We acknowledge the issue immediately, investigate the situation with the guide and driver involved, and provide **timely solutions or compensation when necessary**.
     Feedback is documented and used to improve future services.