

Joint Press Release

June 2, 2026

Korea Tourism Organization • Peach Aviation Limited

**Korea Tourism Organization and Peach Sign Partnership
Agreement to Boost Japanese Visitors to Korea
- Accelerating the promotion of Korea's new attractions and creating new
demand -**

Osaka, June 2, 2026 - Korea Tourism Organization (“KTO”; Headquarters: Gangwon Special Self-Governing Province, South Korea; President: Sung hyeuck Park) and Peach Aviation Limited (“Peach”; Representative Director and CEO: Kazunari Ohashi) signed a partnership agreement aimed at boosting Japanese tourists visiting Korea.



The number of Japanese travelers visiting South Korea reached approximately 3.65 million in 2025, making South Korea one of the most popular international travel destinations for Japanese tourists. Peach serves more routes and flights to South Korea from Japan than any other Japanese airline and has contributed to promoting exchange between the two countries by offering convenient and accessible air travel between Japan and South Korea. Under this agreement, Peach’s extensive network will be combined with KTO’s efforts to promote the appeal of regional tourism, with particular emphasis on the following four key areas.

1. **Conducting joint promotions and other initiatives to boost Japanese travelers to South Korea:** By leveraging Peach’s extensive network and KTO’s tourism marketing resources, we will roll out joint promotional activities, campaigns, and other initiatives in phases to acquire new customers and expand demand for travel to South Korea
2. **Sharing of tourism- and marketing-related information:** We will share customer trends, market data, and the latest local information with each other to leverage these insights to deliver more effective communications
3. **Mutual understanding and cooperation in revitalizing regional tourism and promoting travel to local destinations in South Korea:** Peach and KTO aim to boost repeat visitors to South Korea by making it feel more accessible and appealing, while contributing to the revitalization of regional tourism
4. **Other business projects deemed necessary by both companies:** Peach and KTO will be flexible in exploring new initiatives to further promote tourism exchange between Japan and South Korea and contribute to achieving the goal of welcoming 30 million international visitors to South Korea by 2028

Through this agreement, both companies will further promote the culture of visiting South Korea as an “extension of everyday life,” while contributing to the further growth and development of tourism exchange between Japan and South Korea.

About the Korea Tourism Organization

The Korea Tourism Organization is a public agency established to promote tourism in South Korea, committed to advancing Korea’s tourism industry by promoting Korean tourism overseas, attracting international tourists, developing tourism resources, and supporting the tourism industry. The agency operates 30 overseas branches, including three Japan branch offices in Tokyo, Osaka, and Fukuoka that engage in activities to attract tourists from Japan to Korea.

About Peach(www.flypeach.com/en)

Peach is based at six airports: New Chitose, Narita, Chubu, Kansai, Fukuoka, and Naha, and services 25 domestic routes and 15 international routes. Under the new corporate message, "Beyond us who we were yesterday." Peach will continue to take on challenges and evolve to deliver new value, building on its accessibility and ease of use. With safe operations as our top priority, we will further refine our fundamental quality and unique value to become an airline that many customers can choose with confidence.