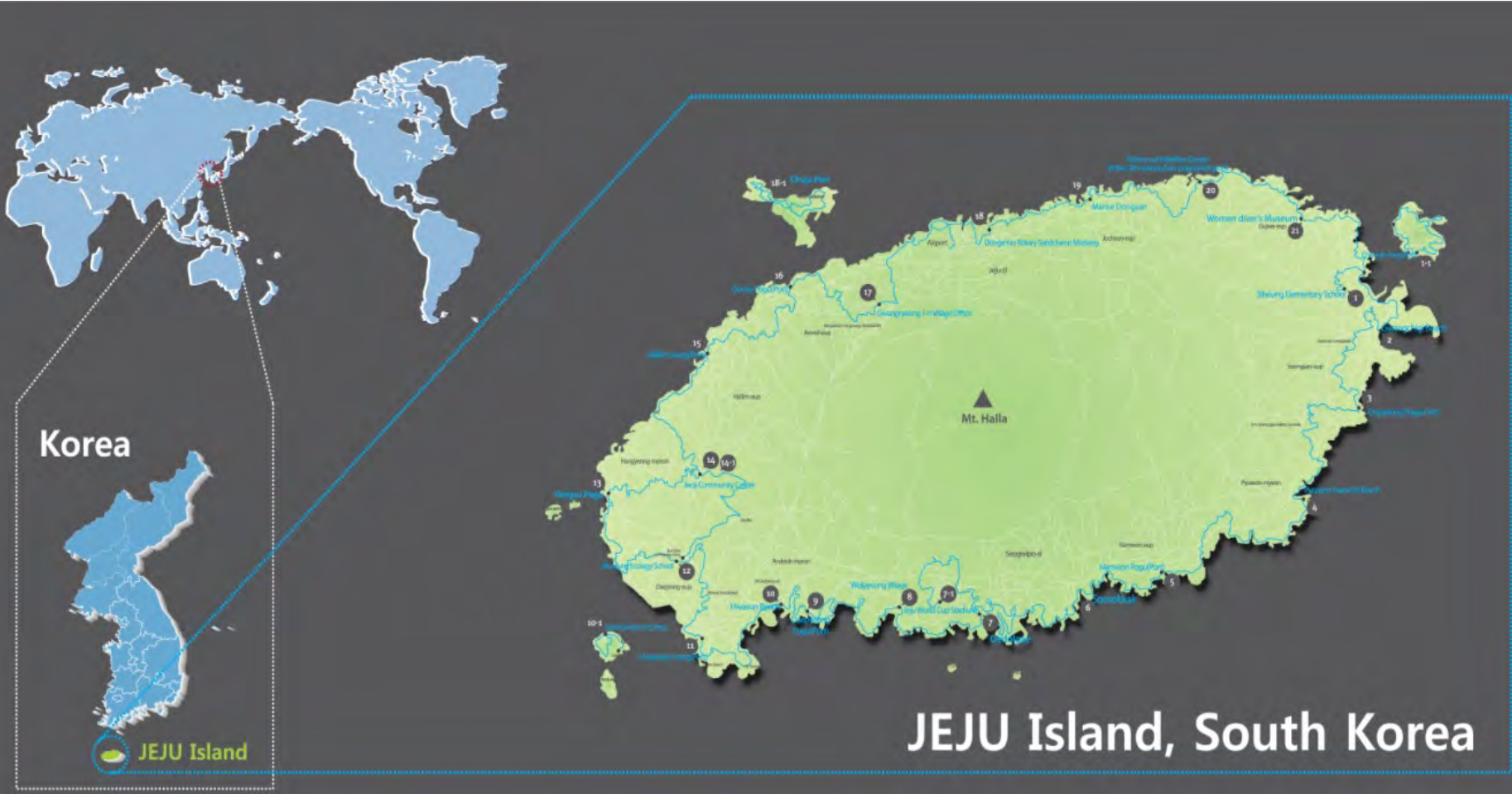


Jeju Island, the most southern part of Korea



The most beloved place in Korea
UNESCO Natural Heritage, Geopark, Biosphere Reserve

- A long distance pedestrian trail along the coast of Jeju Island
- 26 Course in total (1~21, 1-1, 7-1, 10-1, 14-1, 18-1), 425km
- Average distance per course 15~20km, takes 5~6 hours
- 10 special courses for wheelchair users are included, 38km in total



















3 PRINCIPALS

1. No use of artificial material.
2. Avoid roadway for cars if possible.
3. Link the local village to the starting and endpoint of every course.

Motto of Jeju Olle Trail

Nature x Culture x People

3 RULES

1. Find forgotten path.
2. Connect broken path.
3. If there is no existing one, create a narrow pathway using local materials by human labors only.



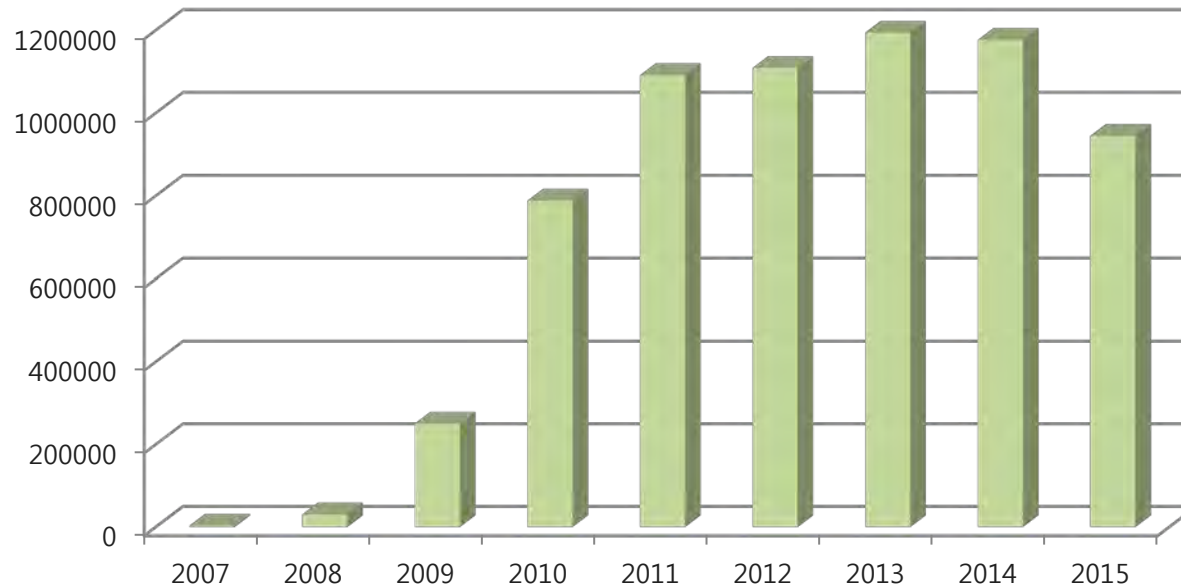
Jeju Olle Staffs and Supporters

Staffs	25
Volunteers	500
Jeju Olle Academy Graduates	1000
Individual Donators	1200
Sponsoring Companies	17
Villages along the Jeju Olle Trail	100

Number of Jeju Olle Trail Visitors

More than 1 million people per year

Number of Jeju Olle Trail Visitors (2007-2015)



* Jeju Olle Trail Route 9 and 10 closed occasionally due to restoration in 2015.



Economic Impact

Landscape Value 10 million Euro per year

Direct Impact (Amount of money the hikers spend while traveling Jeju Olle Trail)

Unit: PAX/EURO=KRW1,195.51

Year	2010	2011	2012	2013	2014	2015
Number of visitors	455,608	696,772	943,900	1,196,947	1,455,838	1,720,507
Expenditure in total	150,203,678	229,709,496	311,181,838	394,605,649	479,955,834	567,211,482

※ Amount of average expenditure in Jeju per one Olle hiker : KRW 298,188 (excl. airfare/ship fare)

※ Amount of average expenditure in Jeju per one general tourist : KRW 236,152 (excl. airfare)

<by Ministry of Culture Sports and Tourism>



- Its' an annual festival which is prepared by local residents for walking travelers
- The local residents prepare food/performance and communicate/network with Olle hikers





5 continents 18 countries 50 trails and more...



Friendship Trails with

Swiss, UK, Canada, Japan, Australia, Lebanon, Italy, Greece etc.



- Kyushu Olle (Japan) opened 17 trails courses since 2012 through consulting by Jeju Olle Foundation
- Mulsori Trail (Korae) opened 2 trail courses since 2013
- **Mongolia Olle (Mongolia) is ready to be opened in 2016**



