

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### FOR MORE INFORMATION

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# From the K-Chicken Belt to the Forest Trail: South Korea Unveils Fresh Rural Getaways for the Summer

**Sejong, 17 June 2026** — Minister Song Miryung of the Ministry of Agriculture, Food and Rural Affairs (MAFRA) attended the commemorative event for the 2026 Rural Travel Festival, held at Seoul Plaza on 16 June.

The festival was organised ahead of the peak summer holiday season to promote the appeal of rural travel and tourism to urban residents and to encourage domestic travel demand towards rural areas, thereby revitalising rural tourism.

Minister Song stated: “Rural areas are among Korea’s most valuable tourism assets, where nature, culture, gastronomy, and healing experiences coexist. I

hope that this Rural Travel Festival will provide urban residents with opportunities for relaxation and memorable experiences, while bringing renewed vitality to rural communities and contributing positively to local economies.”

Minister Song further noted: “The Ministry will continue to make every effort to ensure that the public can enjoy rural tourism more easily and with greater pleasure. Such efforts include supporting the development, operation, and promotion of rural tourism products that utilise and are associated with diverse local resources; expanding culinary tourism routes such as the K-Chicken Belt, which links K-food with rural tourism; developing the long-distance forest trail (the East-West Trail); and strengthening convenience and safety infrastructure.”

Further information on rural travel and tourism is available on Welchon, the Rural Tourism Portal ([www.welchon.com](http://www.welchon.com)).

< Minister Song Miryung at the 2026 Rural Travel Festival >



<Welchon, the Rural Tourism Portal ([www.welchon.com](http://www.welchon.com))>



지금 월촌

여행정보

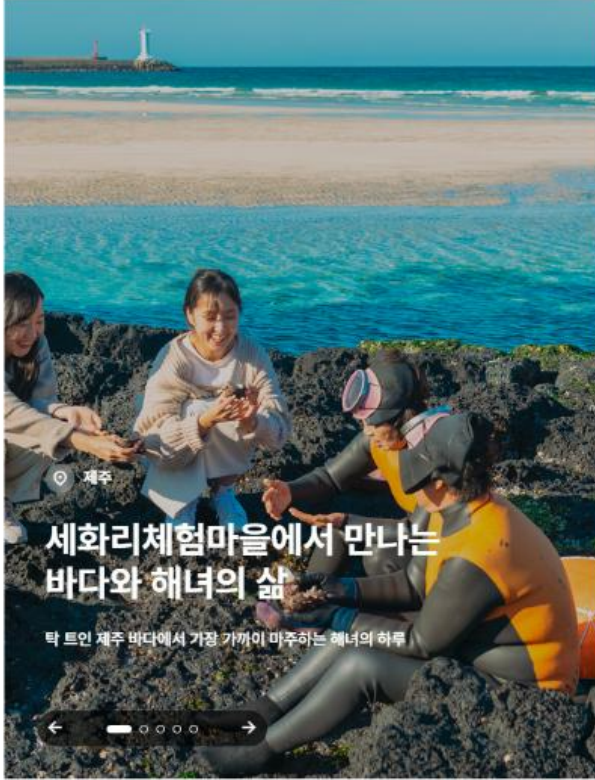
촌락스상품관

웰촌소식

농촌관광가능주간

농촌여행페스티벌

로그인 · 마을회원



2026년06월

초여름 푸르름 따라 떠나는 농촌여행



2026년05월

우리가족과 함께 머물고 싶은 농촌 하루



2026년04월

꽃길따라 머무는 봄여행



2026년03월