

Session 6 – Re-invention of Hiking
An indispensable activity for mountain tourism

INTERNATIONAL CROSS-CULTURAL HIKES BETWEEN FRANCE AND SOUTH KOREA

Exploring new horizons in mountain tourism

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Millennium Destinations

FROM **MONTMARTRE** TO **NAMSAN**



A **FRENCH**
TOURISM CONSULTANT

EXPATRIATED IN
SOUTH KOREA

SINCE 2005



FROM HIKING HATER
DISLIKER



TO HIKING LIKER

FROM TOURIST TO LOCAL





MAYERES



HIKE THE WAY I LIKE

HIKE LIKE EVERYBODY IS WATCHING





HIKE IS THE NEW BLACK

Happiness

Harmony Healing

Heroism

Health

Height

Independence

Inspiration Individuality

Introspection Ideals

Involvement

Kinetics

Energy

Experiences Elevation Emotions

Exploration Entertainment Enjoyment

Environment Ecology Evasion

Extraversion Engagement



RE-INVENTING HIKING EXPERIENCES





MILLENNIUM HIKE PROJECT



INTERNATIONAL CROSS-CULTURAL HIKE
BETWEEN FRANCE AND SOUTH KOREA

MILLENNIUM HIKES

A HUMAN ADVENTURE, A SPIRITUAL JOURNEY



EAT SLEEP **HIKE** REPEAT



JOIN HIKE MEDITATE SHARE INSPIRE

HIKE WITH THE LOCALS
BUILD YOUR EXPERIENCE
POST YOUR FEEDBACK



BECOME A HOST
WALK WITH YOUR GUESTS
SHARE YOUR STORY

EN ROUTE TO

프랑스



Pilot Hike in France

Sept. 2016 – 10 days

Seoul → Paris
→ Toulouse → Pau
→ Lourdes → Pyrénées

Hike in Pyrénées (3 days)

→ Pyrénées → Biarritz
→ Landes → Bordeaux
→ Paris → Seoul

피레네산맥

MILLENNIUM HIKE



3-day hike in Pyrénées

Cirque de Gavarnie
Vallée de Cauterets

Vallée de Lutour

Col d'Arraille

Col d'Hourquette d'Oussoue

Petit Vignemalle

Refuge des Oulettes

Vallée de Cauterets

Lac de Gaube

Pont d'Espagne



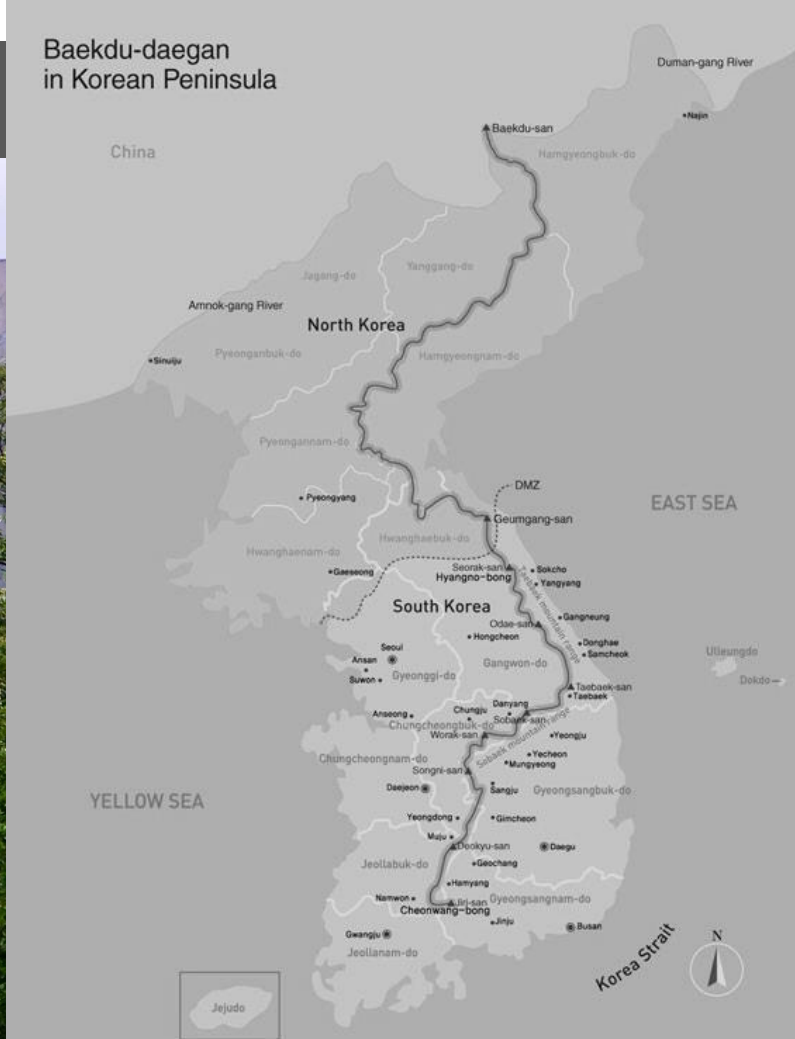
HIKE THE TIGER SPINE

Pilot Hike in South Korea

Oct. 2016 – 14 days

- Paris → Seoul
- Jeonju → Maisan
- Namwon
- **Hike in Jirisan (3 days)**
- Daewonsa → Songnisan
- Taebaeksan
- Seoraksan → Sokcho
- Seoul → Paris

Baekdu-daegan in Korean Peninsula



THE SPIRIT OF MILLENNIUM HIKES



MILLENNIUM HIKES PROJECT

SUSTAINABLE TOURISM INTERNATIONAL COOPERATION DESTINATION MARKETING AND BRANDING

Project management

Pilot hike design
Field implementation
Review and assessment
Branding / marketing strategy
and planning

Product development

Millennium Hikes Community
Millennium Hikes Platform
Millennium Hikes Network

Education, information and awareness-raising
Tourism intelligence and innovation
Local and global partnerships
Cross-cultural exchanges

ON Y VA!

