



DRAFT FOR REVIEW

Explore Gwinnett Launches Seoul of the South Pass

Free Mobile Passport Offers Self-Guided Korean Food Tour Through Gwinnett County, Home to the Largest Korean Population in the Southern U.S.

GWINNETT COUNTY, Ga. (May X, 2025) – [Explore Gwinnett](#), the destination marketing organization for Gwinnett County, Ga, has launched its new **Seoul of the South Pass**. Serving as a gateway to an immersive dining experience, this free mobile pass features a thoughtfully curated list of authentic restaurants, coffee shops, bakeries and spas across the county. Users who sign up online will have the opportunity to check in at participating locations to earn points, which can be redeemed for Seoul of the South-themed prizes.

“We’re thrilled to bring the Seoul of the South experience to more people through this digital pass,” said Lisa Anders, chief operating officer of Explore Gwinnett. “Gwinnett County boasts the largest Korean population in the South, and this pass offers an engaging, self-guided way for both visitors and locals to explore the cultural richness and authentic experiences that define our community.”

[Seoul of the South Korean Food Tour](#) is an annual program offered by Explore Gwinnett that invites both locals and visitors to join Sarah Park on a guided Korean dining experience across the county. The tour began 10 years ago and has consistently sold out, inspiring the Explore Gwinnett team to create the Seoul of the South Pass. This digital pass extends Sarah Park’s expert insights, allowing users to explore Gwinnett’s renowned Korean dining scene at their own pace.

Powered by the technology company, Bandwango, the free digital passport features 32 Korean-owned destinations throughout Gwinnett County. Once registered, users can check in at participating locations using their mobile device to earn points, which can be redeemed for the following prizes:

- **4 points:** Seoul of the South sticker pack and entry into a quarterly drawing for a \$50 SpaLand gift card (Winners will be contacted via email and must respond within 72 hours to claim the gift card.)
- **8 points:** Reusable Seoul of the South chopsticks and straw
- **12 points:** Toiletry bag filled with K-beauty essentials
- **16 points:** Seoul of the South T-shirt (Sizing is limited and subject to availability. Wait times may apply.)
- **20 points:** Kimchi-making kit

Participants have 365 days from their first check-in to earn and redeem points, after which the pass will reset. Prizes may be picked up Monday through Thursday from 9 a.m. to 4 p.m. at the Explore Gwinnett office, located at 6500 Sugarloaf Parkway, Suite 200, Duluth, GA 30097. For pickups outside regular hours, email kami@exploreghwinnett.org to make arrangements.

Those who wish to participate can sign up at <https://www.exploreghwinnett.org/food-drink/seoul-of-the-south-pass/> by providing their name, email address and mobile phone number. A link is then sent to their phone, which opens the passport and prompts users to add the icon to their home screen for easy access at any time.

For details on Explore Gwinnett, visit [ExploreGwinnett.org](https://www.exploreghwinnett.org). Stay up-to-date on the latest news by following [@ExploreGwinnett](#) on Instagram or [ExploreGwinnett](#) on Facebook.

About Explore Gwinnett:

Explore Gwinnett serves as the official tourism organization of Gwinnett County, which consists of 17 suburban cities northeast of Downtown Atlanta. Gwinnett County offers award-winning dining ranging from authentic Asian fare to southern delights, an abundance of shopping, arts programming, outdoor activities and more. Locals and tourists alike can explore various culinary offerings with special year-round events including Sippin' in the Suburbs: Food and Cocktails Tours and Seoul of the South Food Tours. Gwinnett County is a flourishing community for artists which benefits from the Explore Gwinnett-managed Gwinnett Creativity Fund. Explore Gwinnett works to increase economic impact and promote Gwinnett County as a tourism destination by serving over 100 hotels and over \$1 billion in annual visitor expenditures. In addition to its booming tourism industry, Explore Gwinnett also leads the Gwinnett Film Commission, supporting Gwinnett County's thriving production ecosystem for film/television.

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MEDIA CONTACT:

Cameron Trice, Hemsworth

770-286-2207 | ExploreGwinnettPR@HemsworthCommunications.com