ISIC ITIC IYTC

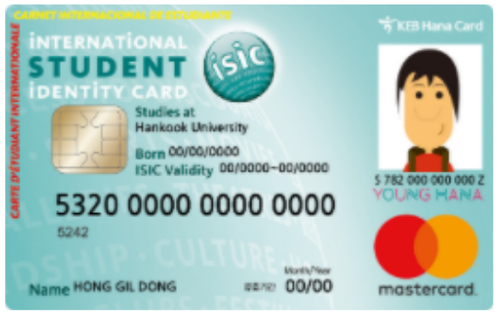
KISES

Korea International Student Exchange Society

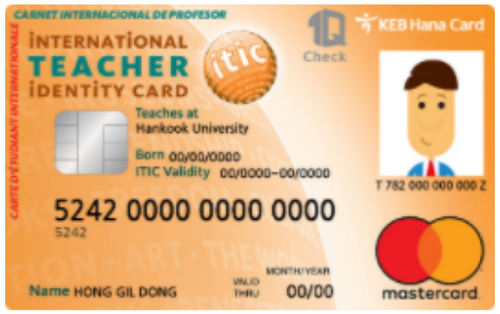
Student & Youth Travel Specialists

KISES

ISIC Exclusive Representative in Korea



ISIC
Full-time students over 12 years old



ITIC
Teachers in an educational institution



IYTC
Youth under the age of 30

The Number of Korean Going Abroad and the Student Market in Korea

	2015	2016	2017	2018	2019
Korean departing abroad (aged 21-30)	3,148,565	3,825,443	4,621,817	4,928,816	4,841,583
ISIC target market[1]	787,141	956,361	1,155,454	1,232,204	1,210,396
ISIC issuance	133,847	152,230	153,204	135,628	114,544
ISIC target market penetration rate (%)	17.00%	15.92%	13.26%	11.01%	9.46%
ISIC holders traveling Europe (64% of ISIC issuance)[2]	85,662	97,427	98,051	86,802	73,308
ISIC holders visiting the UK when traveling Europe[3]	25,699	29,228	29,415	26,041	21,992
The estimated amount of spending in Europe (£)[4]	188,456,576.00	214,339,840.00	215,711,232.00	190,964,224.00	161,277,952.00
The estimated amount of spending in the UK (£)[5]	3,469,314.24	3,945,801.60	3,971,047.68	3,515,477.76	2,968,980.48

[1] ISIC target market: 25% of Koreans departing abroad aged 21-30 (excluded the duplicated departures, overseas residents, and those ineligible to issue ISIC)

[2] reflects the result of the travel destination survey for ISIC holders

[3] 30% of ISIC holders traveling Europe (Estimated value)

[4] Approximate cost per person for the three-week backpacking in Europe: £2,200

[5] Average cost per person for the three-day budget trip in the UK: £135

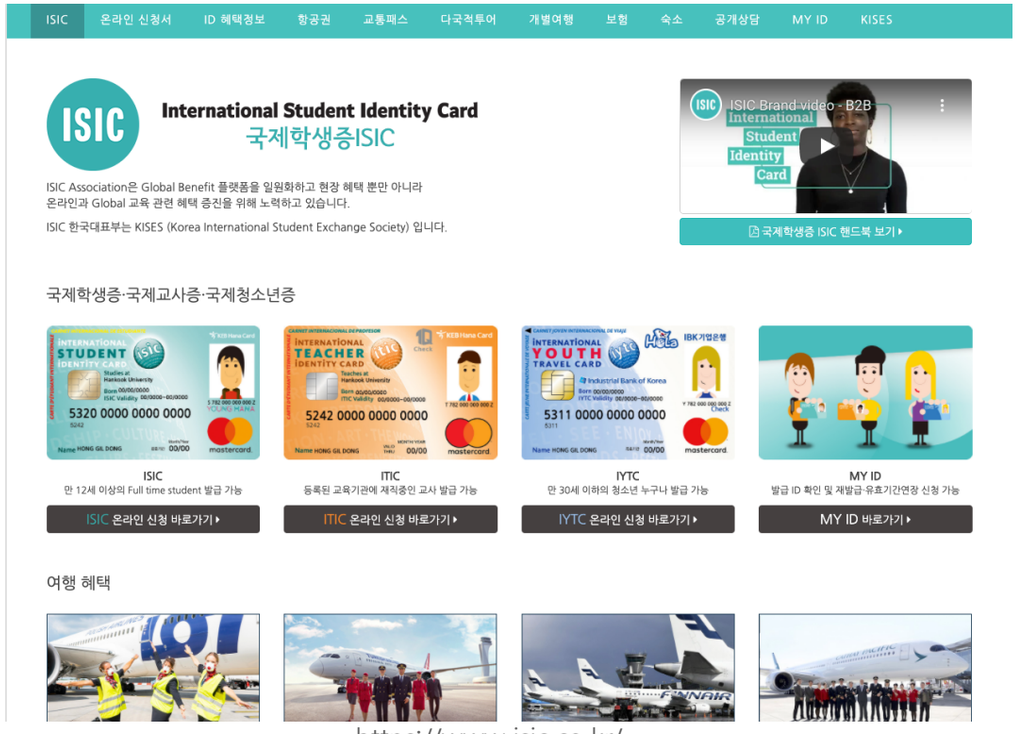
Source: http://kto.visitkorea.or.kr/kor/ktom/stat/stat.kto

KISES
Website Potential

KISES sponsors and partners see our platform as a critical way of engaging with Student cardholders
to promote their products and services.



http://www.kises.co.kr/



https://www.isic.co.kr/

KISES and ISIC Total Website Potential

	Average	2015	2016	2017	2018	2019
Page view /Year	3,243,710	3,178,850	2,391,303	2,566,020	3,317,003	4,765,373
Page view / Month	270,309	264,904	199,275	213,835	276,417	397,114
Visitor / Year	778,605	737,722	690,266	789,749	786,092	889,194
Visitor / Month	64,884	61,477	57,522	65,812	65,508	74,100
IP / Year	715,016	649,222	633,771	736,878	735,613	819,598

KISES

KISES Student Market and ISIC Korea Online Platform

Students can get ISIC discount benefits from partners directly. (B2C)

ISIC Benefit Partners

Over 150,000 discount benefits related to student life in about 130 countries

Partners provide student discount benefits.

★ We are looking for partners interested in providing student discount benefits and engaging with the student market through B2C marketing using the ISIC Korea platform for free.

ISIC INTERNATIONAL STUDENT IDENTITY CARD

ISIC Association

KISES

ISIC Global (isic.org)

The same benefits on the KISES online platform are promoted globally through the ISIC Benefit Widget.

KISES monitors and promotes products and services in B2C to the online platform.

Homepage (kises.co.kr, isic.co.kr)

Partners' channel

Newsletter

Campaign

Handbook

etc.

Student market

ISIC holders in Global
More than 3.3 million cards issued in 2019

ISIC holders issued in Korea
More than100,000 students per year

Students can get the ISIC benefits information through the KISES platform and isic global.

KISES issues ISIC and provides ISIC benefit information through partnerships.

169 Universities

Universities upgrade their student ID cards to international ID cards with access to ISIC benefits.

6 Banks

Students can get ISIC benefits as well as manage money.

3 Cards

'Global identity + ISIC benefits + Check card services' in one card.

ISIC landing page of universities



Campaign

KISES campaigns twice a year cooperating with universities and banks. KISES campaigned in a 100% non-face-to-face way in 2020.

Over 300 campuses participate in the campaign, and over 60,000 students get ISIC benefit information of partners.

KISES Cooperation using Online Platform (B2C) - Tour

Case1. KISES x euroventure

① Euroventure provided the £50 discount and KISES exclusive promo code for ISIC holders.

② KISES promotes Euroventure on the KISES online platform.

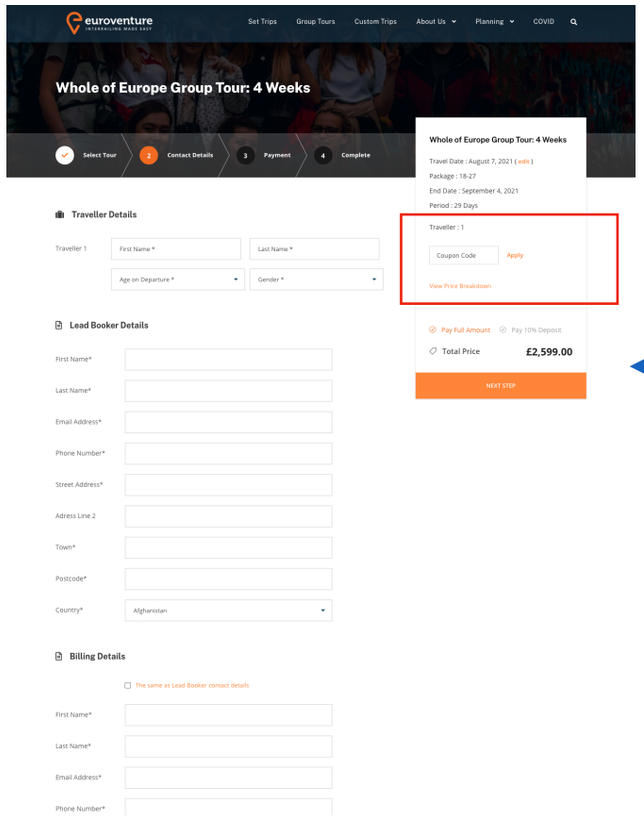
kises.co.kr
isic.co.kr
isic.org
169 partners' channels
newsletter
campaign
handbook

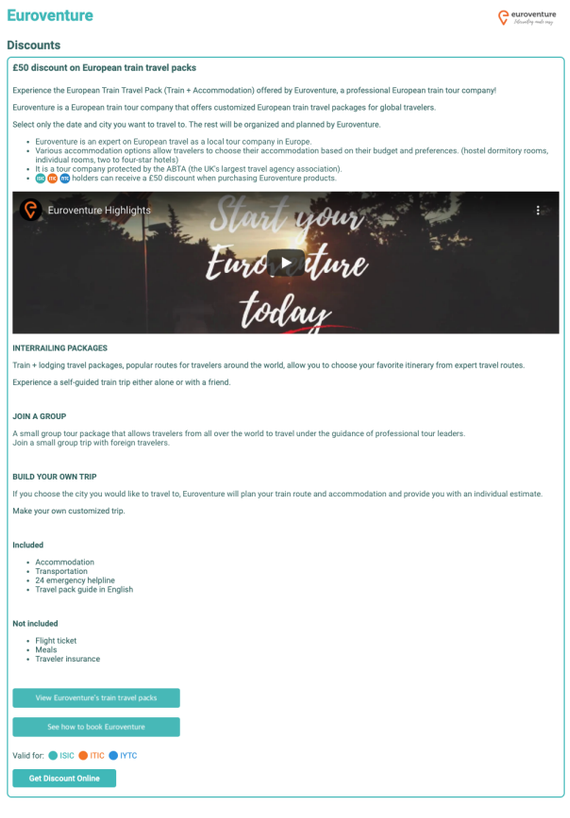
Students



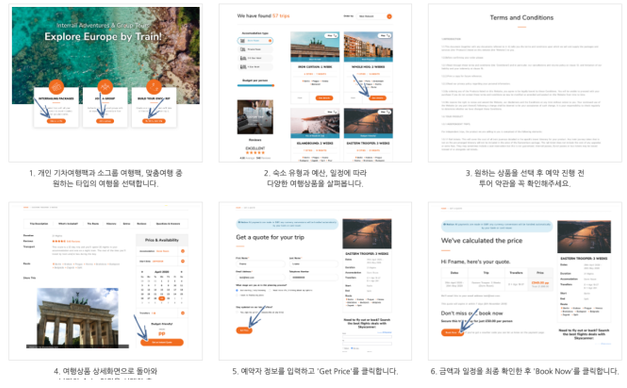
③ Students get discount information through KISES channels.

④ Students get discounts at the Euroventure website directly with a promo code.



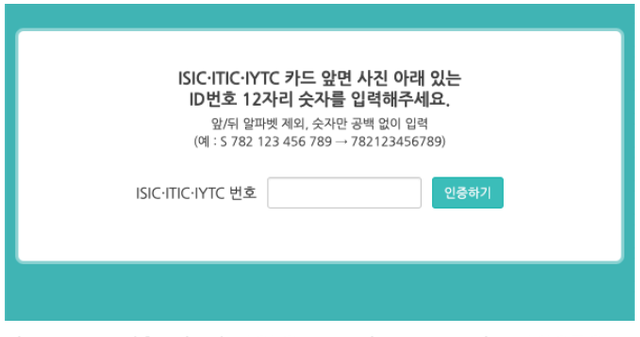


https://www.isic.co.kr/home/benefits.jsp?providerId=251395



1. 개인 기차여행팩과 소그룹 여행팩, 맞춤여행 중 원하는 타입의 여행을 선택합니다.
2. 숙소 유형과 예산, 일정에 따라 다양한 여행상품을 살펴봅니다.
3. 원하는 상품을 선택 후 예약 진행 전 투어 약관을 꼭 확인해주세요.
4. 여행상품 상세화면으로 돌아와
5. 예약자 정보를 입력하고 'Get Price'를 클릭합니다.
6. 금액과 일정을 최종 확인한 후 'Book Now'를 클릭합니다.

See how to book Euroventure with promo code.



Students verify their ISIC numbers at the KISES page and check the promo code.

KISES Cooperation using Online Platform (B2C) - Language

Case1. KISES x Access to Language Studies

① Access to Language Studies provided the 20% discount and KISES exclusive promo code for ISIC holders.

② KISES promotes Access to Language Studies on the KISES online platform.

kises.co.kr
isic.co.kr
isic.org
169 partners' channels
newsletter
campaign
handbook

Students



③ Students get discount information through KISES channels.

④ Students get discounts at the Access to Language Studies website directly with a promo code.





Access Academy

Starting at US$512 per session

Application Fee US$25
1 Session (4 Weeks) US$720 US$576 with PROMOCODE: ACADEMY
2 Session (8 Weeks) US$1,280 US$1,024 with PROMOCODE: ACADEMY
3 Session (12 Weeks)US$1,680
Check out our "Special Deals" page for current promotions or sign up for our Newsletter to receive exclusive PROMOCODE!

How to Apply for ACCESS ACADEMY

1. If you have a PROMOCODE, enter it to receive a discount
2. Choose your Starting Dates and Number of Sessions
3. Application Fee of US$25 will be automatically added
4. Fill out the Application Form and click the MAKE A PAYMENT button

ACCESS ACADEMY

PROMOCODE

If you have a PROMOCODE, please enter it now.

ACCESS ACADEMY Starting Dates *

Your Starting Dates

Number of Sessions *

Your Number of Sessions

Application fee

$25.00

Total

$25.00

ACCESS ACADEMY Application Form

Personal Data

Name *

First

Last

Date of Birth *

MM DD YYYY

Age

Gender *

Male
Female
Non-binary

Nationality

Parent (Legal Guardian) *

Address *

Street Address

Address Line 2

City

State / Province / Region

Access to Language Studies

About

Since 2000, Access to Language Studies has provided international students challenging and valuable opportunities to learn and enhance their language skills as well as cultural awareness to succeed in today's global community. Access to Language Studies also offers online virtual classes to international secondary school students and adults by using innovative technology.

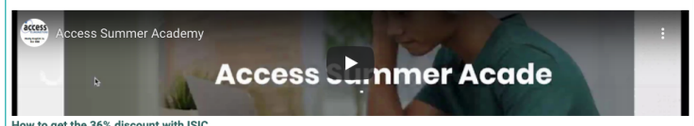
Discounts

36% off Access Academy (for 2 sessions)

Access Academy features the opportunity to improve English by learning alongside students from all around the world. It includes not only English lessons, but cultural workshops that include virtual field trips to some of America's most popular tourist destinations in both New York City and Boston.

ISIC holders can get the 36% off coupon code for Access Academy after verifying ISIC and redeem the coupon code on the purchasing program.

- Currently sold in 4-week packages.
- ISIC Coupon code cannot be used with other coupon codes.
- Application fee of USD 25 will be automatically added without discounts.
- FREE OFFICE 365 SUBSCRIPTIONS including Microsoft Word, Excel, Powerpoint, Outlook and MORE!



How to get the 36% discount with ISIC

① Verify ISIC and get the coupon code.

ID 혜택 정보

Access Academy 1, 2 Sessions 36% 할인 - ISIC 인증

ISIC 카드 앞면 사진 아래 있는 ID번호 12자리 숫자를 입력해주세요.
앞/뒤 알파벳 제외, 숫자만 공백 없이 입력 (예 : S 782 123 456 789 → 782123456789)

ISIC 번호 : 인증하기

Go to Get Discount Online and enter ISIC serial number to get a coupon code.

② On the Access Academy page, you can check the course description, pricing, FAQ, etc. Click the ENROLL NOW.

English

ID 혜택 정보

Access Academy 1, 2 Sessions 36% 할인 - ISIC 인증

ISIC 카드 앞면 사진 아래 있는 ID번호 12자리 숫자를 입력해주세요.
앞/뒤 알파벳 제외, 숫자만 공백 없이 입력 (예 : S 782 123 456 789 → 782123456789)

ISIC 번호 : 인증하기

Students verify their ISIC numbers at the KISES page and check the promo code.

See how to book Access to Language Studies with promo code.

https://www.isic.co.kr/home/benefits.jsp?providerId=251423

KISES Cooperation using Online Platform (B2C)

Case 2. KISES x Airlines

Airlines provide and promote student fares by applying KISES corporate code to Amadeus OID.

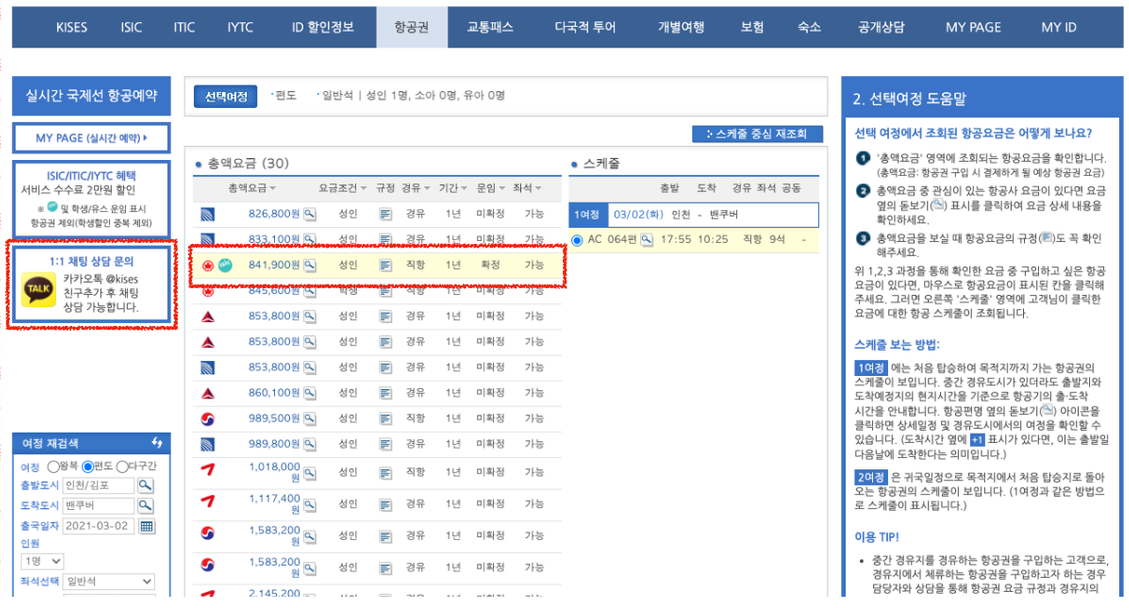
↓

Students purchase the ISIC special air ticket through the real-time online booking system that KISES has developed with Amadeus Korea.

Students can get more information through the 1:1 chat service and banners.



Student fares with a special logo are provided by Amadeus.



https://s5hb2c.cyberbooking.co.kr/air/b2c/AIR/INT/AIRINTTRP0100100000.k1?KSESID=air%3Ab2c%3ASELK138DJ%3ASELK138DJ%3A%3A00&t=116

Air ticket sales amount (1,000 USD)

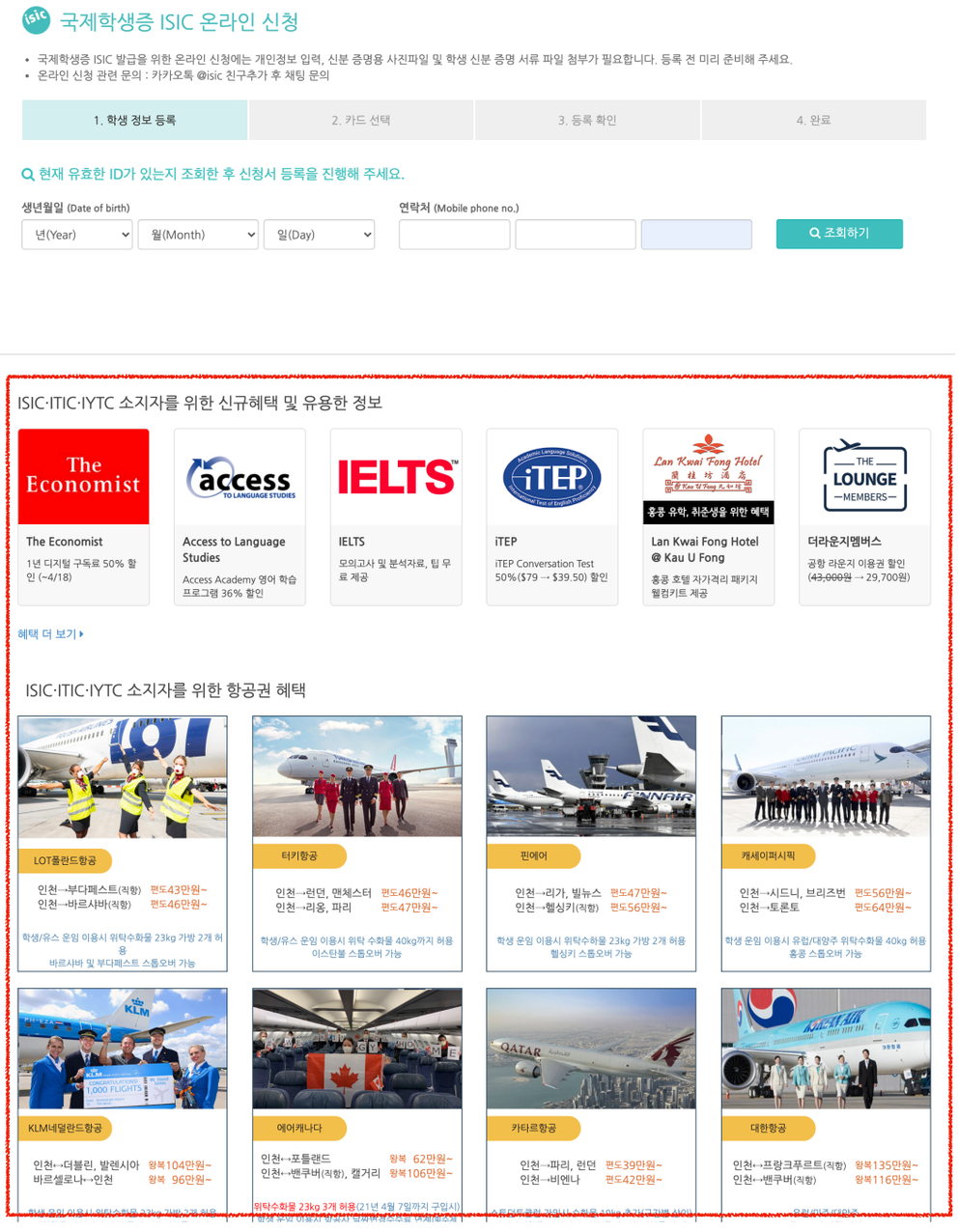
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TTL
2019	222	145	227	301	421	349	316	137	185	324	502	422	3,551
2018	204	162	212	261	352	283	285	194	182	261	306	273	2,975
2017	232	246	248	207	298	263	205	148	132	182	236	239	2,636
2016	193	187	151	166	202	258	196	163	168	196	282	229	2,391

KISES Online Platform

1. ISIC·ITIC·IYTC Issuing System

ISIC Issuing Channel: ① **Online Application**→ ② My ID → ③ Issue ISIC at KISES issuing partners

100% of students who get ISIC in Korea are required to register ISIC application form through the KISES online platform.
Since 2017, more than 100,000 students a year register online application and get student benefit information at the platform.



Online Application page at KISES

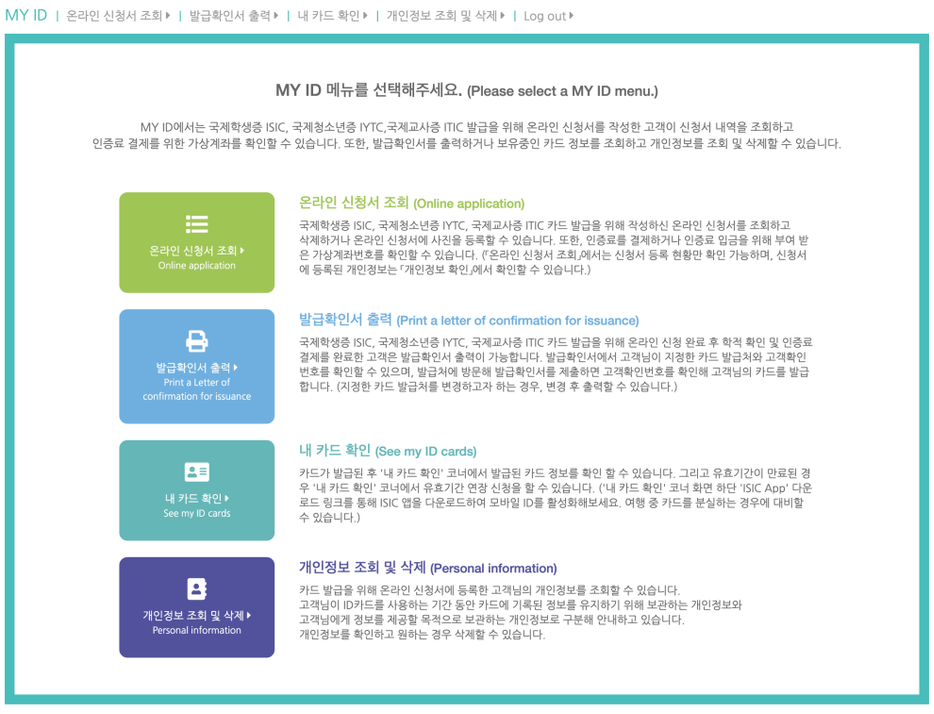


Online Application page provided to 169 partnered Universities

1. ISIC·ITIC·IYTC Issuing System

ISIC Issuing Channel: ① Online Application→ **② My ID** → ③ Issue ISIC at KISES issuing partners

Students visit MY ID more than three times before issuance to check their card issuing progress.
Students can choose the card type and print out confirmation letter for Issuance, which includes information about co-branded ISIC and issuing office in Korea.





KISES Online Platform

1. ISIC·ITIC·IYTC Issuing System

ISIC Issuing Channel: ① Online Application→ ② My ID → **③ Issue ISIC at KISES issuing partners**

Students visit one of issuing offices among KISES, 169 universities, and about 1,400 bank branches to get the ISIC card.

KISES x Bank x University campaign - Over 300 school campuses participate in this campaign a year.
Over 60,000 students (47% of annual issuance) get ISIC through the campaign and get ISIC benefit information of partners.





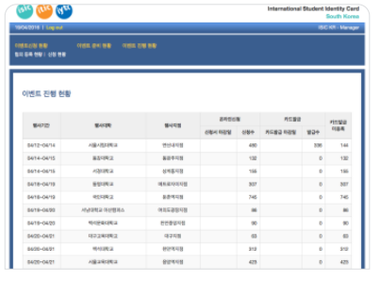
















2. Newsletter and Handbooks

The newsletter includes ISIC benefits of partners and is emailed to more than 120,000 students per month.

More than 100,000 handbooks are distributed a year to inform students of the ISIC benefits of partners.



https://www.isic.co.kr/home/newsletter.jsp

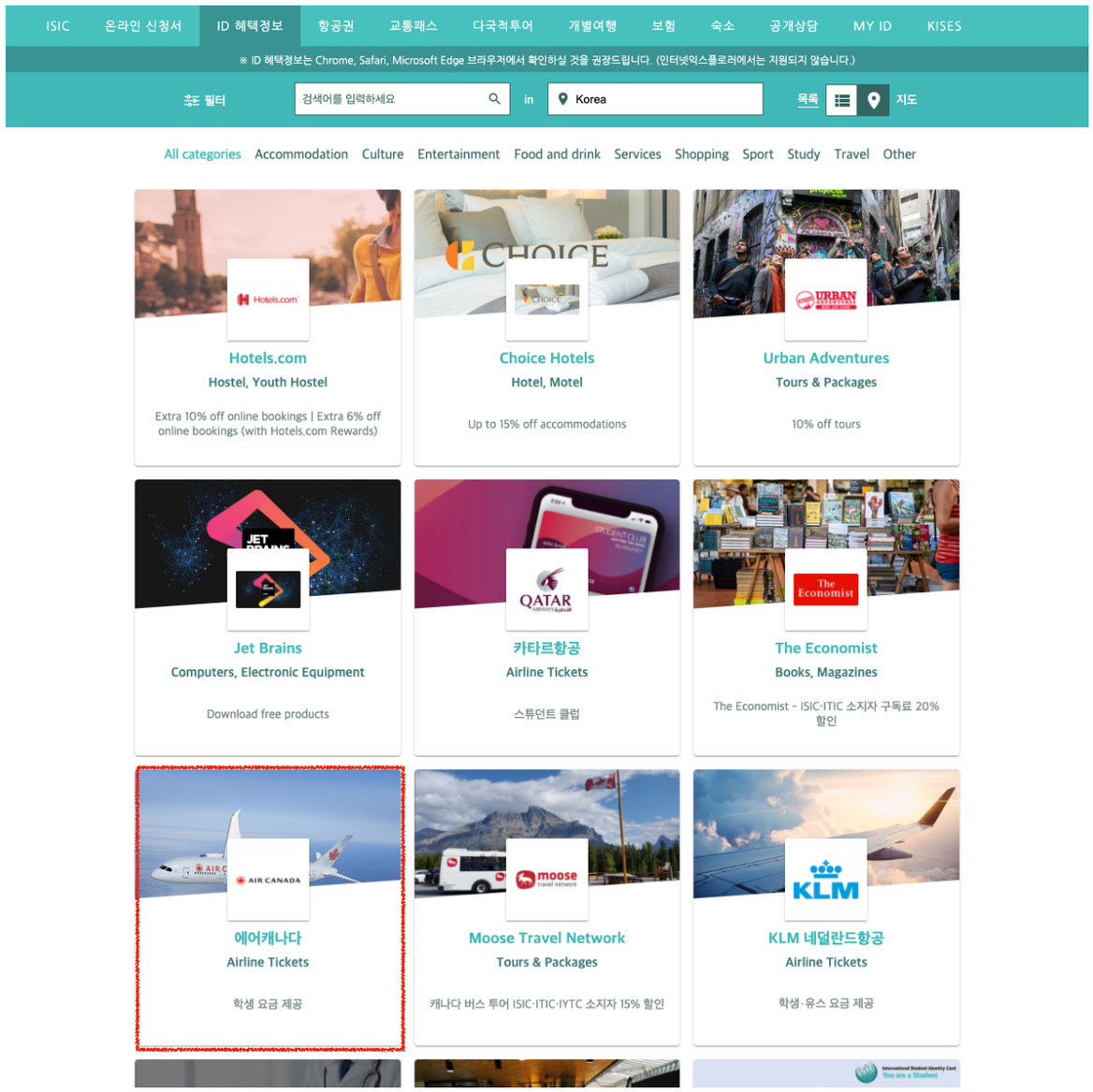


https://www.isic.co.kr/images/handbook_isic_kises.pdf

3. Global Benefits Widget

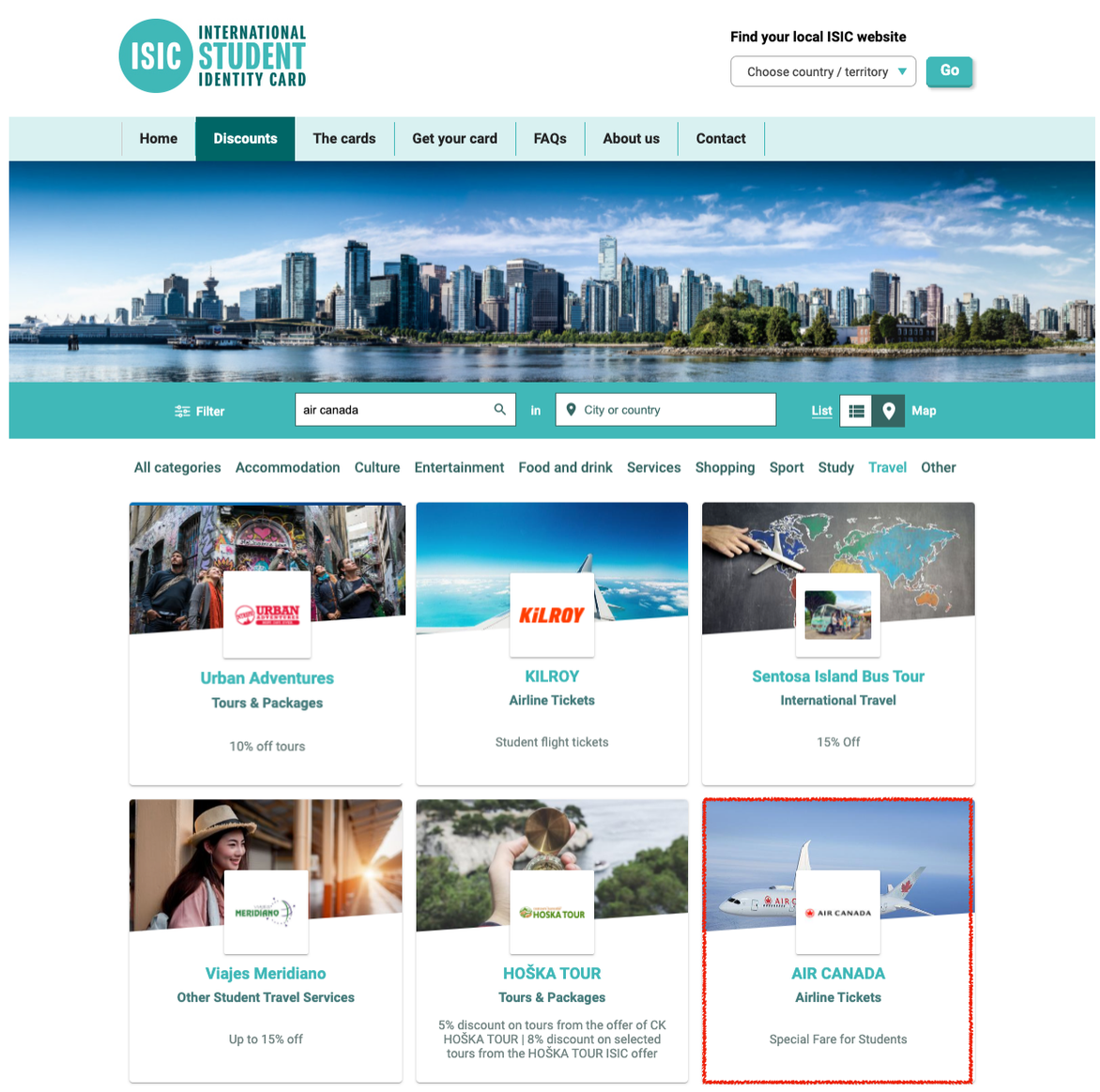
ISIC benefits uploaded by KISES are promoted on the global page.

UNIQUE VISITS TO KISES 610,178
TOTAL NUMBER OF PAGE VIEWS 4,765,373
(2019)



https://www.isic.co.kr/home/benefits.jsp

UNIQUE VISITS TO ISIC.ORG 989,895
TOTAL NUMBER OF PAGE VIEWS 2,946,059
(2019)

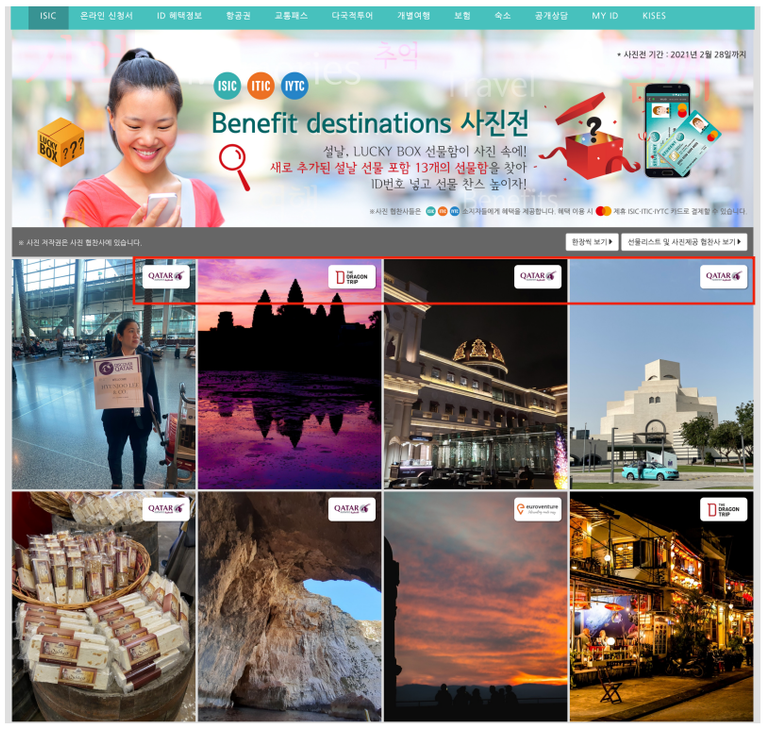


https://www.isic.org/discounts/

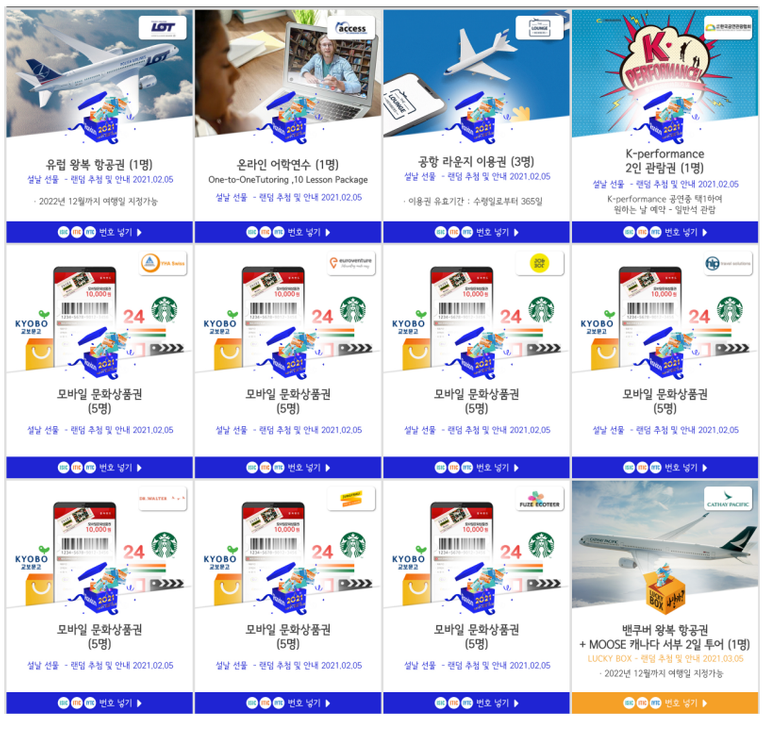
4. KISES x Partners Campaign

KISES has conducted campaigns that both partners and students participate in by using the platform, which increases the opportunities that students and partners connected and partners' promotional effects.

2020 Online Photo Exhibition was promoted through KISES/ISIC Korea main page, 169 Partner universities website ISIC landing pages and newsletters, etc.



Put the pictures that partners sent to KISES with logo banners that link to partners' page.



Put simple CTA (Call to Action) banners between partners' pictures. It makes students visit the platform more times.



Put the banners for partners who sent pictures for the campaign at the campaign main page.

https://www.isic.co.kr/home/event2020

Thank you

e-mail | hspark@kises.co.kr