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Who said you can't explore the world without traveling?

Get ready for a virtual trip to Seoul from the comfort of your couch.

21 February, 2021

After a successful collaboration last summer, KLM Royal Dutch Airlines and Withlocals, a platform that connects travelers with local hosts from around the world, are teaming up again to motivate and inspire both local tour guides and travelers until we can travel again.

"Our brand name says it all. Locals are at the center of our existence as a brand. That's why we believe it is our responsibility to support the local communities during these hard times to the best of our ability. We are collaborating with KLM again to grant our local hosts an opportunity to showcase the beauty of their cities and to guide travelers through the guidelines of safe tourism during a pandemic." says Houda Sayed, Marketing Strategies at Withlocals

KLM and Withlocals invite you and all travel enthusiasts on a virtual tour through beautiful Seoul and its hidden gems hosted by a true local, Yejin. Through this virtual experience, the local host will share parts of Seoul's daily life and will give a glimpse of the hustle and bustle of the locals as they roam through its streets. Viewers will be able to see spectacular highlights such as Deoksugung Palace and Stonewall Walkway while showing some cafés and restaurants that Korean people usually go to, ending in front of the Gyeongbokgung palace.

The tour is customized to engage the Instagram community in a virtual city exploration with the hope that people will start dreaming about their next trip and local tour guides can share their beautiful stories once again. Tune in for our Instagram stories on [Klm](#) and [Withlocals](#) pages on **Monday, February 22nd between 2:00 - 3:00 pm CET** to live a new virtual authentic travel experience.

With this partnership, KLM and Withlocals look forward to inspiring all travel enthusiasts and authentic local tour guides who are craving cultural connections to revive their passion and curiosity to explore the world.

Follow us on:

<https://www.instagram.com/klm/>

<https://www.instagram.com/withlocals/>

ABOUT WITHLOCALS

Withlocals is a Dutch scale-up marketplace that connects tens of thousands of travelers each month. Our verified and well-trained local hosts offer personalized private tours and activities in more than 50 cities across Europe, Asia and the Americas.

Our vision is to end mass tourism and replace it with personalized traveling at scale. We break down the barriers that separate locals and travelers. We let locals earn their fair share with their passions and the love for their cities. While at the same time creating authentic travel experiences for travelers. This is our way to improve the quality of living in cities and brighten up the world.

www.withlocals.com

How it all started

The idea of the company originated when founder Willem Maas was traveling in India. After some disappointing experiences, Willem met an amazing guide who showed him the true colours and wonders of India. When he found out Willem was working in online marketing, he asked if he could set up a website which would send guests directly to him, so he and his family would be the one profiting. That's exactly what Willem did in 2013 when he founded Withlocals.



Withlocals