



INCHEON PENTAPORT ROCK FESTIVAL

2026 ROUND MUSIC FORUM in Korea

김태현 Head of Tourism Industry Division / INCHEON TOURISM ORGANIZATION

1 Festival Overview

- Introduction to Incheon
- Introduction to the Incheon Pentaport Music Festival
- Past Global Artist Line-ups

3 Global Vision

- Vision for Global Expansion
- ASEAN Partnership Proposal
- Future Roadmap

2 Festival Impact

- Audience Growth
- Indicators Pentaport's Unique Differentiators
- Economic and Cultural Ripple Effects
- Current Status of Global Networks

4 Partnership & Next Steps

- Proposed Framework for Collaboration
- Follow-up Discussions & Contact Details

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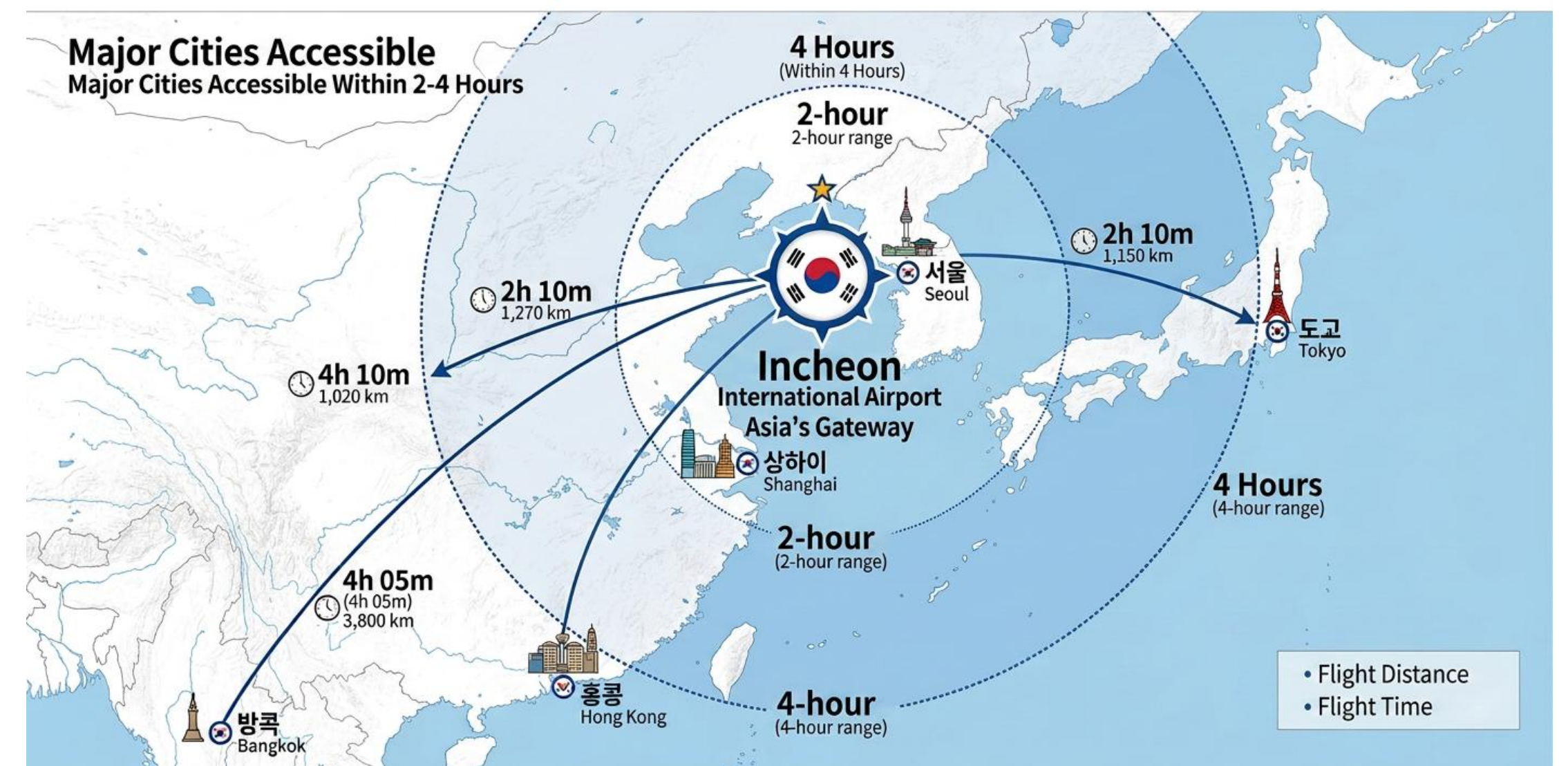


Incheon, the Gateway to Asia

Incheon is an international city located on the west coast of South Korea, offering direct flights to major cities around the world via Incheon International Airport, boasting exceptional accessibility within **a two-to-four-hour** flight from anywhere **in Asia**.

- Annual passenger capacity of over **70 million**
- Direct flight connections to **more than 180 cities** worldwide
- Accessible within **40 minutes** from downtown Seoul

Incheon International Airport: Asia Network Hub





What is PENTAPORT ?

The Premier Music Festival in South Korea

**Since
2006**

South Korea's premier rock festival, celebrating its 21st anniversary this year since its launch in 2006

**The
Venue**

Songdo Moonlight Festival Park in Songdo International City and surrounding areas of Incheon

**Festival
Period**

Held for 3 days (Fri/Sat/Sun) at the peak of summer, from late July to early August

**2026 Incheon Pentaport Rock Festival: July 31 (Fri) – August 2 (Sun)*

**Status &
Recognition**

South Korea's premier large-scale rock festival, drawing over 160,000 attendees annually
Designated as a "Korea Global Festival" and "Cultural Tourism Festival" since 2024

 PENTAPORT: The Stage Chosen by the World's Top Artists

For 21 years, alongside global headliners, we have been setting **a new standard for music festivals** in South Korea

"The Icon of Post-Punk Revival"



"A Leading Icon of British Rock"



"The Trailblazer of Industrial Rock"



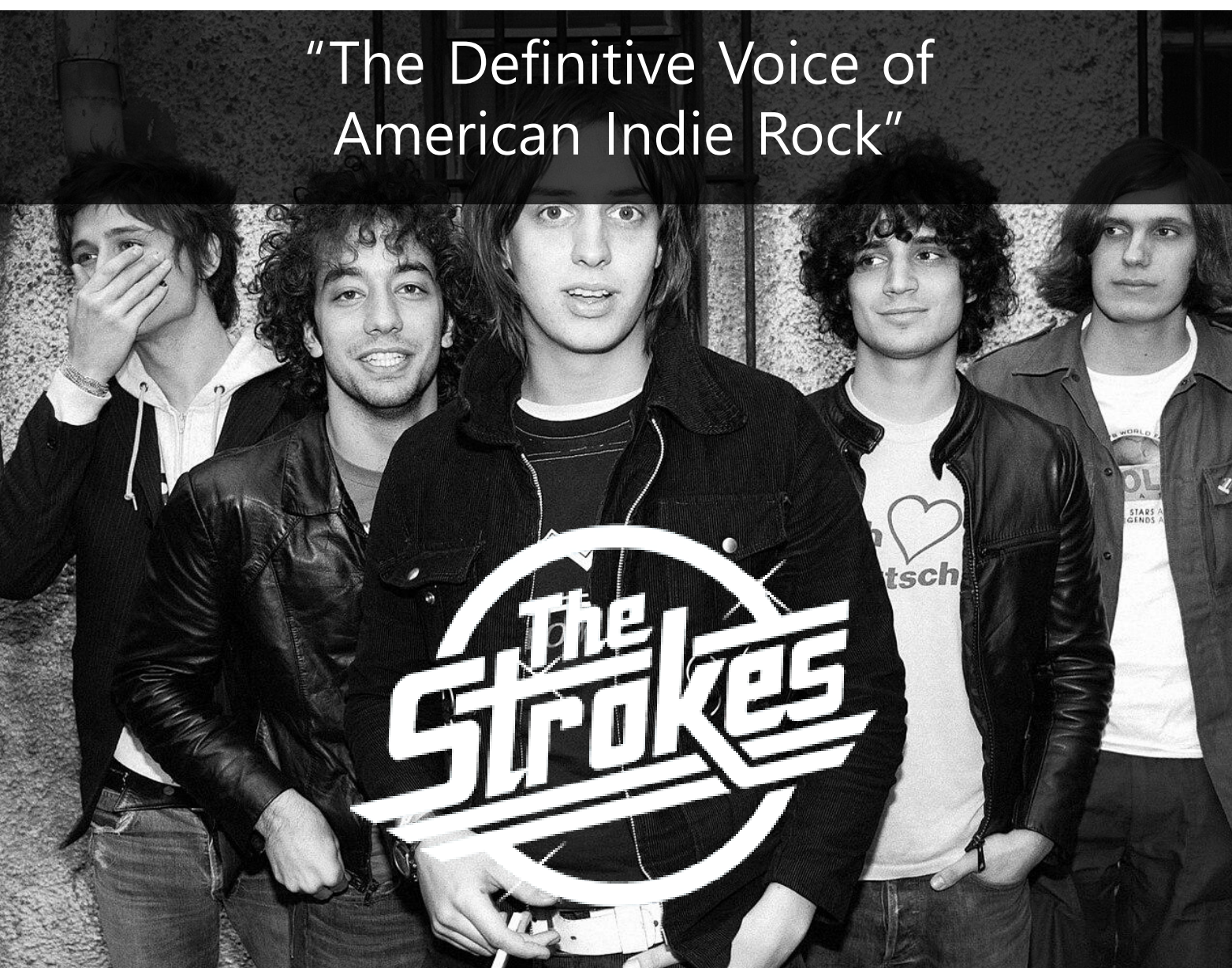
The Headliners of 2006

The Headliners of 2007

The Headliners of 2018

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The Headliners of 2023

The Headliners of 2025

The Headliners of 2026



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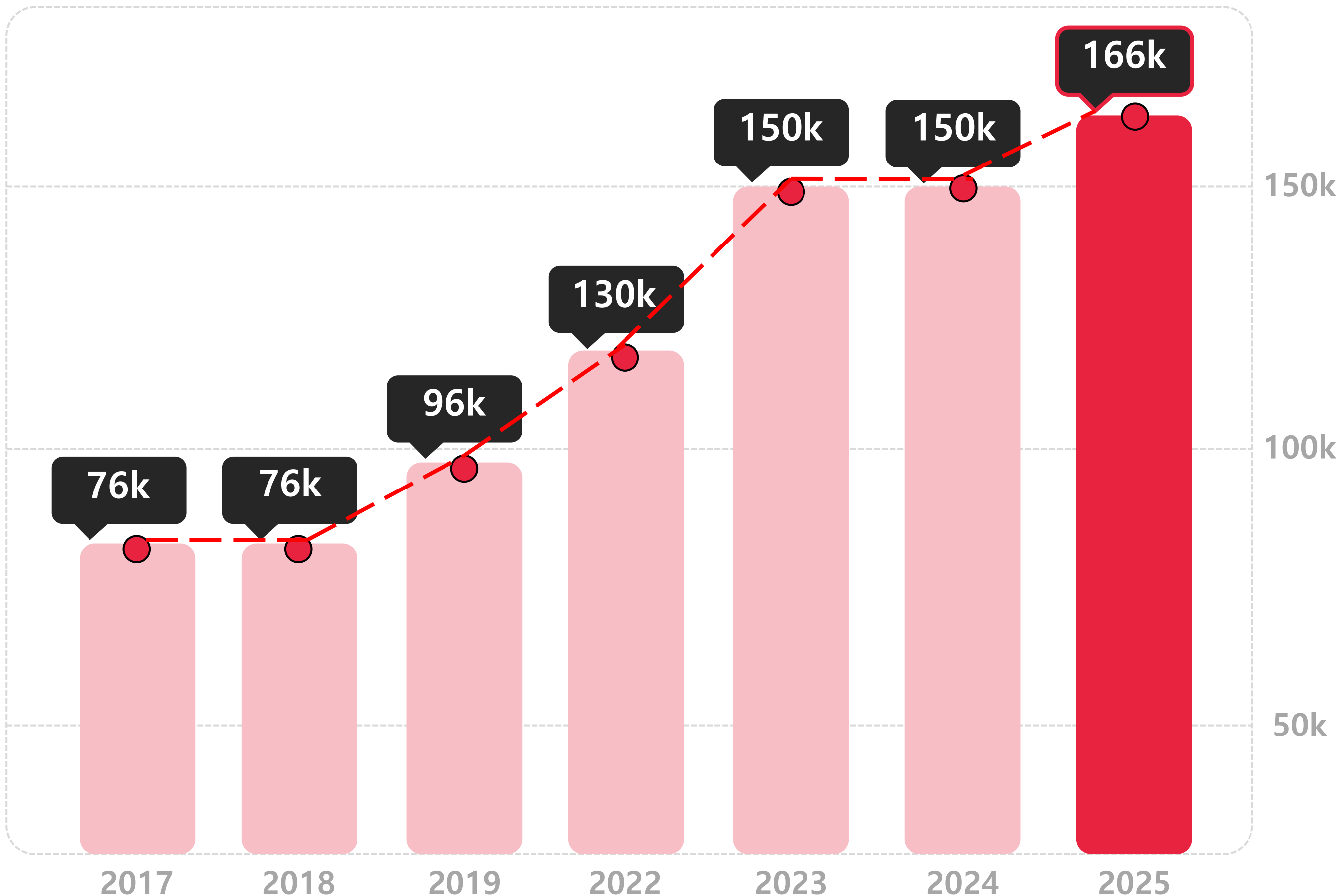
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Audience Growth History



8 Years of Steady Growth : Ushering in the Era of 160,000 Attendees

Sustainable Growth

Achieving approximately 2.2-fold growth from 76,000 attendees in 2017 to 166,000 in 2025, the festival has firmly established itself as South Korea's premier music festival. Even in the post-pandemic era, it continues to leap forward as a global music festival, driven by steady growth in overall attendance and a widening influx of international visitors.

CAGR: ~10.3%

Total Volume Growth: ~118%

(2020–2021: Transitioned to online due to COVID-19)



Why PENTAPORT? The PENTAPORT Edge

1 LEGACY

20 Years of Unrivaled Heritage

Since its inception in 2006, Pentaport has been at the forefront of South Korea's music festival culture.

Korea's premier music festival, featuring world-class domestic and international artists.

Official Recognition: Designated as a "Global Festival" by the Ministry of Culture, Sports and Tourism (MCST).

2 DISCOVERY

An Artist Growth Platform for Discovering New Music

Nurturing Emerging Artists through the Penta Super Rookie Program.

Supporting South Korean music and cultural content in breaking into international markets.

Strengthening the Music Industry Ecosystem through Showcases and Networking

3 GLOBAL

A Global Music Hub Bridging Markets and Cultures

Continuously hosting top-tier international artists to maintain world-class festival standards.

Broadening our global network through international promotions and dedicated showcases, such as Japan showcases.

Attracting international visitors and operating global exchange programs to build a cross-cultural community.

4 EXPERIENCE

A Multi-Dimensional Cultural Experience Beyond Music

Interactive Programs, Including Live Club Parties, Kids Zones, and Open Radio Broadcasts.

Extending the brand experience through year-round content, such as pre-festival performances and pop-up stores.

Expanding the festival footprint into a city-wide regional tourism experience across Incheon.

Delivering a diverse array of brand and cultural experiences tailored entirely around the visitor.

Economic and Cultural Ripple Effects - A Festival Worth Traveling For

01. Local Economic Impact

92.7 billion

Generating Direct Spending in Incheon Across Accommodation, Food & Beverage, Transportation, and Other Local Services

02. Visitor Statistics

166,373

International Visitors and Local Residents During the Festival Period

03. Employment Generation Effect

853

Jobs Created Through Visitor Spending During the Festival

04. Media & Press Exposure

500+

Publicity milestones across domestic/international news outlets and social channels

Our Value: A flagship cultural tourism festival in Korea, driving both regional economic growth and cultural enrichment.

★ Connecting the World Through Global Networks

The Incheon Pentaport Rock Festival has evolved beyond a music festival into a leading hub for international cultural exchange.

1 International Partnerships



Expanding the foundation for global exchange through the Tokyo Showcase and collaborations with international music industry professionals.

Strengthening networks with overseas artists and promoters while growing as a platform for international cooperation.

2 International Visitor Growth



Attracted more than 5,000 international visitors in 2025, surpassing the annual target.

Demonstrating Pentaport's growing global appeal and competitiveness as an international festival brand.

3 International Media Coverage



The 20th Anniversary Festival in 2025 gained international media attention as a global event featuring world-renowned artists and attracting over 150,000 attendees.

Generating significant international publicity and strengthening Pentaport's global presence.

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K-POP captured the world. Now, it's K-BAND's turn

Pentaport is becoming a global platform for showcasing the creativity and excellence of Korean rock and indie music to the world.

1

Phase 1 | Expanding Global Awareness

- Hosting Showcase Events in Japan and Major Asian Cities
- Expanding International Promotion and Global Ticketing Channels
- Building Networks with International Music Festivals and Industry Professionals
- Strengthening Pentaport's Positioning as the Home of K-BAND

2

Phase 2 | Building a Global Exchange Platform

- Expanding Partnerships with International Artists and Organizations
- Enhancing Global Showcases and Industry Networking Programs
- Establishing a Platform to Support the Global Expansion of Korean Bands
- Growing into Asia's Leading Music Exchange Festival

3

Phase 3 | Becoming the World's Leading K-BAND Festival

- Continuously Increasing the Share of International Visitors
- Establishing Pentaport as a Must-Attend Festival for Global Music Industry Professionals
- Serving as a Launchpad for K-BAND Artists Entering the Global Market
- Positioning Pentaport as the Global Festival Representing K-BAND, Following the Success of K-POP



Partnership Proposal with ASEAN

Together, Building Asia's Music Network

1 Artist Exchange Program

- Supporting the Global Expansion of Emerging Artists from Both Countries
- Mutual Invitations of Featured Artists Between Pentaport and Major ASEAN Music Festivals
- Operating Exchange Programs for Emerging Bands and Independent Artists
- Creating International Opportunities Through Showcases and Networking Initiatives

2 Lineup Exchange & Collaborative Stage Development

- Building a Stronger Asian Music Network
- Co-Developing Special Collaboration Stages
- Creating Signature Content that Celebrates Asian Music Exchange
- Facilitating Artist Participation Across Both Festival Lineups

3 Joint Promotion & Tourism Collaboration

- Expanding International Visitor Reach
- Launching Joint Promotional Campaigns Between Participating Festivals
- Implementing Integrated Marketing Through Social Media and Digital Platforms
- Collaborating on Music and Tourism Packages to Attract International Visitors



Expected Outcomes

Positioning Pentaport as the Hub of Asian Music Exchange and the Global Gateway for K-BAND

- 1 Strengthened Cultural Exchange with ASEAN Countries
- 2 Greater Global Exposure for K-BAND and Asian Music Content
- 3 Increased International Visitor Attendance and Expanded Global Networks
- 4 Enhanced Global Recognition of Pentaport as a Leading Music Festival in Asia

Beyond a Festival, A Global Platform

2026–2027 | Short-Term Goals (Within 1 Year)

Expanding Showcase Programs in Japan and ASEAN Countries
Identifying New International Festival Partners and Building Global Networks
Expanding Global Promotion and International Ticket Sales Channels
Establishing the Foundation for K-BAND as a Global Brand

1

2

2027–2029 | Mid-Term Goals (Within 3 Years)

Formalizing a Collaborative Network of Asian Music Festivals
Expanding International Artist Exchange Programs
Enhancing International Visitor Attraction Strategies
Establishing Asia's Leading Music Exchange Platform

...

and more ...

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Beyond the Festival, The Next Stage Begins Together

Future Areas of Cooperation

1. Exploring Joint Projects

- Sharing a mutual commitment to collaboration
- Identifying and discussing partnership opportunities that create value for both organizations

2. Advancing Follow-Up Working-Level Discussions

- Exploring artist exchange programs, joint promotional initiatives, and festival-linked programs
- Establishing regular communication channels between our organizations

3. Considering the Signing of a MOU

- Building an official framework for cultural and music exchange
- Laying the foundation for a long-term strategic partnership

CONTACT

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INCHEON PENTAPORT ROCK FESTIVAL THANK YOU !

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