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[ARMY MWR PHOTO]

# Dragon Hill Lodge DISCOVER SEOUL

For more than two decades, the Dragon Hill Lodge (DHL) has served as a year-round official and unofficial travel destination for servicemembers and their families stationed in Korea.

Located on the South Post of Yongsan Garrison in Seoul, Dragon Hill is one of five Armed Forces Recreation Centers (AFRCs) operated by the Army Installation Management Command (IMCOM) Family and MWR Programs (G9) Division.

Historically, the Dragon Hill Lodge has an annual occupancy that consists of close to 65 percent official travel — temporary duty (TDY)/permanent change of station (PCS) — and 35 percent leisure travel.

With the pending 2016 milestone for transformation of U.S. Forces in Korea (USFK), which will eliminate a significant portion of DHL's official travel occupancy, DHL is in the process of transforming its image.

## TRANSITION PHASE

The Dragon Hill Lodge is transitioning from an AFRC that primarily serves official military travelers to more of a recreational travel destination.

General Manager Edward Fagan explained that the Dragon Hill Lodge is transitioning due to changes in U.S. military basing plans in East Asia and the Pacific.

“For Korea, that will mean that most troops in South Korea will be concentrated south of the Han River in two main hubs — Camp Humphreys/Osan AB and Daegu,” he said. “This transition, driven by Department of Defense (DoD) strategic and fiscal interests will largely reduce our mission to support official military travelers, but will require us to be a travel destination in one of the most dynamic and fastest growing capital

cities in East Asia.”

As an AFRC located in the heart of one of the world's largest, most modern and vibrant cities, the Dragon Hill Lodge has an array of cultural, entertainment, recreation, culinary and shopping experiences to offer its leisure travel service and family members.

The transition process is underway at Dragon Hill thanks in part to a program developed through a partnership with a leading tourism provider in Seoul.

The program, called Discover Seoul, was implemented in October 2009 to provide leisure tour and travel services for servicemembers and their families stationed in Korea.

“Over the past two years, we've built upon their operation to offer a wide range of products to help servicemembers and their families enjoy and discover Seoul,” Fagan said. “This includes bus tours, walking tours, ticket sales, prepaid transportation cards to use on taxis, subways, buses and customer-friendly directions and information on how to get there.

“To keep the momentum going, we are currently in the process of partnering with the Army and Air Force Exchange Service (AAFES); Morale, Welfare and Recreation (MWR); and the City of Seoul to deliver services and offer information about the Discover Seoul program in other garrisons across Korea.”

## IMAGE TRANSFORMATION

Fagan said that he is “excited about the future” at Dragon Hill as it transforms its image into more of a leisure-travel destination.

“Making this easy in terms of delivery of services, accessibility and affordability is essential,” he explained. “We believe that the clear and compelling strategic direction provided by the Discover Seoul program will ensure an exciting and vibrant destination in which our servicemembers, civilians, families and retirees can live, learn, work and invest in the years to come. It is based on an awareness of an increasing influence of Korea in the East Asian Region, the Pacific Theater and is also strategic for U.S. national interests.

“Making the Dragon Hill Lodge a great hotel for the total defense force during this transition will depend on building on our already exemplary tradition of strong and effective relationship building and hope that partners will therefore consider how they can help deliver the shared priorities for Dragon Hill in the coming years.”

—MCH

