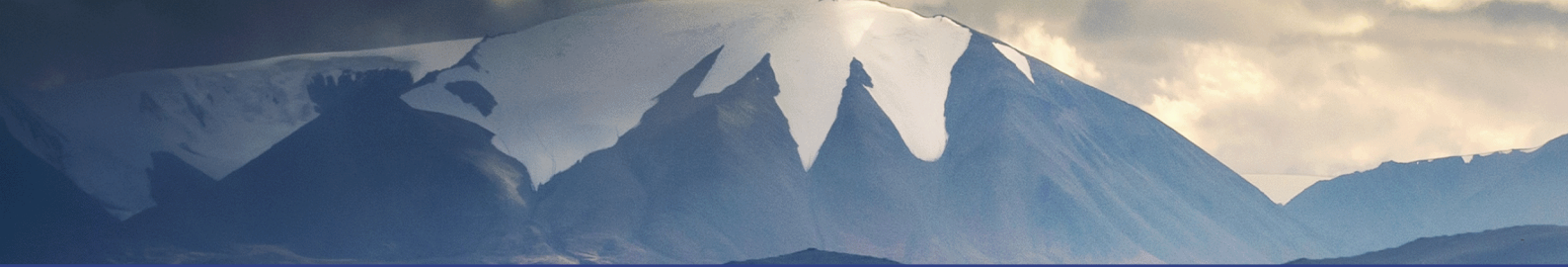




2026 CORPORATE PROFILE

Discover. Experience. Love Monolia - with us.



INTRODUCTION

Juulchin LLC is Mongolia's first and longest-running tourism company, established in 1954. For over 71 years, we have led the development of Mongolia's tourism industry, offering high-quality inbound, outbound, and domestic travel services.

With a strong focus on professionalism, cultural authenticity, and customer satisfaction, Juulchin has built a reputation as a trusted partner both locally and internationally. Our experienced team and global network enable us to deliver reliable, enriching travel experiences that showcase the best of Mongolia.

As an industry pioneer, we remain committed to innovation, sustainability, and promoting Mongolia as a world-class travel destination.



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Our Slogan



Joint efforts - Key to Success

Our Mission



Our mission is to provide every customer with high-quality services that meet international standards, integrating trade, tourism, hospitality, and culinary culture to create unforgettable value.

Our Vision



Tavan Bogd Group aspires to be “The first and most trusted choice for everyone.”

OUR VALUE

Corporate citizen

- Virtue
- Creativity
- Leadership
- Responsibility

Investors

- Business principles
- Ethics

Customer & Client

- Customer is king
- Quality, speed
- Trust and Reliability

Corporate social responsibility

- Customer is king
- Quality, speed
- Trust and Reliability





OPERATING SEGMENTS

Juulchin LLC is a multi-segment company with operations in five key areas: Tourism, Hotels & Resorts, Restaurants & Ballrooms, Retail and Franchise. This integrated approach allows us to deliver end-to-end experiences in travel and hospitality.

Tourism



Hotel & Resort



Restaurant & Ballroom



Retail





JUULCHIN HIGHLIGHTS

Juulchin LLC, Mongolia's oldest and most trusted tourism agency, delivers attentive and timely service, nurtures nationwide partnerships, continuously improves through customer feedback and research, innovates tour products, produces in-house marketing materials, leads in digital transformation, and consistently guides travelers with care and forward-thinking solutions.



Always well-informed

Every client receives attentive care with timely notifications and updates on their inquiries, ensuring no one is left unattended.



Legacy of Juulchin

Being the oldest and longest running agency in Mongolia, we co – operate with every tourist base in the entire country. Whom all feel positive towards us and our trust based relationships.



Always up to date

We carefully monitor each survey to study, learn and improve ourselves. No survey is left unnoticed, no one`s opinion is left unappreciated.



Insights

Always improving on our existing tour products and always staying ahead with the changing times. All thanks to our extensive annual research.



Self-sufficient production

Many of our marketing promotions and materials are expertly crafted and produced by our talented in-house team, ensuring every detail reflect the experiences we offer.



Digital marketing revolution

E-commerce, SEO, social media, chat bot, website we have a dedicated team who strives towards digitalization of Juulchin to fit everyone`s need.



Always pointing the way

Take good care of each tourist and always stay ahead with new implementations.



Social responsibility

Juulchin is committed to social responsibility, investing in the local community and national development through each tour. We also host dedicated goodwill events annually.



Human resources

Juulchin strives to provide the best employment conditions for all its workers in the increasingly younger tourism industry workforce.



INBOUND

Since its founding in 1954, the Juulchin team has tirelessly dedicated itself to delivering exceptional experiences for its customers, proudly showcasing the beauty and culture of Mongolia to the world.

WHY CHOOSE US?

Local experts
100+

Satisfied customers
150,000+

Years of experience
71

Excellent tours
54

OUR OFFER INCLUDES

- Tailormade
- Fit
- Join-in
- Group/Private
- Meetings, incentives, conferences and exhibitions

WE OFFER:

- Transfer and Guide Services
- Highly standardized tourist camp
- Hotel booking service
- 24/7 staff support

OUTBOUND

The Outbound Department was established in 2003. Since its inception, the team has maintained a strong track record of consistent growth and exceptional performance. Our experienced tour staff provide clients with practical and convenient travel solutions to over 30 destinations, including South Asia, the USA, Europe, and beyond.

HOTEL & RESORT

Juuchin TERELJ RESORT

Nestled in the breathtaking gorge of the Gorkhi-Terelj River and embraced by majestic mountains, verdant forests, and pristine streams, the Tourist Terelj Resort is a seamless fusion of Mongolia's rich cultural heritage and modern elegance. Opened in June 2024, this exceptional retreat offers an unrivaled escape—where the serenity of nature meets luxurious comfort. Built to international standards, it stands as a sanctuary of refined sophistication set against the timeless beauty of Mongolia's landscapes.



A spacious, well-appointed room featuring a large double bed, LED TV, and a work desk—perfect for families seeking comfort and relaxation.



Experience deep physical and mental rejuvenation with our traditional Japanese Ofuro, and melt away stress and fatigue in our soothing hot sauna.



Blending the charm of a traditional Mongolian dwelling with a modern interior, the Ger Restaurant offers a unique dining experience, serving Asian, European, and authentic Mongolian cuisine for up to 150 guests at a time.

- King size bed
- Breakfast
- Star telescope point for majestic night sky
- Air conditioning
- Electric kettle
- Free Wi-Fi
- World famous L'occitane brand spa
- Relaxation sauna that absorbs luxurious nature
- Playground and basketball yard for your free time

Juuchin Terelj Resort, Gorkhi-Terelj National Park, Mongolia.



HOTEL & RESORT

Juulchin TERELJ RESORT

At Juulchin Terelj Resort, we proudly craft our own selection of artisan cheeses – including fresh mozzarella, stracciatella and burrata – varieties rarely found in Mongolia. Made by hand using the finest local milk, our cheeses reflect the perfect harmony of freshness, quality, and creativity.



Enjoy your meal or coffee in the open air on our spacious terrace overlooking the magnificent Terelj hills. With a comfortable capacity of up to 40 guests, the terrace offers a relaxing atmosphere – perfect for group lunches, private gatherings, or sunset dining. Feel the fresh mountain breeze while savoring unique flavors of Juulchin Terelj Resort.



Juulchin Terelj Resort, Gorkhi-Terelj National Park, Mongolia.



RESTAURANT & BALLROOM



Since August 2024, we have proudly operated three distinctive event halls—Grand, Sky, and Urgoo. The Grand Hall accommodates 200 to 300 guests, the Sky Hall seats up to 70, and the Urgoo Hall offers an intimate setting for 50 guests. Inspired by the traditional Mongolian ger, the Urgoo Hall features a toono (circular skylight), adding a unique touch of cultural authenticity. Conveniently located on the east side of Sukhbaatar Square in the heart of the city, our venue offers both accessibility and elegance for a wide range of events.



MACHIDA SHOTEN
JAPANESE RAMEN
MONGOLIA



We are pleased to announce the opening of our new MACHIDA SHOTEN Japanese Ramen location at Galleria Ulaanbaatar, in the heart of Mongolia's capital, on December 14, 2024.

**NO RAMEN,
NO LIFE!**

RESTAURANT & BALLROOM

MG
STEAK



Established in 2022, the Mongolian Grill Restaurant features 186 seats and 7 VIP rooms, offering a diverse menu that includes premium Mongolian beef steaks, as well as European and Italian cuisine.

 NAGOMI



Established in 2012, Nagomi Restaurant has expanded to three locations, offering an authentic taste of Japan in a warm and inviting atmosphere.

HOTEL



Kempinski Hotel
Khan Palace

ULANBAATAR

Kempinski Hotel Khan Palace

Kempinski Hotel Khan Palace, where Mongolian traditional hospitality meets European luxury. Enjoy the city views, state-of-the-art facilities, and culturally-inspired cuisine. Ideally located for both leisure and business, we are your gateway to Ulaanbaatar's attractions.



Kempinski Hotel Khan Palace Ulaanbaatar, East Cross Road, Peace Avenue 13345

Juulchin and Kempinski Hotel Khan Palace will merge in 2027 to establish a unified tourism hub, consolidating Tavan Bogd Group's hospitality assets into a single, market-leading ecosystem for Mongolia.

L'OCCITANE

EN PROVENCE

L'OCCITANE en Provence is a globally recognized French beauty brand founded in 1976, inspired by the natural beauty and traditions of southern France. It is known for high-quality skincare, body care, and fragrances made with natural ingredients, blending tradition with innovation.

OUR PHILOSOPHY

At L'OCCITANE, we believe in preserving nature while enhancing beauty. Our products are developed with respect for biodiversity, supporting sustainable sourcing and responsible production. We are committed to creating sensorial experiences that nurture both the body and the mind – bringing moments of comfort, relaxation, and natural well-being into everyday life.



INSPIRED BY NATURE, DRIVEN BY AUTHENTICITY

L'OCCITANE began its operations in Mongolia in 2011 and has since grown steadily. Today, the brand operates 4 retail stores, an online store, and a L'OCCITANE Spa at Terelj Resort, offering customers a complete and immersive beauty and wellness experience inspired by Provence.

PRODUCT CATEGORIES

- Our Product Range
- Skincare
- Body Care
- Fragrances
- Hair Care
- Home & Lifestyle
- Gifting

OUR BRANCHES

- Shangri-la Mall 2nd floor
- State Department Store 1st floor
- Little Venice G15
- Galleria Ulaanbaatar 1st floor



2011: Best tour operator of the year by Tourism Association of Mongolia
2012: Best supporter of Folk arts by National Song of the year
2013: Best tour operator by general public in by Young Journalist`s Association
2014: Best tour operator of the year by Tourism Association of Mongolia
2015: Best tour operator of the year by Tourism Association of Mongolia
2016: Best Inbound tour operator of the year by Tourism Association of Mongolia
2018: Best Outbound tour operator by Tourism Association of Mongolia

