



Casebook for large-scale incentive groups visiting Korea



Casebook for large-scale
incentive groups visiting Korea



Amway

Visiting period: May 23 ~ June 14, 2014 (six groups in total)

No. of visitors: 17,556

Destinations: Jeju, Busan, Gyeongju, Yeosu, Suncheon, and Gokseong

Events: Welcome party on Jeju Island, I-Am-A-Star event in Busan, gala dinner and traditional Korean culture experience in Yeosu



Welcome event to celebrate arrival at Jeju Port

A welcome event featuring a traditional Korean music band performance, traditional music performance, and traditional percussion band were held to greet executive members at Jeju Port.



Climbing Seongsan Ilchulbong and watching a performance on Jeju Island

The sunset seen from Seongsan Ilchulbong is one of the top ten beautiful scenery of Jeju Island and Seongsan Ichulbong represents a UNESCO World heritage site. Amway staff members had the opportunity to taste various specialty foods unique to Jeju Island at the booth set up in Seongsan Ilchulbong Square and enjoyed a welcome concert by Little Psy including traditional Korean music and dance performances.



Welcome concert by Little Psy



A visit to Jeju Aqua Planet and Chilseong-ro for some shopping





Busan Cinema Center

Busan Cinema Center's Centum City is a work of art with outstanding structural beauty that captures the architectural aesthetics of deconstructionism. It is a cultural complex that serves as the venue for the opening and closing ceremonies of the International Busan Film Festival.



Shopping on a street
in Nampo-dong



Celebration in Busan

2014 Amway Young Festival "I Am a Star"
The 2014 Amway Young Festival "I Am a Star" was held in Busan. Amway staff members of age 35 and younger were invited to the Hallyu fashion competition, in which winners were selected by vote. Also, an award ceremony was held with Hallyu star Yun Eun-Hye and was celebrated with performances by K-pop singers, including Rain, Beast, and T-ara.

Gala dinner at the Yeosu Expo site

The Amway staff members who arrived in Yeosu through Gwangyang Port visited the Train Village in Gokseong and various other tourist spots, including the Nakaneupseong Castle in Suncheon. They also visited the traditional culture street in Yeosu to experience traditional Korean culture and enjoyed a sumptuous gala dinner at the Digital Gallery at the site of the Yeosu Expo.



The head of the Korean Tourism Organization and the governor of South Jeolla Province also joined the event.





Korean tour information booth

Traditional Korean culture experience at the Yeosu Expo site

All Amway staff members dressed in traditional Korean clothing, the hanbok, and enjoyed various programs, such as kimchi and tteok-making, the Korean jumping game, arrow throwing, and traditional Korean fan and mask-making.



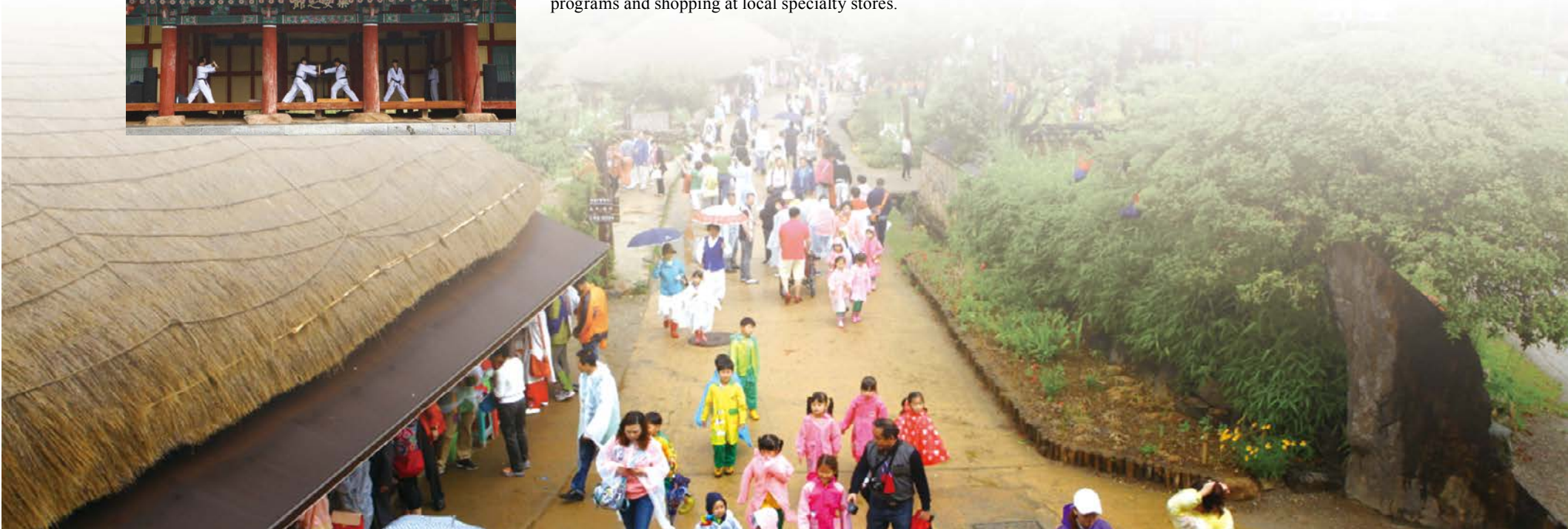
Visit to Suncheon Bay Ecological Park

Suncheon Bay is a natural wintering habitat for rare species of migratory birds. The park preserves the natural ecosystem of this coastal estuary, which have virtually disappeared from Korea, in its near original form.



Visit to Nakaneupseong in Suncheon

Nestled in Suncheon, South Jeolla Province, Nakaneupseong is one of the best preserved castles from the early Joseon period (1392-1910). The folk village within the castle vividly retains its ancient form. The Amway team watched the Taekwondo demonstration and enjoyed various traditional culture experience programs and shopping at local specialty stores.



INFINITUS_China

Visiting period: April 25 ~ 30, 2014

No. of visitors: **2,547**

Destinations: Busan and Suncheon

Activities: Visit to the Nurimau APEC House and other tourist spots in Busan as well as the International Garden Exposition Suncheon Bay Korea

Welcome event held on the cruise ship



Photo taken at Haeundae in Busan



Souvenirs, such as postcards and spoon sets, provided as free gifts



Arrival at the Busan International Cruise Terminal



Nurimaru APEC House



Shopping at the Lotte Duty Free Shop in Busan



Nampo-dong in Busan



BAOJIAN _China

Visiting period: September 13 ~ 28, 2011

No. of visitors: 10,860

Destinations: Jeju Island and Seoul

Activities: Commemorative events on Baojian Street in Jeju Island, attendance of the Jeju Conference, and visits to various tourist attractions in the metropolitan area.



Greeting at Jeju International Airport



Commemorative events on Baojian Street on Jeju Island



Jeju Conference



Photo taken at Everland Amusement Park in Yongin



Visit to Gyeongbokgung Palace



Herbalife

Visiting period: September 15 ~ 18, 2011

No. of visitors: 7,884

Destinations: Seoul and Goyang

Activities: Herbalife APAC University 2011 events(VIP event, team building programs, certification celebration party)



01

01 Venue of Herbalife APAC University 2011

02 Billan, CEO of the Asia-Pacific region, giving a speech

03 Team building event



02



03



Herbalife staff members enjoying a party in celebration of certification

Visiting period: June 19 ~ 21, 2009

No. of visitors: 25,572

Destination: Goyang

Activities: Herbalife Extravaganza 2009 events (VIP banquet, team building programs, Korea PR Hall, Hallyu singers participating in singing, dancing, and competitive performances, including various other entertaining events)

Operation of the Korea Tour Information Booth



Venue of Herbalife Extravaganza 2009



Unicity _International

Visiting period: September 20 ~ 22, 2012

No. of visitors: **3,000**

Destination: Goyang

Activities: Unicity Global Leadership Convention events (global business conference, opening show, etc.)



Opening show



Welcome banner

NUSKIN _Japan

Visiting period: July 11 ~ 13, 2013

No. of visitors: **901**

Destination: Seoul

Activities: Dinner party and Nanta performance



Gala dinner



Nanta performance

TOYOPET _Japan

Visiting period: August 18 ~ 20, 2013

No. of visitors: **226**

Destination: Seoul

Activities: Gala dinner and VIP reception events



Souvenir photos being taking at the welcome event



VIP reception

Information on the incentive tour group financial support system



※ What is an incentive group?

A tour group that visits Korea as a reward (incentive) provided by businesses or groups, with part or all of the expenses paid.

(※ Groups visiting Korea for the training of civil servants, students, clubs, fan clubs, or religious groups are excluded from financial support. Civil servant groups that visit Korea for management and incentive purposes are eligible for financial support.

Eligibility for financial support

Groups of 10 people or more staying for at least two nights

Groups from Southeast Asia, China, and Japan

10 - 49 people: souvenirs
50 – 99 people: up to KRW 10,000/person
100 -999 people: up to KRW 15,000/person
1000 and over: KRW 15,000/person + additional benefits (to be discussed later)

Groups from America, the Middle East, and India

10 - 19 people: souvenirs
20 – 999 people: up to KRW 20,000/person
1000 and over: KRW 20,000/person + additional benefits (to be discussed later)

Group cruise

Eligibility: Stay of at least two nights in Korea (from the day of arrival in Korea)
Support: Based on the support criteria per region

Returning mid-size groups

Criteria for support: Mid-size (500 ~ 999 people) group that is making a repeat visit to Korea as one of the groups that applied and received support for their visit to Korea two years earlier.
Support: Additional financing amounting to 50 percent of the support for each region

Support

Souvenir (choose 1):	Spoon set, eco bag, a fan with taegeuk (taiji) pattern
Welcome events	Incheon, Gimpo, Gimhae, and Jeju International Airports and cruise ship ports
Performances	Permanent performance halls (Nanta, Bebop, Hero, etc.)/ performances at the event venue (financial support within performance guarantee)
Admission to tourist attractions	Royal palaces, Everland, Folk Village, museums, etc. / tourist attractions nationwide
Team building and experience programs	Support for customized group experiences / additional support when attending programs
Support for preliminary survey	Provided for large-scale incentive tour groups guaranteed to visit Korea / support in the form of interpretation, guidance, and transportation services for preliminary survey

How to apply

01

Submit the completed application form, a list of visitors (including dates of birth), and tour schedule to the Korea Tourism Organization branch of the area in question at least ten days before arrival in Korea.

02

After approval, the designated travel agency in Korea must confirm the approval with the responsible employee at the Korea Tourism Organization.

03

The travel agency in Korea must submit the bill and original copies of receipts within two months after the tour (duplicate copies of receipts must be provided with seal of authentication).

04

The responsible employee at the Korea Tourism Organization headquarters will issue the reimbursement after confirmation of the bill.

Contact Korea Tourism Organization Incentive Exhibition Team incentive@knto.or.kr

Headquarters 40 Cheonggyecheon-ro, Jung-gu, Seoul 100-180, Korea **Tel.** 02-729-9600 **Fax.** 02-754-2077 **Website:** K-MICE.visitkorea.or.kr

Overseas branches

	Branch	Address	Tel	Email	Jurisdiction
China	Beijing	Korea Tourism Organization, 3/F, Korea Center Building 1 Guanghua Xili Chaoyang Beijing 100020, China	86-10-6585-8213	beijing@visitkorea.or.kr	Beijing, Tianjin, Hefei, Shanxi, Shandong, Inner Mongolia
	Shanghai	Room 502, Huizhi Building, No.396 Caoxi Rd.(N) Shanghai, China	86-21-5169-7933	shanghai@visitkorea.or.kr	Shanghai, Jiangsu, Zhejiang, Anhui, Jiangxi, Henan, Hubei, Hunan
	Guangzhou	KTO Guangzhou Office, Unit 803, 8th Floor, TaiKoo Hui Tower 1, No.385 Tianhe Road, Guangzhou, 510620, China	86-20-3893-1639	kntogz@126.com	Canton, Fujian, Guangxi, Hainan
	Shenyang	Room 703, Tower C, President Building, 69 North Heping Street, Heping District, Shenyang, China	86-24-2281-4155	kto_sy@126.com	Liaoning, Jilin, Heilong Jiang
	Chengdu	Room2604, No.1(Pingan Fortune Center), Section 3, Renmin South Road, Wuhou District, Chengdu, Sichuan Province, China	86-28-6557-2311	ktochengdu@126.com	Chongqing, Szechuan, Yunnan, Guizhou
	Xian	Korea Tourism Organization, 01 Kaide Square 16 floor No.64, West Part of South Second Ring Road, Yanta District, Xi'an, Shanxi, China	86-029-8964-0100-105	xian@knto.or.kr	Shaanxi, Gansu, Ningxia
	Hong Kong	Unit 2202-2203, 22F. World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong	852-2523-8065	general@knto.com.hk	Hong Kong, Macao
Asia and Middle East	Taipei	Rm. A, 6F., No.245, Sec. 1, Dunhua S. Rd., Da'an Dist., Taipei City 106, Taiwan	886-2-2772-1330	kntotp@ms5.hinet.net	Taiwan
	Bangkok	399 Interchange Building 25th Fl(Unit 3)., Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok 10110 Thailand	66-2-611-2731(~3)	koreainfo@kto.or.th	Thailand, Myanmar, Laos
	Manila	26th Floor, Tower2, The Enterprise Center, 6766 Ayala Avenue corner Paseo de Roxas, Makati City, 1226, Philippines	63-2-880-0313	ktomanila@gmail.com	Philippines
	Kuala Lumpur	Suite 7-03, 7th Floor, Menara Hap Seng, Letter box No.39, Jalan P. Ramlee, 50250, Kuala Lumpur, Malaysia	60-3-2143-9000	ktokl@knto.or.kr	Malaysia, Brunei
	Singapore	Korea Plaza, 3 Church Street Samsung Hub #01-02 Singapore 049483	65-6533-0441	singapore@knto.or.kr	Singapore
	Jakarta	Suite 2102 A. Wisma GKB. Jl. Jend.Sudirman No. 28 JAKARTA 10210 INDONESIA	62-21-5785-3030	ktojakarta@knto.or.kr	Indonesia, East Timor
	Hanoi	Unit 1302, 13th floor, Charmvit Tower, 117 Tran Duy Hung Street, Cau Giay District, Hanoi, Vietnam	84-4-3556-4040	hanoi@knto.or.kr	Vietnam, Cambodia
	New Delhi	8S&9S, 2nd Floor, Global Foyer, Sector 43, Gurgaon, Haryana 122002 India	91-124-492-1200	india@knto.or.kr	India,Nepal, Bhutan, Pakistan, Afghanistan, Bangladesh, Sri Lanka, Maldives, British Indian Ocean Territory
	Istanbul	VEKO Giz PLAZA NO.3 4.FLOOR, OFFICE NO.9 Maslak ISTANBUL	90-212-290-2630	istanbul@knto.or.kr	Turkey, Israel, Greece, Slovakia, Albania, Macedonia, Bosnia-Herzegovina, Serbia, Monte Negro, Croatia, Malta, Georgia, Armenia, Azerbaijan, Bulgaria, Romania
	Dubai	19th Fl., Dubai World Trade Center, P.O.Box 9488, Dubai, UAE	971-4-331-2288	knto@eim.ae	Iran, Saudi Arabia, Jordan, Lebanon, Kuwait, Syria, Yemen, Qatar, UAE, Oman, Iraq, Bahrain, Palestine, Egypt, Libya, Sudan, Ethiopia, Somalia, Eritrea, Mauritania, Algeria, Morocco, Tunisia, Uzbekistan, Kazakhstan, Turkmenistan, Tadjikistan
Japan	Tokyo	6F, KOREA CENTER, 4-4-10 Yotsuya Shinjuku-ku, Tokyo 160-0004 Japan	81-3-5369-1755	tokyo@visitkorea.or.kr	Tokyo, Kanakawam, Chiba, Ibaraki, Saitama, Tochigi, Gunma, Yamanashi, Aomori, Akita, Iwate, Miyagi, Yamagata, Fukushima, Hokkaido
	Osaka	8th Fl., KAL Bldg. 1-9, 3-chome, Hon-machi, Chuo-ku Osaka, Japan 541-0053	81-6-6266-0828	osaka@visitkorea.or.kr	Kagawa, Tokushima, Ehime, Osaka, Kyoto, Shiga, Hyogo, Nara, Wakayama, Okayama, Tottori
	Nagoya	Korea Tourism Organization Nagoya Office 1F, SMBC NAGOYA BLDG. 2-18-19, NISHIKI, NAKA-KU, NAGOYA 460-0003, JAPAN	81-52-223-3212	nagoya@visitkorea.or.kr	Aichi, Gifu, Mie, Shizuoka, Nagano, Fukui, Ishikawa, Toyama, Niigata
	Fukuoka	5th Fl., Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Hakata-ku, Fukuoka Japan 812-0011	81-92-471-7174	fukuoka@visitkorea.or.kr	Fukuoka, Nagasaki, Saga, Kumamoto, Miyazaki, Kagoshima, Yamaguchi, Hiroshima, Shimane, Okinawa
North America and Eurasia	LA	5509 Wilshire Blvd., Suite 201 Los Angeles, CA90036	1-323-634-0280	la@kntoamerica.com	Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Mexico, Brazil, Argentina
	New York	Two Executive Drive, Suite 750, Fort Lee, NJ 07024, USA	1-201-585-0909	ny@kntoamerica.com	Eastern U.S., Caribbean nations
	Toronto	700 Bay Street, Suite 1903 Toronto, Ontario, M5G 1Z6 Canada	1-416-348-9056/7	toronto@knto.ca	Canada
	Frankfurt	Baseler Str. 35-37, 5.0G, 60329 Frankfurt am Main, Germany	49-69-233226	ktoff@euko.de	Germany, Austria, Czech Republic, Switzerland, Hungary, Liechtenstein
	Paris	Tour Maine Montparnasse 33 Avenue du Maine, B.P.169 75755 Paris Cedex 15, France	33-1-4538-7123	ontcparis@gmail.com	France, Netherlands, Belgium, Luxemburg, Spain, Italy
	London	3rd Fl., New Zealand House, Haymarket, London, SW1Y 4TE, UK	44-20-7321-2535	london@mail.knto.or.kr	Britain, Ireland, Iceland, Northern European nations
	Moscow	4th floor, Business-center "Mosalarko Plaza", 16, Marksistskaya str., Moscow, 109147, Russia	7-495-735-4240	kntomc@visitkorea.or.kr	Western Russia
	Vladivostok	Vladivostok Business Center "Hyundai" Office 501, 29, Semyonovskaya str., Vladivostok, 690091, Russia	7-4232-49-1163	knto_vl@mail.ru	Eastern Russia
	Sidney	level 18(Suite 1807) Australia Square Tower, 264 George St. Sydney, NSW 2000	61-2-9252-4147/8	visitkorea@knto.org.au	Australia, New Zealand

Casebook for large-scale incentive groups visiting Korea



KOREA
TOURISM
ORGANIZATION

40 Cheonggyecheon-ro, Jung-gu, Seoul 100-180, Korea **Tel.** 02-729-9600 **Fax.** 02-754-2077 **Website:** K-MICE.visitkorea.or.kr