



Responding to Trust



Foreign participants visiting Korea for corporate meetings & incentive travel

(unit: 1 person)

671,046





World's 2nd in hosting of international conferences

(UIA, 2019)

- No. of international conferences hosted in 2018: **890**
- 8% of world total
- * UIA: Union of International Associations

Visitors on incentive travel



Satisfaction with

visit to Korea
(survey of MICE participants

in 2018, Korea Tourism Organization, 2019) 4.10

92.2%

Intent to recommend Korea as MICE destination (average rating of 4.25)

Impression of Korea before visit Impression of Korea after visit

4.25

Visitors attending corporate meetings

87.7%

Intent to recommend Korea as MICE destination (average rating of 4.24)

Impression of Korea before visit Impression of Korea after visit

4.29

4.36

New life group

Nationality: China Classification: Corporate meeting Period: Feb. 20–24, 2019 Group size: **1,262** pax

Millionaire Club Indonesia(MCI)

Nationality: Indonesia Classification: Incentive Period: Sept. 9 – Oct. 2, 2018 Group size: **2,115** pax





Bangkok Insurance PLC Nationality Theiland

Nationality: Thailand Classification: Incentive Period: Dec. 3–12, 2016 Group size: **1,348** pax



MICE VISITORS





Herbalife International

Nationality: Global Classification: Corporate meeting Period: June 9–19, 2016 Group size: **6,728** pax

Aurance Group

Nationality: China
Classification: Incentive
Note: Repeat visit
Period: Mar. 27 – Apr. 2, 2016
Group size: **5,295** pax

01 Convenient

Once you choose Korea, you can indulge in **convenience**, **style**, **safety**, **and fast connection**.



1. Transportation

- 8 international airports, 5 cruise terminals
- Incheon Airport: Ranked first in Airport Service Quality (ASQ) for 12 consecutive years; 390,000 international flights a year
- Incheon Cruise Terminal: Able to accommodate world's largest 225,000-ton cruise ship; home port
- High-speed train: World best in high-speed train accessibility (Go Euro, 2018)



2. Communications

- World's first commercial 5G network
- World's No. 1 in information and communication technology (WIPO, Global Innovation Index 2019)



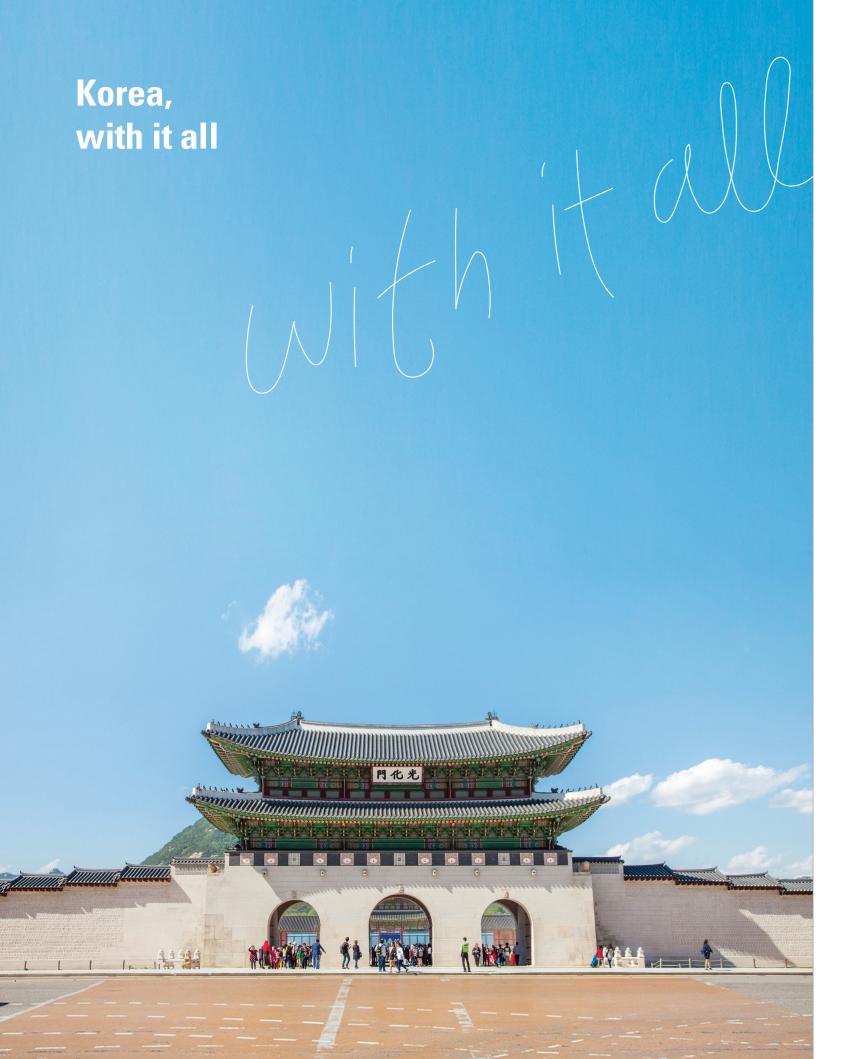
3. Industrial Infrastructure

- CVB for each of the 18 regions
- Number of meetings held: 208,013 meetings with 20.03 million participants (as of 2017)
- Cases of incentive travel: 11,202 cases with 440,000 participants (as of 2017)



4. Security

- · Safe to walk at night
- · World's 5th in personal security (InterNation, 2017)
- Satisfaction with security ranked first among items in survey of foreigners visiting Korea (Statistics Korea, 2017)



02

Innovation

Expertise of MICE-dedicated organizations in each of the 18 regions,

19 convention centers and 8 international airports,

close collaboration among local governments, hospitality, shopping, and tourism industries.

All you need is passion.

Your satisfaction is guaranteed to be beyond imagination.





Innovation
KOREA, BEYOND MEETINGS

Region	MICE Bureau	Convention Center	Area (m²)	Capacity (Max., persons)	Website
Canal	Seoul Tourism Organization	Coex	460,000	19,780 (Excluding 3 exhibition halls)	http://www.coex.co.kr
Seoul Metropolitan City	http://kr.miceseoul.com	aT Center	959	640	http://atcenter.at.or.kr
	mice@seoulwelcome.com	SETEC	11,019	500 (Excluding exhibition halls)	http://www.setec.or.kr
Incheon Metropolitan City	Incheon Tourism Organization http://www.travelicn.or.kr cvb@into.co.kr	Songdo ConvensiA	117,163	26,664	http://www. songdoconvensia.com
	Daejeon International Marketing	Daejeon Convention Center	24,281	2,875	http://www.dcckorea.or.kr
Daejeon Metropolitan City	Enterprise http://www.dime.or.kr micedaejeon@dime.or.kr	KOTREX (reopening scheduled for 2021)	14,500	-	http://www.dime. or.kr:8088/kotrex/main.do
Daegu Metropolitan City	Daegu Convention & Visitors Bureau http://www.daegucvb.com info@daegucvb.com	EXCO	26,944	3,470	http://www.exco.co.kr
Gwangju Metropolitan City	Gwangju Convention & Visitors Bureau http://www.visitgwangju.kr convention@gwangjucvb.or	Kimdaejung Convention Center	12,027	1,054	http://www.kdjcenter.or.kr
Busan Metropolitan City	Busan Tourism Organization http://www.bto.or.kr busanmice@bto.or	BEXCO	76,910	10,462	http://www.bexco.co.kr
	Gyeonggi Tourism Organization http://www.gmice.or.kr gmice@gto.or.kr Goyang Convention & Visitors Bureau	KINTEX	108,566	75,946	http://www.kintex.com
Gyeonggi-do Province	http://goyangcvb.com goyangcvb@goyangcvb.com Suwon Convention & Visitors' Bureau http://www.suwoncvb.or.kr	Suwon Convention Center	97,602	9,048	http://www.scc.or.kr
Gangwon-do Province	christina@suwoncvb.or.kr Gangwon Convention & Visitors Bureau http://visitgangwon.or.kr gwcvb@visitgangwon.or	Pyeongchang Alpensia Convention Center	5,475	4,872	http://www.alpensia.com/ convention/info.do
	Gyeongsangbuk-Do Culture and Tourism Organization http://www.gtc.co.kr 054-740-7233	Gyeongju Hwabaek International Convention Center (HICO)	31,336	4,048	http://www.crowncity.kr/ hico/ko/main/main.do
Gyeongsangbuk-do Province	Gyeongju Hwabaek Convention and Visitors Bureau http://www.crowncity.kr/cvb/ko/main/main.do 054-702-1014 Cheongsong Culture & Tourism Foundation http://www.cctf.or.kr 054-873-9050	GumiCo	14,392	780	http://www.gumico.com
Gyeongsangnam-do	Gyeongnam Convention & Visitors Bureau http://www.gncvb.or.kr gncvb@gncvb.or.kr	Changwon Exhibition & Convention Center	60,240	1,460	http://www.ceco.co.kr
Province	Ulsan Metropolitan City Corporation http://www.umca.co.kr 052-255-1814	Ulsan Exhibition & Convention Center (opening in 2021)	43,000	5,700	http://www.umca.co.kr
Jeollabuk-do Province	Jeollabuk-do Tourism Division http://www.jeonbuk.go.kr 063-280-4741	Gunsan Saemangeum Convention Center	23,179	2,576	http://gsco.kr
Jeollanam-do Province	Jeollanam-do Culture & Tourism Foundation http://jact.or.kr 061-980-6851	Yeosu EXPO Convention Center	19,769	2,960	http://expo2012.kr
Jeju Special Self- Governing Province	Jeju Convention & Visitors Bureau http://www.jejucvb.or.kr 064-739-2206	International Convention Center Jeju	63,477	10,190	http://www.iccjeju.co.kr

Korea offers a multitude of things to enjoy all at once—

K-POP, K-food, traditional culture passed down for 5,000 years, festivals and activities for each season, scenic beauty of mountains and the sea, and intelligent cities built on cutting-edge technology.

1 Hallyu

K-POP





K-food





Festivals







2 Cultural Heritage (Based on official UNESCO listing)

16 Memory of the World inscriptions





Tripitaka Korean at Haeinsa Temple

Intriguing

KOREA, BEYOND MEETINGS

13 World Heritage sites







Seokguram Grotto and Bulguksa Temple

20 Intangible Cultural Heritage items





Ganggangsullae

3

Venue

Your Complete Convention City **Seoul**

Some Sevit's Floating Island Convention



All in ONE **Gyeonggi**

Latin American Cultural Center



Smart MICE City Closest to the World **Incheon**

Songdo Convensia



Festivities for Each Season, Dynamic **Gangwon**

Nami Island



City of Science and Technology **Daejeon**

Hanbit Tower Square



Industrial Econom

Daegu

Textile Complex



Where Culture and Arts Come to Life **Gwangju**

Wolbongseowo Confucian Academy



Ancient City with 1,000-Year History

Gyeongju

Hwangnyongwon



MICE Destination
Where Nature
Blends with Industry
Gyeongsang
nam-do

Jinhae Marine Park



Generating Ideas Through Rest and Leisure

Jeollanam-d

Venue of Expo 2012 Yeosu Korea



Asia's Representative Recreational MICE City

Spirited Garden



City of Sea and Films

Busan

Nurimaru APEC House



Challenge and Harmony

Team Building Activities

Choose from a wide range of activities according to gender, age and preferences, solve challenges through active communication, and get the satisfaction of becoming one with your team.



Gangwon Curling Game

Building team spirit and sportsmanship through friendly matches against other teams

Leisure Sports



Survival Game

A test of brawn and brains in a strategic team game of battle simulations

Activity





Incheon Mud Flat Experience

Digging for clams in the mud and becoming one with nature

Mud Flat Experience

Jeju Eco Dream Circle

Mini concert put together by participants playing instruments in a beautiful natural setting



Hansik Making Experience

Cultural Experience Hansik making, from preparing ingredients to cooking, individually and as a group



Jeju Market Race

Team Mission Working with team members in a given time to complete missions such as buying local specialties and finding photo zones



Gwangju Seonbi Experience

Cultural xperience Experiencing a traditional Korean lifestyle and making crafts while dressed in hanbok



Efficient Support Policies

1. KTO Support Process



^{*} Required documents: Itinerary, list of participants (name, nationality, and date of birth required), application form

2. Guidelines

Application deadline: At least 7 days prior to arrival

Office-in-charge: Overseas branch of Korea Tourism Organization in one's region (see next section)

* Reference: MICE website of Korea Tourism Organization (http://k-mice.visitkorea.or.kr/)

→ Our Support → Corporate Meetings & Incentives

3. Grading Criteria

Eligible groups

Classification	Common criteria	Criteria by group
Incentive	- Stay of 2 nights or longer - Includes at least 10 foreigners	Group visiting Korea for incentive travel with expenses covered by company/organization
Corporate meeting	* Excludes hobby clubs, fan clubs, religious organizations, government employees, and student groups	Group visiting Korea for a business meeting specified as lasting 4 hours or longer in the itinerary * Excludes groups visiting for the purpose of incentive travel

Grading criteria

Group size	CHINA	Japan/Southeast Asia/ Greater China Region	Europe/Southwest Asia/ Middle East
10 ~ 49	D	D	C
50 ~ 499	G	C	В
500 ~ 999	В	В	A
1,000 ~ 2,999	A	A	(5)
over 3,000	•	5	9

Grade Promotion Criteria (No duplicate promotions)

- 1. Groups returning within the last 3 years
- 2. Long-term stay of four nights or longer
- 3. Entry/Exit using regional airports (excluding Incheon International Airport/Gimhae International Airport)
- 4. Groups staying more than one night at a region outside the capital area (Seoul, Gyeonggi, Incheon)
- 5. Groups hosting events at a Korea Unique Venue
- 6. Overseas Korean Companies or Global Direct Selling Companies
- X Grade promotion status must be discussed with KTO prior to event

4. Support offered by grade



Souvenir		Choose 1 among available items *Depending on souvenir stock status, replacement items may be supplied.
	Performance	Support for regular performances under agreement
Support Activity Support		Support for visits to local tourist attractions under agreement
		Support for traditional cultural activities and K-pop experience programs under agreement
		Welcome event for group after arrival
Customized Support		In addition to the Optional Support items, performances / attractions / experience programs, team building programs, special performances, special dinners, exclusive souvenirs(above A grade), etc.

^{**} Remarks: Requests for exclusive souvenirs must be received at least 3 months prior to arrival in Korea to allow time for production process.

5. List of Partners Offering Optional Support

Performance (Performance duration: 75–100 minutes)





Name of Performance	Characteristic	Region	Available Persons for Separate Performance
Jump	Comic martial arts performance	Seoul	More than 250 persons
The Palace: Tale of Jang Noksu	Traditional Korean dance play	Seoul	-
Fanta-Stick	Modern take on traditional Korean music	Seoul	More than 10 persons
Chef	World's tastiest performance	Seoul	More than 150 persons
Dance Musical Sachoom	Non-verbal dance musical	Seoul	More than 100 persons
Fireman	Performance on emergency preparedness	Seoul	More than 234 persons
Pang Show	Performance & baking experience & cruise	Seoul	More than 10 persons
Musical Drama Only You	A musical play centered on the lives of an old couple	Seoul	More than 10 persons
Sun & Moon	Collaboration between traditional music and new media art	Seoul	Inquire separately
NANTA	Korea's first non-verbal performance	Seoul, Jeju	More than 200 persons
Taekwon Musical Hon	Taekwondo performance	Seoul, Jeju	More than 10 persons
The Painters: HERO	Magical art performance	Seoul, Jeju	More than 150 persons
Flying	Performance on the time travel of Silla Hwarang warriors	Gyeongju	More than 150 persons

Tourist Attractions





Name of Attraction	Characteristic	Region
Lotte World	Theme park – support available for more than 100 persons	Seoul
Coex Aquarium	Aquarium	Seoul
MBC World	Broadcasting station theme park	Seoul
SM TOWN	K-POP experience	Seoul
Alive Museum	Interactive museum	Seoul
Incheon Paradise City	Family Entertainment Theme park	Incheon
WONDER BOX	(indoor) theme park	Incheon
Hanwha Aqua Planet	Large aquarium	Seoul, Gyeonggi-do(Goyang), Jeollanam-do(Yeosu), Jeju
Trick Eye Museum	3D museum	Seoul, Busan, Jeju
Busan Tower, Busan Museum of Movies	Busan Tower and movie experience	Busan
Busan Air Cruise	Korea's first marine cable car ride	Busan
Daegu E-World	Theme park (including tour of 83 Tower)	Daegu
Ttangttang Land	Korea's largest chicken theme park	Daegu
Eco Land	Gotjawal forest theme park	Jeju
ONEMOUNT	Snow park / Water park	Gyeonggi-do(Ilsan)
Everland	Theme park – support available for more than 100 persons	Gyeonggi-do(Yongin)
Korean Folk Village	Traditional culture theme park	Gyeonggi-do(Yongin)
Hyundai Cruise	Gyeongin Ara Waterway cruise (including lunch)	Gyeonggi-do(Gimpo)
Petit France	Small French village in Korea	Gyeonggi-do(Gapyeong)
SunValley Water Park	Outdoor sky pool and garden, and indoor water park	Gyeonggi-do(Yeoju)



Name of Activity	rity Type of Activity	
Core Art	Percussion, K-POP	Seoul
Janggu Experience at Jeongdong Maru	Janggu experience	Seoul
Namsan Seoul Tower Hanbok Culture Experience Center	Hanbok experience or meal & hanbok experience	Seoul
King Studio	Professional K-POP recording experience	Seoul
Real K-POP	K-POP dance experience	Seoul
NANTA Academy	Nanta experience	Seoul
Hanboknam	Hanbok experience	Seoul, Jeonju
Dynamic Maze	Maze escape	Seoul, Gangwon-do(Sokcho)
Hansik Experience at Michuhol Traditional Food Culture Center	Hansik experience	Incheon
Skylake	Oriental herbal mask pack and shampoo making	Daegu
Play K-POP	Virtual concert of K-POP stars (including interactive theme park)	Jeju
Sports Monster Sports and entertainment theme park		Gyeonggi-do (Goyang, Hanam)
Gyeongju traditional culture experience Traditional culture experience programs		Gyeongju

China and Greater China Region

Name	Address	Contact	E-mail
Beijing Office	Korea Tourism Organization, 3/F, Korean Cultural Center Building Guanghua Xili, Chaoyang Beijing 100020, China	86-10-6585-8213/4	beijing@visitkorea.or.kr
Shanghai Office	Room 502, Huizhi Building, No.396 Caoxi Rd.(N) Shanghai, China	86-21-5169-7933	shanghai@visitkorea.or.kr
Guangzhou Office	KTO Guangzhou Office, Unit 803, 8th Floor, TaiKoo Hui Tower 1, No.385 Tianhe Road, Guangzhou, 510620, China	86-20-3893-1639	guangzhou@knto.or.kr
Shenyang Office	Room 3306, Tower A, China Resources Building, No.286, Qingnian Street, Heping District, Shenyang, China	86-24-3137-9343	ktosy@knto.or.kr
Chengdu Office	Room2604, No.1(Pingan Fortune Center), Section 3, Renmin South Road, Wuhou District, Chengdu, Sichuan Province, China	86-28-6557-2311	chengdu@knto.or.kr
Xian Office	Room 01, Kaide Square 16 floor, No.64 West Part of South Second Ring Road, Yanta District, Xi'an, Shaanxi, China	86-29-8964-0100	xian@knto.or.kr
Wuhan Office	Room6, 15/F, WuhanInternational Intelligence Center 1398 Jinghan Road, Jiang'an District, Wuhan, 430010, China	86-27-5937-4380	ktowh@knto.or.kr
Hongkong Office	Unit 2202-2203, 22/F., World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong	852-2837-3609	general@knto.com.hk
Taipei Office	Room 3206, TWTC International Trade Building, No. 333, Section 1, Keelung Rd, Xinyi District, Taipei City, 11012	886-2-2772-1330	ktotp@knto.or.kr
Ulaanbaatar Office	#504, The Blue Sky Tower, Peace Avenue 17, Sukhbaatar District, 1 khoroo, Ulaanbaatar, 14240, Mongolia	976-7016-9090 / 976-7744-9090	ktoub@knto.or.kr

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Osaka Office	Twin21 MID Tower, 23th Floor 2-1-61, shiromi, Chuo-ku Osaka, Japan 540-6123	81-6-6942-0847	osaka@visitkorea.or.kr
Fukuoka Office	5th Fl., Asahi Bldg., 1-1, 2-chome, Hakata-ekimae, Hakata-ku Fukuoka, Japan 812-0011	81-92-471-7174	fukuoka@visitkorea.or.kr

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Dubai Office	Korea National Tourism Organization Level 19, Dubai World Trade Center, P.O.Box 9488, Dubai U.A.E.	971-4-331-2288	knto@eim.ae
Istanbul Office	VEKO Giz PLAZA NO.3 15.FLOOR, OFFICE NO.9 Maslak ISTANBUL	90-212-290-2630	istanbul@knto.or.kr
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Europe and America

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New York Office	400 Kelby St., Suite 1602, Fort Lee, NJ 07024, U.S.A.	1-201-585-0909	ktony@knto.or.kr
Toronto Office	Suite 1101, 25 Adelaide St E Toronto, ON M5C 3A1 Canada	1-416-348-9056	toronto@knto.ca
Sydney Office	level 18(Suite 1807) Australia Square Tower, 264 George St. Sydney, NSW 2000	61-2-9252-4147/8	visitkorea@knto.org.au
Frankfurt Office	Baseler Str. 35-37, 60329 Frankfurt am Main, Germany	49-69-233226	kto@euko.de
Paris Office	Tour Maine Montparnasse 33, Avenue du Maine, B.P. 169, 75755 Paris Cedex 15, France	33-1-4538-7123	ontcparis@gmail.com
London Office	3rd Floor, New Zealand House Haymarket, London SW1Y 4TE, United Kingdom	44-20-7321-2535	london@knto.or.kr
Moscow Office	KOREA TOURISM ORGANIZATION, Business Center "Northern Tower", 2nd Entrance, 2nd floor, Str.Testovskaya 10, Moscow, RUSSIA 123112	7-495-989-4678	kntomc@knto.or.kr
Vladivostok Office	102 Office, Business-centre 'Fresh-Plaza' 1Floor, (17, Okeansky Prospect), Vladivostok, 690091, Russia	7-423-265-1163	knto_vl@mail.ru

Facts on Korea

• Climate: Four distinct seasons—spring, summer, autumn and winter

Spring (March–May): Cool in the mornings and evenings, and warm in the afternoons.

Flower festivals held nationwide according to the different blossoming periods.

Summer (June–August): Hot months with a temperature range of 25–35°C.

Several storms with heavy rain and strong winds pass through between

August and September.

Autumn (September–November): Clear, dry days with a temperature range of 10–25°C.

Known for beautiful scenery of maple leaves and silver grass.

 $\textbf{Winter (December-February)}: Very \ cold \ with \ a \ temperature \ range \ of \ -10-10^{\circ}C.$

Snow and cold winds on many days.

 $\label{thm:condition} \textit{Heavier snowfall in Gangwon-do Province} \ \textit{and mountainous areas}.$

- Language: Korean
- Currency: Won (₩, KRW)
- Time: GMT+9 (Korea Standard Time)
- Population: 51.64 million (as of 2018)
- Area: 100,033km²
- Administrative divisions: 6 metropolitan cities including the capital Seoul, 8 provinces, one special autonomous city (Sejong) and 1 special autonomous province (Jeju)
- Travel hotline and interpreting service: 1330 (+82-2-1330 when dialing from overseas)
- Tourist information: Website of Korea Tourism Organization (www.visitkorea.or.kr)







24 hours a day, 7 days a week (08:00-19:00 for services in Russian, Vietnamese, Thai and Malay)

Tourist Information, Interpretation, Tourist Complaints



Phone In Korea: 1330 | From Overseas: +82-2-1330 | App 1330 | Korea Travel Hotline

Languages 1 Korean 2 English 3 Japanese 4 Chinese 5 Russian6 Vietnamese 7 Thai 8 Malay





Android

ios