



# Casebook for large-scale incentive groups visiting Korea



Casebook for large-scale  
incentive groups visiting Korea





# Aurance Group\_China

Visiting period: Mar. 27 - Apr. 2 (visited twice), 2016

No. of visitors: **5,295**

Destinations: Seoul and Incheon

Events: Business meetings, gala dinner (Songdo Convensia), tour of Changgyeonggung Palace, fried chicken and beer party on Wolmido Island, visits to tourist attractions in Seoul and Incheon



Visit to Incheon Chinatown

Fried chicken and beer party on Wolmido Island

The visitors experienced *Chimac* (fried chicken and beer), which was inspired from a mega-hit TV drama.

Visit to Incheon Moraena Market



Welcome ceremony at Incheon International airport





Special opening and tour of Changdeokgung Palace, a UNESCO World Cultural Heritage Site

A designated UNESCO World Cultural Heritage Site, the royal palace of Changdeokgung, was opened especially for the Aurance visitors—on a day when it is usually closed—and featured a traditional Korean performance, giving visitors a glimpse of Korean royal palace culture.



General business meeting

A general business meeting was held for two days, with all Aurance employees in attendance, at Songdo Convensia.





# Joymain\_China

Visiting period: May 5-12, 2016 (visited twice)

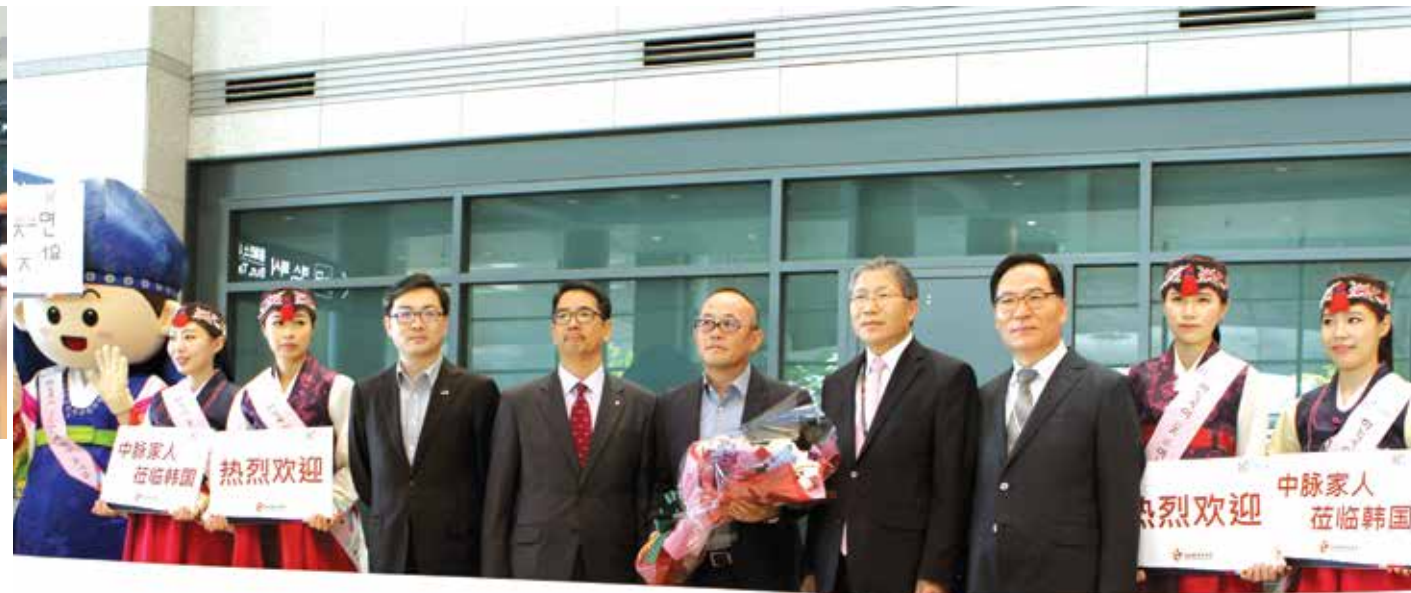
No. of visitors: **7,016**

Destinations: Seoul and Gyeonggi-do

Events: Korean food (*hansik*), *samgyetang* party at Hangang Park, VIP royal court banquet, visits to tourist attractions in Seoul and Gyeonggi-do



Welcome ceremony at Incheon International airport



VIP dinner with a traditional palace theme



EVERLAND Anniversary



Gyeongbokgung Palace





Samgyetang Party

A *samgyetang* party was held on twice at Banpo Hangang Park, where the participants tried *samgyetang*, a traditional Korean food known for its health-promoting properties, and enjoyed traditional Korean games.



# McDonalds \_China

Visiting period: Jan.17-20, 2016

No. of visitors: **2,697**

Destination: Seoul, Gyeonggi-do

Activities: Business meetings (KINTEX), gala dinner, visits to tourist attractions in Seoul and Gyeonggi-do

Gala dinner and business meetings (KINTEX)



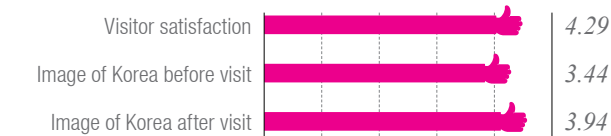
# Prudential \_Singapore

Visiting period: Apr.11-16, 2016

No. of visitors: **1,014**

Destination: Seoul and Gyeonggi-do

Activities: Prudential QCE 2016 Seoul (welcome ceremony and banquet)



Gala dinner and business meetings (aT Center)





# Swarovski (Shanghai) \_China

Visiting period: June 13-20, 2016 (visited three times)

No. of visitors: **1,003**

Destination: Jeju Island

Activities: Team-building program, gala dinner, non-verbal performance, visits to tourist attractions on Jeju Island



Visit to Maze Land



Gala dinner



Visit to Seongeup Folk Village



# Herbalife

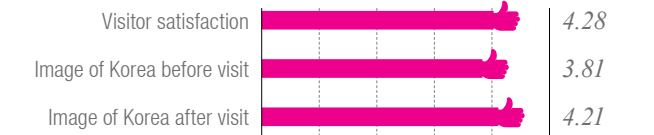
Visiting period: June 17-19, 2016

No. of visitors: **6,728**

(from 12 nations, including 4,267 people from Taiwan, 1,446 from Hong Kong, 742 from Japan, and 211 from Macao)

Destination: Seoul and Gyeonggi-do

Activities: North Asia Extravaganza 2016 and Qualifiers' Party (banquet and VIP protocol)



Located in Goyang, Gyeonggi-do, Onemount consists of a Water Park, Snow Park, which is covered with snow all year round, and a shopping mall. It also provides a unique venue to host diverse activities such as MICE events and team-building programs. Herbalife held its Qualifiers' Party at Snow Park.



Onemount in Goyang



# 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 performances by a traditional Korean music band and traditional percussion band was held to greet the executive members at Jeju Port.





Climbing Seongsan Ilchulbong and watching a performance on Jeju Island

The sunset seen from Seongsan Ilchulbong, a UNESCO World Natural Heritage Site, is one of the top ten beautiful scenes on Jeju Island. At the booth set up in Seongsan Ilchulbong Square, the Amway staff members had the opportunity to try various specialty foods unique to Jeju Island and enjoyed a welcome concert by Little Psy that also featured 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, located in Busan'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 aged 35 and younger were invited to the Hallyu fashion competition, in which winners were selected by vote. Also, an award ceremony was held, hosted by Hallyu star Yun Eun-Hye and featuring 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 Gokseong Train Village and various other tourist spots, including Nakaneupseong Folk Village 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 on the site of Yeosu Expo.



The head of the Korean Tourism Organization and 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, or *hanbok*, and enjoyed various programs, such as kimchi-and tteok-making, traditional Korean see-saw jumping game, arrow throwing, and traditional Korean fan-and mask-making.



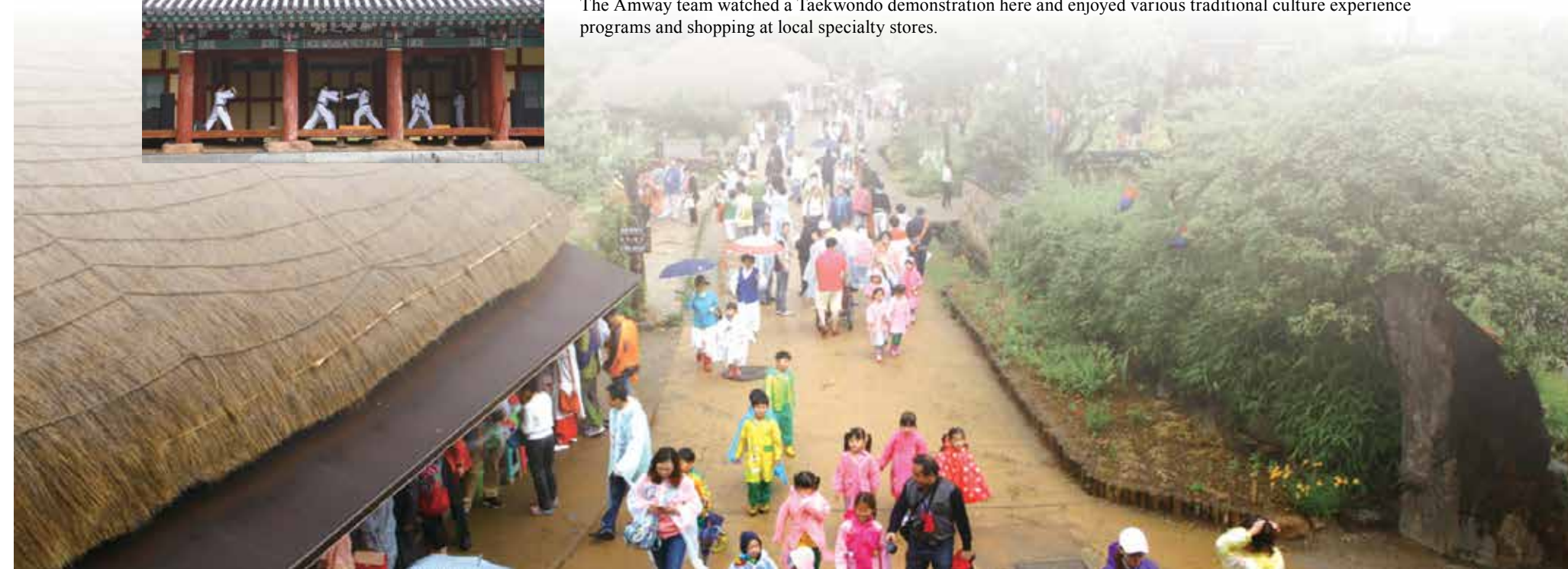
Visit to Suncheon Bay Ecological Park

Suncheon Bay is a natural wintering habitat for rare species of migratory birds. The Suncheon Bay Ecological Park preserves the natural ecosystem of this coastal estuary, a geological feature that has 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 fortresses from the early Joseon period (1392-1910). The folk village within the fortress vividly retains its ancient form. The Amway team watched a Taekwondo demonstration here 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 Nurimaru 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 on 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, and certification celebration party)

- 01 Venue of Herbalife APAC University 2011
- 02 Billan, CEO of Herbalife in the Asia-Pacific region, giving a speech
- 03 Team-building event



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, and various other entertaining events)

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

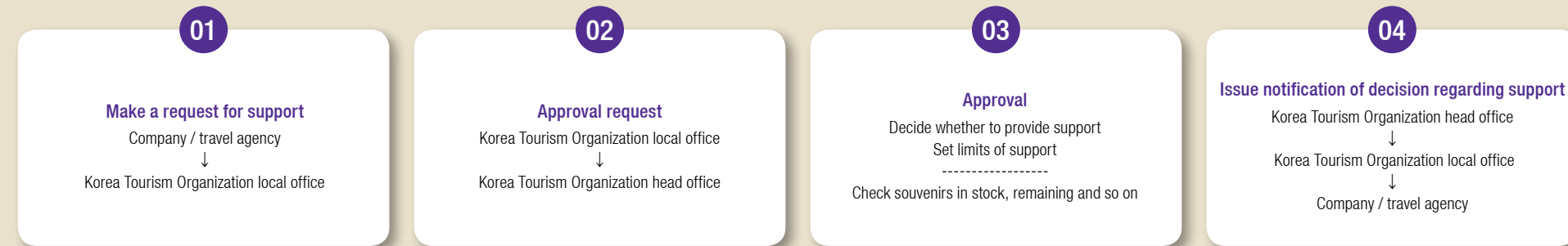


VIP reception



# Information on the incentive tour group support system

## Support process



**Contact** Korea Tourism Organization Incentive & Exhibition Team: [incentive@knto.or.kr](mailto:incentive@knto.or.kr)

**Headquarters** 10, Segye-ro, Wonju-Si, Gangwon-do, 26464, Korea **Tel.** 033-738-3000 **Website:** [K-MICE.visitkorea.or.kr](http://K-MICE.visitkorea.or.kr)

## Overseas branches

	Branch	Address	Tel	Email	Jurisdiction
China	Beijing	Korea Tourism Organization, 3F, Korea Center Building, 1 Guanghua Xili Chaoyang Beijing 100020, China	86-10-6585-8213	<a href="mailto:beijing@visitkorea.or.kr">beijing@visitkorea.or.kr</a>	Beijing, Tianjin, Hefei, Shanxi, Shandong, Inner Mongolia
	Shanghai	Room 502, Huizhi Building, No. 396 Caoxi Rd.(N) Shanghai, China	86-21-5169-7933	<a href="mailto:shanghai@visitkorea.or.kr">shanghai@visitkorea.or.kr</a>	Shanghai, Jiangsu, Zhejiang, Anhui, Jiangxi, Henan, Hubei, Hunan
	Guangzhou	KTO Guangzhou Office, Unit 803, 8F, TaiKoo Hui Tower 1, No. 385 Tianhe Road, Guangzhou, 510620, China	86-20-3893-1639	<a href="mailto:kntogz@126.com">kntogz@126.com</a>	Canton, Fujian, Guangxi, Hainan
	Shenyang	Room 3306, Tower A, China Resources Building, No. 286, Qingnian Street, Heping District, Shenyang, China	86-24-2281-4155	<a href="mailto:kto_sy@126.com">kto_sy@126.com</a>	Liaoning, Jilin, Heilong Jiang
	Chengdu	Room 2604, No.1 (Pingan Fortune Center), Section 3, Renmin South Road, Wuhou District, Chengdu, Sichuan Province, China	86-28-6557-2311	<a href="mailto:ktochengdu@126.com">ktochengdu@126.com</a>	Chongqing, Szechuan, Yunnan, Guizhou
	Xian	Korea Tourism Organization, 01 Kaide Square, 16F, No. 64 West Part of South Second Ring Road, Yanta District, Xi'an, Shanxi, China	86-029-8964-0100-105	<a href="mailto:xian@knto.or.kr">xian@knto.or.kr</a>	Shanxi, Gansu, Ningxia
	Hong Kong	Unit 2202-2203, 22F, World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong	852-2523-8065	<a href="mailto:general@knto.com.hk">general@knto.com.hk</a>	Hong Kong, Macao
	Taipei	Room A, 6F., No. 245, Sec. 1, Dunhua S. Rd., Da'an Dist., Taipei City 106, Taiwan	886-2-2772-1330	<a href="mailto:kntotp@ms5.hinet.net">kntotp@ms5.hinet.net</a>	Taiwan

	Branch	Address	Tel	Email	Jurisdiction
Asia and Middle East	Bangkok	399 Interchange Building, 25F (Unit 3), Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok 10110 Thailand	66-2-611-2731(-3)	<a href="mailto:koreainfo@kto.or.th">koreainfo@kto.or.th</a>	Thailand, Myanmar, Laos
	Manila	26F, Tower 2, The Enterprise Center, 6766 Ayala Avenue Corner Paseo de Roxas, Makati City, 1226, Philippines	63-2-880-0313	<a href="mailto:ktomanila@gmail.com">ktomanila@gmail.com</a>	Philippines
	Kuala Lumpur	Suite 7-03, 7F, Menara Hap Seng, Letter Box No. 39, Jalan P. Ramlee, 50250, Kuala Lumpur, Malaysia	60-3-2143-9000	<a href="mailto:ktokl@knto.or.kr">ktokl@knto.or.kr</a>	Malaysia, Brunei
	Singapore	Korea Plaza, 3 Church Street, Samsung Hub, #01-02 Singapore 049483	65-6438-6177	<a href="mailto:singapore@knto.or.kr">singapore@knto.or.kr</a>	Singapore
	Jakarta	Suite 2102, A. Wisma GKBI. Jl. Jend.Sudirman No. 28, Jakarta, 10210, Indonesia	62-21-5785-3030	<a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a>	Indonesia, East Timor
	Hanoi	Unit 1302, 13F, Charmvit Tower, 117 Tran Duy Hung Street, Cau Giay District, Hanoi, Vietnam	84-4-3556-4040	<a href="mailto:hanoi@knto.or.kr">hanoi@knto.or.kr</a>	Vietnam, Cambodia
	New Delhi	8S&9S, 2F, Global Foyer, Sector 43, Gurgaon, Haryana 122002 India	91-124-492-1200	<a href="mailto:india@knto.or.kr">india@knto.or.kr</a>	India, Nepal, Bhutan, Pakistan, Afghanistan, Bangladesh, Sri Lanka, Maldives, British Indian Ocean Territory
	Dubai	19F, Dubai World Trade Center, P.O. Box 9488, Dubai, UAE	971-4-331-2288	<a href="mailto:knto@eim.ae">knto@eim.ae</a>	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	<a href="mailto:tokyo@visitkorea.or.kr">tokyo@visitkorea.or.kr</a>	Tokyo, Kanakawam, Chiba, Ibaraki, Saitama, Tochigi, Gunma, Yamanashi, Aomori, Akita, Iwate, Miyagi, Yamagata, Fukushima, Hokkaido
	Osaka	8F, KAL Bldg. 1-9, 3-chome, Hon-machi, Chuo-ku Osaka, Japan 541-0053	81-6-6266-0828	<a href="mailto:osaka@visitkorea.or.kr">osaka@visitkorea.or.kr</a>	Kagawa, Tokushima, Ehime, Osaka, Kyoto, Shiga, Hyogo, Nara, Wakayama, Okayama, Tottori
	Fukuoka	5F, Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Hakata-ku, Fukuoka Japan 812-0011	81-92-471-7174	<a href="mailto:fukuoka@visitkorea.or.kr">fukuoka@visitkorea.or.kr</a>	Fukuoka, Nagasaki, Saga, Kumamoto, Miyazaki, Kagoshima, Yamaguchi, Hiroshima, Shimane, Okinawa
North America and Eurasia	Los Angeles	5509 Wilshire Blvd., Suite 201, Los Angeles, CA90036	1-323-634-0280	<a href="mailto:la@kntoamerica.com">la@kntoamerica.com</a>	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	<a href="mailto:ny@kntoamerica.com">ny@kntoamerica.com</a>	Eastern U.S., Caribbean nations
	Toronto	Suite 1101, 25 Adelaide St E Toronto, ON M5C 3A1 Canada	1-416-348-9056/7	<a href="mailto:toronto@knto.ca">toronto@knto.ca</a>	Canada
	Frankfurt	Baseler Str. 35-37, 5.0G, 60329 Frankfurt am Main, Germany	49-69-233226	<a href="mailto:ktoff@euko.de">ktoff@euko.de</a>	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	<a href="mailto:ontcparis@gmail.com">ontcparis@gmail.com</a>	France, Netherlands, Belgium, Luxemburg, Spain, Italy
	London	3F, New Zealand House, Haymarket, London, SW1Y 4TE, UK	44-20-7321-2535	<a href="mailto:london@mail.knto.or.kr">london@mail.knto.or.kr</a>	Britain, Ireland, Iceland, Northern European nations
	Moscow	KOREA TOURISM ORGANIZATION, Business Center "Northern Tower", 2nd Entrance, 2nd floor, Str.Testovskaya 10, Moscow, RUSSIA 123112	7-495-989-4678	<a href="mailto:kntomc@visitkorea.or.kr">kntomc@visitkorea.or.kr</a>	Western Russia
Sydney	Suite 1807, 18F, Australia Square Tower, 264 George St., Sydney, NSW 2000	61-2-9252-4147/8	<a href="mailto:visitkorea@knto.org.au">visitkorea@knto.org.au</a>	Australia, New Zealand	



## Casebook for large-scale incentive groups visiting Korea



KOREA  
TOURISM  
ORGANIZATION

10, Segye-ro, Wonju-Si, Gangwon-do, 26464, Korea **Tel.** 033-738-3000 **Website:** [K-MICE.visitkorea.or.kr](http://K-MICE.visitkorea.or.kr)