

Korea  
Sparkling  
MICE  
Destination

Meetings | Incentives | Conventions | Events · Exhibitions

# KOREA MICE PACKAGE HIGHLIGHTS 2009-2010



# Korea MICE Package Highlights 2009 - 2010

## ▶ Korea Convention Bureau

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[www.koreaconvention.org](http://www.koreaconvention.org)



# MICE Special PROGRAMS

The MICE gold, executive and boss lady packages are value added packages available to our MICE delegates at a special reduced price. We'll make all the arrangements so that you can relax and experience the best that Korea has to offer

## MICE GOLD PACKAGE

The MICE gold package is for those senior level executive delegates that are travelling with their spouse or significant others.

- ※ *Program available to our MICE delegates at a discounted package*
- ※ *Program availability based on the number of delegates*
- ※ *[Golf]3 months notice if required for golf reservation and Korean health spa package*

1. Personal VIP level airport pick-up
2. Personal shopping program; give us your list and we'll do all the shopping so that you can concentrate on your meeting
3. \*Golf (Jeju) + Korean Spa & Sauna
4. Spouse program; select from the following
  - Jewelry making session
  - Nail & pedi care
  - Korean "Gyungrak" facial to tighten and rejuvenate the skin



## MICE EXECUTIVE PACKAGE

This program is available for single occupant MICE executive traveler "on the go"  
Select as desired and we'll put together the program and make the arrangements at a discounted rate. There are varieties of programs we can arrange for you as desired

- ※ *Program available to our MICE delegates at a discounted package*
- ※ *Program availability based on the number of delegates*
- ※ *[Golf]3 months notice if required for golf reservation and Korean health spa package*

1. Personal VIP level airport pick-up
2. Personal shopping program; give us your list and we'll do all the shopping so that you can concentrate on your meeting
  - Optional : \*Golf (Jeju) + Korean Spa & Sauna



# MICE Special PROGRAMS



## BOSS LADY PACKAGE

This program is available for single occupant MICE female executive traveler “on the go”  
Select as desired and we'll put together the program and make the arrangements at a discounted rate

- ※ *Program available to our MICE delegates at a discounted package*
- ※ *Program availability based on the number of delegates*
- ※ *[Golf]3 months notice if required for golf reservation and Korean health spa package*

1. Personal VIP level airport pick-up
2. Personal shopping program; give us your list and we'll do all the shopping so that you can concentrate on your meeting  
- Optional : \*Golf (Jeju) + Korean Spa & Sauna
3. Nail & pedicure
4. Experience the feel of custom made shoes in the “Shoe it yourself” program for less than US \$150.  
Let us know your size in advance and we'll find your cobbler in no time



## TEAM BUILDING EVENTS for your next corporate gathering in Korea

These are 1/2 day programs designed for small to medium sized groups. All the programs are Korean inspired



### Korean cuisine delight

Preparing Korean food: in limited time, you will be required to buy ingredients at the local Korean market and prepare your Korean cuisine with your team members with the recipes given out in advance. Your team's scores will be based on time used and taste.



### Games: Golden bell

This quiz game resembles the famous quiz show game “Who wants to be a millionaire” The questions will be acquired from various sources such your company / organization and or questions about your home country or Korean culture. You answer the questions posed with a remote control and the answered will be displayed on a wide screen TV



### Making Hangeul (Korean letters) calligraphy T' shirt

Paint on Hangeul [ Korean Alphabet] in your own customized design and put on a on a fashion show with your group and unleash the inner designer in you



### Calligraphy learning program

Learn Korean calligraphy and write your name in Korean on a beautiful Korean paper which will make a memorable souvenir back to your office.

## ACCOMMODATION + MEETING ROOM + INCLUSIVE SERVICES

### Novotel Ambassador Gangnam (Seoul)

- Perfect Meeting Package : US \$152 ~ (₩195,000 ~)
  - One night accommodation
  - Meeting room rental (board room or banquet)
  - Equipment rental (lap top / beam / internet)
  - Morning & afternoon (coffee break and refreshments coffee+cookie+water)
  - Stationary set
  - Lunch at shunmi (lunch set) or the bistro (3course)
- Condition \_ A minimum of 10 delegates required



► Contact [nagsales1@ambatel.com](mailto:nagsales1@ambatel.com) ☎ 82-2-531-6666 🌐 <https://novotel.ambatel.com>

### Novotel Ambassador Busan

- Seminar Package : US \$121 ~ (₩155,000 ~)
  - One night accommodation
  - Meeting room rental
  - Morning & afternoon (coffee break and refreshments coffee+cookie+water)
  - Lunch at seascapes; ocean view buffet
  - Stationary set
- Condition \_ A minimum of 20 delegates required



► Contact [bmpark@novotelbusan.com](mailto:bmpark@novotelbusan.com) ☎ 82-51-743-1234 🌐 <https://novotel.ambatel.com>

### Imperial Palace

- Stay Package : US \$156 ~ (₩200,000 ~)
  - One night accommodation (including complimentary buffet breakfast)
  - Meeting room rental 9am - 4pm (for 7 hours)
  - Morning & afternoon coffee breaks
  - Business lunch menu (lunch box or set menu)
  - Complimentary use of : screen / projector beam / white Board / mic
  - Complimentary valet service for women
  - Deluxe room, 1night
- Condition \_ Apply to minimum of 25 persons



► Contact [Felixi@iphotel.co.kr](mailto:Felixi@iphotel.co.kr) ☎ 82-2-3440-8073 🌐 [www.imperialpalace.co.kr](http://www.imperialpalace.co.kr)

- ♣ The above rates do not include service charge and VAT. (Foreigners pay only the service charge from 2009.)
- ♣ Reservations depend on guest room availability.
- ♣ Rates may vary depending on whether reservations are made during peak or off seasons.
- ♣ The exchange rate is averaged at : 1\$= ₩1,280

## ACCOMMODATION + MEETING ROOM + INCLUSIVE SERVICES

### Sheraton Grande Walkerhill & W-Seoul Walkerhill



- The Ultimate Meetings Package : US \$173 ~ (₩222,000 ~)
  - One night accommodation
  - Full day use of meeting space
  - Continental and american breakfast
  - Recess (2 times) : during recess - coffee, tea with snack
  - Spa station (approx. US\$8 or KRW 10,000 additional per person) - aroma therapy & massage
- Condition \_ 10 room nights required at reservation

▶ Contact wseoul@whotel.com 82-2-2022-0000 www.Sheratonwalkerhill.co.kr

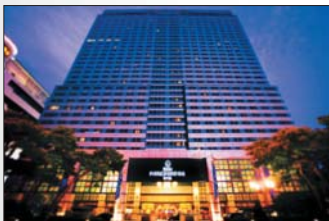
### The Ritz Carlton, Seoul



- Conference Package : US \$188 ~ (₩240,000 ~)
  - One night accommodation & meeting room rental (09:00 - 17:00)
  - Included in costs is one coffee break (variety of drinks and cookies provided)
  - Luncheon (6-course) or business western (6-course) or lunch buffet (20-45 different menu items)
  - Includes water and stationery items, audio/video system (LCD projector, screen, sound equipment)
  - Choose one of the following benefits:
    - 1) Complimentary upgrade to club room (up to six rooms)
    - 2) Complimentary room (up to three rooms)
    - 3) Luxury car (Equus luxury brand) free pick up and send off (up to three persons)
    - 4) Complimentary use of Internet and LCD projector
- Condition \_ 30 room nights required for reservations, for the packages of 10-29 room nights, please contact to Ritz Carlton Seoul

▶ Contact soojin.kim@ritzcarltonseoul.com 82-2-3451-8239 www.ritzcarltonseoul.com

### Intercontinental Hotels



- Business Meeting Package :
  - Grand Intercontinental : US \$207 ~ (₩265,000 ~)
  - COEX Intercontinental : US \$188 ~ (₩240,000 ~)
- One night accommodation & meeting room
- Morning / afternoon coffee break: croissant & pastries, seasonal fruits / cookies & finger sandwiches
- Lunch at the buffet restaurant
- Meeting amenities: flip chart / white board / note / pen
- Audio / visual equipment: LCD projector / screen & sound system
- Condition \_ The above rate is applicable for minimum 10 persons.

▶ Contact sg\_lee@interconti.com 82-2-559-7770 www.seoul.international.com

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- ◆ Rates may vary depending on whether reservations are made during peak or off seasons.
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## ACCOMMODATION + MEETING ROOM + INCLUSIVE SERVICES

### JW Marriott

#### ■ Meeting Package : US \$227 ~ ( ₩290,000 ~ )

- River view guest room with 24hours free internet access & buffet breakfast
- Lunch & two series of refreshment coffee breaks
- Standard AV equipment inclusive of a LCD projector
- 1 welcome drink coupon at check-in
- 1 complimentary guest room for every 30 paid rooms
- Additional free 1 night pre or post stay & double marriott rewarding events points to meeting planner
- 1 complimentary secretariat during the conference if total exceeds 300 people

#### ■ Condition \_ A minimum of 15 delegates required



▶ Contact [joe.park@marriotthotels.com](mailto:joe.park@marriotthotels.com) ☎ 82-2-6282-6224 [www.jw-marriott.co.kr](http://www.jw-marriott.co.kr)

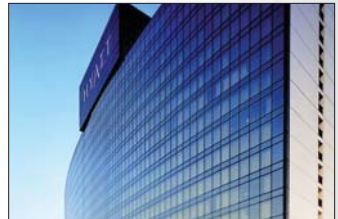
### Grand Hyatt Seoul

#### ■ Exclusive Meeting Package : US \$210 - ( ₩260,000 - )

- One night's Grand Room accommodation
- Full day use of a meeting room (9am - 5pm)
- Morning and afternoon coffee breaks (cookies or pastries)
- Basic audio / visual equipment
- Lunch at The Terrace(buffet) or The Paris Grill(Western set menu) (choose one)

※ Validity\_ December 1, 2009 ~ March 31, 2010

#### ■ Condition \_ A 15 person minimum is required to qualify for the package.



▶ Contact [jung\\_hwa.baek@hyatt.com](mailto:jung_hwa.baek@hyatt.com) ☎ 82-2-799-8209 [www.seoul.grand.hyatt.com](http://www.seoul.grand.hyatt.com)

### Park Hyatt Seoul

#### ■ All Day Meeting Package : US \$297 ~ ( ₩380,000 ~ )

- One night accommodation & Meeting room rental
- Complimentary meeting amenity set up
- Two coffee breaks: fruits / home made cookies / coffee or nina's paris tea
- Audio / visual equipment (1 each)
  - LCD projector & screen / laptop / flip chart & white board / podium & microphone / wireless microphone
- Complimentary use of park club (indoor pool & fitness studio)

#### ■ Condition \_ Apply to minimum of 25 persons



▶ Contact [jw.yoon@hyatt.com](http://jw.yoon@hyatt.com) / [seoul.park@hyattintl.com](mailto:seoul.park@hyattintl.com) ☎ 82-2-2016-1248 / 1250 [www.parkhyattseoul.co.kr](http://www.parkhyattseoul.co.kr)

- ♣ The above rates do not include service charge and VAT. (Foreigners pay only the service charge from 2009.)
- ♣ Reservations depend on guest room availability.
- ♣ Rates may vary depending on whether reservations are made during peak or off seasons.
- ♣ The exchange rate is averaged at : 1\$= ₩1,280

# EXPERIENCE KOREA PROGRAMS

for your next incentive trip to Korea >>> > >>>>

## 1. CULTURE

Korea's history dates back 6,000 years and steeped with its own unique culture and tradition. The culture is quite unique and must be experienced to understand its people.



### Temple stay

Temple-stay in Korea refers to experiencing the daily lives of buddhist monks and various other traditional buddhist cultures at a temple, taking a break from our hectic lives. Temple-stay is a good way to rediscover yourself while also exploring traditional Korean culture and nature as well.



### Dado (Tea ceremony)

Korea's ancestors considered it a way of life and tea drinking is more about manners and courtesy rather than drinking the tea itself



### Experience of Confucianism (Yugyo)

*Yugyo* confucianism stems from china and a representative thought of the orient based on benevolence and propriety. Take time to listen and learn the teachings of confucian scholars and learn the art of self control and discipline



### Korean folk village

A home is a container for time and life and a view into times gone by. The Korean folk villages preserves the lifestyle of the late *Joseon* Dynasty. You can experience how Koreans lived hundreds of years ago and how that culture has imbedded and remained in modern Koreans' life.



### Well-being Korean food

If you are looking for food with low calorie but still filling, then Korea is the right place for you. Koreans fundamentally believes in world balance, in other words use "yin and yang" and this "yin and yang" theory has also influenced the Korean cuisine. Well-being Korean food contains natural ingredients which safe and nutritionally balanced. You will be presently surprised when you find that these well-being foods without much oil, sugar and abundance organic vegetables that are delicious.



# EXPERIENCE KOREA PROGRAMS

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## 2. HEALTH

### Health check



According to international organizations such as the world medical association and the international medical society, Korean medical technology has already reached the world's top level especially in surgery. In Korea, these advanced medical services are available at competitive prices (Surgery fees in Korea are only a third, sometimes even a tenth of those of the U.S). Furthermore, the professional and service-minded medical staff makes Korean medical tourism special and outstanding.

### Korean natural and holistic medicinal way (*Hanbang*)

*Ki(Chi)* Package : In oriental thought, when your "Meridian" natural flow of energy is blocked then your whole being is not functioning at its optimal level so the goal is to get it flowing again to balance the body natural flow of energy

- *Danhak* : empower your mind, body and spirit with energy within you
- ZEN meditation : Meditation with focused concentration and stillness.
- Walking meditation (at Gyeryong Mountain); Gyeryong Mountain emit a natural energy that can activate low energy and revitalize your soul. Walking meditation is about finding rhythm in your step by listening to your own breathing. No worries, It's not difficult but very challenging for the mind and spirit. If you can walk, then you can do it.



### Korean Spa & Sauna (*Jjimjilbang*)

These public bath and sauna rooms are all made from different materials, such as yellow earth, minerals, precious stones, and salt which are heated to 40-80 degree Celsius. As you sweat, toxins and wastes from the body are released, and good energy and minerals from these rooms are absorbed. Pools of hot tubs often contain various natural ingredients such as green tea, charcoal and ginseng. This is a great way to detoxify and reenergize your soul



### Korean beauty secrets; Beautify your skin the organic way

Did you know green tea leaves are used to detoxify and brighten the skin? How about the use of mung beans to gently cleanse and exfoliate the skin? Did you know that licorice root is used to lighten hyperpigmentation of the skin? Experience daegu "*Hanbang* cosmetics facial - Korean traditional herbal & organic cosmetics." *Hanbang* traditional Korean organic cosmetic and facial products are a must try when you are visiting Korea. Over 1000 herbal compounds are used to treat undesired skin conditions such as acne and blotchy skin. The practice of Korean women using herbs for beauty dates back to the *Goguryeo* kingdom ( 37 B.C.E - 668).



# EXPERIENCE KOREA PROGRAMS

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## 4. FESTIVALS

Korea boasts over hundreds of festivals and performances held throughout the year. You are bound to find a festival taking place the time of your MICE event in Korea. Here are some of the highlights listed. For detailed information, please contact us at your convenience or visit

[www.visitkorea.org](http://www.visitkorea.org)

### Contemporary festival



- Hi Seoul festival : April-May
- Asia song festival : September
- Pusan international film festival (PIFF) : October
- Jarasum international jazz festival : October

### Traditional festival

- Lotus lantern festival : April (by lunar calendar)
- Seoul international fireworks festival : September
- Boryeong mud festival : July
- Icheon ceramics festival : April - May
- Geumsan insam (Ginseng) festival : September
- Andong international maskdance festival : September-October
- Jinju namgang yudeung [Lantern] festival : October
- Chuncheon international mime festival : May
- Cheonan heungtaryeong dance festival : September
- Gimje horizon festival : October
- Gangjin celadon festival : August
- Hampyeong world butterfly and Insect Expo : May
- Hadong wild tea cultural festival : May
- Sancheoneo ice festival : January



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## 5. SPECIAL BUSINESS INTERESTS

### Technical visit

Korea has many well known global companies like Samsung, Hyundai, KIA, to encompass heavy industries, medical, technology and financial economy.

Learn why Korea is fast becoming the rising business star in Asia.



### Green Tour

#### - Cittaslow city tour

In 1999, Cittaslow was initiated by the enlightened mayors of four Italian towns based on the slow food and the slow movement. It has since 1999 successfully spread across 16 countries with 116 Cittaslow national networks as of 2009 March emphasizing quality of life per se.



#### - Jeju Olle

Jeju Island is located 130 kilometers south of the Korean Peninsula covered with dark-brown volcanic rock and soil. Jeju Island has become the first Korean natural heritage site to be added to UNESCO's World heritage list.

"Olle" [Ole] is the Jeju word for a narrow pathway that is connected from the street to the front gate of a house. Hence, "Olle" is a path that comes out from a secret room to an open space and a gateway to the world.

Now, Jeju Olle means hiking trail to which all the walk-lovers must go. Jeju Olle hopes all walkers who explore the Jeju Olle trail routes gain "peace, happiness and healing" on the road.



### Whale watching

In Ulsan located in the southeast of Korea, and the sea in that area is one of the fewest places in Asia where you can see the humpback whale. Whale watching cruise welcomes you aboard to experience these wild and gentle mammals in their natural element.

※ This tour is operated only on Wednesday and Weekend, once a day.  
Reservation of at least 2 weeks is required.

