



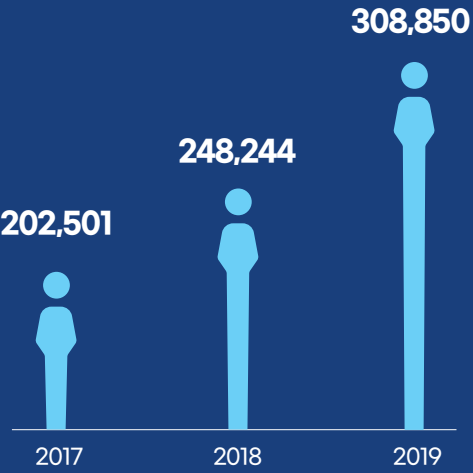
**Information for Meetings and
Incentive Support Policies**

KOREA, BEYOND MEETINGS

K-meetings & K-Incentives, a Special Experience in Korea

International Visitors to Korea for Company Meetings and Incentives

(Unit: Persons)



Examples of Organizations Invited to Meetings and Incentives

Name of Organization	Purpose of visiting Korea	Country	Duration of visit	Number of people
Indo Sejahtera Jaya (PT ISJ)	Incentive	Indonesia	January 17–21, 2020	183
卡瓦盛邦(上海)牙科医疗器械有限公司 (KAVO Group)	Company meeting	China	January 16–18, 2020	839
Zebra Technologies Asia Pacific Company Ltd	Company meeting	Singapore	January 8–11, 2020	370
辽宁溢涌堂生物科技有限公司 (Yiyongtang Biotechnology)	Incentive	China	January 7–12, 2020	4,145
Performance Labs Pte Ltd	Company meeting	Singapore	June 13–15, 2019	3,184
益盛汉参化妆品有限公司 (Yisheng Hanshen Cosmetics)	Company meeting	China	June 9–13, 2019	2,491
安麗日用品股份有限公司 (Anli, Amway Taiwan)	Incentive	Taiwan	April 5, 2019	2,132
广州颜如玉医药科技 (Yan Ruyu Pharmaceutical Technology)	Incentive	China	September 23–27, 2019	1,958
Red Hat Asia Pacific	Company meeting	Singapore	September 16–20, 2019	806
Herbalife Product Malaysia SDN BHD	Incentive	Malaysia	November 2019	776
修正药业集团股份有限公司 (Xiuzheng Pharmaceutical Group Company Limited)	Incentive	China	October 2019	3,400

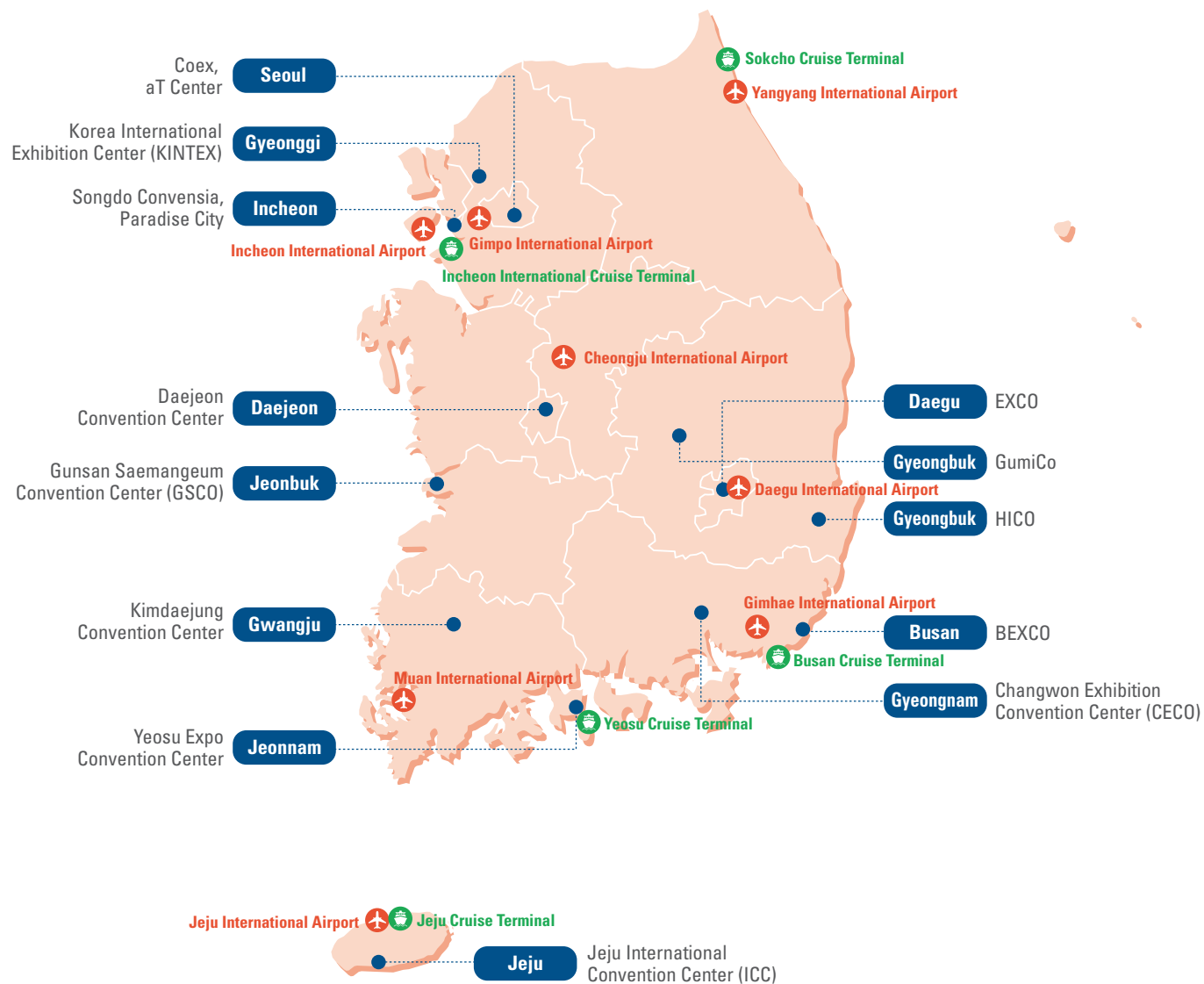


Yan Ruyu Pharmaceutical Technology

Why Korea? Based on MICE



- Excellent support system comprised of highly experienced experts, international standard convention centers, convenient accessibility, and tight network between local governments, accommodations, shopping facilities, travel industry.
- 17 regional organizations specializing in MICE
- 15 convention centers, 8 international airports, 5 cruise ships, 7 domestic airports
- Systematic support policy between the Korea Tourism Organization (KTO) and regional governments



Convention center

Region	Convention Center	Website
Seoul	Coex	www.coex.co.kr
	aT Center	atcenter.at.or.kr
Busan	BEXCO	www.bexco.co.kr
Daegu	EXCO	www.exco.co.kr
Incheon	Songdo Convensia	www.songdoconvensia.com
	Paradise City	www.p-city.com
Gwangju	Kimdaejung Convention Center	www.kdjcenter.or.kr
Daejeon	Daejeon Convention Center	www.dcckorea.or.kr
Gyeonggi-do	Korea International Exhibition Center (KINTEX)	www.kintex.com
Jeollabuk-do	Gunsan Saemangeum Convention Center (GSCO)	www.gsco.kr
Jeollanam-do	Yeosu Expo Convention Center	www.expo2012.kr
Gyeongsangbuk-do	HICO	www.crowncity.kr/hico/ko/main/main.do
	GumiCo	www.gumico.com
Gyeongsangnam-do	Changwon Exhibition Convention Center (CECO)	www.ceco.co.kr
Jeju-do	Jeju International Convention Center (ICC)	www.iccjeju.co.kr

Regional CVB

Regional CVB	Phone	Email	Website
Seoul Tourism Organization	82-2-3788-0826	pluseoul@sto.or.kr	kr.miceseoul.com
Busan Tourism Organization	82-51-780-2184	simon6306@bto.or.kr	www.bto.or.kr/cvb
Daegu Convention & Visitors Bureau	82-53-382-5220	dcvb@daegucvb.com	www.daegucvb.com
Incheon Tourism Organization	82-32-899-7300	cvb@into.co.kr	cvb.visitincheon.or.kr
Gwangju Tourism Organization	82-62-611-3622	convention@gjto.or.kr	www.gjto.or.kr
Daejeon International Marketing Enterprise	82-42-250-1323	micedaejeon@dime.or.kr	www.dime.or.kr
Ulsan Tourism Organization	82-52-255-1841~4	ucvb@uto.or.kr	www.ueco.or.kr
Gyeonggi Tourism Organization	82-31-259-4791	ondal007@gto.or.kr	www.gmice.or.kr
Goyang Convention & Visitors Bureau	82-31-927-9970	help@goyangcvb.com	www.goyangcvb.com
Suwon Convention Center	82-31-303-6032	ellykim@scc.or.kr	www.scc.or.kr
Gangwon Tourism Organization	82-33-269-8938	jjjo@gwto.or.kr	www.gwto.or.kr
Gangneung Tourism Development Corporation	82-33-640-9842	jmlee@gtdc.co.kr	www.gtdc.or.kr
Jeonbuk Culture & Tourism Foundation	82-63-230-7492	river@jbct.or.kr	www.jbct.or.kr
Jeonnam Tourism Organization	82-61-280-5800	-	ijnto.or.kr
Gyeongnam Tourism Organization	82-55-212-6711~5	june@gnto.or.kr	www.gnto.or.kr
Gyeongju Hwabaek Convention & Visitors Bureau	82-54-702-1011~2	hannahj@crowncity.kr	www.crowncity.kr
Jeju Convention & Visitors Bureau	82-64-739-2206~10	jhcho@jejumice.or.kr	www.jejuvb.or.kr

Why Korea? 2 Convenient Transportation and COVID-19 Prevention in Korea

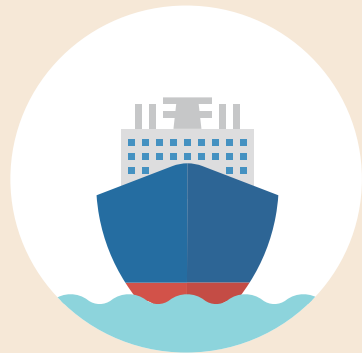
Incheon International Airport



52 countries

- Flights to 52 countries and 173 cities around the world (As of 2019)
- Received the world's first Level 4 rating in airport customer experience as assessed under the supervision of the Airports Council International (ACI) in 2021

Five Cruise Terminals



5 Cruise Terminals

- Incheon International Cruise Terminal: Terminal exclusive to cruise ships where 225,000 ton cruise ships, the world's biggest, can dock.
- Additional cruise ports in Busan, Yeosu, Sokcho, and Jeju

Korean COVID-19 Prevention System

K

COVID-19 prevention



- **COVID-19 Prevention System established for key tourist attractions, accommodations, and restaurants nationwide:** Hand sanitizers, touch-free thermometers, safety call number, etc.

- **Incheon International Airport COVID-19 Prevention System:** Departing passengers must undergo a 3-stage body temperature check, reinforcement of COVID-19 preventive measures during entire departure and entry process, contact-free body temperature check using robots and kiosks, negative pressure hospital rooms, and development of digital health passes

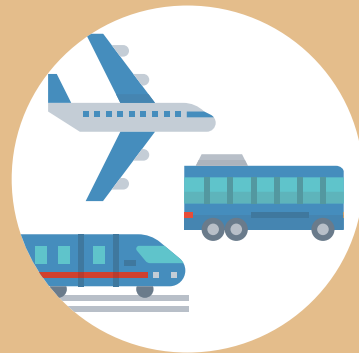
Eight International Airports Nationwide



8 International Airports

Incheon, Gimpo, Yangyang, Cheongju, Daegu, Muan, Gimhae, Jeju

National Transportation Network Connecting the Entire Country



7 domestic airports

- Seven domestic airports, KTX high speed railway, 24-hour express and intercity buses

Why Korea? 3 Travel Infrastructure



ICT

Information and Communications Technology (ICT) Infrastructure

- Commercialization of world's first 5G nationwide network (April 3, 2019)
- Ranked No. 1 in high-speed internet, provided by optical cables (OECD 2018)
- 2nd fastest mobile internet speed, 7th fastest high-speed internet, and the only country ranked in the top ten under both categories (Ookla's Speedtest Global Index 2021)

SAFE

A Safe Country to Travel

- Safe travel environment where you can go about safely at night, and has a low theft risk
- No. 1 in travel security satisfaction while visiting Korea (2019 Foreign Visitor Status Survey, Korea Tourism Organization)



Why Korea?

4 Traditional Attractions and Trendy Culture

Hallyu (Korean wave), Korean food, festivals, tangible and intangible cultural heritage
39 Unique Korean Venues

Seoul



National Museum of Korea



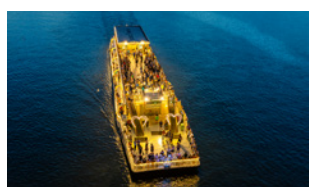
Nodeulseom Island



Oil Tank Culture Park



Korean Stone Art Museum



Eland Cruise Terminal



Floating Island Convention



Korea Furniture Museum



Korea House

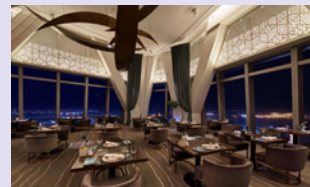
Incheon



Jeondeungsa Temple



Tri-Bowl



Oakwood Premier Panorama 65

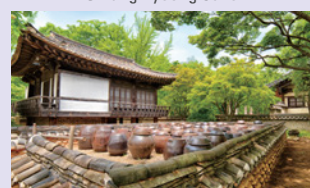
Gyeonggi-do



Gwangmyeong Cave



KOMACON



Korean Folk Village



Hyundai Motor Studio Goyang

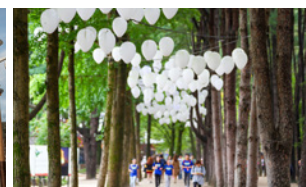


Hyundai Cruise

Gangwon-do



Gangneung Ojuk Hanok Village



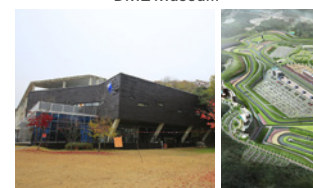
Nami Island



DMZ Museum



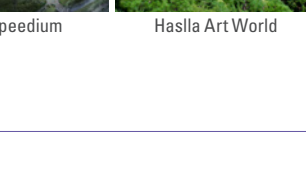
Alpensia Ski Jumping Center



Wonju Hanji Theme Park



Inje Speedium



Haslla Art World

Chungcheongnam-do



Independence Hall of Korea



Sunshine Studio

Jeollabuk-do



Wangui Jimil (Royal Room)



Sori Arts Center of Jeollabuk-do

Gwangju



Asia Culture Center

Gyeongsangbuk-do

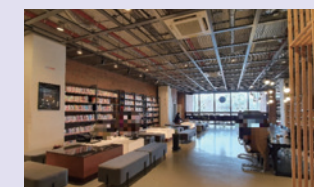


Gyeongju National Museum



Hwang Nyong Won

Daegu



Daegu Art Factory



Clayarch Gimhae Museum

Gyeongsangnam-do

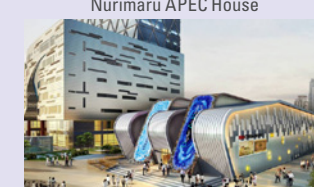
Busan



Nurimaru APEC House



The Bay 101



Museum DAH:



Busan Cinema Center

Jeju-do



Bonte Museum



Spirited Garden



Jeju Folk Village

5 Why Korea? Team Building Activities

Strengthening teamwork by
resolving problems through communication

Hallyu

K-pop

Traditional Culture

Taekwondo

Cooking Classes

Korean food

Templestay

Tea ceremony, Meditation

Joseon Royal Court

Palace moonlight tour

Traditional Clothing

Trying on hanbok (Korean traditional wardrobe)

Traditional Music

Samullori performance

Sports

Survival game

Mission Game

Seoul race

Performance

Nanta

Exclusive Program

Visiting drama filming site

Exclusive Program

Amusement park

Nature


Visiting an agricultural/fishing village

Visiting industrial sites


KTO Incentive and Company Meetings Support Policy

1. KTO's Support Process


Process




Secure schedule and list of attendees



Confirm support level (Grade5-1) and details



Fill in application



Apply via email (KTO international offices)

* Required documents: Schedule, list of attendees (Name, date of birth or passport number required), application

Notice

- Application period: At least fourteen days before entry to Korea
- Where to register: International KTO office nearest to your region

* Reference: KTO's MICE Website (<http://koreaconvention.org>) → Our Support → Corporate Meetings and Incentives

2. Eligibility

All Eligible Participants

Those staying for at least 2 nights in Korea



At least 10 international participants



Incentives

Groups visiting Korea for company-paid incentive travel (reward)



Company Meeting

Groups visiting Korea for conference or tourism hosted by specific company/organization. (Minimum 4 hours of conference/meeting must be included in itinerary.)



3. K-Incentive Fun-Up Program

Eligibility / Grade Level

- Eligibility : International travelers visiting for incentive trip or company meeting/conference
- Grade Level

Number of people visiting Korea	Incentive organization	Company meeting organization
10~49	Grade 5	Grade 4
50~199	Grade 4	Grade 3
200~499	Grade 3	Grade 2
500~999	Grade 2	Grade 1
Over 1,000	Grade 1	

※ There is a per person support limit according to each grade level.

Criteria

Support details	Grade 5	Grade 4	Grade 3	Grade 2	Grade 1
Souvenir (1 type)	○	○	△	△	△
Admission fee to affiliated tourist attraction		○	○	○	○
Korean culture program			○	○	○
Korean performance show			○	○	○
Expenses for 1 special luncheon/dinner			○	○	○
Expenses for special performance show			○	○	○
Expenses for team-building program			○	○	○
VIP souvenir			○	○	○
Facility entrance fee			○	○	○
Welcome event (airport, seaport, hotel, etc.)					○

※ The above support is applicable within the per person support limit for each grade level.
※ Fields indicated with a triangle (△) may be applied for multiple times.

"Special Upgrads"

 <p>Groups staying more than 4 nights</p>	 <p>Groups entering/departing Korea via airports other than Gimpo and Incheon.</p>	 <p>Groups staying at least 1 night in a region outside of the capital area (Seoul, Gyeonggi-do, and Incheon)</p>	 <p>Groups revisiting Korea within the last three years</p>
 <p>Groups from Korean business with branch offices abroad</p>	 <p>Groups traveling from far (Europe, Americas, and Southwestern Asia)</p>	 <p>Groups participating in ESG programs</p>	<p>*Duplicate promotions not available, and prior consultation is required.</p>

Program Features

- Eco-friendly souvenirs provided for groups visiting Korea
- CSR activities, eco-friendly team building events, and level upgrade if participating in Fair Tourism programs

* For example: Participating in a cooking class and then donating the food to a welfare facility, volunteering at Habitat for Humanity, etc.

4. K-Incentive Value-Up Program

Preliminary Survey Support

- **Target:** Employees of companies confirmed host medium to large-sized business conferences or incentive events, or travel agencies

- **Items:** Items necessary for preliminary survey, including air fare, expenses while in Korea, airport lounge services, etc.

* If collaborating with domestic travel agency (DMC), the KTO will cover expenses occurring overseas, such as international air fare, and collaborating travel agency will cover domestic expenses (accommodations, domestic air fare, etc.).

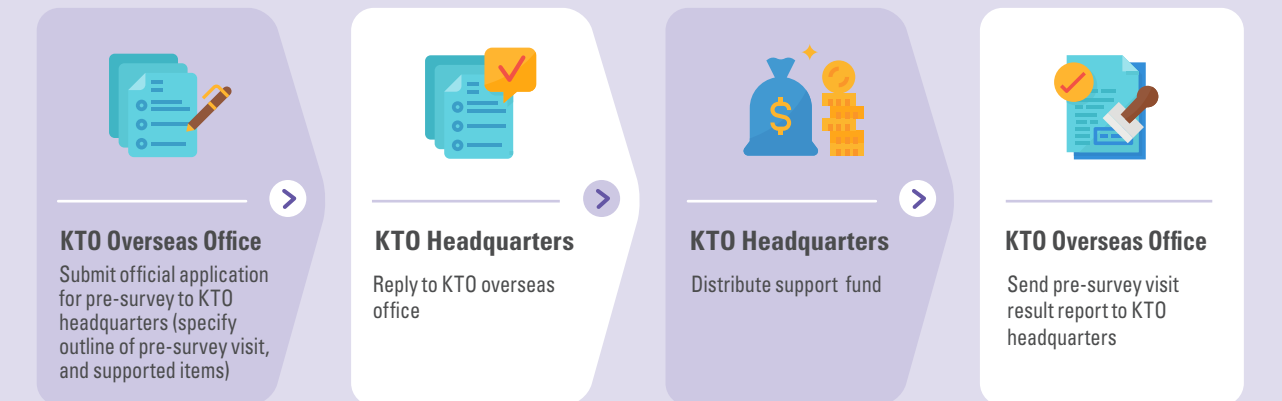
- **Prerequisites:**

Category	Minimum people required for support* (Persons)	Support limit (%)	Note
China	1,000 (500**)	30% of estimated support fund for event/conference in Korea	Upon actual event/conference, 100% of support fund will be provided without any deductions, including 30% provided during pre-survey(conditions may change).
Japan/Southeast Asia/Great China Region	500 (300**)		
Americas/India/Middle East	100		

**Until the end of 2022, application standards have been temporarily lowered for China, Japan, Southeast Asia, and the Greater Chinese Region.

Preliminary Survey Support

• Procedure



Reward Policy for Incentive/Company Meeting Host

• Reward Period

November or December of every year (according to schedule of KTO overseas offices)

• Main Terms

- Award for travel agencies that worked with organizations visiting Korea annually or within the last 5 years
- Priority given to selected companies (travel agencies) to visit MICE facilities and programs

• Details

Category	Annual accumulated visitors sent to Korea*				
	Over 3,000 visitors	Over 6,000 visitors	Over 10,000 visitors	Over 15,000 visitors	Over 20,000 visitors
Plaque provided	○	○	○	○	○
Souvenir/Gift card (in connection to KTO overseas office**)	Souvenir	Souvenir	Gift Card worth KRW 1 million	Gift Card worth KRW 2 million	Gift Card worth KRW 3 million
Preliminary Survey Visit to Korea (prior approval required)	-	-	○	○	○

** Provided in connection with the Korea Incentive Awards or other event hosted by KTO overseas office.

5. K-Incentive Reward-Up Program

Target / Details

• Target of Support

Official personnel of a DMC, PCO, etc. that attracts a company meeting or incentive organization



• Support Information

- Reward, plaque, and promotional video created after selection for Best Practice program
- Entry to the Korea MICE Awards (KMA) issued to the best company (Minister and CEO awards)

[Appendix]

Selected Support Agreement Companies



Ongoing Performances

(Running Time: 75–100 minutes)

Facility Name (Korean)	Facility Name (English)	Region
점프	JUMP	Seoul
판타스틱	FANTASTICK	Seoul
셰프 (舊비밥)	CHEF : New Brand of Bibap	Seoul
사춤	Sachoom	Seoul
파이어맨	FIRE MAN	Seoul
난타	NANTA	Seoul (Hongdae, Myeongdong)/Jeju
페인터즈	PAINTERS	Seoul (Jongno, Chungjeong-ro)/Jeju
팡쇼	Pang Show	Seoul
플라잉	FLYING	Gyeongju, Gyeongsangbuk-do
뮤지컬 당신만이	Musical Drama - Only You	Seoul
썬&문 국악쇼	Sun & Moon	Seoul



JUMP



CHEF: New Brand of Bibap



NANTA



PAINTERS



FLYING



Sun & Moon



Tourist Sites

Facility Name (Korean)	Facility Name (English)	Region
트릭아이뮤지엄	Trick Eye Museum	Seoul, Busan
트릭아이미술관	Trick Eye	Jeju
아쿠아 플라넷	Aquaplanet	Jeju, Goyang, Yeosu, Seoul
원마운트	Onemount	Goyang, Gyeonggi-do
롯데월드	Lotte world	Seoul
에버랜드	Everland	Yongin, Gyeonggi-do
박물관은 살아있다	Alive Museum	Seoul
에코랜드	Eco Land	Jeju
한국민속촌	Korean Folk Village	Yongin, Gyeonggi-do
부산타워 패키지	Busan Tower + Buseum of Movies	Busan
현대크루즈	Hyundai Cruise	Gyeonggi-do
대구이월드	Daegu E-World	Daegu
쁘띠프랑스	Petite France	Gapyeong, Gyeonggi -do
코엑스아쿠아리움	Coex Aquarium	Seoul
썬밸리워터파크	SunValley Water Park	Yeoju, Gyeonggi-do
부산에어크루즈	Songdo Air Cruise	Busan
청풍호반케이블카	Cheongpung Cable car	Jecheon, Chungcheongbuk-do
뮤지엄 다:	Museum DAH	Busan
파라다이스시티 원더박스	Incheon Paradise City	Incheon
파라다이스시티 씨메르	Paradise City CIMER	Incheon
아쿠아필드 고양	Aquafield Goyang	Goyang, Gyeonggi-do
오색그린야드호텔 온천	OSAEC GREENYARD HOTEL	Yangyang, Gangwon-do
현대 모터스튜디오 고양	HYUNDAI MOTORSTUDIO	Goyang, Gyeonggi-do
김해가야테마파크	Gimhae Gaya Theme Park	Gimhae
브릭캠퍼스	Brick Campus	Jeju, Busan, Gangwon-do



Trick Eye Museum



Onemount



Everland



Korean Folk Village



Songdo Air Cruise



Incheon Paradise City



Programs

Facility Name (Korean)	Facility Name (English)	Region
한복남	Hanboknam	Seoul (Gyeongbokgung Palace, Changdeokgung Palace), Jeonju
스포츠몬스터	Soprts Monster	Gyeonggi-do (Goyang, Hanam)
미추홀 전통문화연구원	Hansik Esperience at Michuhol Traditional Food Culture Center	Incheon
런닝맨 체험관	Running Man	Seoul, Gangwon-do (Gangneung), Busan
하늘호수	Skylake	Daegu
정동마루 장구체험	Janggu Experience at Jeongdong Maru	Seoul
난타아카데미	NANTA Academy	Seoul
다이나믹메이즈	Dynamic Maze	Seoul, Gangwon-do (Sokcho), Jeju
RKD엔터테인먼트	Real K-POP Dance	Seoul
킹스튜디오	King Studio	Seoul
땅땅랜드	Ttangttang Land	Daegu
뮤즈엔터테인먼트	MUSE Entertainment	Incheon



Hanboknam



Sports Monster



Janggu Experience at Jeongdong Maru



Dynamic Maze



Real K-POP Dance



Ttangttang Land

[Appendix] KTO Overseas Offices

Northeast Asia

Branch	Address	Phone	Email
Tokyo Office	6F Korea Center 4-4-10 Yotsuya Shinjuku-ku Tokyo 160-0004 Japan	81-3-5369-1755	tokyo@knto.or.kr
Osaka Office	23F Twin 21 MID Tower 2-1-61 Shiromi Chuo-ku 540-6123 Osaka Japan	81-6-6942-0847	osaka@knto.or.kr
Fukuoka Office	5F Asahi Bldg. 2-1-1 Hakata-ekimae Hakata-ku Fukuoka 812-0011 Japan	81-92-471-7174	fukuoka@knto.or.kr
Beijing Office	3rd Fl., Korea Center Building, 1 Guanghai Xili, Chaoyang, Beijing, 100020, China	86-10-6585-8213/8214	beijing@knto.or.kr
Shanghai Office	Room 502, Huizhi Building, No.396 Caoxi Rd.(N) Shanghai, 200030, China	86-21-5169-7933	shanghai@knto.or.kr
Guangzhou Office	Unit 803, 8th Fl., TaiKoo Hui Tower 1, No. 385 Tianhe Road, Guangzhou, 510620, China	86-20-3893-1639	kntogz@163.com
Shenyang Office	Room 3306, Tower A, China Resources Building, No. 286, Qingnian Street, Heping District, Shenyang, 110004, China	86-24-3137-9343	ktoshenyang@163.com
Chengdu Office	Room 2604, No. 1 (Pingan Fortune Center), Section 3, Renmin South Road, Wuhou District, Chengdu, Sichuan Province, 610041, China	86-28-6557-2311	chengdu@knto.or.kr
Xian Office	Rm. 01 Kaide Square 16 Fl., No. 64 West Part of South Second Ring Road, Yanta District, Xi'an, Shaanxi, China	86-29-8964-0100	xiankto@hotmail.com
Wuhan Office	Room 6, 15F, Wuhan-International Intelligence Center 1398 Jinghan Road, Wuhan, 430010, China	86-27-5937-4380	kto_wh1330@126.com
Hong Kong Office	Unit 2202-2203, 22/F., World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong	852-2523-8065	general@knto.or.kr
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 Khoro, Ulaanbaatar, 14240, Mongolia	976-7744-9090	ktoub@knto.or.kr

ASEAN and Southwest Asia

Branch	Address	Phone	Email
Singapore Office	Korea Plaza, 3 Church Street, #01-02 Samsung Hub, Singapore 049483	65-6533-0441	singapore@knto.or.kr
Bangkok Office	Interchange Building 25th Fl. (Unit 3), 399 Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok, 10110, Thailand	66-2-611-2731~3	koreainfo@kto.or.th
Kuala Lumpur Office	Suite 7-03, 7th Floor, Menara Hap Seng, Jalan P. Ramlee, 50250, Kuala Lumpur, Malaysia	60-3-2143-9000	marketing.ktokl@gmail.com
New Delhi Office	3rd Floor, Pegasus One, Golf Course Road, Sector-53, Gurgram-122003, Haryana, India	91-124-464-9191	india@knto.or.kr
Hanoi Office	Unit 1302, 13th Floor, Charmvit Tower, 117 Tran Duy Hung St., Cau Giay District, Hanoi, Vietnam	84-24-3556-4040	hanoi@knto.or.kr
Jakarta Office	Wisma GKBI Lt. 21 Suite 2102A, Jl. Jend. Sudirman Kav. 28 Jakarta 10210, Indonesia	62-21-5785-3030	ktojakarta@knto.or.kr
Manila Office	19F, Tower 1, High Street South Corporate Plaza, 9th Ave. corner, 26th Str., Taguig City, Manila, Philippines	63-2-7358-0856	ktomanila@gmail.com
Dubai Office	Dubai World Trade Center, 19th Fl., P.O. Box 9488, Dubai, U.A.E.	971-4-331-2288	knto@eim.ae
Istanbul Office	Veko Giz Plaza K:15 Maslak, Sariyer, Istanbul, Turkey	90-212-290-2630	istanbul@knto.or.kr
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