



2023

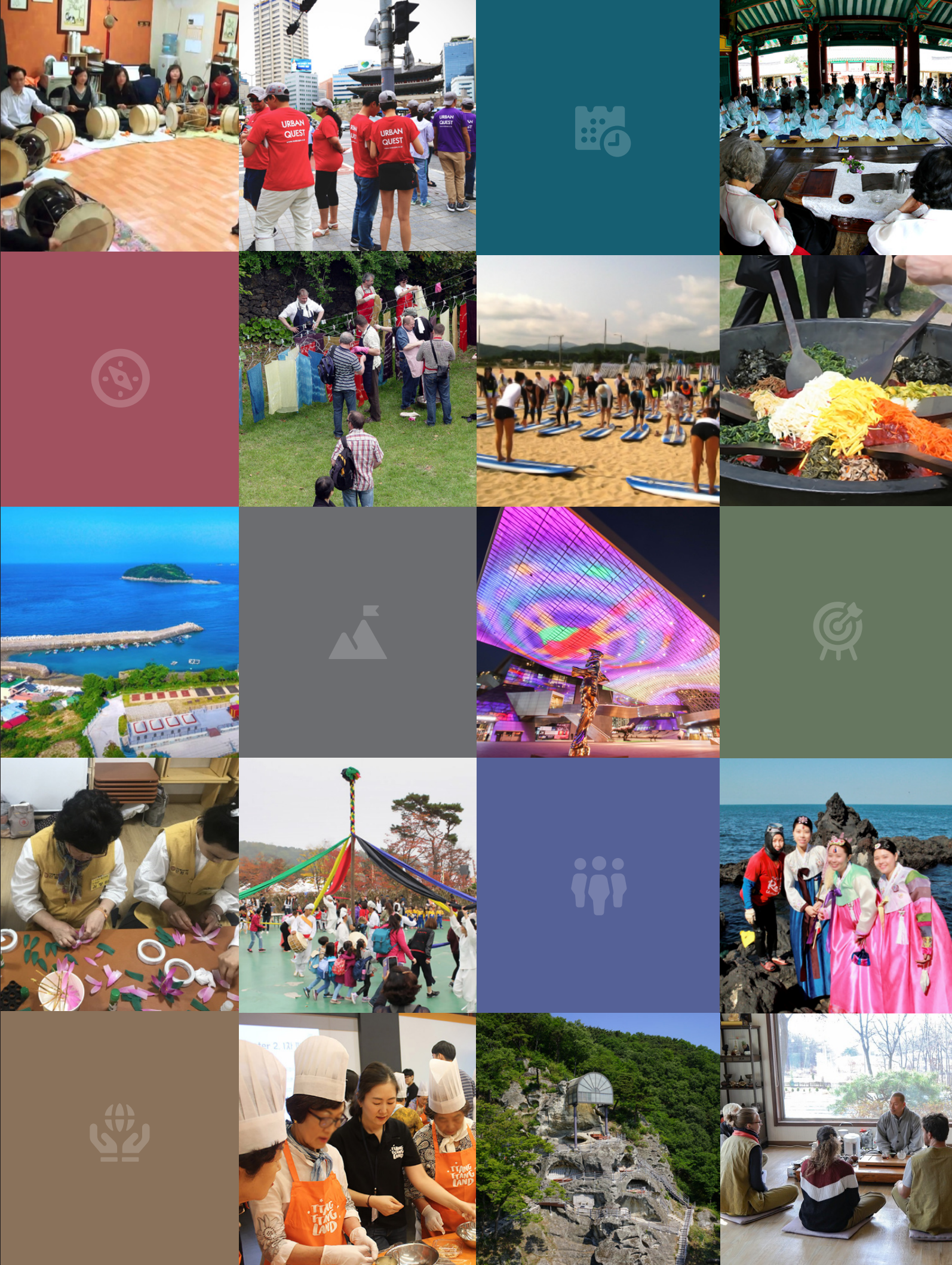
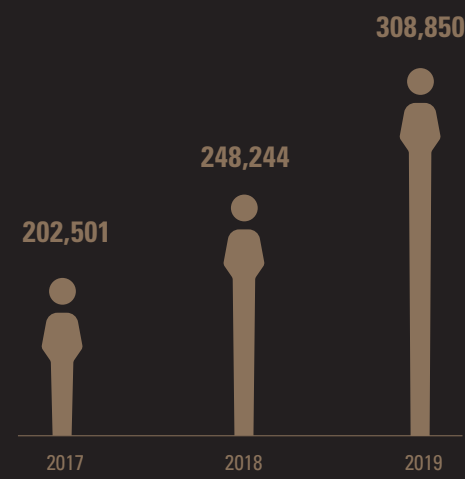
**Information for Meetings and
Incentive Support Policies**

KOREA, BEYOND MEETINGS

K-Meeting, K-Incentive a Special Experience in Korea

International Visitors to Korea for Corporate 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
BAO VIET LIFE CORPORATION	Incentive	Vietnam	2022.8	1,727
Millionaire Club Indonesia	Incentive	Indonesia	2020.2	4,488
辽宁溢涌堂生物科技有限公司	Incentive	China	2020.1	4,145
HERBALIFE PRODUCT MALAYSIA SDN BHD	Incentive	Malaysia	2019.11	1,533
广州颜如玉医药科技	Incentive	China	2019.9	1,958
PT SUKSES INTEGRITAS PERKASA	Incentive	Indonesia	2019.8	1,260
Unicity International	Corporate Meeting	Singapore	2019.6	3,184
WILL株式会社	Incentive	Japan	2019.4	1,570
Asuransi Allianz Life Indonesia	Incentive	Indonesia	2019.3	2,022
4 ORANGES CO.,LTD	Incentive	Vietnam	2019.3	1,292
日式威廉髮藝集團	Incentive	Taiwan	2018.8	1,771

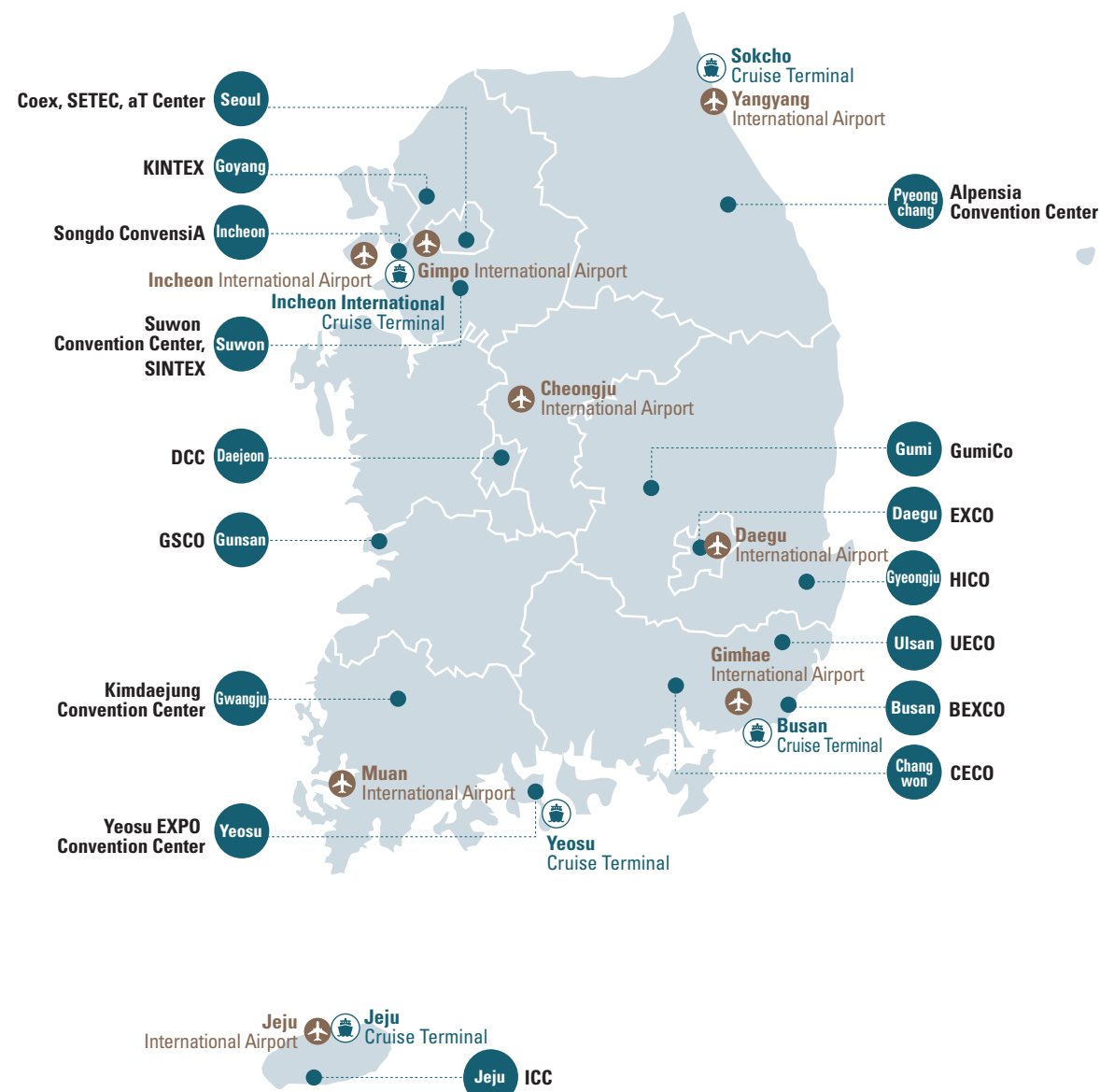


Yan Ruyu Pharmaceutical Technology

1



- 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.
- 19 regional organizations specializing in MICE
- 19 convention centers, 8 international airports, 5 cruise terminals, 7 domestic airports
- Systematic support policy between the Korea Tourism Organization (KTO) and regional governments



Region	Regional CVB	Convention Center	Area (m ²)	Capacity (Maximum, persons)	Website
Seoul Special City	Seoul Tourism Organization kr.miceseoul.com plusseoul@sto.or.kr	COEX	460,000	19,780 (excluding exhibition halls)	www.coex.co.kr
		aT Center	959	640	atcenter.at.or.kr
		SETEC	11,019	500 (excluding exhibition halls)	www.setec.or.kr
Busan Metropolitan City	Busan Tourism Organization www.bto.or.kr/cvb busanmice@bto.or	BEXCO	76,910	10,462	www.bexco.co.kr
Daegu Metropolitan City	Daegu Tourism Organization www.daegucvb.com dcbv@daegucvb.com	EXCO	26,944	3,470	www.exco.co.kr
Incheon Metropolitan City	Incheon Tourism Organization cvb.visitincheon.or.kr cvb@into.co.kr	Songdo Convensia	117,163	26,664	www.songdoconvensia.com
Gwangju Metropolitan City	Gwangju Tourism Organization www.gjto.or.kr convention@gjto.or.kr	Kimdaejeung Convention Center	12,027	1,054	www.kdjcenter.or.kr
Daejeon Metropolitan City	Daejeon Tourism Organization www.daejeontourism.com micedaejeon@daejeontourism.com	DCC	24,281	2,875	www.dcckorea.or.kr
Ulsan Metropolitan City	Ulsan Tourism Organization www.uto.or.kr ucvb@uto.or.kr	UECO	43,000	5,700	www.ueco.or.kr
Gyeonggi-do	Gyeonggi Tourism Organization www.gmice.or.kr gmice@gto.or.kr	KINTEX	108,566	75,946	www.kintex.com
	Goyang Convention & Visitors Bureau goyangcvb.com help@goyangcvb.com	Suwon Convention Center	97,602	9,048	www.scc.or.kr
	Suwon Convention Center www.scc.or.kr ellykim@scc.or.kr	SYNTEX	3,360	3,600	www.laviedor.com
Gangwon-do	Gangwon Tourism Organization www.gwto.or.kr gwto@gwto.or.kr Gangneung Tourism Development Corporation www.gtdc.or.kr jmlee@gtdc.co.kr	Alpensia Convention Center in Pyeongchang	5,475	4,872	www.alpensia.com/convention/info.do
Chungcheongnam-do	Chungcheongnam-do Tourism Organization www.cto.or.kr +82-41-330-9722	-	-	-	-
Jeollabuk-do	Jeonbuk MICE Bureau jbmicc.or.kr river@jbct.or.kr	GSCO	23,179	2,576	gsco.kr
Jeollanam-do	Jeollanam-do Tourism Organization www.ijnto.or.kr +82-61-802-2135	Yeosu EXPO Convention Center	19,769	2,960	expo2012.kr
Gyeongsangbuk-do	Gyeongsangbuk-do Culture and Tourism Organization www.gtc.co.kr +82-54-740-7264	HICO	31,336	4,048	www.hico.or.kr
	Gyeongju Convention and Visitors Bureau www.crowncity.kr hannahj@crowncity.kr	GumiCo	14,392	780	www.gumico.com
Gyeongsangnam-do	Gyeongnam Tourism Organization gnto.or.kr june@gnto.or.kr	CECO	60,240	1,460	www.ceco.co.kr
Jeju Special Self-Governing Province	Jeju Convention and Visitors Bureau www.jejuvcb.or.kr jhcho@jejumice.or.kr	ICC	63,477	10,190	www.iccjeju.co.kr

2 Why Korea? Convenient Transportation

Incheon International Airport



58 countries

- Flights to 58 countries and 189 cities around the world
- 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

Eight International Airports Nationwide



8 international airports

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

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

National Transportation Network Connecting the Entire Country



7 domestic airports

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

3 Why Korea? Travel Infrastructure



ICT

Information and Communications Technology (ICT) Infrastructure

- Commercialization of world's first 5G nationwide network (April 3, 2019)
- ICT Penetration Rate 1st (2018-2020)
- Broadband internet penetration rate 84% (2020, World No. 1)
- 5G download speed 432.7 Mbps (2022, World No. 1)

* Source: Invest Korea website – Why Korea

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)



4 Why Korea? Traditional Attractions and Trendy Culture

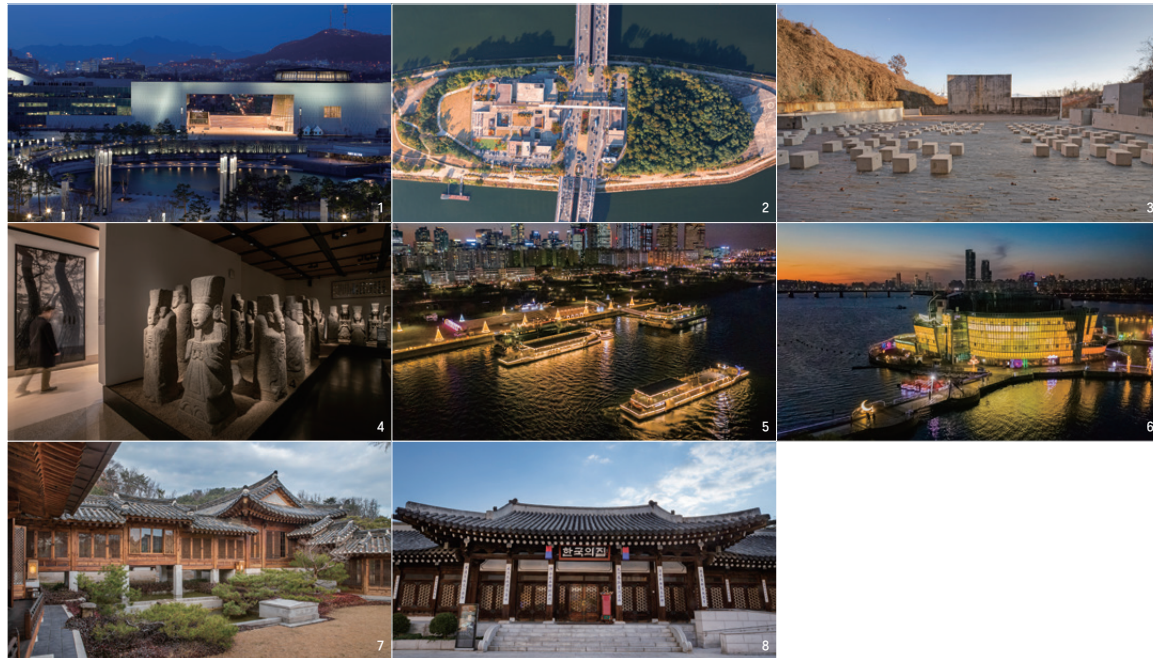
Culture and Art, Leisure Sports, Modern Complex Facilities, History and Tradition

KOREA **UNIQUE** VENUE 37

* Reference: KTO's MICE Website (<http://koreaconvention.org>) → Plan Your Event → Unique Venue

Seoul

1. National Museum of Korea
2. Noduseom Island
3. Oil Tank Culture Park
4. Korean Stone Art Museum
5. Eland Cruise Terminal
6. Floating Island Convention
7. Korea Furniture Museum
8. Korea House



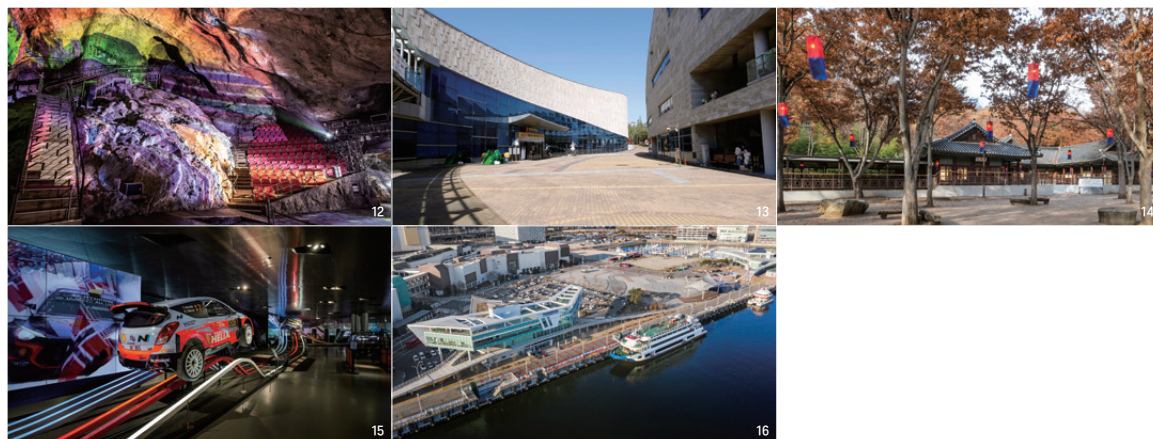
Incheon

9. Jeondeungs Temple
10. Tri-Bowl
11. Oakwood Premier Panoramic 65



Gyeonggi-do

12. Gwangmyeong Cave
13. KOMACON
14. Korean Folk Village
15. Hyundai Motor Studio Goyang
16. Hyundai Cruise



Gangwon-do

17. Gangneung Ojuk Hanok Village
18. Nami Island
19. DMZ Museum
20. Wonju Hanji Theme Park
21. Inje Speedium
22. Haslla Art World



Chungcheong nam-do

23. Independence Hall of Korea
24. Sunshine Studio

Gwangju

25. Asia Culture Center

Jeolla buk-do

26. Royal Room of King
27. Sori Arts Center of Jeollabuk-do



Daegu

28. Daegu Art Factory

Gyeongsang buk-do

29. Gyeongju National Museum
30. Hwang Nyong Won

Busan

31. Nurimaru APEC House
32. Museum 1
33. Busan Cinema Center

Gyeongsang nam-do

34. Clayarch Gimhae Museum



Jeju-do

35. Bonte Museum
36. Spirited Garden
37. 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
Visiting Automobile Companies



KTO Incentive and Corporate Meetings Support Policy

1. Eligibility

All Eligible Participants

Those staying for at least 2 nights in Korea

At least 10 international participants

*Excluding clubs, fan clubs, religious organizations, civil servants, and student organizations

Incentives

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

Corporate Meeting

Groups visiting Korea for a conference or tour hosted by a specific company/organization. (including a meeting of 4 hours or longer, included in the schedule)

2. K-Incentive Fun-Up Program

Grade Level

• Target: International travelers visiting for an incentive trip or a corporate meeting/conference

• Grade Level

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

Eligible Groups for Special Upgrade

Long Haul Groups (regions outside of Southeast Asia and Northeast Asia)	Groups staying 5 Nights or more	Groups using regional airports for either arrival or departure (Regional airports excluding Incheon International Airport/ Gimpo International Airport/Jeju International Airport)	Groups staying one or more nights outside the metropolitan area (Seoul, Gyeonggi, Incheon) and Jeju Island
Groups from Korean business with branch offices abroad	Groups participating in ESG programs (Social contribution, charity, eco-friendly programs, fair tourism, etc.)	Groups staying one or more nights in 5-star hotel accommodations	Groups using KUV (Korea Unique Venue) *Duplicate upgrade applied when visiting KUV

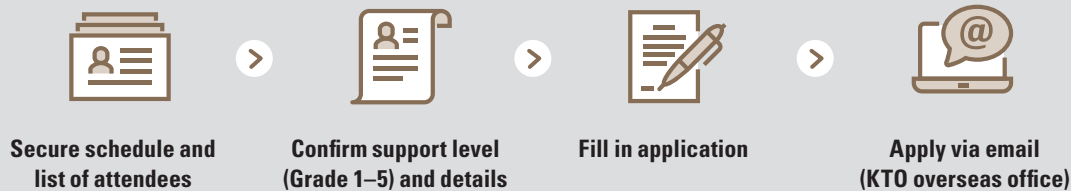
Criteria

	Items	Grade 5	Grade 4	Grade 3	Grade 2	Grade 1
General Souvenirs	Eco-friendly souvenir (1 item)	○	○	○	○	○
Partner Tourist Destinations*	Admission fee to tourist attractions		○	○	○	○
	Korean culture experience program		○	○	○	○
	Korean performances		○	○	○	○
Customized Support System (requires prior consultation with head office)	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.)					○
Korea Unique Venue	Entrance fee, experience program fee, 1 time luncheon fee, meeting room rental fee		○	○	○	○

- * Everland, among the partner tourist destinations, can be applied for from Grade 3 groups
※ The above support is applicable within the per person support limit for each grade level.
※ Maximum number of requests: Grade 1 (maximum 3), Grades 2~4 (maximum 2), Grade 5 (1)

Procedure

•Process



* Required documents: Schedule,application, list of attendees (Nationality, Name, Passport number required)

• Notice

Application period: At least fourteen days before entry to Korea

Where to register: KTO overseas office nearest to your region

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

3. K-Incentive Value-Up Program

Preliminary Survey Support

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

• **Items**: Items necessary for preliminary survey, including airfare, expenses while in Korea, airport lounge services, etc.

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

• **Prerequisites**

Category	Minimum people required for support (Persons)	Support Limit for Preliminary Survey	Note
China	1,000	30% of the total expected support amount	The support amount used towards the preliminary survey will be deducted from the final support amount
Japan/Southeast Asia/ Great China Region	500		
Americas/India/ Middle East	100		

• **Procedure**

KTO Overseas Office

Submit official application for pre-survey to KTO headquarters (specify outline of pre-survey visit, and supported items)

KTO Headquarters

Reply to KTO overseas office

KTO Headquarters

Distribute support fund

KTO Overseas Office

Send pre-survey visit result report to KTO headquarters

Reward Policy for Meeting Host

• **Reward Period**

4th quarter of each year (according to schedule of KTO overseas offices)

• **Main Terms**

- Award 'Korea Incentive Travel Awards' for the top sending travel agencies based on the annual number of visitors to Korea (up to 10 selected / 2 per country)

- Priority given to selected companies (travel agencies) to visit MICE facilities and programs

• **Details**

Category	Annual Performance Number of Visitors to Korea			
	Over 3,000 visitors	Over 5,000 visitors	Over 10,000 visitors	Over 15,000 visitors
Plaque provided	○	○	○	○
Souvenir/Gift card	Worth KRW 500,000	Worth KRW 1 million	Worth KRW 2 million	Worth KRW 3 million
Preliminary Survey Visit to Korea	-	-	-	○

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4. K-Incentive Reward-Up Program

K-Incentive Reward-Up Program

• **Target**

Official personnel of a domestic DMC, PCO, etc. that attracts a corporate meeting or incentive group (up to 10 selected)

• **Reward Period**

4th quarter of each year

• **Main Terms**

Award 'Korea Incentive Travel Awards' for the top sending travel agencies based on the annual number of visitors to Korea

• **Details**

Category	Annual Performance Number of Visitors to Korea			
	Over 3,000 visitors	Over 5,000 visitors	Over 10,000 visitors	Over 15,000 visitors
Plaque provided	○	○	○	○
Souvenir/Gift card	Worth KRW 500,000	Worth KRW 1 million	Worth KRW 2 million	Worth KRW 3 million

5. Special Support for the Visit Korea Year

• **Target**

Medium to large groups of more than 100 people visiting Korea

• **Details**

Digital welcome messages at international airports

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[Appendix]

List of Partner Tourist Destinations

※ For the latest list, refer to the K-MICE website
(<http://koreaconvention.org>) → Our Support → Corporate Meetings and Incentives

※ Some facilities have been closed due to COVID-19 infection, etc., so please check in advance



Ongoing Performances

(Running Time: 75–100 minutes)

Facility Name (Korean)	Facility Name (English)	Region	Homepage
난타	NANTA	Seoul (Myeongdong)/Jeju	www.nanta.co.kr
셰프	CHEF : New Brand of Bibap	Seoul	www.musicalchef.net
판타스틱	FANTASTICK	Seoul	
페인터즈	PAINTERS	Seoul (Jongno, Chungjeong-ro)/Jeju	thepainters.co.kr
플라잉	FLYING	Gyeongsangbuk-do (Gyeongju)	www.cultureexpo.or.kr/open.content/ko/program/performance/flying



NANTA



CHEF : New Brand of Bibap



FANTASTICK



PAINTERS



FLYING



Tourist Sites

Facility Name (Korean)	Facility Name (English)	Region	Homepage
롯데월드	Lotte world	Seoul	adventure.lotteworld.com
박물관은 살아있다	Alive Museum	Seoul	www.creativetong.co.kr
코엑스아쿠아리움	Coex Aquarium	Seoul	www.coexaqua.com
쁘띠프랑스	Petit France	Gyeonggi-do (Gapyeong)	www.pfcamp.co.kr
아쿠아필드 고양	Aquafield Goyang	Gyeonggi-do (Goyang)	www.aquafield-ssg.co.kr/goyang
현대모터스 고양스튜디오	Hyundai Motorstudio Goyang	Gyeonggi-do (Goyang)	motorstudio.hyundai.com
현대유람선	Hyundai Cruise	Gyeonggi-do (Gimpo)	www.aracruise.co.kr
썬밸리워터파크	SunValley Water Park	Gyeonggi-do (Yeoju)	www.sunvalleyhotel.co.kr
에버랜드	Everland	Gyeonggi-do (Yongin)	www.everland.com
한국민속촌	Korean Folk Village	Gyeonggi-do (Yongin)	www.koreanfolk.co.kr
파주 임진각평화곤돌라	Paju Imjingak Peace Gondola	Gyeonggi-do (Paju)	www.dmzgondola.com
대구이월드	Daegu E-World	Daegu	www.eworld.kr
뮤지엄 원	Museum 1	Busan	www.kunst1.co.kr
부산 영화체험박물관	Busan museum of movies	Busan	busanbom.modoo.at
송도에어크루즈	Songdo Air Cruise	Busan	www.busanaircruise.co.kr
오색그린야드 호텔	Osaek Greenyard Hotel	Gangwon-do (Yangyang)	www.greenyardhotel.com:453
남이섬	Nami Island	Gangwon-do (Chuncheon)	namisum.com
브릭캠퍼스	Brick Campus	Gangwon-do (Gangneung), Busan, Jeju	brickcampus.com
김해 가야테마파크	Gimhae gaya theme park	Gyeongsangnam-do (Gimhae)	www.gaya-park.com
에코랜드	Eco Land	Jeju	theme.ecolandjeju.co.kr
트릭아이미술관	Trick Eye	Jeju	www.trickeye.com



Hyundai Motorstudio Goyang



Everland



Korean Folk Village



Museum 1



Songdo Air Cruise



Brick Campus



Programs

Facility Name (Korean)	Facility Name (English)	Region	Homepage
RKD 엔터테인먼트	RKD Entertainment	Seoul	www.realkpopdance.com
다이나믹메이즈	Dynamic Maze	Seoul, Gangwon-do (Yangyang), Jeju	www.dynamicmaze.com
런닝맨체험관	Running Man	Gangwon-do (Gangneung), Busan	runningman3.modoo.at
정동마루장구체험	Janggu Experience at Jeongdong Maru	Seoul	www.jeongdong.or.kr
킹스튜디오	King Studio	Seoul	www.musicking.co.kr
한복남	Hanboknam	Seoul (Gyeongbokgung Palace, Changdeokgung Palace), Jeollabuk-do(Jeonju)	hanboknam.com
미추홀전통문화연구원	Hansik Experience at Michuhol Traditional Food Culture Center	Gyeonggi-do (Goyang, Hanam)	www.jfood.or.kr
땅땅랜드	Ttangttang Land	Daegu	ttland.co.kr
하늘호수	Skylake	Daegu	www.sky-lake.co.kr
뮤즈엔터테인먼트	MUSE Entertainment	Incheon	www.musekorea.com



RKD Entertainment



Dynamic Maze



Running Man



Janggu Experience at Jeongdong Maru



Hanboknam

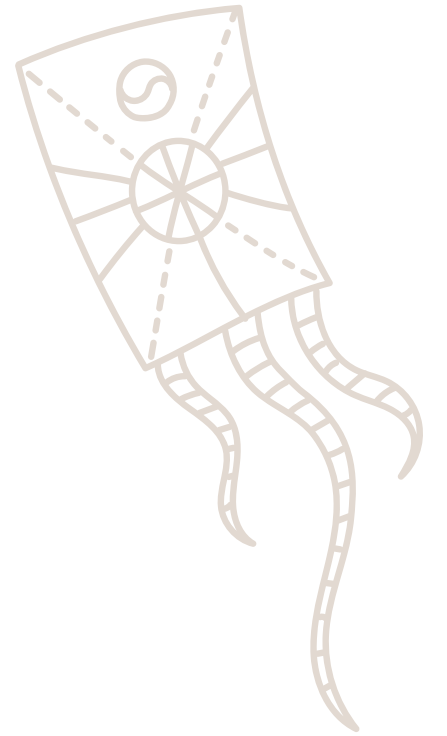


Ttangttang Land

KTO Overseas Offices

Office	Address	
	Phone and Fax	Email
Beijing	3 rd Fl., Korea Center Building, 1 Guanghua Xili, Chaoyang, Beijing, 100020, China	
	☎ 86-10-6585-8213/8214 Fax. 86-10-6585-8147	✉ ktobj@sina.com
	(Qingdao Office) Room 16B-2, Sunshine Tower B, No.61 HK Rd. Shinan District, Qingdao, Shandong, China	
Shanghai	☎ 86-532-8587-5692 Fax. 86-532-8587-5992	✉ qingdaokto@163.com
	Room 502, Huizhi Building, No.396 Caoxi Rd.(N) Shanghai, 200030, China	
Guangzhou	☎ 86-21-5169-7933	✉ shanghai@knto.or.kr
	Unit 803, 8 th Fl., TaiKoo Hui Tower 1, No. 385 Tianhe Road, Guangzhou, 510620, China	
Shenyang	☎ 86-20-3893-1639	✉ ktogz@163.com
	Room 2502, Tower A, China Resources Building, No. 286, Qingnian Street, Heping District, Shenyang, 110004, China	
Chengdu	☎ 86-24-3137-9343 Fax. 86-24-2281-5155	✉ ktoshenyang@163.com
	Room 1701, Pingan Finance Center No.99, Dongda Street, Jinjiang District, Chengdu, Sichuan Province, 610021, China	
Wuhan	☎ 86-28-6557-2311 Fax. 86-28-6557-2312	✉ chengdu@knto.or.kr
	Room 6, 15F, Wuhan-International Intelligence Center 1398 Jinghan Road, Wuhan, 430010, China	
Xi'an	☎ 86-(0)27-5937-4380 Fax. 86-(0)27-5937-4384	✉ kto_wh1330@126.com
	Room 1, Kaide Square 16 Fl., No. 64 West Part of South Second Ring Road, Yanta District, Xi'an, Shaanxi, China	
Hong Kong	☎ 86-29-8964-0100 Fax. 86-29-8964-0106	✉ xian@knto.or.kr
	Unit 2202-2203, 22/F., World Trade Centre, 280 Gloucester Road, Causeway Bay, Hong Kong	
Taipei	☎ 852-2523-8065 Fax. 852-2845-0765	✉ general@knto.or.kr
	Room 3206, TWTC International Trade Building, No. 333, Section 1, Keelung Rd, Xinyi District, Taipei City, 11012	
Tokyo	☎ 886-2-2772-1330 Fax. 886-2-2777-1330	✉ ktotp@knto.or.kr
	6F Korea Center 4-4-10 Yotsuya Shinjuku-ku Tokyo 160-0004 Japan	
Osaka	☎ 81-3-5369-1755 Fax. 81-3-5369-1756	✉ tokyo@knto.or.kr
	23F Twin 21 MID Tower 2-1-61 Shiromi Chuo-ku 540-6123 Osaka Japan	
Fukuoka	☎ 81-6-6942-0847 Fax. 81-6-6942-0803	✉ osaka@knto.or.kr
	5F Asahi Bldg. 2-1-1 Hakata-ekimae Hakata-ku Fukuoka 812-0011 Japan	
Bangkok	☎ 81-92-471-7174 Fax. 81-92-474-8015	✉ fukuoka@knto.or.kr
	Interchange Building 25 th Fl. (Unit 3), 399 Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok, 10110, Thailand	
Singapore	☎ 66-2-611-2731~3 Fax. 66-2-611-2734	✉ koreainfo@kto.or.th
	Korea Plaza, 3 Church Street, #01-02 Samsung Hub, Singapore 049483	
Kuala Lumpur	☎ 65-6533-0442 Fax. 65-6534-3427	✉ sgmic@knto.or.kr
	Suite 7-03, 7 th Floor, Menara Hap Seng, Jalan P. Ramlee, 50250, Kuala Lumpur, Malaysia	
	☎ 60-3-2143-9000 Fax. 60-3-2142-2515	✉ marketing.ktokl@gmail.com

Memo





KOREA

Widen your reach

More than just a destination, Korea offers a new way of looking at business.

