Casebook for large-scale incentive groups visiting Korea
Casebook for large-scale incentive groups visiting Korea
Aurance Group

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

Visitor satisfaction

<table>
<thead>
<tr>
<th>Image of Korea before visit</th>
<th>Image of Korea after visit</th>
<th>Visitor satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>4.48</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.50</td>
</tr>
</tbody>
</table>

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

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
Gyeongbokgung Palace

Visitor satisfaction:
- Image of Korea before visit: 4.41
- Image of Korea after visit: 3.96

Image of Korea before visit: 4.44
Image of Korea after visit: 4.44
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

No. of visitors: 2,697
Destination: Seoul, Gyeonggi-do
Activities: Business meetings (KINTEX), gala dinner, visits to tourist attractions in Seoul and Gyeonggi-do

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)

Visitor satisfaction
Image of Korea before visit
Image of Korea after visit

4.29
3.44
3.94
Swarovski (Shanghai) — China

Visiting period: June 17-19, 2016
No. of visitors: 6,728
Destination: Seoul and Gyeonggi-do
Activities: North Asia Extravaganza 2016 and Qualifiers’ Party (banquet and VIP protocol)

Herbalife

Visiting period: June 13-20, 2016
No. of visitors: 1,003
Destination: Jeju Island
Activities: Team-building program, gala dinner, non-verbal performance, visits to tourist attractions on Jeju Island

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.
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.

A visit to Jeju Aqua Planet and Chilseong-ro for some shopping
Busan Cinema Center, located in Busan’s Centum City, is a work of art with outstanding structural beauty that captures the architectural aesthetics of deconstruction. It is a cultural complex that serves as the venue for the opening and closing ceremonies of the International Busan Film Festival.

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. An award ceremony was also held, hosted by Hallyu star Yun Eun-Hye and featuring performances by K-pop singers, including Rain, Beast, and T-ara.
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.
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.

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.

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

INFINITUS  China

Welcome event held on the cruise ship

Arrival at the Busan International Cruise Terminal

Souvenirs, such as postcards and spoon sets, provided as free gifts

Shopping at the Lotte Duty Free Shop in Busan

Nurimaru APEC House

Photography of the Little Lady Gold Statue in Busan

Snacks along in Busan
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.
Visiting period: September 15-18, 2011
No. of visitors: 7,884
Destination: Seoul and Goyang
Activities: Herbalife APAC University 2011 events (VIP event, team-building programs, and certification celebration party)

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)
**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.)

**NUSKIN – Japan**

Visiting period: July 11-13, 2013  
No. of visitors: 901  
Destination: Seoul  
Activities: Dinner party and Nanta performance

**TOYOPET – Japan**

Visiting period: August 18-20, 2013  
No. of visitors: 226  
Destination: Seoul  
Activities: Gala dinner and VIP reception events
## Information on the incentive tour group support system

### Support process

| 01 | Make a request for support | Company / travel agency |

| 02 | Approval request | Korea Tourism Organization head office |

| 03 | Approval | Decide whether to provide support | Set limits of support |

| 04 | Issue notification of decision regarding support | Korea Tourism Organization head office | Company / travel agency |

### Overseas branches

<table>
<thead>
<tr>
<th>Country</th>
<th>Branch</th>
<th>Address</th>
<th>Tel</th>
<th>Email</th>
<th>Jurisdiction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>Korea Tourism Organization, 3F, Korea Center Building, 1 Guanghua Xili Chaoyang</td>
<td>86-10-6585-8213</td>
<td><a href="mailto:beijing@visitkorea.or.kr">beijing@visitkorea.or.kr</a></td>
<td>Beijing, Tianjin, Hefei, Shanxi, Shandong, Inner Mongolia</td>
<td></td>
</tr>
<tr>
<td>Tokyo</td>
<td>Korea Tourism Organization head office</td>
<td>81-3-5369-1755</td>
<td><a href="mailto:tokyo@visitkorea.or.kr">tokyo@visitkorea.or.kr</a></td>
<td>Tokyo, Kanagawa, Chiba, Ibaraki, Saitama, Tochigi, Gunma, Yamanashi</td>
<td></td>
</tr>
<tr>
<td>Osaka</td>
<td>8F, KAL Bldg. 1-9, 3-chome, Hon-machi, Chuo-ku Osaka, Japan</td>
<td>81-6-6266-0828</td>
<td><a href="mailto:osaka@visitkorea.or.kr">osaka@visitkorea.or.kr</a></td>
<td>Kagawa, Tokushima, Ehime, Osaka, Kyoto, Shiga, Hyogo, Nara,</td>
<td></td>
</tr>
<tr>
<td>Fukuoka</td>
<td>5F, Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Hakata-ku, Fukuoka Japan</td>
<td>81-42-772-1442</td>
<td><a href="mailto:fukuoka@visitkorea.or.kr">fukuoka@visitkorea.or.kr</a></td>
<td>Fukuoka, Nagasaki, Saga, Kumamoto, Miyazaki, Kagoshima,</td>
<td></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>Korea Tourism Organization head office</td>
<td>852-2523-8065</td>
<td><a href="mailto:general@knto.com.hk">general@knto.com.hk</a></td>
<td>Hong Kong, Macao</td>
<td></td>
</tr>
<tr>
<td>Taipei</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seoul</td>
<td>Korea Tourism Organization head office</td>
<td>82-2-3170-7100</td>
<td><a href="mailto:seoul@visitkorea.or.kr">seoul@visitkorea.or.kr</a></td>
<td>Seoul, Gyeonggi, Gyeongsang, Chungcheong, Jeollanam, Jeollabuk, Jeollanam, Gyeongbuk,</td>
<td></td>
</tr>
<tr>
<td>Makati</td>
<td>26F, Tower 2, The Enterprise Center, 6766 Ayala Avenue Corner Paseo de Roxas, Makati City, 1226 Philippines</td>
<td>63-2-880-0313</td>
<td><a href="mailto:ktomanila@gmail.com">ktomanila@gmail.com</a></td>
<td>Philippines, Metro Manila, Calabarzon, Mimaropa, Visayas, Mindanao,</td>
<td></td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Jakarta</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Manila</td>
<td>26F, Tower 2, The Enterprise Center, 6766 Ayala Avenue Corner Paseo de Roxas, Makati City, 1226 Philippines</td>
<td>63-2-880-0313</td>
<td><a href="mailto:ktomanila@gmail.com">ktomanila@gmail.com</a></td>
<td>Philippines, Metro Manila, Calabarzon, Mimaropa, Visayas, Mindanao,</td>
<td></td>
</tr>
<tr>
<td>Bangkok</td>
<td>399 Interchange Building, 25F (Unit 3), Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok, 10110 Thailand</td>
<td>66-2-611-2731 (~3)</td>
<td><a href="mailto:koreainfo@kto.or.th">koreainfo@kto.or.th</a></td>
<td>Thailand, Myanmar, Laos</td>
<td></td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Jakarta</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Manila</td>
<td>26F, Tower 2, The Enterprise Center, 6766 Ayala Avenue Corner Paseo de Roxas, Makati City, 1226 Philippines</td>
<td>63-2-880-0313</td>
<td><a href="mailto:ktomanila@gmail.com">ktomanila@gmail.com</a></td>
<td>Philippines, Metro Manila, Calabarzon, Mimaropa, Visayas, Mindanao,</td>
<td></td>
</tr>
<tr>
<td>Bangkok</td>
<td>399 Interchange Building, 25F (Unit 3), Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok, 10110 Thailand</td>
<td>66-2-611-2731 (~3)</td>
<td><a href="mailto:koreainfo@kto.or.th">koreainfo@kto.or.th</a></td>
<td>Thailand, Myanmar, Laos</td>
<td></td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Jakarta</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Manila</td>
<td>26F, Tower 2, The Enterprise Center, 6766 Ayala Avenue Corner Paseo de Roxas, Makati City, 1226 Philippines</td>
<td>63-2-880-0313</td>
<td><a href="mailto:ktomanila@gmail.com">ktomanila@gmail.com</a></td>
<td>Philippines, Metro Manila, Calabarzon, Mimaropa, Visayas, Mindanao,</td>
<td></td>
</tr>
<tr>
<td>Bangkok</td>
<td>399 Interchange Building, 25F (Unit 3), Sukhumvit Road, Klongtoey-Nua, Wattana, Bangkok, 10110 Thailand</td>
<td>66-2-611-2731 (~3)</td>
<td><a href="mailto:koreainfo@kto.or.th">koreainfo@kto.or.th</a></td>
<td>Thailand, Myanmar, Laos</td>
<td></td>
</tr>
<tr>
<td>Kuala Lumpur</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
<tr>
<td>Jakarta</td>
<td>Suite 2102, A. Wisma GKBI. Jl. Jend. Sudirman No. 28, Jakarta, 10210, Indonesia</td>
<td>62-21-5785-3030</td>
<td><a href="mailto:ktojakarta@knto.or.kr">ktojakarta@knto.or.kr</a></td>
<td>Indonesia, East Timor</td>
<td></td>
</tr>
</tbody>
</table>
Casebook for large-scale incentive groups visiting Korea