



PLUS⁺CITIES
SEOUL + PARTNER CITIES



2023
PLUS CITIES
SUPPORT
PROGRAM
GUIDE



PLUS⁺CITIES

SEOUL+PARTNER CITIES

2023 PLUS CITIES SUPPORT PROGRAM GUIDE



PLUS CITIES is a regional cooperative program to create positive synergy combining MICE infrastructure of Seoul with unique tourism contents of partner cities to give greater enjoyment to MICE participants.

CONTACTS

E-mail othercity@sto.or.kr
Website miceseoul.com/plus-cities



PLUS CITIES

Support Program



PLUS⁺CITIES

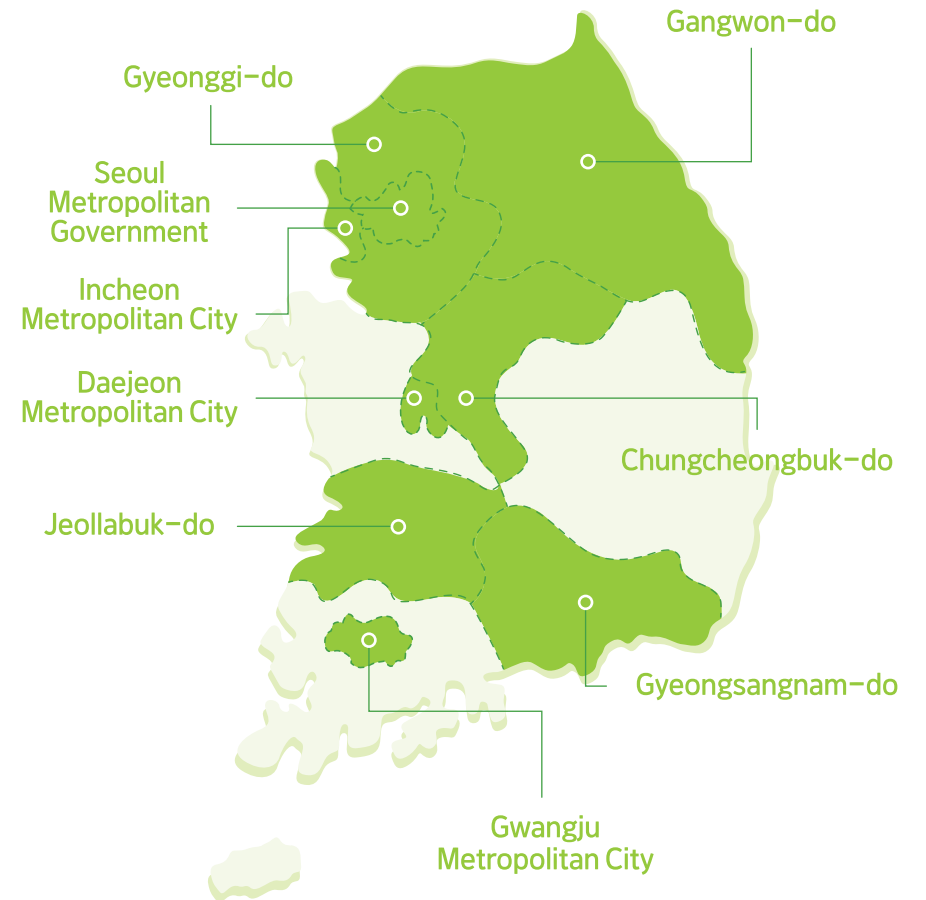
SEOUL + PARTNER CITIES

PLUS CITIES program was launched by the Seoul Metropolitan Government in 2019 to create a synergy effect between the Seoul MICE industry and the other local cities of Korea.

Seoul entered a partnership agreement with 8 partner cities to carry out joint MICE marketing activities and now offers a diverse range of programs.

PLUS CITIES seeks to merge Seoul's MICE infrastructure with the unique tourism contents of local cities, offering visitors to enrich cultural experiences beyond the imagination.

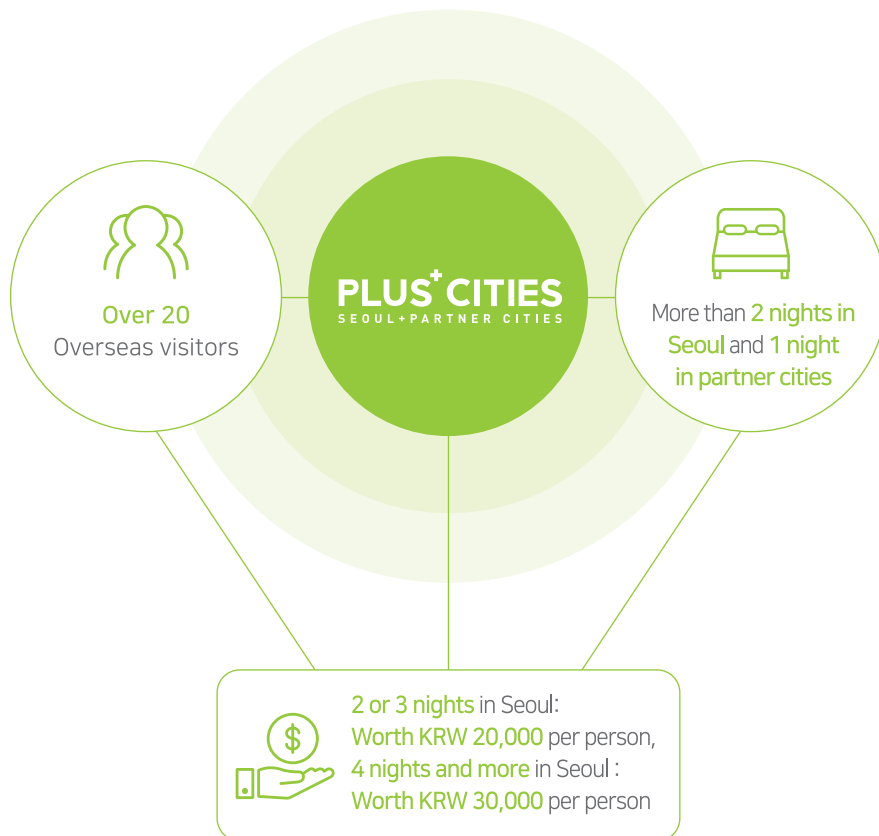
PLUS CITIES Partners



※ More partners are followed.

What is PLUS CITIES Support Program?

The PLUS CITIES Support Program supports MICE groups that visit Seoul and its partner cities together.



PLUS CITIES Support Program

Eligibility Criteria

Support Contents

- A group with more than **20 overseas visitors** entered to participate for a MICE event
- More than **2 nights in Seoul** and **1 night in partner cities**

* 8 PLUS CITIES partners : Gangwon-do, Gwangju Metropolitan City, Gyeonggi-do, Gyeongsangnam-do, Daejeon Metropolitan City, Incheon Metropolitan City, Jeollabuk-do, Chungcheongbuk-do

* Not Eligible for social clubs, fan clubs, religious organization, or student groups

Support Details

- 1 Comprehensive Support (Seoul Welcome Kit)
- 2 Financial Support

Seoul Support Program

				
Transportation	F&B	Souvenir	Attraction Admission	Venue Rental

- 2 or 3 nights in Seoul : Worth KRW 20,000 per person
 - 4 nights and more in Seoul : Worth KRW 30,000 per person
- * Choose 1 of 5 items



Partner Cities Support Program

Refer to each partner cities' individual support program

* Upon finalizing the subvention amount, Seoul Tourism Organization is to send it directly to the payee. Support is to be closed during the year, upon yearly budget runs out. Please consult when selecting the supports.

Contact : othercity@sto.or.kr

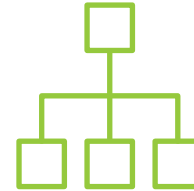
* Applications can be prepared and submitted by local partners and must be submitted at least one month prior to the event.

Frequently Asked Questions



Q When should I submit the application?

A You must apply at least one month prior to the scheduled date of the event.



Q When will I know if my application has been approved?

A The result will be notified within a month from application date.

Q Can I apply for multiple support programs at once?

A For Seoul, we do not accept multiple applications from a single applicant. All applicants must select a specific area of support to apply for, whether it's funding for PLUS CITIES or corporate meetings / incentive tours, depending on the scheduling of the corresponding group.
※ The partner cities' program must inquire separately.



Q When and how can I receive funding?

A Once there is confirmation of the submitted outcome report and evidentiary documentation upon completion of the event, funding for the corresponding item fee(s) is directly paid for by the STO.
※ The finalized amount of funding includes all item fees that had been selected by the applicant, including fees for transportation, F&B, souvenir, attraction admission, and venue rental.



Q Where can I Apply?

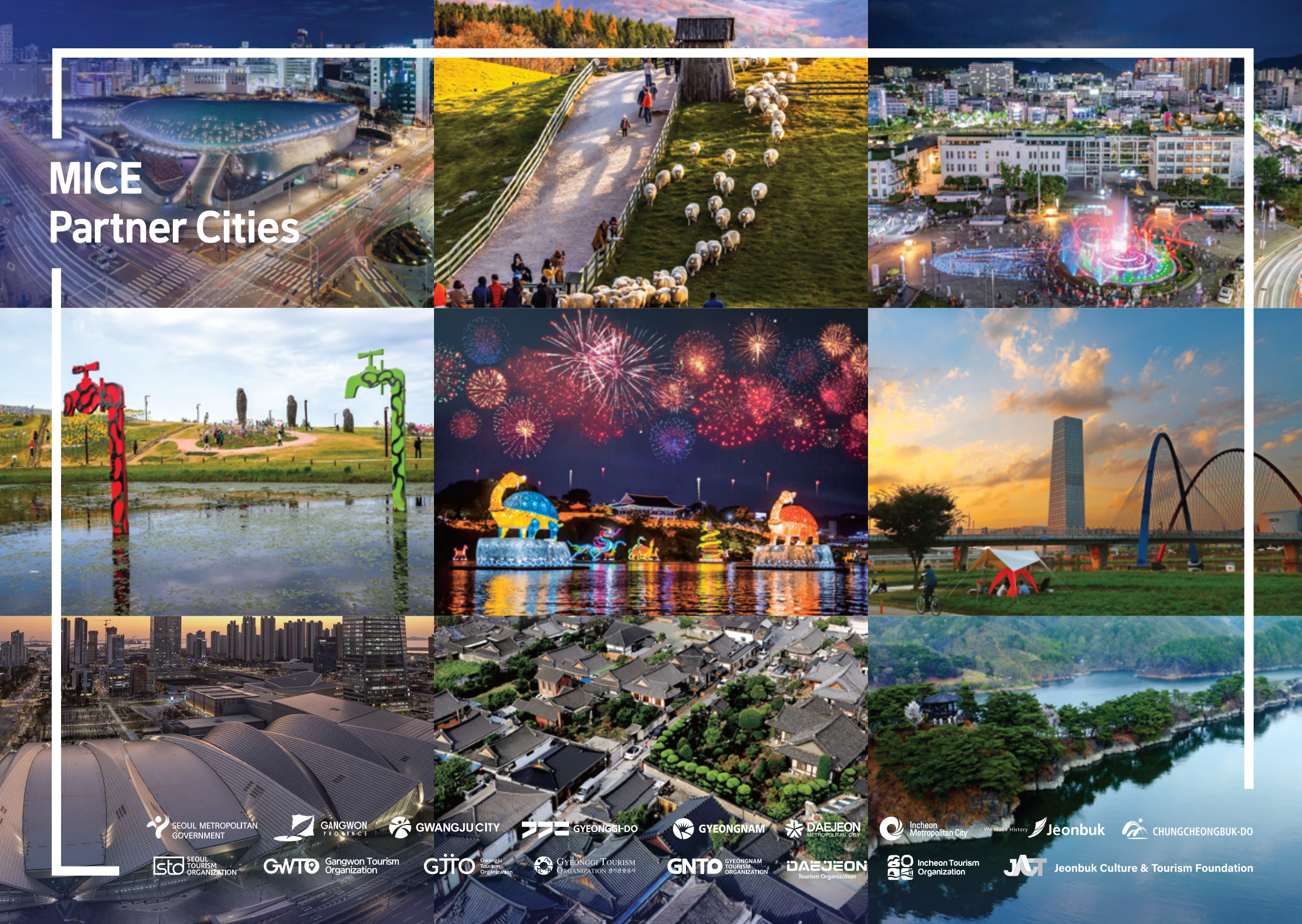
A Application is available at the website below.
🌐 miceseoul.com



Q Who can I contact with other questions about the PLUS CITIES support program?

A Please direct any further inquiries to the email address provided below.
✉ othercity@sto.or.kr

MICE Partner Cities



SEOUL METROPOLITAN
GOVERNMENT

GANGWON
PROVINCE

GWANGJU CITY

GYEONGGI-DO

GYEONGNAM

DAEJEON
METROPOLITAN CITY

Incheon
Metropolitan City

We Make History Jeonbuk

CHUNGCHEONGBUK-DO

SEOUL
TOURISM
ORGANIZATION

GWTO Gangwon Tourism
Organization

GJTO Gwangju Tourism
Organization

GYEONGGI TOURISM
ORGANIZATION

GNTD GYEONGNAM
TOURISM
ORGANIZATION

DAEJEON
Tourism Organization

Incheon Tourism
Organization

JAT Jeonbuk Culture & Tourism Foundation

PLUS SEŌUL

#PLan_with_US for your successful business event
#PLay_with_US for lasting bonds and memorable stories in Seoul.



Get in touch with the Seoul Convention Bureau

Email: plusseoul@sto.or.kr | Tel: +82-2-3788-8165 | www.miceseoul.com

Find us on:

Seoul MICE Support Program

Eligible Groups |

	Description	Eligibility
Corporate Meetings	A Group(or groups) entering Seoul to host a corporate meeting	<ul style="list-style-type: none"> - Over 20 overseas visitors - More than 2 consecutive nights in Seoul - More than 2 services from SMA members*
Incentive Tours	A Group(or groups) entering Seoul for a tour with all expenses covered by the corporate	

- * Not Eligible for social clubs, fan clubs, religious organization, or student groups
- * more than 2 services from Seoul MICE Alliance members are counted in, including 1 service to be paid

PLUS SEŌUL Support Program |

Seoul Welcome Kit	
Unique Venue	Applicable for a rental or service fee of Unique Venue listed in Seoul MICE Alliance
Tourist Attractions Admission / Tourist Program	<ul style="list-style-type: none"> - Admission fee of tourist attractions in Seoul - Bus rental fee to move around Seoul - Seoul MICE teambuilding program fee * hanbok rental, cooking class, K-pop dance class, performance and more

- * Applications can be prepared and submitted by local partners and must be submitted at least one month prior to the event

Contact Seoul | [✉ plusseoul@sto.or.kr](mailto:plusseoul@sto.or.kr) [🌐 miceseoul.com](http://www.miceseoul.com)

One and Only
 MICE Destination

Gangwon

Make your business event special
 with Gangwon!

Gangwon MICE Support Program

1. Support for Conferences/Events

Category	Criteria
International Conferences	① Promotion of the International Conference Industry Act (Article 2 of the Enforcement Decree) - Foreign participation from minimum 3 countries, minimum 100 total participants, minimum 50 foreigners, and held for minimum 2 days
	② UIA Standards - Minimum 50 total participants, organized or sponsored by an international organization - Minimum 300 participants from 5 countries and minimum 40% of foreigners, and minimum 3 days - Minimum 250 participants from 5 countries, minimum 40% of foreigners, and minimum 2 days
	③ ICCA Standards - Minimum 50 participants from 3 countries and minimum 4 countries
	④ Hosted and organized by organizations such as cooperatives, associations, governments, enterprises - Minimum 20 foreigners, minimum 100 total participants, and minimum 2 days
Domestic Conferences	⑤ Hosted and organized by organizations such as cooperatives, associations, governments, enterprises - Minimum 300 total participants, and held for minimum 2 days
Events	⑥ International · Domestic Events - Minimum 30 foreigners from 2 countries, minimum 300 total participants, and minimum 2 days - Minimum 500 domestic participants and minimum 2 days
Support Items	① Rent for conference facilities and venues ② Luncheon/dinner and performance expenses ③ Production of promotional materials and souvenirs
Support Limit	- Up to KRW30,000,000 per international conference - Up to KRW10,000,000 per domestic conference - Up to KRW30,000,000 per international event - Up to KRW10,000,000 per domestic event
Additional Points	MICE events held at MICE Alliance facilities in Gangwon, MICE events held regularly in Gangwon, connection with strategic industries in Gangwon, use of regional commercial districts for participants, visit at least two tourist attractions in Gangwon, international events (number of foreigners), whether to use unique venues

2. Support for Incentive Tour

Criteria	Number of Participants	Support Amount
Organization to visit Korea for the purpose of incentives tour (expense on the corporate)	Small (10~99pax)	- KRW10,000~20,000 per pax
	Medium (100~299pax)	* Up to KRW10,000,000 per group
	Large (300+pax)	* Review and confirm subsidies according to visit schedule and contents
Support Items	- Rent for conference facilities and venues - Luncheon/dinner expenses - Entry and experience fees - Production cost for promotional materials and souvenirs	

Gwangju - Light Up Your World in Korea's Thriving City of Light!



Gwangju MICE Support Program

01 Incentive support for international visitors

Type		Support Contents	
Group packages	Vehicle cost	Vehicle Package 1	200,000 won for a day trip (300,000 won if using a Gwangju registered company) 600,000 won for an overnight stay (800,000 won if using a Gwangju registered company)
		Vehicle Package 2	10,000 won per person for a day trip (20,000 won if using a Gwangju registered company) 30,000 won per person for an overnight stay (50,000 won if using a Gwangju registered company)
	Accommodation cost	1 night	20,000 won per person
		2 or more nights	40,000 won per person
Application conditions	<ul style="list-style-type: none"> • [Number of people] 4 or more participants (if international visitors travel in Gwangju) Vehicle Package 1 - 15 or more participants / Package 2 - between 4 and 14 participants / Rail - Air - 2 or more participants • [One day trip] visits to 2 tourist sites, 1 or more meals of choice in the local area • [Accommodation] visits to 3 tourist sites, 3 or more meals of choice in the local area, 1 or more accommodation in the local area ※ If staying for 2 or more nights, 1 additional tourist site and 1 or more additional meals of choice in the local area • Only applicable to accommodation specified in the conditions - If staying outside of the listed hotels, a maximum of 50% financial support is available 		

02 Incentive support for visitors using Muan International Airport

Type		Support Contents	
Chartered Plane Package	Support contents	Flight incentives (for international visitors) - Less than 150 Seats : 30,000 won / 1 Person - More than 150 Seats · ~ 55% : 30,000 won / 1 person · 56~72% : 3 million won (3,000,000 won) · 73~83% : 4 million won (4,000,000 won) · 84%~ : 5 million won (5,000,000 won)	
	Application conditions	Passengers arriving in Muan International Airport are to spend 1 night in Gwangju, visit 1 tourist site, and 1 restaurant or experience	
	Important information	Support available for one of either accommodation or vehicle costs	
Scheduled flights	Support content	30,000 won per person	
	Application conditions	Travel packages available for flights arriving at or departing from Muan International Airport For recruiting 4 or more overseas visitors, 1 night in Gwangju, visit 1 tourist site, and 1 restaurant or experience	
	Important information	Support available for one of either accommodation or vehicle costs	



BE ECONOMICAL

Still think that sustainable events cost more?
Gyeonggi offers more subsidies to support your Green MICE practices.
Enjoy both cost and eco-friendly benefits from Gyeonggi, Korea.

gmice.or.kr
[@gyeonggi_tour_en](https://www.instagram.com/gyeonggi_tour_en)
[facebook.com/GGtour](https://www.facebook.com/GGtour)



Gyeonggi MICE Support Program

01 Support for Corporate Meetings

Eligible Groups |



① Total over 30 attendees
(10 foreigners included)
② Events for Korean

Attended by a total of at least 100 people



Over 2 days
(over 4 hours meeting included)



Gyeonggi Province
South Korea

Support Items |

Category	Details
Benefits	<ul style="list-style-type: none"> - Eco-friendly PR materials and online PR materials - Giveaways - Venue rental (Up to 70% of the total support fund can be used.) - Expenses incurred from a formal banquet and artistic performance - Admission fee, car, and tour guide for tourist destinations in Gyeonggi - Team-building program at MICE venue and tourist spots in Gyeonggi - Hospitality services (operating expenses for a VIP registration booth in Incheon Airport, expenses for displaying welcoming messages at Incheon Airport, etc.)
Extra points	<ul style="list-style-type: none"> - Events in Gyeonggi Unique Venue (banquet) - Green MICE events

02 Support for Incentive Tour

Eligible Groups |



Total over
30 foreigners



Over 1 night or
Visiting 3 paid tourist destinations



Gyeonggi-do Province
South Korea

Support Items |

Category	Details
Benefits	<ul style="list-style-type: none"> - Admission fee for tourist destinations in Gyeonggi - Rental fees for convention center or similar facility in Gyeonggi - Expenses incurred from a formal banquet in Gyeonggi
Extra points	Corporate Social Responsibility(CSR) program or Gyeonggi traditional market tour plan

※ To be an effective beneficiary, you must meet the minimum criteria.

Contact Gyeonggi | gmice@gto.or.kr gmice.or.kr

Make it
Shine
with Gyeongnam MICE



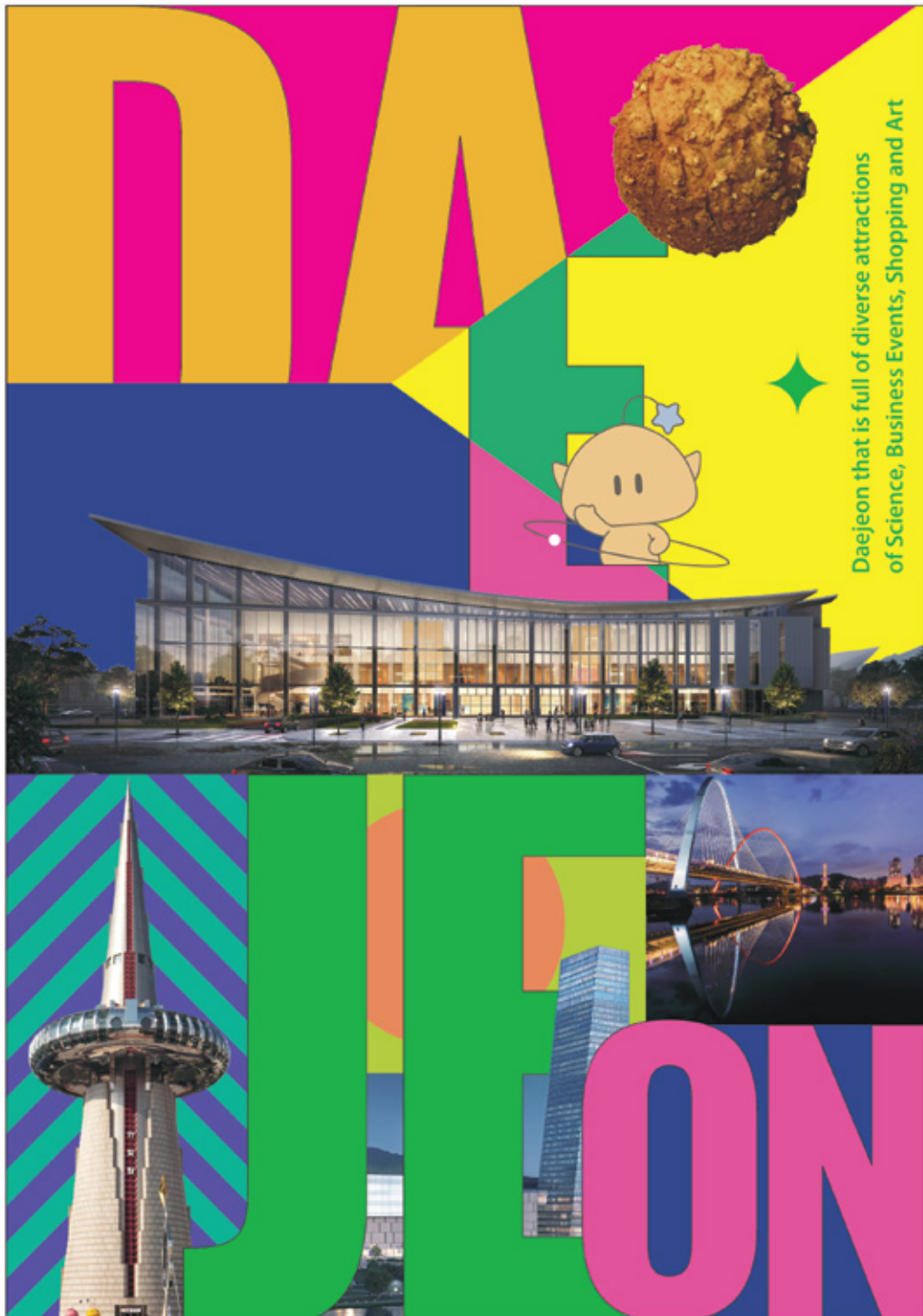
Gyeongnam (Gyeongsangnam-do) MICE Support Program

Eligible Groups |

Category	Conditions	Remarks
International Meetings	- 100 Attendants in total, includes over 50 foreign attendants from 3 countries - More than 2 consecutive days in Gyeongnam	Support available from bidding stage
Meeting	- From 10 to 99 attendants - Over 4 hrs in Gyeongnam - Must be held in unique venues, resorts, and hotels in Gyeongnam	Not applicable for events hosted at CECO Once a year only applicable per host
Incentive Tour	- Group tour hosted by corporations - Over 10 foreign attendants - More than 2 consecutive days in Gyeongnam, includes at least 4 hrs of the program attended by all participants	
Extra Points	-10% additional subsidy allocation for each of the following requirements met, available up to 50% events which are eco-friendly, held by international organization, regional key industries related, held over 3 days, using more than 2 MICE companies, have additional local tour program, and using Gyeongnam unique venues	Not applicable for Plusseoul program

Support Items |

- KRW 20,000 for domestic residents, KRW 40,000 for overseas residents
- Can be used for venue, conference equipments, F&B, performance, accommodation, lecture, shuttle bus, giveaway, PR materials, admission for tourist destination
- Gyeongnam promotional materials, assistance for bid proposal and presentation, letter of support, etc for international conferences



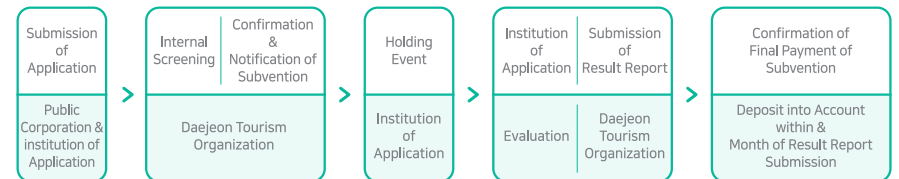
Daejeon MICE Support Program

Eligibility & Conditions |

Category	International Conferences	Domestic Conferences
Target	<ul style="list-style-type: none"> - Domestic institutions holding/hosting the event or those entrusted by the same institutions - Domestic institutions entrusted by overseas institutions holding/hosting the event or those co-hosting the event 	<ul style="list-style-type: none"> - International conferences based on UIA, ICCA and the International Conference Industry Promotion Act - Conferences being held with 10+ foreigners for 2 Day
Scale	<ul style="list-style-type: none"> - Domestic participant: 10,000 KRW per person - International Participant: 20,000 KRW per person 	<ul style="list-style-type: none"> - Conferences being held with 300+ Koreans for 2 Day+ (applicable only for the current year)
Method	<ul style="list-style-type: none"> - Cash settlement after the completion of the event - ※ In-kind support is also available after consultation with the person in charge if necessary. 	
Items	<ul style="list-style-type: none"> - Fees for venue rental, luncheon/banquet, PR material production, participant accommodation, performance/show, etc. 	
Conditions for Support	<ul style="list-style-type: none"> - Exposure of the name and logo of sponsorship by Daejeon Metropolitan City or Daejeon Tourism Organization on event-related materials and event website - Submission of result report and required documents within 30 days of the event completion - Use Daejeon-Chungcheong MICE Alliance members at least one 	

※ Support is provided differentially by event according to the event scale, ripple effect on the local economy, and the importance of the event. (Based on the expected number of participants in the year of the event)

Supporting Process |



How to Apply |

Application accepted all year round

Application of official letter in the name of the head of the institution

Please refer to the website for details such as the documents to be submitted, (www.djto.kr)

Inquiries | MICE Bureau Team, Daejeon Tourism Organization ☎ 042-250-1320~7 ✉ dykim@djto.kr

2023 INCHEON MICE SUPPORT PROGRAMS



Incheon MICE Support Program

Eligibility & Conditions |

Category	Criteria
Corporate Meeting	• (Domestic) Group visiting Incheon for a business meeting with expenses covered by the company and association, attended by more than 50 domestic people on site, using paid service.
	• (Global) Group visiting Incheon for a business meeting with expenses covered by the company and association, attended by more than 50 domestic and foreign people on site, using paid service.
Incentive Travels	• (overseas) Group visiting Incheon for incentive travel with expenses covered by the company and association attended by more than 20 foreign people and spending more than 1 night in Incheon.

Application Process |



Application period | All-Year-Round * Application must be submitted at least a month before the event
 How to apply | Online application through the Incheon MICE Bureau website (incheoncvb.or.kr)



Incheon MICE Bureau website

Support Program |

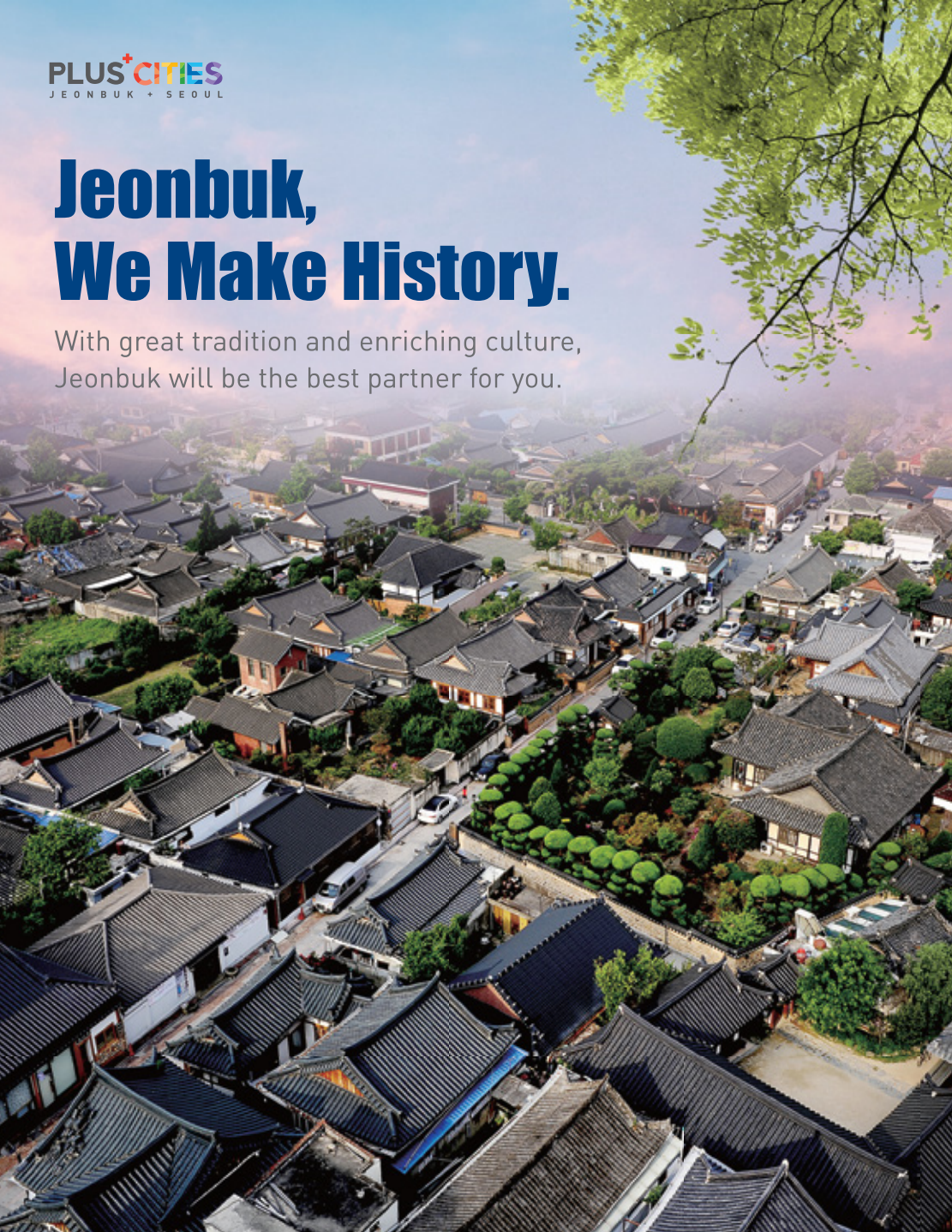
Financial support	Customized support
<ul style="list-style-type: none"> • Venue rental fee (Convention center, hotel, unique venue) • Official F&B and performances • Incheon tour program • Promotional materials making (Website, MICE app, souvenirs, etc.) • Setting up relay posts, Equipment rental 	<ul style="list-style-type: none"> • A airport welcoming service (shuttle bus, welcome desk, themed tours with bus rental and tour guide) • Incheon promotional materials (Souvenirs, leaflets, videos, etc.) • Incheon MICE supporters • Discounted tickets for Incheon City Tour Bus • Assistance for bid proposal and presentation, letter of support, etc.
* Up to KWR 10,000,000	* Differences by size

※ For more Support program other than the above, it is decided after consultation

Contact Incheon | ✉ veronica@ito.or.kr 🌐 www.incheoncvb.or.kr

Jeonbuk, We Make History.

With great tradition and enriching culture, Jeonbuk will be the best partner for you.



Jeonbuk (Jeollabuk-do) MICE Support Program

Support Criteria |

Category	Criteria
Meeting	- Over 10 foreign and / or Korean(outside Jeonbuk) participants - Meeting for more than 4 hours
Convention	- Over 100 foreign and / or Korean(outside Jeonbuk) participants
Incentives	- Over 20 foreign and / or Korean(outside Jeonbuk) participants
Event	- More than 2 countries - Over 10 foreign, 100 participants in total
Exhibition	- Over 30 exhibitors, 200 visitors - B2B Exhibitions only
Jeonbuk tour	Going on a Jeonbuk tour through the MICE agreement between Jeonbuk and other local governments - Over 10 foreign and / or Korean(outside Jeonbuk) participants - Minimum 1 night stay in Jeonbuk - More than 2 consecutive days of event

Support Steps |

Steps	Definition
Step 1. Bidding	MICE events seeking to attract Jeonbuk
Step 2. Public Relation	Promoting activities to increase the number of participants in the MICE event confirmed to be held
Step 3. Hosting	MICE event to be held in Jeonbuk in 2023

Subvention |

	Meeting	Convention	Incentives	Event	Exhibition	Jeonbuk tour
Bidding	-		Maximum KRW 10 million			KRW 10,000 per person
Public Relation	-		Maximum KRW 10 million			
Hosting	Maximum KRW 2 million		Maximum KRW 20 million			

Contact Jeonbuk | ✉ dhwlsdnd1231@korea.kr @ jbmic.or.kr



Chungbuk (Chungcheongbuk-do) MICE Support Program

Eligible Groups |



Foreign Tour Group



Over 1 night stay
in Chungcheongbuk-do



2 days or more

Support Items |

Category	Criteria	Grants
Meetings	Corporation - 30PAX or more, more than 2 days 1 night in Chungcheongbuk-do	20,000 KRW / person
	International Organization - 30PAX or more than 1 day	25,000 KRW / person
	Non-affiliated International Organizations - 100PAX or more, 30 foreigners or more, more than 2 days 1 night in Chungcheongbuk-do	25,000 KRW / person
Incentives (Travel)	30~99PAX, 30 foreigners or more, more than 2 days 1 night in Chungcheongbuk-do	20,000 KRW / person
	100PAX or more, 30 foreigners or more, more than 2 days 1 night in Chungcheongbuk-do	30,000 KRW / person
Hybrid Meetings	Corporation - 50PAX or more, more than 2 days 1 night in Chungcheongbuk-do - More than 15 on-site participants	Online : 5,000 KRW / person Onsite : 20,000 KRW / person
	International Organization - 50PAX or more, more than 1 day - More than 15 on-site participants	Online : 5,000 KRW / person Onsite : 25,000 KRW / person
	Non-affiliated International Organizations - 100PAX or more, 30 foreigners or more, more than 2 days 1 night in Chungcheongbuk-do - More than 30 on-site participants	Online : 5,000 KRW / person Onsite : 25,000 KRW / person

Chungcheongbuk-do

Small but strong MICE, Chungcheongbuk-do

Experience the culture and unique charm that can only be experienced in Chungcheongbuk-do at Unique Venue in Chungcheongbuk-do.

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Beauty Seoul + Beautiful Cities