



PLUS⁺CITIES
SEOUL + PARTNER CITIES



2022
PLUS CITIES
SUPPORT
PROGRAM
GUIDE





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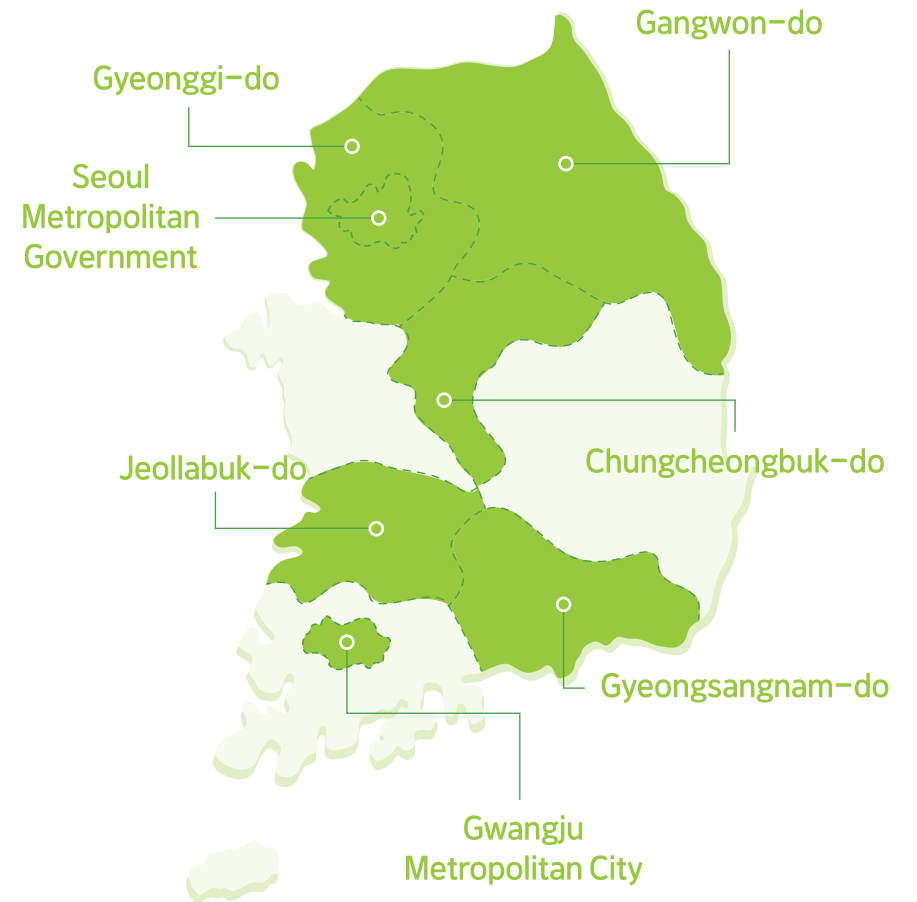
SEOUL + PARTNER CITIES

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 Gangwon-do, Gwangju Metropolitan City, Gyeonggi-do, Gyeongsangnam-do, Jeollabuk-do, Chungcheonbuk-do 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.

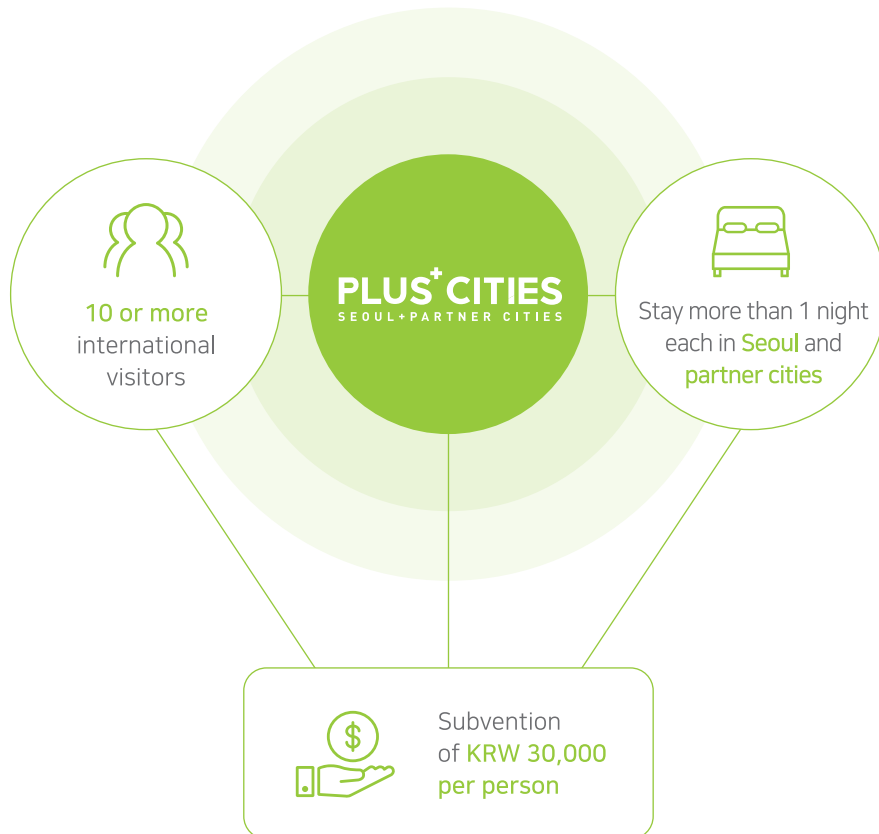
PLUS CITIES Partners



※ 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 (Gangwon, Gwangju, Gyeonggi, Gyeongnam, Jeonbuk, Chungbuk) together.



PLUS CITIES Support Program

1 Eligible Groups MICE groups consisting of 10 or more international visitors participating in joint tour programs in Seoul and partner provinces and cities


* Community, Fan Club, Religion Group, Government Group, Faculty Group, Student Group are excluded.
 * Foreigners: All foreigners from abroad


2 Support Criteria

- Groups visiting Seoul and MICE partner cities
- One or more night stay in each Seoul and MICE partner cities


Ex) One night in Seoul and One night in Gyeonggi-do


3 Support Items Subvention of KRW 30,000 per person


 Transportation


 Food


 Souvenir


 Admission Ticket


 Venue Rental

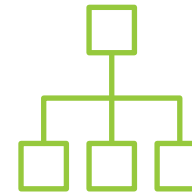


Frequently Asked Questions



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 supports at once?

A Yes. You may apply for PLUS CITIES support program and partner cities support programs at the same time.



Q Can I receive the subvention before or during the event?

A No. The subvention is to be transferred upon the result of the event is confirmed. So it's transferred after the event.



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



We Make History Jeonbuk



CHUNGCHEONGBUK-DO



SEOUL
TOURISM
ORGANIZATION



Gangwon Tourism
Organization



Gwangju
Tourism
Organization



GYEONGGI TOURISM
ORGANIZATION 경기관광공사



GYEONGNAM
TOURISM
ORGANIZATION



Jeonbuk
TOURISM
ORGANIZATION



CHUNGCHEONGBUK-DO
TOURISM
ORGANIZATION

PLUS SEOUL

#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: pluseoul@sto.or.kr | Tel: +82-2-3788-8151 | www.miceseoul.com

Find us on:   

Seoul MICE Support Program

#SEOUL #PLUSCITIES #DoubleSupport

Eligible Groups |



Over 10 foreign attendants








More than 2 consecutive nights in Seoul



More than 2 service usage from SMA members (one PAID service required)

PLUS SEOUL Support Program |

| Category | Details |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SAFETY | Purchasing quarantine goods  |
| VENUE RENTAL | 2022 SEOUL MICE ALLIANCE 'Unique Venue' rental fee  |
| LOCAL EXPERIENCE SUPPORT | Seoul MICE Team building program (Hanbok, Korean food, K-pop dance, etc.)   |
| ATTRACTION ADMISSION | 2022 SEOUL MICE ALLIANCE 'Entertainment' program fee  |

※ Service upgrades or additional support may be available, depending on the nationality of the visitors or the reason for the visit. Please contact the program manager for more information.

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

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GANGWON**

Make your business event special with Gangwon!

Gangwon Tourism Organization

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Get in touch with
the **Gangwon Tourism Organization**

MICE
GANGWON

24455, 강원도 춘천시 안마산로 89
89, Anmasan-ro, Chuncheon-si, Gangwon-do,
Republic of Korea (24455)

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



Gwangju MICE Support Program

#GWANGJU #PLUSCITIES #DoubleSupport

01 Incentive support for international visitors

| Type | Support Contents | |
|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 / Vehicle 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) - Fewer than 100 participants: 20,000 won - Between 100 and 129 participants: 3,000,000 won - Between 130 and 149 participants: 4,000,000 won - 150 or more participants: 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 |

Don't Choose, Do Both

Hybrid Event, Gyeonggi-Do

 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

#GYEONGGI #PLUSCITIES #DoubleSupport

01 Support for Corporate Meetings

Eligible Groups |



Total over 30 attendees
(20 foreigners included)



Over 2 days
(over 4 hours meeting included)



Gyeonggi Province
South Korea

Support Items |

| Category | Details | |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| Eligibility | Venue | Gyeonggi-do Province, South Korea |
| | Period | Over 2days (over 4 hours meeting included) |
| | Visitors | Total over 30attendees (20 foreigners included) |
| Benefits | <ul style="list-style-type: none"> - Eco-friendly PR materials and online PR materials - Giveaways - 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 - Traditional market & shopping mall discount coupon and gift card | |
| 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 | |
|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| Eligibility | Venue | Gyeonggi-do Province, South Korea |
| | Period | Over 1 night or Visiting 3 paid tourist destinations |
| | Visitors | Total over 30 foreigners |
| Benefits | <ul style="list-style-type: none"> - Admission fee for tourist destinations in Gyeonggi - Rental fee 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

#GYEONGNAM #PLUSCITIES #DoubleSupport

01 Support for Incentive Tour

Eligible Groups |



Over 30 foreign
attendants



More than 2
consecutive nights

Support Items |

| Category | Details | |
|-------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------|
| Basic Eligibility | Venue | A minimum of 30 international participants |
| | Period | More than 2 consecutive nights |
| Financial Benefit | - 30~99 participants [KRW15,000 / per person] - Over 100 participants [KRW 25,000 / per person] | |

02 Support for Conventions

Eligible Groups |



Over 30 foreign
attendants



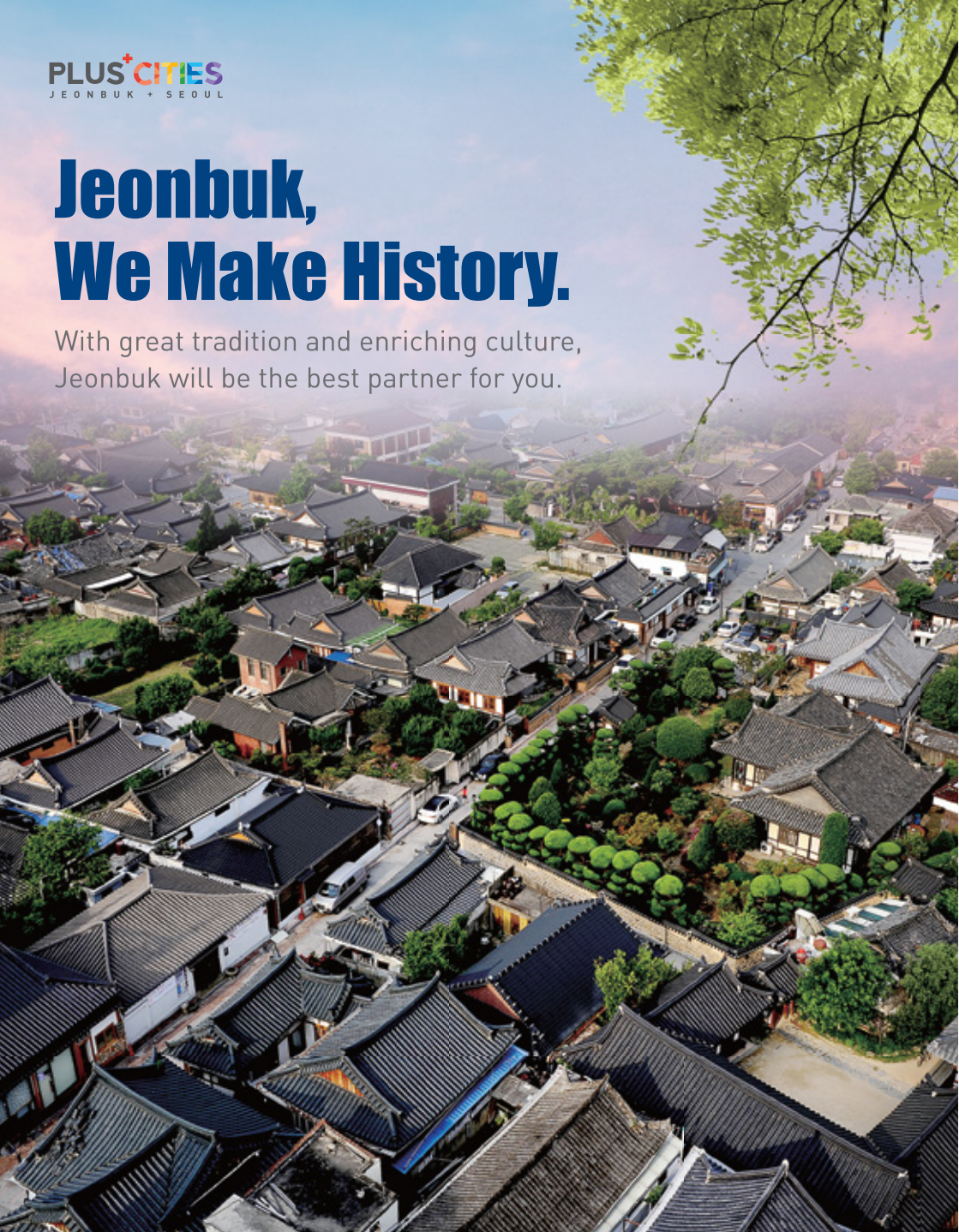
More than 2
consecutive nights

Support Items |

| Category | Details | |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|
| Basic Eligibility | Venue | A minimum of 100 participants ※ a minimum of 300 participants in CECO |
| | Period | More than 2 consecutive nights |
| Hosting Benefit | - Costs of renting a venue - Official luncheon, dinner and coffee break - Production of promotional materials - On-site information desk & events - Tour programs for MICE attendees | |

Jeonbuk, We Make History.

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



Jeonbuk (Jeollabuk-do) MICE Support Program

#JEONBUK #PLUSCITIES #DoubleSupport

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 2022 |

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 30 million | | | |

Contact Jeonbuk | ✉ river@jbct.or.kr 🌐 www.jbct.or.kr



Chungcheongbuk-do

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Chungcheongbuk-do**

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

Chungcheongbuk-do Contact

Tel: +82-43-220-4002 <https://tour.chungbuk.go.kr>

Chungbuk (Chungcheongbuk-do) MICE Support Program

#CHUNGBUK #PLUSCITIES #DoubleSupport

Eligible Groups |



Foreign Tour Group



Over 1 night stay
in Chungcheongbuk-do



2 days or more

Support Items |

| Category | Criteria | Grants |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| Meetings | Corporation - 50PAX or more, more than 2 days 1 night in Chungcheongbuk-do | 20,000 KRW / person |
| | International Organization - 50PAX 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 |

Contact Chungbuk | ✉ 39yej@korea.kr 🌐 tour.chungbuk.go.kr

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