

PLUS SEOUL

2025

SUPPORT PROGRAM

A customized business event experience





Seoul Tourism Organization

The Seoul Tourism Organization is a public organization tasked with attracting international visitors through the effective development, commercialization, and marketing of Seoul's tourism resources.

It aims to strengthen Seoul's global competitiveness and increase the expertise and effectiveness of Seoul's marketing projects to ensure their sustainability.



Seoul Convention Bureau

The Seoul Convention Bureau is a division of the Seoul Tourism Organization that represents the city in the international MICE industry and supports local business and associations in building a strong and thriving ecosystem.

SCB is also dedicated to promoting Seoul as a complete convention city through a variety of global marketing activities and providing professional support for the attracting and hosting process.



PLUS SEOUL

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PLUS SEOUL is a support program provided by the Seoul Convention Bureau to bring the highest satisfaction to MICE participants with authentic experiences, whether the event is online or on-site.

It is a promise to enhance the business event experience with lasting memories and connections when it takes place in Seoul.



SEOUL MICE ALLIANCE

The Seoul MICE Alliance is a public-private partnership established by STO and the City of Seoul to foster the MICE industry.

It consists of more than 300 companies specialized in the Seoul MICE industry. It covers the entire MICE industry in 10 categories, including convention centers, hotels, unique venues, PCOs, DMCs, entertainment, shopping, transportation, MICE services, and exhibitions.

Reasons to Choose Seoul



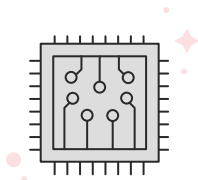
**Global Business
Event Destination**



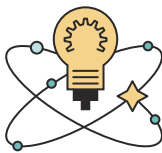
**Sustainable
MICE City**



**Grounded MICE
Infrastructure**



**Hybrid-
Tech City**



**Diversity &
Inclusion City**



**Convenient &
Safe City**

Support Program Summary

	International Conferences	International Event	Corporate Meetings / Incentive Tours	PLUS CITIES
Financial Support	○	○	○	○
Comprehensive Support	○	○	○	○
Unique Venue	○			
Seoul MICE Supporters	○	○	○	

International Conferences

Eligibility Criteria



From more than
3 countries



Over 100 total delegates,
over 50 foreign delegates



2 days or longer

* Not eligible for : 1) Events organized by social clubs, fan clubs, online meeting, religious organization, or governmental organization
2) A simple competition, contest, game, lecture, webinar, corporate meeting, or job training session.

Supports in Stages

Attracting Stage	Promoting Stage	Hosting Stage
Supporting local bidding (organizing) committee		Supporting both local organizing committee and host organization
Attracting international conferences to Seoul to be the next destination in bidding process	Promoting Seoul after the final decision is made	Hosting international conferences in Seoul in 2025

- ◆ All applications should be prepared and submitted by a **local organization**, and the financial support from SCB will be provided to the **local organization**.
- ◆ Applications should be submitted at least 3 months before the event begins.

Contact	Attracting Support		miceseoul@sto.or.kr
	Promoting & Hosting Support	Email	convention1@sto.or.kr
		Kakaotalk ID	stoconvention

Support Details

The specific amount of financial support will be determined through **both quantitative and qualitative** assessments in the year of the event. The financial support can be applied for once annually, regardless of the stage.

Stages	Attracting Stage	Promoting Stage	Hosting Stage
 <p>Financial Support</p>	<ul style="list-style-type: none"> - Local organizing committee's overseas activities - Site inspection for executive members abroad - Hosting side events overseas - Producing online/offline promotional contents or souvenirs - Meeting technology system fee - PCO management fee - Conference registration fee - Cost of making and printing the presentation of the event proposal (Attracting Stage) 		<ul style="list-style-type: none"> - Venue rental - Inviting overseas speakers - Hosting side events - Producing online/offline promotional contents or souvenirs - Meeting technology system fee - PCO management fee - Tour program operating fee
 <p>Comprehensive Support</p>	<ul style="list-style-type: none"> - Site inspection - Letter of support - Support local organizing committee in bidding process - Seoul Welcome Kit - Overseas Joint Hosting Activities (Domestic/International) 	<ul style="list-style-type: none"> - Seoul Welcome Kit 	<ul style="list-style-type: none"> - Seoul Welcome Kit - Utilization of unique venues - Seoul Tourism Booth (For more than 500 foreign participants) - Seoul MICE Supporters

International Event

Eligibility Criteria



From more than 3 countries



Over 300 foreign delegates



2 days or longer

Supports in Each Stage

Attracting Stage

Promoting Stage

Hosting Stage

Supporting local bidding(organizing) committee

Supporting both local organizing committee and host organization

Attracting international events to Seoul to be the next destination in bidding process

Promoting Seoul after the final decision is made

Hosting international events in Seoul in 2025

- ◆ All applications should be prepared and submitted by a **local organization**, and the financial support from SCB will be provided to the **local organization**.
- ◆ Applications should be submitted at least 3 months before the event begins.

Contact	Attracting & Promoting & Hosting Support	Email	event@sto.or.kr
		Kakaotalk ID	stomice

Support Details

The specific amount of financial support will be determined through **both quantitative** and **qualitative** assessments in the year of the event. The financial support can be applied for once annually, regardless of the stage.

Stages	Attracting Stage	Promoting Stage	Hosting Stage
 Financial Support	<ul style="list-style-type: none"> - Local organizing committee's overseas activities - Site inspection of executive members abroad - Producing online/offline promotional contents or souvenirs - Cost of making and printing the presentation of the event proposal 	<ul style="list-style-type: none"> - Local organizing committee's overseas activities - Site inspection of executive members abroad - Producing online/offline promotional contents or souvenirs 	<ul style="list-style-type: none"> - Venue rental - Shuttle bus and airport limousine rental - Seoul tourism programs operating fee - Hosting side events - Invitation Fee for a Guest Speaker, Performer, and Networking Group - Producing online/offline promotional contents or souvenirs - Meeting technology system fee
 Comprehensive Support	<ul style="list-style-type: none"> - Letter of support 		<ul style="list-style-type: none"> - Visit Seoul social media (Instagram story) - Seoul tourism booth - Discover Seoul Pass discount - Seoul Welcome Kit - Seoul MICE Supporters

Corporate Meetings & Incentive Tours

Description	
Corporate Meetings	Companies visiting Seoul to host a conference that lasts at least four hours
Incentive Tours	A group (or groups) entering Seoul for a tour, with all expenses covered by the corporation

* Not eligible for social clubs, fan clubs, religious organizations, governmental organizations, or student groups

Stage	Eligibility Criteria	Support Details	Support Limit
Hosting Stage	<ul style="list-style-type: none"> At least a two-night stay in Seoul At least 50 foreign participants Must use at least two member companies of Seoul MICE Alliance (SMA) (1 paid, 1 free) Must acknowledge sponsorship by the Seoul Metropolitan Government <p>* Use of a separate sponsorship acknowledgment requires prior approval</p>	<ul style="list-style-type: none"> Choose one item from Basic Support (Grades 1–5) Additional support available under Special Support if applicable 	Up to KRW 100 million per organization

Grading Criteria

Number of foreign participants	Scoring (A)		Number of nights in Seoul	Scoring (B)		Total score (A+B)	Grade	Subsidy per participant
50 to 100	1-point	+	2-night stay	1-point	=	2-point	Grade5	KRW 10,000
101 to 200	2-point		3-night stay	2-point		3-point	Grade4	KRW 15,000
201 to 500	3-point		4-night stay	3-point		4-point	Grade3	KRW 20,000
501 to 1,000	4-point		5-night stay	4-point		5-point	Grade2	KRW 25,000
1,001 or more	5-point		6-night stay or more	5-point		6-point or more	Grade1	KRW 30,000

Support Items : Select one of the following five options and special support (if applicable)

Support Items			Details
Basic Support (Select 1)	1	PLUS SEOUL Welcome Kit (Souvenirs)	<ul style="list-style-type: none"> The requested quantity cannot exceed the total number of foreign participants
	2	Bus rental fee within Seoul	<ul style="list-style-type: none"> Only bus rental fee corresponding to the schedule for travel within Seoul is covered Pickup and drop-off services at the International Airport are also covered
	3	Seoul MICE experience costs	<ul style="list-style-type: none"> Support covers admission fees for tourist attractions in Seoul, hanbok experiences, Korean cooking classes, K-POP dance lessons, performance viewing, and other team-building activities
	4	Official luncheon and dinner banquet costs	<ul style="list-style-type: none"> Only venue usage fees and performance costs for members of the Seoul MICE Alliance under Convention Center, Hotel, and Unique Venue category are covered Only side events included in the official program are supported (general meals, gatherings, and individual meetings are not eligible)
	5	Accommodation costs	<ul style="list-style-type: none"> Accommodation costs are covered only for hotels affiliated with the Seoul MICE Alliance under the Hotel category
Special Support	1	Accommodation of at least 200 nights at SMA-affiliated hotels	<ul style="list-style-type: none"> Additional support of KRW 10,000 per foreign participant Applies only to hotels affiliated with the Seoul MICE Alliance under the Hotel category
	2	Use of at least three paid SMA-affiliated companies	<ul style="list-style-type: none"> Additional support for PLUS SEOUL Welcome Kit (souvenirs) The requested quantity cannot exceed the total number of foreign participants
	3	Extra-large group with 1,000 or more participants	<ul style="list-style-type: none"> Support for Seoul tourism experience booths during the event

※ Applicants may also apply for the MICE support from the Korea Tourism Organization (KTO), but cannot apply for the same item.

※ For a list of the member companies of Seoul MICE Alliance, please refer to the page 12 or visit the Seoul Convention Bureau's website (www.miceseoul.com)

Contact

plusseoul@sto.or.kr

* Applications must be prepared and submitted by local partners and must be submitted at least two weeks prior to the event

PLUS CITIES

Eligibility Criteria

10~20 overseas
visitors

+10~20



More than 2 nights
in Seoul

+2



More than 1 night
in partner cities.

+1



* 10 PLUS CITIES partners : Gangwon-do, Gwangju Metropolitan City, Gyeonggi-do, Gyeongsangnam-do, Daejeon Metropolitan City, Incheon Metropolitan City, Jeollanam-do, Jeollabuk-do, Chungcheongnam-do, Chungcheongbuk-do,
* Not Eligible for social clubs, fan clubs, religious organization and governmental organization, or student groups

Support Criteria & Amount of Support





Support for foreign participants based on regional and participant number criteria

1 Accommodation in Seoul & Gangwon, Gyeonggi, Incheon
: Minimum of 20 participants

2 Accommodation in Seoul & Gwangju, Gyeongnam , Daejeon, Jeonnam , Jeonbuk ,
Chungnam , Chungbuk
: Minimum of 10 participants

Seoul		Partner Cities	
2-night stay or longer	KRW 30,000	+	1-night stay or longer
2-night stay or longer at a hotel affiliated with SMA	KRW 40,000		
		Support provided according to the support program of the local government partner	

Seoul Support Details (Select 1 out of 4)

Support Items		Details
1	Bus rental fee within Seoul 	<ul style="list-style-type: none"> Only bus rental fee corresponding to the schedule for travel within Seoul is covered Pickup and drop-off services at the International Airport are also covered
2	Event venue rental fee and official luncheon/ dinner banquet costs 	<ul style="list-style-type: none"> Venue rental fees and banquet costs are covered only for venues affiliated with the Seoul MICE Alliance under the Convention Center, Hotel, and Unique Venue categories Coverage of costs for luncheon, dinner banquet, coffee breaks, and other F&B expenses
3	Admission fees for tourist attractions and experience programs 	<ul style="list-style-type: none"> Coverage includes admission fees to tourist attractions in Seoul, hanbok experiences, Korean cooking classes, K-POP dance lessons, access to performances, etc.
4	Accommodation costs 	<ul style="list-style-type: none"> Accommodation costs are covered only for hotels affiliated with the Seoul MICE Alliance under the Hotel category

※ For a list of the member companies of Seoul MICE Alliance, please refer to the page 12 or visit the Seoul Convention Bureau's website (www.miceseoul.com)


※ (Support Limit) Up to KRW 40 million per event

Contact

othercity@sto.or.kr

* Applications must be prepared and submitted by local partners and must be submitted at least two weeks prior to the event

Unique Venue Revitalizing Support

Eligibility Criteria	✓ A conference or an exhibition hosted at a unique venue listed under the unique venue category of Seoul MICE Alliance
	✓ Over 100 total delegates, over 50 foreign delegates
Support Details	✓ 2.5 million KRW per conference
	✓ A rental or service fee of unique venue
	✓ Paid to the local partner
Contact	<div>convention1@sto.or.kr</div> <div>  <div>Search Unique Venue</div> </div>

Seoul MICE Supporters

Eligibility	✓ International Conferences
	✓ International Event
	✓ Corporate Meetings & Incentive Tours
	✓ Exhibitions
	✓ Seoul city hosted MICE events
Details	✓ 50% of labor cost per supporter
Contact	mice.specialist@sto.or.kr

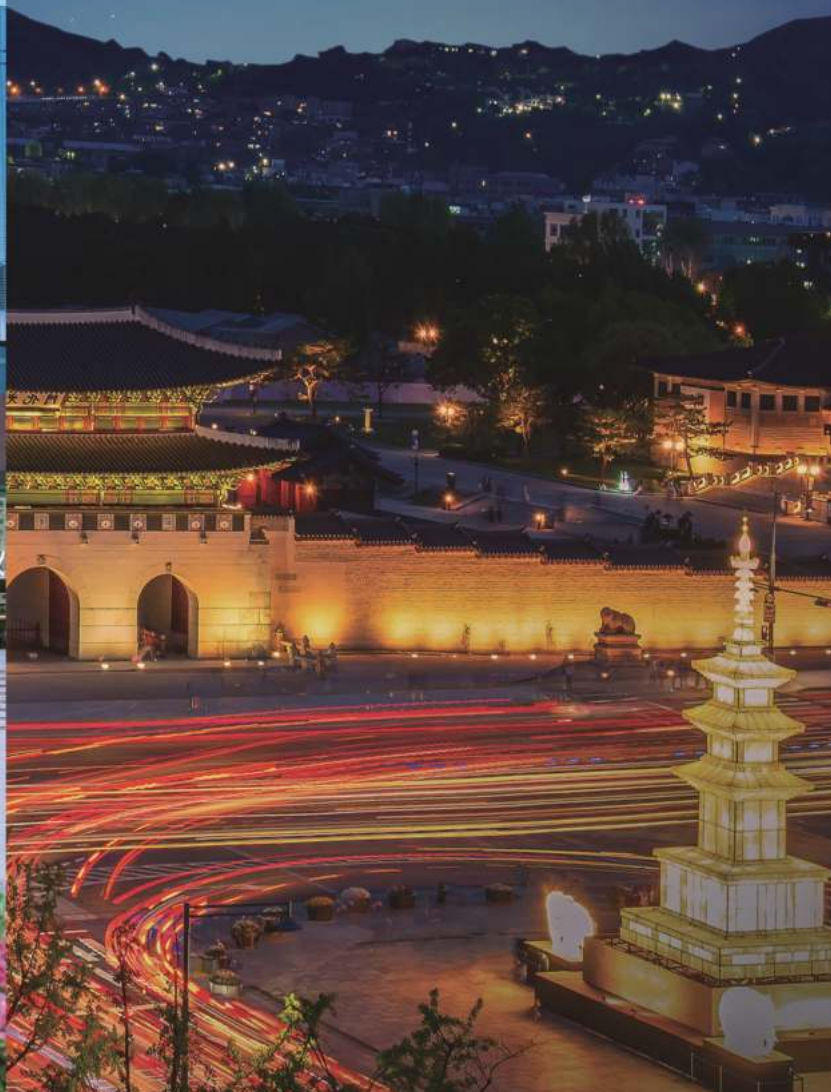
2025 Seoul MICE Alliance(SMA) Members

Category	Company Name
Convention Center (6)	aT Center, HW Convention Center, SETEC, Sejong University Convention Center, Coex Convention & Exhibition Center, Coex Magok
Hotel (41)	JW Marriott Dongdaemun Square Seoul, JW Marriott Seoul, Grand Mercure Imperial Palace Seoul Gangnam, Grand Walkerhill Seoul, Grand InterContinental Seoul Parnas, Grand Hyatt Seoul, GLAD hotel Yeouido, Nine Tree Premier ROKAUS Hotel Seoul Youngsan, Novotel Ambassador Seoul Gangnam, Novotel Ambassador Seoul Dongdaemun, THE PLAZA Seoul, Autograph Collection, RYSE, Autograph Collection, Royal Hotel Seoul, Signiel Seoul, LOTTE HOTEL SEOUL, Lotte Hotel World, Mercure Ambassador Seoul Magok, Mayfield Hotel, Mondrian Seoul Itaewon, voco Seoul Gangnam, voco Seoul Myeongdong, VISTA WALKERHILL SEOUL, Hotel SAMJUNG, The Shilla Seoul, Seoul Garden Hotel, SEOUL DRAGON CITY, Sofitel Ambassador Seoul Hotel&Serviced Residences, Swiss Grand Seoul, STANFORD HOTEL SEOUL, Andaz Seoul Gangnam, The Westin Josun Seoul, InterContinental Seoul COEX, Josun Palace, a Luxury Collection Hotel, Seoul, Gangnam, Kensington Hotel Yoido, Courtyard Marriott Seoul Times Square, Conrad Seoul, Park Hyatt Seoul, Fairmont Ambassador Seoul, Four Seasons Hotel Seoul, Four Points by Sheraton Seoul, Guro, Hotel Naru Seoul – MGallery
Unique Venue (53)	RNL RosenLime, SJ Kunsthalle, SKY31 CONVENTION, Golden View Sky Garden (Golden Seoul HOTEL), National Gugak Center, National Museum of Korea, Namsangol Hanok Village, Nodeul Island, THE RIVER, The Spot Fabulous, The Forest Choso Chaekbang, Dongdaemun Design Plaza (DDP), Sky Kingdom, Rakkojae, Rakkojae Culture Lounge, Lotte World Adventure, Mariposa, Market O, Megabox Seongsu, Bongraecheon (Mayfield Hotel), Mok In Museum Mok Seok Won, Mugyewon, Oil Tank Culture Park, Buam 7, Bidam, Théâtre des Lumières, Samcheonggak, Seoul Tourism Plaza, Seoul Namsan Gukakdang, Seoul Donhwamun Traditional Theater, Seoul Museum, Seoul Central Post Office, Sumsei Terrarium, Seongsu Yeonbang (Cheonsang Gaok), SONO FELICE BANQUET&CONVENTION, Studio 159, Space O, Aston House, Yeong Bin Gwan, Korean Stone Art Museum, WIZ-L SEONGSU, Eland Cruise, Le Style Restaurant&Bar (ibis Styles Ambassador Seoul Myeongdong), Jardin d'Hiver Garden, Jeongdong Maru, Community House Masil, K-turtle Convention Center, COEX AQUARIUM, WERTIGO (CONRAD SEOUL), Platform-L Contemporary Art Center, PLENTY CONVENTION, Floating Island Convention, Peace & Park Convention, Korea House
PCO (42)	DoTPlanner, The Gamdong Factory, The Welcome, The Plan, DREAM i PLANNERS (D,I,P), MICE & COMPANY, MEC&WIP, MECI, MEPS International Korea, SPEAENCE, CHACOMPANY, AIM Korea, ECOMICE, MWNETWORKS, MCI Korea, M&C Communications co.,Ltd, OPENER DOC, ON COMMUNICATIONS, YSK Partners, WINplusWIN, UNIONE Communications, IOCONVEX, EZ pmp, InSession International Convention Services, IHN Communication Korea, INTERCOM Convention Services, it's MICE, Channel K, CONVENEIN, KR Hospitality & Events, KORAIL TOURISM DEVELOPMENT, Korea Convention Services (Koonex), COMEXPlanS, Chris & Partners, TOP PLANNERS, FACTBLOCK, P&M, P.O.D Communications, People & Value, People-X, PHILIC PLAN, HYUNDAI ASAN CORPORATION

Category	Company Name
DMC (64)	DOJC KOREA, Golden Tour Korea DMC, Grace Travel, DODO INTERNATIONAL, D&G TOUR, redcap tour, LOTTE TRAVEL SERVICE, LOTTE JTB, MICE WORLD, MODETOUR International, Motiontour&DMC, MIMI TRAVEL, Bareumi Tour, Bomun World Travel, Bosuk Tours, Bridge Travel, VIP TRAVEL, VIAGEM, BTTOUR, SALLY TOUR, ALAN TRAVEL, SEONG SEONG, S&S TOUR CO., LTD, SEBANG TRAVEL, SKY TOUR SERVICE, ARIRANG TOUR SERVICE, ARISU TOUR, Iloveseoul tour, IBTS KOREA, Asia World Travel Service, AJU Incentive, Rye Tour, SAM TOUR, A-One Travel Service, H&T, FNF KOREA TRAVEL, MJCT, TRAVEL BUS, WOWCOREATOUR, WOORICLUBTRAVEL, Youus Tours, US TRAVEL KOREA, Etourism, EHOOLTS, S.P TOUR, JACKWORLD, Jane DMC Korea, GTN, KoreaTravelEasy, COSMOJIN TOUR, CREVEN KOREA, Kim's M&T, TAEHWA, Trans-Korea Tour, Travelcafe, Four Seasons Tour Service, Plaza 21 Plus Travel, Plans, Hana Tour!TC, HANJIGYO, KTCC, Holiday Planners, Holidaylink DMC, HWADONG
Transportation (15)	GroundK, Yellow Balloon City Bus, LANE4 Company, MOVV, Buxi, Seoul City Tour Bus, Search A Kind, SOCAR, AIR SEOUL, Jinmobility, K-Van Korea Inc., Tranmaster, T-money, PAPA MOBILITY, PREMIUMPASS INTERNATIONAL
MICE Service (38)	GIGACHANCES, November 1st Creativeworks, NOBLAD, DESKM, DATAKING, DNIC, Differoute, ROUTE Company, Roovook, MICELINK, MICEON, MICESTAFF, MICEHUB, MINDSGROUND Co., Ltd, Brosgroup co.,ltd, Blue Origin Co., Ltd, Salin, SOO Design, LTWO LEATHER GOODS, MBIG, WESTGATE Euras-Tech, EVENTUS, JOBMASTER Corporation, JungTong Communication, JSTAR management solution, JM CONNECTED, GE Logistics, Chalzin Produciton, CommuniLab, Communistar, Contentour, Topclass, TSM, PowerPT, KIMCA/Best Korea Communication, HASHSNAP, HOTELPASS GLOBAL
Entertainment (23)	Golden Blue Marina, National Jeongdong Theater of Korea, Daehan Hanbok Domo Company <Musical drama - Only You>, ROKSTAR, Modern.han, KING STUDIO, Barun Food School, Sejong Center For The performing arts, STUDIO COSMOS, springshine, N SEOUL TOWER, RKD Entertainment, SL Studio, Yegam <JUMP-Comic Martial Arts Performance>, OME Cooking Lab, WERIDE, JIJIDAEAK, Chunpoong Brewery, Creative Tong Inc. <Alive Museum>, Pentatonic <The Painters HERO>, PMC Production <NANTA>, HANBOKNAM
Shopping (7)	Lotte Duty Free, Seven Luck Casino in GANGNAM COEX, THE SHILLA DUTY FREE, SHILLA IPARK DUTY FREE, SHINSEGAE DUTYFREE, Hyundai Department Store, HYUNDAI DEPARTMENT STORE DUTY FREE
Exhibition (25)	Kyungyon Exhibition, KR Communication, Global Business Exhibitions, Global Fairs and Conference (GFC), NEOEXPO, THE WISE, Reed Exhibitions Korea, MANMANBOYS, SeoulMESSE International, Seoul Fairs, Segefairs, a Design Group, EXPORUM, Promosalons Korea, GMEG, K.Fairs, KINTERCH, FUN FAC, Korea Int'l Exhibition, KOREA E&EX, Korea Trade Fairs, Association of Korea Exhibition Industries(AKEI), Korea Exhibition Organizers Association, Institute of Convention and Exhibition Management(ICEM), Korea Industrial Marketing Institute

PLUS SEOUL

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



Connect with the Seoul Convention Bureau

Email: pluseoul@sto.or.kr | www.miceseoul.com

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SEOUL M! SOUL



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