



2024
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 www.miceseoul.com



PLUS⁺CITIES

SEOUL + PARTNER CITIES

2024 PLUS CITIES SUPPORT PROGRAM GUIDE

PLUS CITIES

Support Program

PLUS⁺ CITIES
SEOUL + PARTNER CITIES

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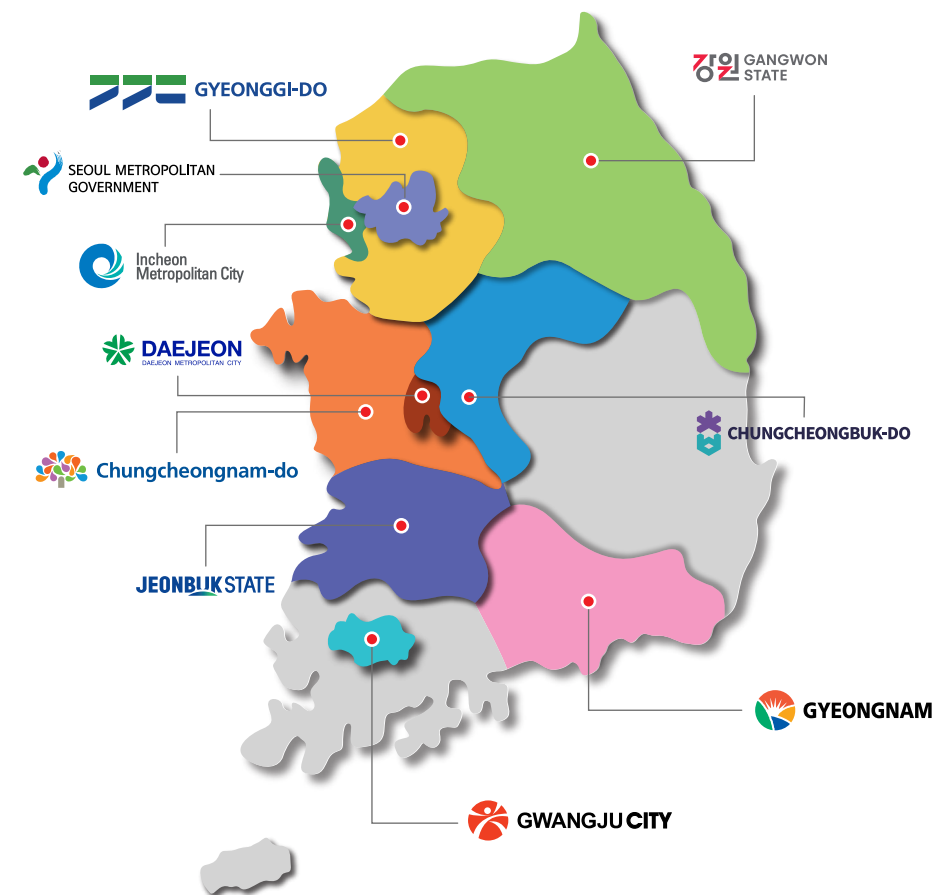
SEOUL+PARTNER CITIES

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 9 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 enriched 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.



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

PLUS CITIES Support Program

Amount of Support

① Accommodations in Seoul, Gyeonggi and Incheon

Seoul		Gyeonggi and Incheon	
2-night stay or longer	KRW 10,000	+	1-night stay or longer
2-night stay or longer at a hotel affiliated with SMA	KRW 20,000		
			Support provided according to the support program of the local government partner

② Accommodations in Seoul, Gangwon, Gwangju, Gyeongnam, Daejeon, Jeonbuk, Chungnam and Chungbuk

Seoul		Gangwon, Gwangju, Gyeongnam, Daejeon, Jeonbuk, Chungnam and Chungbuk	
2-night stay or longer	KRW 20,000	+	1-night stay or longer
2-night stay or longer at a hotel affiliated with SMA	KRW 30,000		
		Support provided according to the support program of the local government partner	

* For the partner cities support program, it should be inquired to the local government partner directly

Support Details (Select one)

Seoul Support Program (Financial Support)			
Bus rental within Seoul	Venue rental / Official luncheon & dinner banquet	Attraction admission	Accommodation
Special Support			
An organization staying for 200 nights or more at a hotel affiliated with Seoul MICE Alliance (SMA)			
* Additional support of KRW 10,000 per foreigner			

Contact | ✉ othercity@sto.or.kr | 🌐 www.miceseoul.com

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

Frequently Asked Questions

Q When should I submit the application?

A You must apply at least two weeks prior to the event.



Q Can I apply for multiple support programs at once?

A Applicants(companies) may also apply for the MICE support from the Korea Tourism Organization (KTO), but cannot apply for the same item. Furthermore, they cannot apply for the other support programs from Seoul Tourism Organization (STO) at once.



Q Where can I apply?

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



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

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



Q When and how can I receive funding?

A After the final approval of the submitted reports on results, funding for the corresponding item fee(s) is paid to the vendors. Alternatively, the funding can be paid to the applicants(companies).

* the power of attorney issued by the host company must be submitted in the second case.



Q How can I inquire about the PLUS CITIES support program?

A Please direct any further inquiries to the email address provided below.

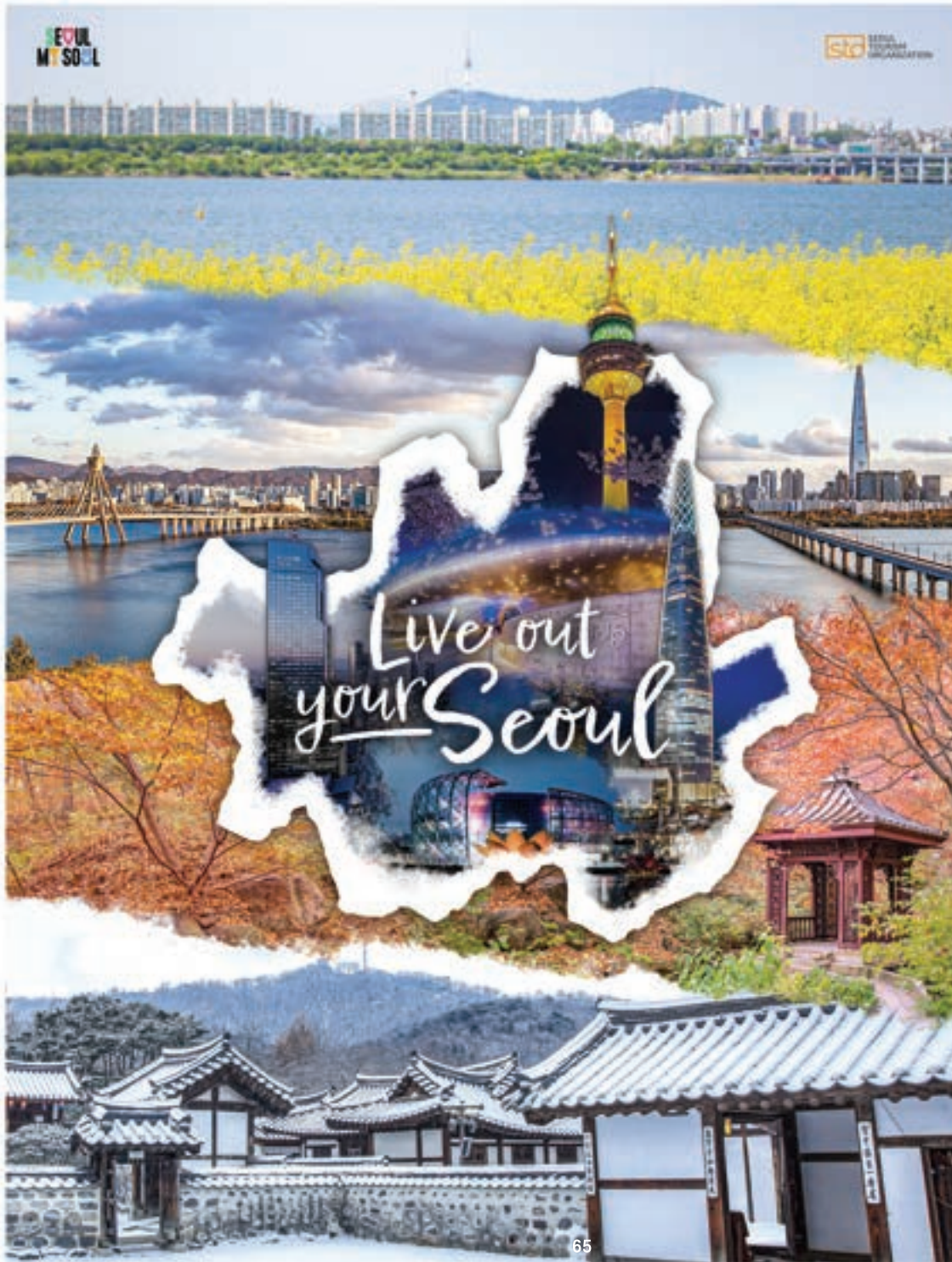
✉ othercity@sto.or.kr



MICE

Partner Cities





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Seoul MICE Support Program

Eligible Groups |

Description	
Corporate Meetings	Companies visiting Seoul for the purpose of hosting a conference that is at least four hours long in Seoul
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 and governmental organization, or student groups

PLUS SEOUL Support Program |

Phase	Eligibility Criteria	Support Details	Support Limit
Attraction Stage	<ul style="list-style-type: none"> An event set to be held within 3 years Must have at least 100 foreign guests Events confirmed or highly likely to be held 	<ul style="list-style-type: none"> Support provided to the delegation conducting a site inspection in Seoul for event organization 	Up to KRW 5 million
Hosting Stage	<ul style="list-style-type: none"> At least 2 nights in Seoul At least 50 foreign guests Must use at least two member companies of SMA (1 paid, 1 free) 	<ul style="list-style-type: none"> Financial support provided according to the grade Additional support provided if eligible 	Up to KRW 100 million

Support	
Support Details (Select 1)	<ul style="list-style-type: none"> Seoul souvenirs (Seoul Welcome Kit) Bus rental fee within Seoul Participation in the Seoul MICE Team Building Program (e.g., hanbok rental, cooking class, K-pop dance, performance) Official luncheon and dinner banquet costs at SMA Facilities and Unique Venues Accommodation costs at SMA hotels

Contact Seoul | ✉ plusseoul@sto.or.kr 🌐 www.miceseoul.com

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Gangwon State MICE Support Program

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 - Organized or sponsored by an international organization - A minimum of 250 participants from 5 countries, with at least 40% being foreigners, and lasting for at least 2 days
	③ ICCA Standards - A minimum of 50 participants from 3 countries and organized regularly
	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 - A minimum of 300 participants, held for at least 2 days, using domestic charge facility
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 ④ Event insurances ⑤ Operating expenses for local tour programs ⑥ Other necessary items for the event(proceed after consultation)
Support Limit	- Up to KRW30,000,000 per international conference - Up to KRW15,000,000 per domestic conference - Up to KRW30,000,000 per international event - Up to KRW15,000,000 per domestic event

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	

Inquiries: MICE Cruise Team, Gangwon Tourism Organization | ✉ shchoi@gwto.or.kr 🌐 www.gwto.or.kr

Gwangju -

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



Gwangju MICE Support Program

Eligibility & Conditions |

Type	Application Conditions	Support Contents
International Conferences	1. ICCA Standards - A minimum of 50 participants from 3 countries 2. UIA Standards - A minimum of 50 participants, organized or sponsored by an international organization 3. Promotion of the International Conference Industry Act - Foreign participation from at least 3 countries, a minimum of 100 participants, a minimum of 50 foreigners, and held for at least 2 days	Bidding · Promotion · Event stage
Domestic Conferences	A minimum of 300 participants, and held for at least 2 days, in Gwangju	Event stage
Meeting	More than 20 participants, at least 1 day Must be held in Unique Venues or hotels in Gwangju	(standard) KRW10,000~15,000 per person (preferred) KRW25,000~30,000 per person

Support Items |

Type	Support Contents
International·Domestic Conferences	- (Bidding stage) airfare and accommodation for bid and promotion teams, production of promotional materials and souvenirs, promotion booths, bid and promotion events, etc. - (Event stage) rent for conference facilities and venues, production of promotional materials and souvenirs, luncheon/dinner and performance, VIP accommodation, admission for tourist destination, tour program, shuttle bus, etc.
Meeting	- Venue rental fees, food and beverages (catering), meeting equipment rental, accommodation expenses, etc.



Gyeonggi MICE Support Program

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"> - Production of e-books and other electronic prints / Eco-friendly material printing - Online advertising (promotion videos for competitions, website development, SNS media advertising, etc.) - Rental fees for event venues (usable within 70% of total support funds) - Official reception expenses (official luncheons/dinners, coffee breaks, performance fees, venue setup costs) - Admission fees (experience fees) for tourist facilities within Gyeonggi Province, as well as vehicle and guide costs - Team-building programs at MICE facilities and tourist sites within Gyeonggi Province - Hospitality services (operation costs of VIP registration booths at Incheon Airport, advertising costs for Welcome messages at Incheon Airport) - Accommodation expenses within Gyeonggi Province - Costs for conducting Pre/Post tour programs
Extra points	<ul style="list-style-type: none"> - Events in Gyeonggi Unique Venue (banquets) - Green MICE events

Support for Incentive Tour

Eligible Groups |



Total over
20 foreigners



Over 1 night or
Visiting 3 paid tourist destinations



Gyeonggi Province
South Korea

Support Items |

Category	Details
Benefits	<ul style="list-style-type: none"> - Admission fees (experience fees) for tourist facilities within Gyeonggi Province, and accommodation fees at hotels within Gyeonggi Province (for groups of 20 or more foreign tourists, staying overnight for at least one night, or visiting three or more paid tourist attractions costing at least KRW 5,000 each).
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



GNTO GYEONGNAM
TOURISM
ORGANIZATION

Jinju Namgang Lantern Festival, held in October each year, is a cultural event which takes place in Jinju - a city in Gyeongsangnam-do. Many of the lanterns that illuminate the Namgang River express traditional and distinctive themes, while others provide unique beauty by displaying wish lanterns made by attendees.

Make it
Shine
with Gyeongnam MICE



Gyeongnam (Gyeongsangnam-do) MICE Support Program

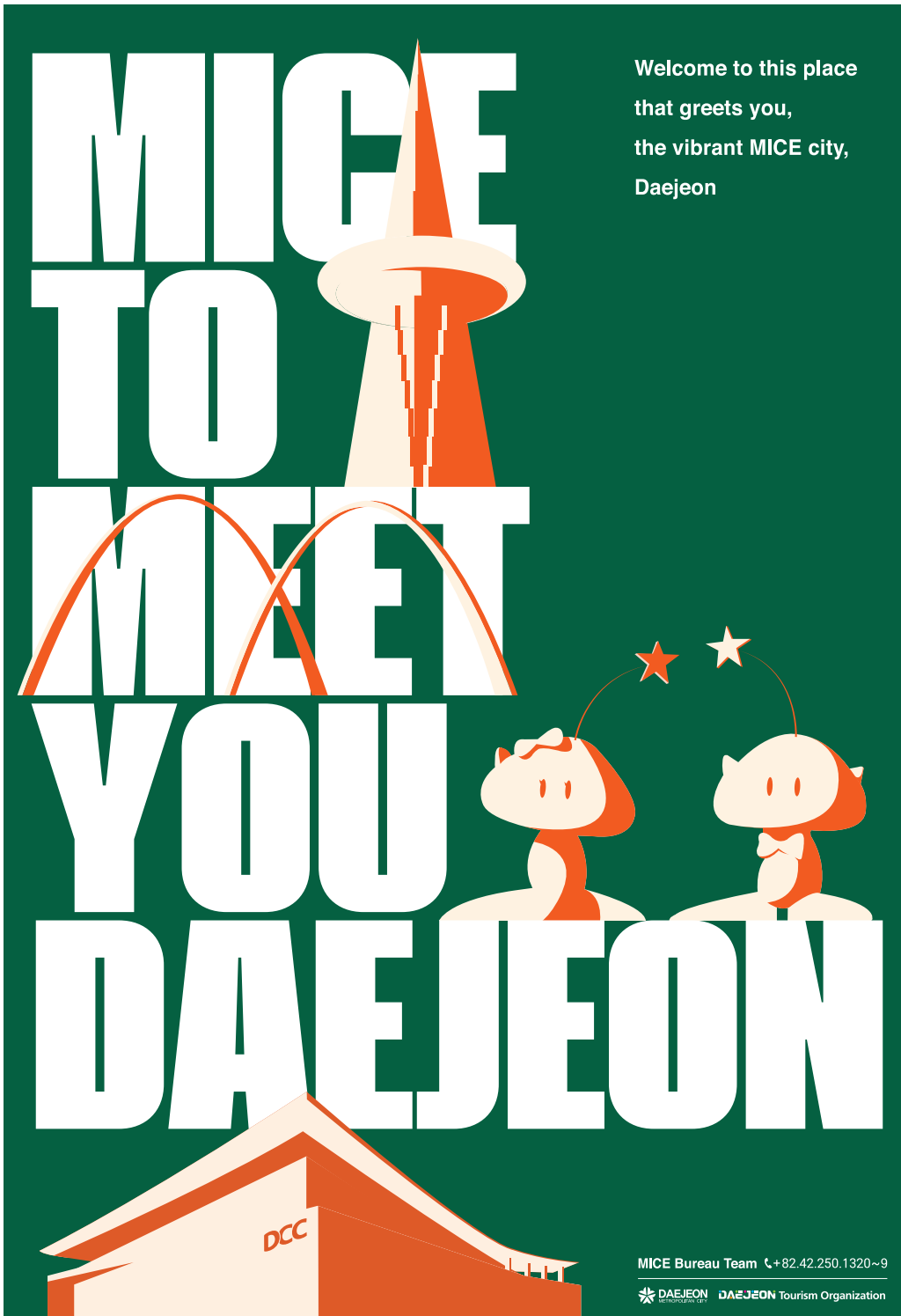
Eligible Groups |

Category	Conditions	Remarks
International Meetings	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Group tour hosted by corporations - Over 20 foreign attendants ※ KRW 10,000 for overseas residents - 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 with bid proposals and presentations, letters of support, and other services for international conferences

Contact Gyeongnam | ✉ hlgo@gnto.or.kr 🌐 www.gnto.or.kr



Welcome to this place
that greets you,
the vibrant MICE city,
Daejeon

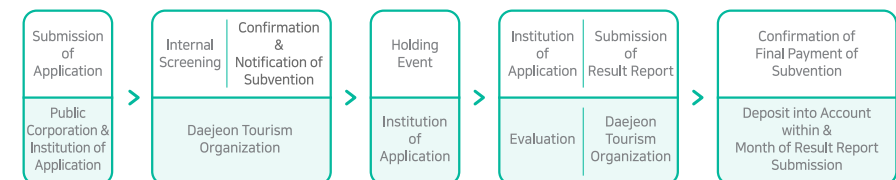
Daejeon MICE Support Program

Eligibility & Conditions |

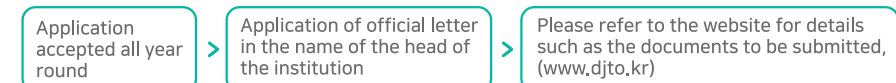
Category	International Conferences	Domestic Conferences
Target	Associations, organizations, academic societies, institutions, or corporations that host domestic/international conventions in Daejeon	
	Type A: International conferences based on UIA, ICCA and the International Conference Industry Promotion Act Type B: Conferences being held with 10+ foreigners for 2 days	Conferences being held with 300+ Koreans for 2 Days+ (applicable only for the current year)
Scale	Domestic Participant: KRW 10,000 per person International Participant: Type A - KRW 30,000 / Type B - KRW 20,000	Domestic Participant: KRW 10,000 per person (Up to KRW 15 million)
Method	Cash settlement after the completion of the event * In-kind support is also available after consultation with the person in charge if necessary.	
Items	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 	

※ Additional support is provided for mid-large scale international conferences that are highly relevant to Daejeon Metropolitan City's policies or regional strategic industries, or have significant economic ripple effects

Supporting Process |



How to Apply |



Inquiries | MICE Bureau Team, Daejeon Tourism Organization ☎ 042-250-1327 ✉ beyond7@djto.kr

2024 INCHEON MICE SUPPORT PROGRAMS

Incheon MICE Support Program

Eligibility & Conditions |

Category	Criteria
Corporate Meeting	<ul style="list-style-type: none"> • (Global) Group visiting Incheon for a business meeting with expenses covered by the company and association • Attended by more than 50 domestic and international participants on site, using paid service
Incentive Travels	<ul style="list-style-type: none"> • (Overseas) Group visiting Incheon for incentive tour with expenses covered by the company and association • Attended by more than 20 foreigners 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 | Email and online registration 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 • Official F&B and performances • Incheon Tour program • Promotional materials • Bus rental, parking facilities, medical support, etc. <p>* Up to KRW 10,000,000</p>	<ul style="list-style-type: none"> • Operational staff and financial support • Welcome address by Incheon City • Photography and videography • Joint media promotion • Local business connection, etc. <p>* Differences by size</p>

※ For additional support programs beyond those mentioned above, decisions will be made after consultation

Contact Incheon | www.incheoncvb.or.kr

Jeonbuk State, We Make History.

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Jeonbuk State will be the best partner for you.



Jeonbuk State MICE Support Program

Support Criteria |

Category	Support Conditions
Meeting	- Over 30 foreign and/or Korean(outside Jeonbuk State) participants - Meeting for more than one day
Convention	- Over 100 foreign and/or Korean(outside Jeonbuk State) participants - Meeting for more than one day
Incentives	- Over 20 foreign and/or Korean(outside Jeonbuk State) participants
Exhibition	- Over 30 exhibitors, 200 visitors * B2B Exhibitions only
Jeonbuk State Tour	- Over 15 foreign and/or Korean participants in the pre- and post-tour - Minimum 1-night stay in Jeonbuk State after the post-tour in Seoul, Jeollanam-do, or Gwangju-si

Support Steps |

Steps	Definition
Step 1. Bidding	MICE events seeking to attract Jeonbuk State
Step 2. Public Relation	Promotional activities to increase participation in the confirmed MICE event
Step 3. Hosting	MICE event to be held in Jeonbuk State in 2024

Subvention |

	Meeting	Convention	Incentives	Event	Exhibition
Bidding	-				Maximum KRW 10 million
Public Relation	-				Maximum KRW 10 million
Hosting	Meeting / 10 million				Maximum KRW 20 million

Contact Jeonbuk State | ✉ jjeun0324@korea.kr 🌐 www.jbmice.or.kr

2024

CHUNGCHEONGNAM-DO

MICE SUPPORT PROGRAMS



Contact Chungnam
 ☎ +82-41-630-2965 www.cnctf.or.kr

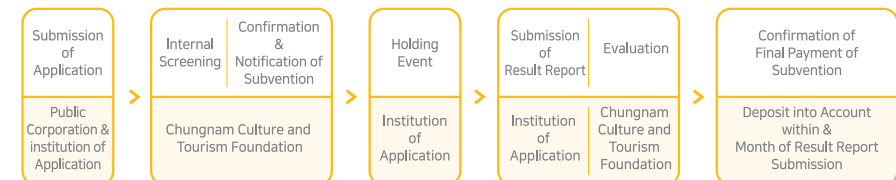
Chungcheongnam-do (Chungnam)

MICE Support Program

Support Program |

Category	Support Conditions	Support Contents
Meetings	20PAX or more, more than 1 night in Chungcheongnam-do	- KRW 30,000/person - Giveaways - Admission fee, car, and tour guide for tourist destinations in Chungnam - Traditional market & shopping mall discount coupon and gift card
Incentives (Travel)	20~100PAX, 20 foreigners or more, more than 1 night in Chungcheongnam-do	- KRW 30,000/person - Giveaways
Conditions for Support	- Visits to 3 tourist sites, 3 or more meals of choice in the local area, 1 or more accommodation in the local area - Exposure of the name and logo of sponsorship by Chungcheongnam-do or the Chungnam Culture and Tourism Foundation on event-related materials and event website - Submission of result report and required documents within 30 days of the event completion	

Supporting Process |



Contact Chungnam | ✉ hmin2106@cnctf.or.kr 🌐 www.cnctf.or.kr



Chungcheongbuk-do (Chungbuk) MICE Support Program

Eligible Groups |

Category	Eligibility	
Domestic Conferences	<ul style="list-style-type: none"> Events or conferences hosted by domestic companies, institutions, organizations, academia, and associations 	
	① A minimum of 30 total participants ② A minimum of 2 days (1 or more accommodation in the local area)	
International Conferences	<ul style="list-style-type: none"> Organized or sponsored by an international organization (Type 1) Institutional or group events not affiliated with an international organization (Type 2) 	
	Type 1	Type 2
Incentive Tours	① A minimum of 30 participants ② At least 1 day in duration	① A minimum of 100 participants ② A minimum of 30 foreign attendants ③ At least 2 days in duration (1 or more accommodation in the local area)
	<ul style="list-style-type: none"> Group tour hosted by corporations where all or part of the expenses are covered by the corporate 	
	① A minimum of 20 domestic or foreign visitors from outside the province ② A minimum of 2 days (1 or more accommodation in the local area)	

※ Support varies based on the number of participants and duration of stay, according to evaluation criteria

Support Items |

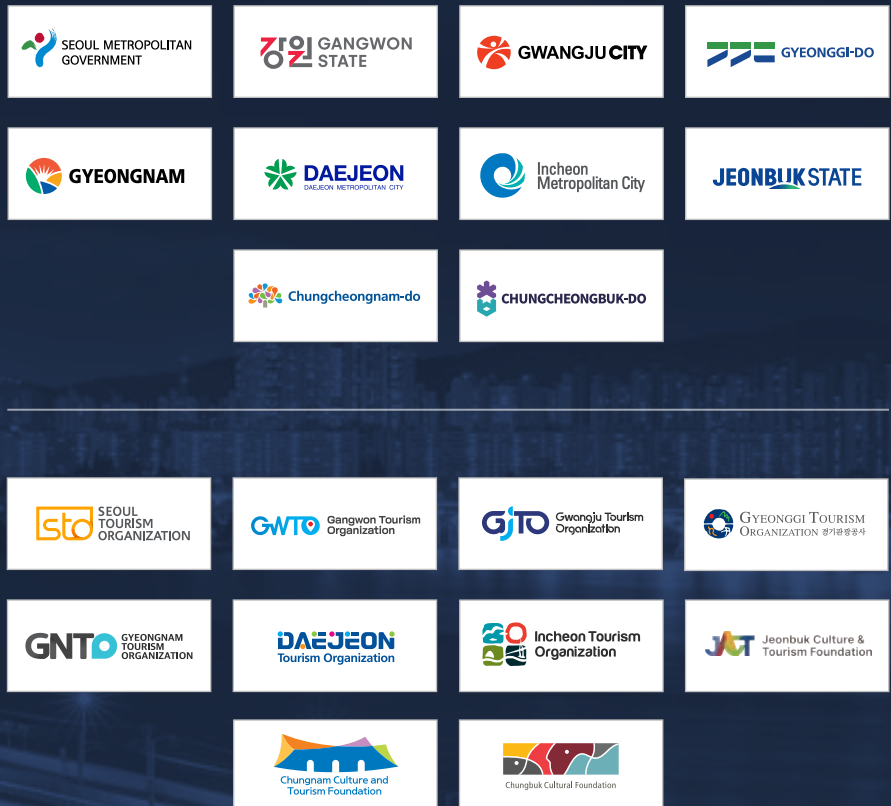
Category	Details
Benefits	<ul style="list-style-type: none"> Costs for souvenirs and promotional materials Rental fees for meeting rooms and accommodations in Chungbuk Province Official luncheon, banquet and performance fees (e.g., welcome receptions, gala dinners, etc.) Entrance fees for tourist attractions and shuttle bus expenses
Extra points	<ul style="list-style-type: none"> Events held at Chungbuk Unique Venues Use of Chungbuk MICE Alliance member companies History of events held in Chungbuk Province Pre- and post-tour activities in the local area ESG operational planning & execution Events with high social, economic, or cultural impact Meetings recognized by the local government or Chungbuk Cultural Foundation

Contact | MICE Bureau Team, Chungbuk Cultural Foundation

✉ hkim118@cbfc.or.kr 🌐 www.cbfc.or.kr ☎ +82-43-224-2833

PLUS⁺ CITIES

SEOUL+PARTNER CITIES



PLUS⁺CITIES Have a MICE Day!

PLUS⁺CITIES SEOUL+PARTNER CITIES

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.

Eligibility	Group with more than 20 overseas visitors
Requirements	A minimum of 2 nights in Seoul and 1 night in partner cities
Support Details	Customized financial support per participant
CONTACTS	
E-mail	othercity@sto.or.kr
Website	www.miceseoul.com