2024 Seoul MICE Alliance(SMA) List

Category	Company Name
Convention Center (4)	63 CONVENTION CENTER, aT Center, SETEC, Coex Convention & Exhibition Center
Hotel (39)	JW Marriott Dongdaemun Square Seoul, JW Marriott Seoul,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-K Hotel Seoul, THE PLAZA Seoul, Autograph Collection, RYSE,Autograph Collection, Royal Hotel Seoul, Signiel Seoul, LOTTE HOTEL SEOUL, Lotte Hotel World, Mayfield Hotel, Mondrian Seoul Itaewon, VISTA WALKERHILL SEOUL, Hotel SAMJUNG, Seoul Garden Hotel, SEOUL DRAGON CITY, The Shilla Seoul, SEJONG HOTEL, Sofitel Ambassador Seoul Hotel&Serviced Residences, Swiss Grand Seoul, Andaz Seoul Gangnam, The Westin Josun Seoul, InterContinental Seoul COEX, Imperial Palace Seoul, 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 (56)	RNL RosenLime, SJ Kunsthalle, SKY31 CONVENTION, SMT HOUSE, Golden View Sky Garden(Golden Seoul HOTEL), National Gugak Center, National Museum of Korea, National Hangeul Museum, National Museum of Modern and Contemporary Art, Seoul, International Seon Center, Namsangol Hanok Village, Nodeul Island, The Spot Fabulous, Dongdaemun Design Plaza (DDP), Sky Kingdom, La Vie Douce, Rakkojae, Rakkojae Culture Lounge, Lotte World Adventure, Mariposa, Market O, Megabox Seongsu, Mok In Museum Mok Seok Won, Mugyewon, Oil Tank Culture Park, Buam 7, Théâtre des Lumières, Samcheonggak, Seoul Tourism Plaza, Seoul Namsan Gukakdang, Seoul Donhwamun Traditional Theater, Seoul Museum, Seoul Upcycling Plaza, Seoul Central Post Office, Seoul CHAEKBOGO, Sumsei Terrarium, Seongsu Yeonbang (Cheonsang Gaok), All Day Fresh Kitchen Yeouido, Studio 159, Space O, Aston House, Alice Monde, Yeong Bin Gwan, Korean Stone Art Museum, Le Style Restaurant&Bar (ibis Styles Ambassador Seoul Myeongdong), ELAND CRUISE, Illuwayu Dalboro, Jardin d'Hiver Garden, Jeongdong Maru, Community House Masil, K-turtle Convention Center, COEX AQUARIUM, VVERTIGO (CONRAD SEOUL), Platform-L Contemporary Art Center, Floating Island Convention, Korea Furniture Museum, Korea House
PCO (38)	DoTPlanner,The Gamdong Factory, The Welcome, The Plan, DREAM i PLANNERS(D,I,P), MICE & COMPANY, MECI, MEPS International Korea, SPEAENCE, CHACOMPANY, AIM Korea, ECOMICE, MWNETWORKS, MCI Korea, 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, KR Hospitality & Events, KORAIL TOURISM DEVELOPMENT, Korea Convention Services (Koconex), COMEXPlanS, Chris & Partners, TOP PLANNERS, FACTBLOCK, P&M, P.O.D Communications, People & Value, People-X, HYUNDAI ASAN CORPORATION
DMC (55)	DOJC KOREA, Golden Tour Korea DMC, Grace Travel, DODO INTERNATIONAL, D&G TOUR, LOTTE TRAVEL SERVICE, LOTTE JTB, MODETOUR International, Motiontour&DMC, MIMI TRAVEL, Bareumi Tour, Bosuk Tours, Bridge Travel, VIP TRAVEL, VIAGEM, SALLY TOUR, Seoul City Tour, ALAN TRAVEL, SEBANG TRAVEL, SKY TOUR SERVICE, ARIRANG TOUR SERVICE, Iloveseoultour, IBTS KOREA, Asia World Travel Service, AJU Incentive, Rye Tour, SAM TOUR, A-One Travel Service, H&T, FNF KOREA TRAVEL, MJCT, WOWCOREATOUR, WOORICLUBTRAVEL, US TRAVEL KOREA, Etourism, S.P TOUR, JACKWORLD, Jane DMC Korea, KORIDOOR, COSMOJIN TOUR, CREVEN KOREA, Kim's M&T, TAEHWA, Trans-Korea Tour, Travelcafe, Four Seasons Tour Service, Plaza 21 Plus Travel, Plans, HanaTourITC, HANJIGYO, Hanjin Travel, KTCC, Holiday Planners, Holidaylink DMC, HWADONG
Transportation (15)	GroundK, Yellow Balloon City Bus, Korean Air, MOVV, Buxi, SAMHWA TAXI, Seoul City Tour Bus, Search A Kind, Schenker Korea, Tranmaster, T-money, PAPA MOBILITY, comfyride, PREMIUMPASS INTERNATIONAL, City Air Logistics & Transportation
MICE Service (36)	GIGACHANCES, November 1st Creativeworks, NOBLAD, DATAKING, DNIC, Differoute, ROUTE Company, Roovook, MICELINK, MICEHUB, Salin, SOO Design, R Pagus, LTWO LEATHER GOODS, MBIG, Openbooth, Wespeak Korea, EurasTech, EVENTUS, JOBMASTER Corporation, Jung tong communication, JSTAR management solution, JM CONNECTED, GE Logistics, Chalzin Production, KEMI-LEE, Communistar, Contentour, Topclass, T&I Media, TSM, PENTAFLOW, KIMCA / Best Korea Communication, KOTI Corporation, HASHSNAP, HOTELPASS GLOBAL
Entertainment (22)	Golden Blue Marina, National Jeongdong Theater of Korea, Domo Company <Musical drama - Only You>, DOBECOM <SACHOOM - Let's Dance Crazy!!>, ROKSTAR, Modern.han, KING STUDIO, Sejong Center For The performing arts, N SEOUL TOWER, Aquaplanet 63 & 63ART, RKD Entertainment, SL Studio, Yegam <JUMP-Comic Martial Arts Performance>, OME Cooking Lab, O'ngo Food Communications, Allive Creative, WERIDE, Creative Tong Inc. <Alive Museum>, Persona Inc., <Musical CHEF: new brand of BIBAP>, 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, National Souvenir Center, Hyundai Department Store
Exhibition (26)	KR Communication, GMEG, Global Business Exhibitions, Global Fairs and Conference (GFC), NEOEXPO, THE WISE,Reed Exhibitions Korea, Befe, SeoulMESSE International, Seoul Fairs, Segefairs, SYSFORU, a Design Group, EXPORUM, OC MAKERS, Promosalons Korea, 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 Institue

SEOUL MY SOUL

PLUS SEOUL

sto 首爾觀光財團 SEOUL TOURISM ORGANIZATION

SEOUL MY SOUL

PLUS SEOUL

2024

首爾市 企業會議 •獎勵旅遊支援介紹

財團簡介

首爾觀光財團(首爾旅遊局)

首爾觀光財團是為了塑造並宣傳魅力十足的“首爾”城市品牌形象,
從而達到振興旅遊產業,促進城市經濟發展而設立的旅遊機構。

首爾觀光財團不僅通過宣傳旅遊•MICE城市首爾來吸引更多外國遊客,
而且作為一個旅遊綜合平台,讓遊客、市民、公共領域、企業、
學界等各種與旅遊信息相關的人們相互溝通和交流,實現共同發展。

企業會議•獎勵旅遊支援

支援對象

企業會議	以召開會議為目的訪問首爾,並在首爾親自舉行四小時以上會議的企業
獎勵旅遊	讓員工團體進入首爾旅遊,所有費用由公司承擔

支援詳細

類別	支援標準	支援內容	補貼
申辦支援	1. 預計3年以內舉辦 2. 100人以上的外國人 3. 在首爾確定申辦或舉辦可能性較高的活動	考察團訪韓時 將對首爾進行現場考察費用 (住宿費,車費,午餐•晚餐費)	最高 五百萬韓元
舉辦支援	1. 在首爾住兩晚以上 2. 50人以上的外國人 3. 使用兩家以上的SMA社 (付費1家,免費1家)	- 按級別(1級~5級)提供補貼 - 特別支援: SMA社所屬酒店共200晚以上的住宿團體	最高 一億韓元

※申辦支援:只可申請地接社的費用

支援標準 (每個組織最高支援限額為1億韓元)

外國參加者人數	評分(A)		首爾的住宿日數	評分(B)		總分(A+B)	等級
50~100人	1分		2晚	1分		2分	5級
101~200人	2分	+	3晚	2分	=	3分	4級
201~500人	3分		4晚	3分		4分	3級
501~1000人	4分		5晚	4分		5分	2級
1001人以上	5分		6晚以上	5分		6分以上	1級

級別支援內容:資金支援(五選一),特殊支援(符合要求時進行支援)

支援項目			5級	4級	3級	2級	1級
資金支援(選一)	1	首爾紀念品(歡迎禮)	●	●	●	●	●
	2	首爾內的大巴租賃費用		●	●	●	●
	3	首爾MICE團隊建設活動體驗 (體驗韓服,烹飪課,觀看K-POP舞蹈表演等)			●	●	●
	4	SMA(酒店,Unique Venue等) 午餐或晚餐費用				●	●
	5	SMA成員酒店住宿費					●
特別支援		在首爾MICE聯盟(SMA)成員酒店住宿200晚以上的團體 (針對外國人提供一人一萬韓元的額外支援)					

*可與韓國旅遊發展局(KTO)MICE重複申請,但不可申請同一項目

支援質詢

plusseoul@sto.or.kr

*支援申請書由地接社準備,必須至少在活動兩周之前提交。

首爾與夥伴城市合作的企業會議•獎勵旅遊支援

支援對象

至少20人以上

至少2晚在首爾住宿

至少1晚在夥伴城市

*夥伴城市(9):江原道,光州市,京畿道,慶尚南道,大田市,仁川市,全羅北道,忠清北道,忠清南道
*支援不包括:社交團,粉絲團,宗教團,政府機構或學生團

支援金額

首爾以及京畿道、仁川的住宿

首爾		+	京畿道、仁川	
兩晚以上住宿	一萬韓元		一晚以上住宿	根據合作夥伴地方政府的支援項目進行支持
在SMA成員酒店兩晚以上住宿	兩萬韓元			

首爾以及江原道、光州、忠清北道、全羅北道、慶尚南道、大田,忠清南道的住宿

首爾		+	江原道、光州、忠清北道、全羅北道、慶尚南道、大田,忠清南道	
兩晚以上住宿	兩万韩元		一晚以上住宿	根据合作伙伴地方政府的支援项目进行支持
在SMA成員酒店兩晚以上住宿	三萬韓元			

支援詳細

1 首爾市支援補貼	首爾市支援補貼 (選擇 4 項中1 項)	交通 / 飲食 / 旅遊景點入場費 / 場地租賃費
2 特別支援	在首爾MICE聯盟(SMA)成員酒店住宿200晚以上的團體 (針對外國人提供一人一萬韓元的額外支援)	

支援質詢

othercity@sto.or.kr

*支援申請書由地接社準備,必須至少在活動兩周之前提交