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, Alive 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

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sto 首尔观光财团 SEOUL TOURISM ORGANIZATION

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PLUS SEOUL

2024

首尔市 企业会议 •奖励旅游支援介绍

财团简介

首尔观光财团(首尔旅游局)

首尔观光财团是为了塑造并宣传魅力十足的“首尔”城市品牌形象，从而达到振兴旅游产业，促进城市经济发展而设立的旅游机构。

首尔观光财团不仅通过宣传旅游•MICE城市首尔来吸引更多外国游客，而且作为一个旅游综合平台，让游客、市民、公共领域、企业、学界等各种与旅游信息相关的人们相互沟通和交流，实现共同发展。

企业会议•奖励旅游支援

支援对象

企业会议	以召开会议为目的访问首尔，并在首尔亲自举行四小时以上会议的企业
奖励旅游	让员工团体进入首尔旅游，所有费用由公司承担

支援详细

类别	支援标准	支援内容	补贴
申办支援	1. 预计3年以内举办 2. 100人以上的外国人 3. 在首尔确定申办或举办可能性较高的活动	考察团访韩时将对首尔进行现场考察费用(住宿费，车费，午餐•晚餐费)	最高五百万韩元
举办支援	1. 在首尔住两晚以上 2. 50人以上的外国人 3. 使用两家以上的SMA社(付费1家，免费1家)	- 按级别(1级~5级)提供补贴 - 特别支援: SMA社所属酒店共200晚以上的住宿团体	最高一亿韩元

※申办支援：只可申请地接社的费用

支援标准 (每个组织最高支援限额为1亿韩元)

外国参加者人数	评分(A)		首尔的住宿日数	评分(B)		总分(A+B)	等级
50~100人	1分	+	2晚	1分	=	2分	5级
101~200人	2分		3晚	2分		3分	4级
201~500人	3分		4晚	3分		4分	3级
501~1000人	4分		5晚	4分		5分	2级
1001人以上	5分		6晚以上	5分		6分以上	1级

级别支援内容：资金支援(五选一)，特殊支援(符合要求时进行支援)

支援项目			5级	4级	3级	2级	1级
资金支援(选一)	1	首尔纪念品(欢迎礼)	●	●	●	●	●
	2	首尔内的大巴租赁费用		●	●	●	●
	3	首尔MICE团队建设活动体验(体验韩服，烹饪课，观看K-POP舞蹈表演等)			●	●	●
	4	SMA(酒店，Unique Venue等)午餐或晚餐费用				●	●
	5	SMA成员酒店住支援					●
特别支援		在首尔MICE联盟(SMA)成员酒店住宿200晚以上的团体(针对外国人提供一人一万韩元的额外支援)					

*可与韩国旅游发展局(KTO)MICE重复申请，但不可申请同一项目

支援质询

plusseoul@sto.or.kr

*支援申请书由地接社准备，必须至少在活动两周之前提交。

首尔与伙伴城市合作的企业会议•奖励旅游支援

支援对象

至少20人以上

至少2晚在首尔住宿

至少1晚在伙伴城市

*伙伴城市(9)：江原道，光州市，京畿道，庆尚南道，大田市，仁川市，全罗北道，忠清北道，忠清南道
*支援不包括：社交团，粉丝团，宗教团，政府机构或学生团

支援金额

首尔以及京畿道、仁川的住宿

首尔		+ 京畿道、仁川	
两晚以上住宿	一万韩元	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成员酒店两晚以上住宿	两万韩元		

首尔以及江原道、光州、忠清北道、全罗北道、庆尚南道、大田，忠清南道的住宿

首尔		+ 江原道、光州、忠清北道、全罗北道、庆尚南道、大田，忠清南道	
两晚以上住宿	两万韩元	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成员酒店两晚以上住宿	三万韩元		

支援详细

1 首尔市支援补贴	首尔市支援补贴(选择 4 项中1 项)：交通、饮食、旅游景点入场费、场地租赁费
2 特别支援	在首尔MICE联盟(SMA)成员酒店住宿200晚以上的团体(针对外国人提供一人一万韩元的额外支援)

支援质询

othercity@sto.or.kr

*支援申请书由地接社准备，必须至少在活动两周之前提交