MICE Destination Marketing
I. Status of Korea MICE
II. MICE Brand Marketing
III. Destination Marketing
IV. Convergence of MICE
1. Status of Korea MICE
Number of tourist to Korea in 2013?

12,175,550
Tourist Arrivals Exceeds 12 million
Korea as a Convention Host

• 2012: Korea Ranked 5th (Hosted 563 Conventions)
  Seoul Ranked 5th

• 2011: Korea ranked 6th

Source: UIA Statistics
International Conferences Status in Korea

- South Korea's growth in the global international conference market
- The number of international conferences held in Korea in the last 10 years increased by 647%
- Ranked 5th in the world in 2012, 3rd in Asia

Source: Union on International Assoc.
Major Conventions Held in Korea

1988: Summer Olympics
2002: The 2002 FIFA World Cup
2005: APEC Summit
2012: International Exposition Yeosu Korea
2012: Seoul Nuclear Security Summit
2018: 2018 Winter Olympics Pyeongchang
WHY KOREA?
MICE industry environment analysis

**Strengths & Advantages**
- Designated as new growth engine by the government in 2009, Immense support received
- The continued growth of the international meetings industry
- K-POP & Hallyu, Shopping Merits, Rising awareness of Korea
- Medical, IT, etc. Global leaders in the industry
- Expansion of Infrastructure in major provincial cities - Busan, Jeju, Daejeon & etc.

**Weaknesses & Disadvantages**
- Competitive competition for attracting tourists and conferences
- A distinct advantage compared to competitors is lacking
- Language, communication malfunction
KOREA, A+ Convention Destination

CONVENIENT KOREA
- Accessibility, Transportation, Accommodation, Convention Centers, Infrastructure
Korea is Now Closer than Ever!

88 international airlines with flights to 182 cities

- China: 35
- Russia: 17
- Japan: 28
- Americas: 25
- Oceania: 10
- Middle East: 6
- Asia: 33
- Europe: 23
- Africa: 2
Accommodation

650 Hotels in Korea
(115,668 Rooms Total)

Including 70 Five-Star Hotels

⭐⭐⭐⭐⭐
Convention Centers & Meeting Facilities

Over 100 MICE Facilities in 8 Major Convention Centers Add Up to 64,218 m²
Regional Convention Bureaus

Consulting regarding lodging, transportation, financial support, etc. is provided by the regional convention bureaus for the success of the convention.
II. MICE Brand Marketing
KOREA MICE Bureau

Korea Tourism Organization

PCOs

CVBs

Convention Centers

Corporations

Small Business

Universities

NGOs

Airlines

DMCs

Hotels

* MICE: Meetings, Incentives, Conventions & Exhibitions
KTOs Marketing Frameworks

- Travel Fairs & Road Shows
- Guidebooks & leaflets
- Media Promotion
- Advertising
- Online Media
- Websites

Integrated Marketing

Offline

Online
Offline: Publications
MICE brand marketing promotion

- Advertised on MICE focused and other business magazines
- Published articles for MICE competitiveness
Offline: Promotion Video Clip

Smart Love in Korea
Online: visitkorea.or.kr
II. MICE Brand Marketing

Online: Banner Promotion
Online: Social Media

www.ibuzzkorea.com

youtube.com
Visit Korea 2.0 contains expanded travel content and information on Korea's tourist attractions, restaurants, accommodations, shops, and more.

All listings have a map to assist travelers in navigation. Visit Korea 2.0 features increased user-friendliness by adding such convenient functions as links to Social Networking Services.

http://www.visitkorea.or.kr/enu/FU/FU_EN_15.jsp?cid=1697323
Promotion Project

[Media]
- Overseas promotion & advertisement
- Global campaign / Booklet
- Choosing effective media tools

[Message]
- Making New Bi & Slogan
- Strengthen Korea Brand

[Marketing]
- Global Campaign
- Road show
- MICE Exhibition
II. MICE Brand Marketing

Enhanced incentive travel overseas marketing activities

- Identify and find possible incentive DB through market research
- Execute sales calls & hold briefing sessions for major companies, travel agents
- Offer exploration trips to key decision makers
- Hold MICE road shows for new markets
- (China, South East Asia, Western Europe: total 13)

Provide business consultation through MICE fairs

- Invite overseas buyers to Korea MICE Expo and generate business opportunities
- Strengthen marketing and attraction through participation in Global MICE specialized Exhibitions IMEX, EIBTM, total 8)
MICE Brand Marketing Promotion

Maximize attraction marketing effectiveness by customized promotions according to industry target and sector

<table>
<thead>
<tr>
<th>Classification</th>
<th>PR Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overseas Promotion</td>
<td>Incentive Tour Handbook, Korea Convention Year Brochure, Convention Attraction Video, etc</td>
</tr>
<tr>
<td>7 pieces</td>
<td></td>
</tr>
<tr>
<td>Domestic Promotions</td>
<td>Process to attract the headquarters of international organizations</td>
</tr>
<tr>
<td>4 pieces</td>
<td></td>
</tr>
</tbody>
</table>

Advertisement and press releases via MICE mediums and business magazines

- Utilize MICE specialized media and influential business Magazines for advertisement and press releases (in 2013, 11 mediums)
- Advertise and publish press releases for local marketing through overseas offices (in 2013, 35 mediums in 7 countries)
- Online marketing and promotion held via Korea MICE website and SNS
**MICE Brand Marketing Promotion**

- **Brand Development**

- Brand Identity & Slogan built
  
  *Korea, Beyond Meetings*

- MICE Ads
KTOs overseas offices

**Europe (5)**
- Frankfurt, Paris
- London, Moscow
- Vladivostok

**Greater China (7)**
- Beijing, Shanghai, Guangzhou, Shenyang, Chengdu, HK, Taipei

**Japan (4)**
- Tokyo, Osaka, Fukuoka, Nagoya

**Asia (10)**
- Bangkok, Singapore, Kuala Lumpur, Hanoi, Jakarta, New Delhi, Dubai, Sydney, Manila, Istanbul

**America (3)**
- LA, New York, Toronto
## MICE Domestic/Local Marketing through MICE Base offices

**Selective Focus Marketing via Overseas MICE Base offices (5 locations)**

- **Base Offices:** Singapore, Bangkok, Beijing, London, New York
- **Main Content:** Briefing Session at Branch offices, sales call, DB Marketing, etc
- Expand potential attractions through intensive marketing activities

<table>
<thead>
<tr>
<th>Branch office</th>
<th>Target</th>
<th>Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Asia</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>Congress, Incentive Association of Asia Asian Associations / Society Meetings Corporate Meetings Incentives</td>
<td>APAC HQ for Associations and societies, many MNCs located within the Asian Hub</td>
</tr>
<tr>
<td>Bangkok</td>
<td></td>
<td>High growth potential with largest market for corporate meetings, incentive travels</td>
</tr>
<tr>
<td><strong>China</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beijing</td>
<td>Corporate Meetings Incentives</td>
<td>Chinese Major Enterprises &amp; growth prospects for the economy</td>
</tr>
<tr>
<td><strong>Europe</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>London</td>
<td>Associations Society Meeting</td>
<td>Western Europe, Several Associations and Societies</td>
</tr>
<tr>
<td><strong>America</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Associations Society Meeting</td>
<td>North America Region, Several Associations and Societies</td>
</tr>
</tbody>
</table>
PR Booth
Korean Night
Online Marketing and strengthen strategic alliance for distant markets

Affinity partner (Overseas MICE related personnel) targeted “Inspiring Meetings”

Online Campaign

Promotional Marketing through Facebook, Twitter other social mediums

Hold online promotion event to gain recognition for Korea MICE brand

Koreanair, Finnair Cooperate with CVBs of cities with direct air connection

☞ Helsinki, Singapore, New York, Las Vegas
Balanced regional development business utilizing Korea MICE alliance

MICE Alliance: MICE related institutions & public and private industry council

Contribute to balanced growth and development of MICE through regional competitiveness

- Strengthen and empower regional convention attraction:
  The number of meetings held in regions 37% ↑ (15,953)
- MICE Alliance: Activate Regional Alliance through joint projects and support activities: Member: 20.8% ↑ (575)
III. Destination Marketing
Images of KOREA
The Korean Wave

Famous Korean celebrities, movies, Korean dramas

A South Korean Star, and the Horse He Rode In On.

“Gangnam Style” has been the musical and dance hit of the year.
The Korean Wave
Korean Cuisine

Regional variety of delicacies and gourmet experiences
Avengers in Seoul

Shooting in Seoul (2014.3.30–4.12)
Korea Scene, 20 Minutes running
ABC-TV
〈The Bachelor〉

ABC Television
IV. Convergence of MICE
Convergence?

The occurrence of two or more things coming together

- Primary Industry
- Secondary Industry
- Tertiary Industry
Purpose of Convergence

- New Market
- Synergies
- Competitiveness
- Joint Growth
- Consumer Satisfaction
Convergence in Tourism Industry

Convergence

Agriculture

Forestry

Fisheries

Tourism Industry

Livestocks

Mining

Manufacturing

Navigation

IT
Convergence in Tourism Packages

- Eco Tourism
- Green Tourism
- Culture Tourism
- Food Tourism
- Sports Tourism
- Event Tourism
Cases of Convergence in MICE

- Network
- Human Exchange
- Assist Companies
MICE convergence product development

- Build differentiated KOREA MICE Paradigm
  - Provide differentiated content to enhance customer satisfaction and increase number of revisits
- Through linkages with other industries; Medical, Hallyu (Korea wave), IT, etc and continue to expand support for MICE
- Develop New Programs

MICE convergence case

- International Conference + Medical Tourism: Develop and operate Regional Specialized Medical Tour MICE Program
  - The 95th Lions Club International Convention: Oriental Medicine / Health Screening Medical Tourism: 200 participants
- MICE + Performance Tourism: Support product development and activation of specific performances/shows
  - Link Incentive Briefing Sessions and Korean Performance Road Show
- Incentive Organizations + K-pop concert
Medical Tourism in Korea

Dentistry
Teeth whitening, one-day implants

Ophthalmology & Otolaryngology
Choice of medical screening (basic, intensive, premier specialized, etc.)

Dentistry
Lasik, cataract, presbyopia surgery
Medical Tourism in Korea

+ Special Medical Facilities for Foreigners
  The major hospitals in Seoul operate an international medical center to provide convenient medical services to foreigners

+ Emergency Care Service for Foreigners
  Call 1339 (no area code required; available in English and Japanese) for emergency medical service. Available 24/7

+ 1339 Medical Call Center Services
  - Guide to the medical center/best hospitals available
  - Instructions on first aid and disease consultation
  - Ambulance services
  - Other emergency patient-related services
Convergence in Medical Tourism & MICE

MICE → Convergence → Medical Tourism
Municipal Convention & Increased interest in convergence of medical tourism

- **Seoul**: 2014–2018 Tour. MICE Master Plan
- **Gyeonggi**: MICE linked VIP Medical Tourism Product
- **Daegu**: Daegu–Gyeongbuk - KTO MOU signed
- **Gyeongbuk**: Whabaek Convention Center established
- **Busan**: International meeting Linked medical tourism
- **Jeju**: LOHAS MICE Product Development

- **Incheon**: Medical MICE city declared
- **Daejeon**: Convention & + medical examination
- **Gwangju**: Convention & Medical Tourism Combined
Cases of MICE + Medical Tourism

Seoul (Hi Seoul)

- Psy’s Gangnam Style
- Plastic surgery, dentistry, oriental medicine, hospitals
- G-20, Nuclear Safety Summit
- World’s top 5 and Asia’s top 2 meeting destination
- COEX

A South Korean Star, and the Horse He Rode In On.

“Gangnam Style” has been the musical and dance hit of the year. There have been homemade renditions of Psy’s honey dance — not all of them well received — by Thai naval officers, Callinicos’ marching band, North Korean propaganda, well-fed male and female prisoners in the Philippines and the University of Oregon marching band. A surprise following an Asian-American awards banquet last week, U.S. Congressman Mike Honda showed off his Gangnam move.
Cases of MICE + Medical Tourism

- First Medical–MICE City
- Incheon Medical Tourism Foundation
- MOU bet. Convention and Medical sectors
- GCF (Green Climate Fund)’s head office
- Songdo Conventia
Cases of MICE + Medical Tourism

Gyeonggi-do (Global Inspiration)

- The heart of Korea with the capital Seoul at the center
- Medical Tour package for VIP in MICE
- Excellent accessibility and transportation
- Gyeonggi CVB
- KINTEX (Asia’s 4th largest convention center)
Cases of MICE + Medical Tourism

- Leading player in the textile, electric and electronics industries
- MOU between KTO and EXCO
- Packages in connection with Yeosu Expo, DRV
- Top destination for Korean traditional medicine and medical tourism
- EXCO
Cases of MICE + Medical Tourism

- Medical tourism exhibition
- Seomeon Medical Street
- Target countries: Russia, Japan
- MICE Cluster zone (accommodation, attraction, shopping, etc.)
- BEXCO
Cases of MICE + Medical Tourism

Daejeon (Its Daejeon)
- City of science with a focus on IT
- Information Center for Medical Tourism
- Strong relation between Hospitals and DCC
- Medical tourism exhibition
- DCC
KTOs Cases

- 2011 German Tourist Association Conference (Daegu)
- 2011 UNWTO Congress (Gyeongju)
- 2012 Nuclear Security Summit (Seoul)
- 2012 Lions Club International Congress (Busan)
- 2012 World Conservation Congress (Jeju)
- 2013 Word Energy Congress (Daegu)
Keyword for Convergence

- Partnership
- Collaboration
- Cooperation

MICE
Medical Tourism
Tour
Areas of cooperation

- Network
- Marketing
- Assist Companies
- Product
- Human Exchange
- Education
Cooperation bet. MICE & Medical Tourism

Cooperation

CVBs  Government  KTO

Hospitals

Accommodations

Convention Centers

Tour companies

Associations  PCOs  PEOs
Future Aspect through convergence

MICE & Medical Tourism

- Improving the image of Korean tourism
- Sophistication of tourism industry
- High value-added tourism industry
- Leap in tourism industry
- Creating new demand
Conclusion
- Ordinary company or person
Creative company or person

- Why
  Sell Dreams, Not Products Change the world

- How
  Beautiful design, User friendly

ONE OF THE WORLD’S MOST SUCCESSFUL INNOVATOR
Why do you work for your country’s MICE?
As a staff of KTO office

How to think about Korea MICE and work.

Why

MICE in Korea = The pursuit of Happiness

How

K–Pop, Korean Drama, Korean Movies, Korean Food, Shopping, Festival, Culture, etc.

What
The future of MICE is up to you.