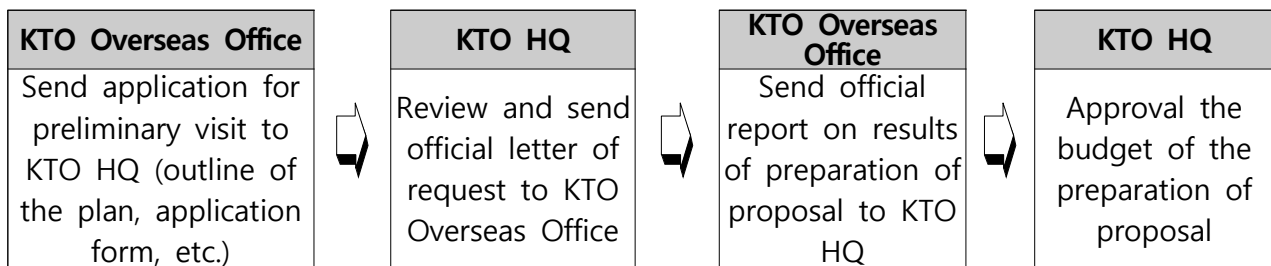


2024 Support Program for Incentive Tours & Corporate Meetings

I Support Program for Outbound Travel Agencies/Planners in Advance

Support of the preparation fee of the proposal

- Eligibility : A suggesting proposal for Outbound Travel Agencies to visit South Korea
- Supporting items : The costs of the preparation fee of the proposal and information about Korea.
- Support Criteria : Requires mover than 200 people and internally evaluated companies
- Application Process



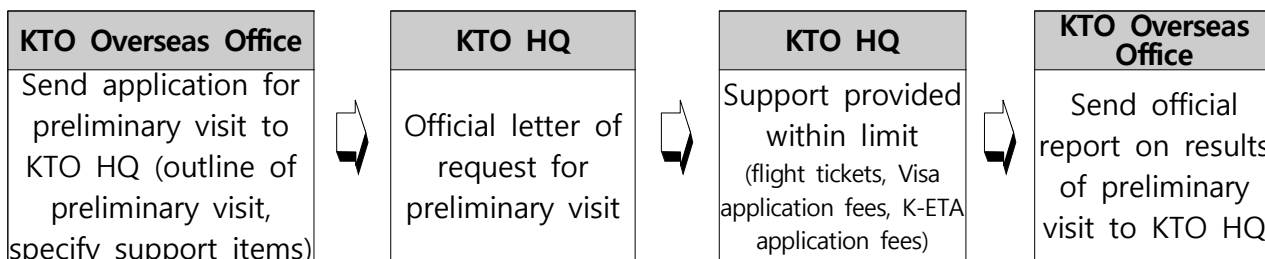
Support for Preliminary Visit

- Eligibility : Persons in charge of mid-to-large sized corporate meetings and incentive groups confirmed or strongly likely to visit Korea for corporate meetings or incentive tours, or officials from outbound travel agencies
- Supporting items : Flight tickets, Visa application fees, K-ETA application fees (Maximum of five people)

○ Support Criteria

Market	Minimum number of people
China	1,000
Japan/Southeast Asia/Greater China Region	500
Americas/India/Middle East	100

○ Application Process



II Support Program for Visiting Participants

Support Criteria

Common Criteria	Criteria by Category
<ul style="list-style-type: none"> Stay 2 nights or more in South Korea Include 10 or more foreigners [Excluding Clubs, fan clubs, religious organizations, student organization / A stay on Cruise / Koreans residing in Korea]	<ul style="list-style-type: none"> (Incentive) Groups visiting with incentive(reward) purpose whose expenses are paid by the company/organization
	<ul style="list-style-type: none"> (Corporate Meetings) Groups visiting for the purpose of meetings held by a company and having more than 4 hours of meetings on the itinerary

Classification of Rank and Support Details

Group Size	Ranks	The total budget amount per person	Support Details
10~50	D rank(Grade 5)	-	1 Souvenir
51~200	C rank(Grade 4)	-	1 Souvenir or 1 contracted attraction
201~500	B rank(Grade 3)	30,000 won	Specialized Support within budget limits
501~2,000	A rank(Grade 2)	40,000 won	
2,001~	S rank(Grade 1)	50,000 won	

* Support Budget Limits per group : 150 million won

Eligibility for Upgraded Support (duplicate upgrades not allowed)

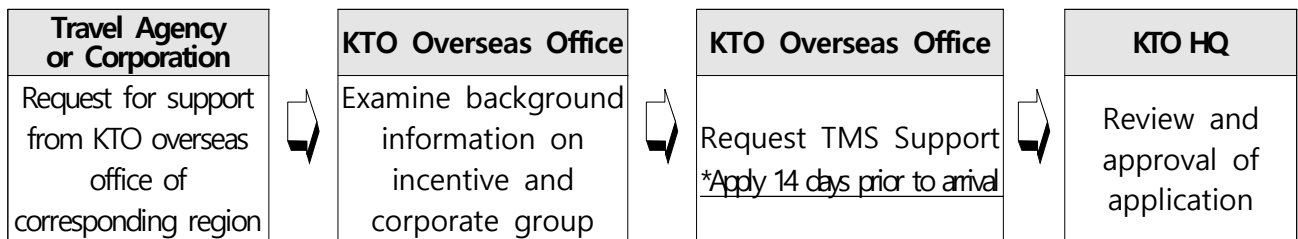
- Groups traveling from far (countries outside of Southeast Asia, Northeast Asia)
- Groups staying at least 1 night in a region outside of the capital area and entering/departing Korea via airports (exception Gyeonggi-do, Incheon and Jeju-Island)
- Groups have a history of visitation to South Korea withing the most recent 5 years
- Groups that belong to a foreign branch of a South Korean company.
- Groups that are utilizing high-end and cost-intensive services in South Korea. (ex. staying at five-star hotels, etc.)

Support Details

- Cannot apply for the same items as other institutions

Support Items		D rank (5)	C rank (4)	B rank (3)	A rank (2)	S rank (1)
Souvenir	Souvenir (1 item)	○	○	○	○	○
Contracted Attraction*	Entrance Fee for Tourist Attraction					
	Korean Cultural Experience Program		○	○	○	○
	Traditional Korean Performance					
Specialized Support (Requires prior approval with KTO HQ)	Special Luncheon/Dinner Support (1 time)					
	Facility Rental Fee					
	Special Performance Support			○	○	○
	Bus Rental Fee					
	Special K-Pop-up Booth					
	K-food and Cafe truck				○	○
	Team Building Program Support					
	Welcome Event (Airport, Cruise Terminal, etc)				○	○
	Travel Video Filming					

Application Process



IV**Rewarding Program for Domestic and Foreign Travel Agencies[DMC/PCO]****□ Rewarding Program for Foreign Travel Agencies**

- Eligibility : 10 Foreign Travel Agencies (requires corporate meetings/incentive groups)
- Rewarding Period : 4th quarter of each year (scheduling with overseas branch offices)
- Main Details
 - The top 6 travel agencies (based on the number of visitors to Korea) will be awarded KTO President' s Award with compensation (two per country*)
- * Ex.) In the case that four Vietnamese travel agencies are ranked in the top for annual performance, only the top two will be awarded.
 - The top 4 travel agencies with specialized tour program
- Support Details : A plaque and (1,000,000 won worth) gifts or gift-cards

□ Rewarding Program for Domestic Travel Agencies

- Eligibility : 5 Domestic Travel Agencies (DMC/PCO)
- Rewarding Period : 4th quarter of each year
- Main Details
 - The top 3 travel agencies (based on the number of visitors to Korea) will be awarded KTO President' s Award with compensation
 - The top 2 travel agencies with specialized tour program
- Support Details : A plaque and a prize of 1,000,000 won