
2026 Support Program for Corporate Meetings & Incentive Tours

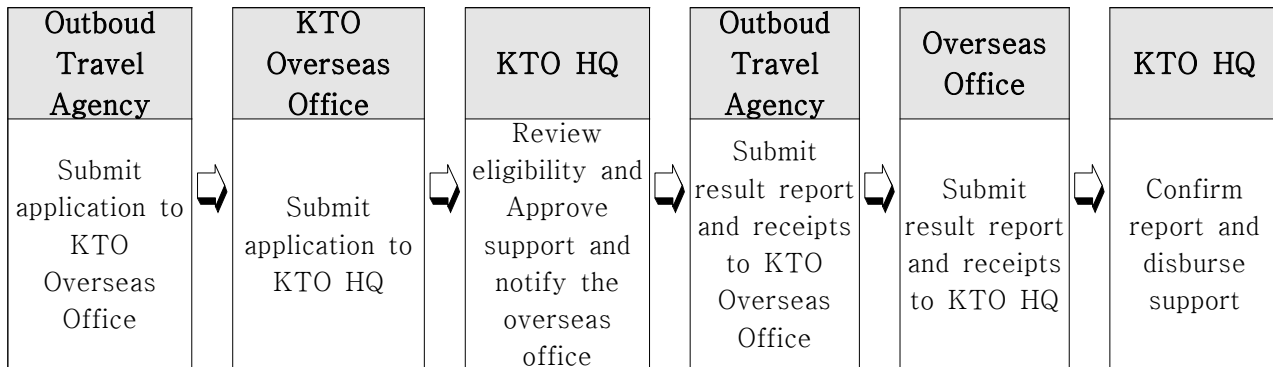
I Support for Pre-visit Attraction Activities

- Support for Attraction Activities and Special Advancement
 - ① Destination Bidding Presentations
 - **Eligibility:** Outbound travel agencies that participate in international bidding presentations to secure corporate meetings or incentive tours for groups of 300 participants or more. Applicants also must meet KTO’s internal evaluation criteria.
 - **Support items:** Financial support may be provided for eligible expenses incurred for: The development of planning and proposal materials and the execution of market research specific to the bidding process, contingent upon the submission of supporting documents.
 - ※ This applies to cases where a travel agency commissions an external company to conduct market research or prepare proposal documents.
 - ※ Receipts and final reports (including the final proposal and evidence of bidding participation) are mandatory for reference and administrative review.
 - ※ If the case is reported to HQ prior to bidding and hosting in Korea is confirmed through the bidding process, a one-level advancement in support level shall be granted upon the group’s visit to Korea.

- Support for Attraction Activities and Special Advancement
 - ② MOU Signing for Attraction
 - **Eligibility:** Organizations or corporate clients that sign an MOU with KTO for group tours of 300 participants or more.
 - * Only individual MOUs specifically for a group visit to Korea are recognized.
 - **Support items:** Financial support for event-related expenses incurred for MOU signing activities * Venue rental fee, production costs for banners/backdrops, etc.

※ If a group visit to Korea is confirmed through the signing of an MOU, a one-level advancement in support level shall be granted (multiple advancements are permitted).

Application Process (applicable to ① & ②)



Support for Site Inspection

- **Eligibility:** Representatives from corporations or outbound travel agencies responsible for corporate meetings or incentive tours that meet the market-specific criteria below and are either confirmed or expected to visit Korea.
- **Support items:** Return flight tickets, Visa application fees, K-ETA application fees (Maximum of five (5) people)

	Pre-attraction confirmation	Post-attraction confirmation
Eligibility * up to 5pax	Representatives from corporations or outbound travel agencies <u>considering</u> a site inspection visit to Korea	Representatives from corporations or outbound travel agencies with a <u>confirmed</u> visit to Korea
Support Items	Return flight tickets, Visa application fees, K-ETA application fees <u>Luncheon/Dinner, VIP Souvenir</u> * in consultation with KTO HQ	Return flight tickets, Visa application fees, K-ETA application fees

○ Support Criteria

Market		Minimum number of people
Area 1	Mainland China	1,000
Area 2	Asia except Mainland China	300
Area 3	Long-haul markets * regions outside Northeast and Southeast Asia	100

- * Negotiable based on the number and importance of participants
- * Support may not be available once the budget is exhausted. Prior consultation with the Headquarters is mandatory.
- * Applications must be submitted at least one (1) month prior to the date of arrival

II Support Program for Visiting Groups to Korea

Support Criteria

Common Criteria	Specific Criteria
<ul style="list-style-type: none"> · Stay in Korea for <u>two (2) days or more</u> · Include <u>ten (10) or more foreign nationals</u> * Excluding social clubs, fan clubs, religious organizations, student organizations, and Koreans residing in Korea * Cruise groups staying in Korean territorial waters for two (2) days or more: <ul style="list-style-type: none"> ① Domestic accommodation after disembarkation <ul style="list-style-type: none"> - the standard support scheme applies ② Accommodation on board the cruise <ul style="list-style-type: none"> - souvenirs only 	<ul style="list-style-type: none"> · (Corporate Meetings) Groups visiting for the purpose of attending business meetings organized by a company, with <u>at least 4 hours of meetings included in the itinerary.</u> · (Incentive Purpose) Groups visiting for incentive (reward) purposes whose expenses are covered by the company/organization

Classification of Level and Support Details

Group Size(pax)	Level	Max. support budget (per pax)	Support Details
10~50	E	—	1 souvenir
51~300	D	—	1 souvenir OR 1 contracted attraction/KUV
301~1,000	C	KRW 20,000	Customized Support within budget limits
1,001~2,000	B	KRW 30,000	
2,001 or over	A	KRW 40,000	

* Support Budget Limits: KRW 100 million per group

Support Details

※ Duplicate support from other organizations is not permitted.

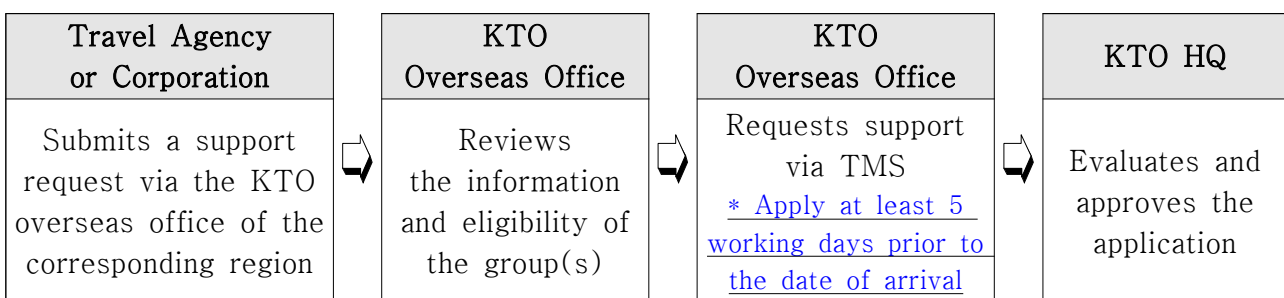
Support Items		E	D	C	B	A
Souvenir	Souvenir (1 item)	○	○	○	○	○
Contracted Attraction	Entry Fee to Tourist Attractions					
	Korean Cultural Experience Program		○	○	○	○
	Traditional Korean Performance					

Specialized Support (Requires prior approval from KTO HQ)	Special Luncheon / Dinner Support (1 time)					
	Facility Rental Fee					
	Special Performance Support					
	Bus Rental Fee (outside the capital area only)			○	○	○
	K-Beauty Experiences					
	Team Building Program					
	Welcome Ceremony Events					
	Filming Travel Highlights					

Eligibility for Advancement Support (duplicate advancements are not permitted)

Criteria		Remark
1	Groups from Area 3	more than 50% of the total participants
2	At least one overnight stay in a regional area outside the Seoul Capital Area	Exception: Gyeonggi, Incheon and Jeju
3	Accommodation at five-star hotels for the entire itinerary	for all participants, reservation proof from the hotel must be submitted
4	Events of 4 hours or more at a convention center or a KUV or a five-star Hotel * e.g., corporate meeting, gala dinner, etc.	reservation proof from the hotel must be submitted

Application Process



* Required documents: Application, Itinerary, Name List (Full names only are required. Nationality and passport numbers of participants are not required in accordance with the Personal Information Protection Act.)

III Award Program

- Award Program for Foreign Travel Agencies
 - Eligibility: Six (6) outstanding outbound travel agencies that have attracted foreign corporate meetings and incentive groups to Korea
 - Rewarding Period: Q4 of each year (liaison with KTO overseas offices is required)
 - Main Purpose: To award the KTO Award to high-performing travel agencies in the following categories :
 - ① (Quantitative performance) The top four (4) travel agencies selected based on the number of visitors attracted to Korea, one agency per country
 - ② (Qualitative performance) Two (2) travel agencies selected based on the quality of the tour program, one agency per country
 - ※ Country overlap between Categories ① and ② is allowed.
 - Reward Details: A glass plaque and a prize worth KRW 1,000,000