

# KOREA Unique Venue

## Discover the unique beauty of diverse regions throughout Korea

Every month, in cooperation with the Korea Tourism Industry (KTO), Invest KOREA features one unique region in Korea as an ideal venue for corporate meetings, international conventions, and incentive travels. Read on to find out more on the KTO's Korea Unique Venue initiatives and plan your next visit to Korea!

### What is KOREA UNIQUE VENUE?

The MICE industry is celebrated as the “golden industry without limits” of the 4th Industrial Revolution Era. With the growth of this industry, MICE venues are increasing in variety. Nowadays, corporations and institutions, which have preferred large scale convention centers in the past, are increasingly seeking out special places and experiences, or “unique venues” that showcase traditional local cultures and regional characteristics.

The Korea Tourism Organization regularly selects and promotes such unique venues that can be found all throughout the country—places with a distinct Korean charm that captivate its visitors. After various studies and evaluations on the suitability of the purpose, scale, and size of various events and meetings, the KTO has selected 39 of Korea's unique venues to fit your various needs.

These 39 “KOREA Unique Venues,” which demonstrate the special characteristics of its respective region, are bound to add color to your events and provide visitors with experiences and memories beyond expectations. Korea's doors are wide open for you to experience the country's culture and beauty to their fullest.

### Incentives for Organizers

#### ❖ Subjects of incentive support for international meetings (event hosting/global PR and event hosting support)

##### Common Conditions:

1. Meetings hosted by international organizations or members of the international organizations, or legal entities & groups which are part of international organizations that fulfill ALL of the following conditions.
  - Foreigners from at least 5 or more countries shall participate in the meetings.
  - Total number of meetings participants shall be at least 300 or more and foreign participants shall be at least 100 or more.
  - The duration of the meetings shall be at least 3 days or longer.
2. Meetings hosted by legal entities & groups which are not a part of international organizations that fulfill ALL of the following conditions.
  - Among the meeting participants, total number of foreign participants shall be at least 150 or more.
  - The duration of the meetings shall be at least 2 days or longer.

#### ❖ Subjects of incentive support for corporate meetings/incentive tours

##### Common Conditions:

1. Visitors should stay in Korea for at least 2 days or longer.
  - \* “NOT” applicable for hobby clubs, fan clubs, religious organizations, government officials' groups, and/or student groups.
2. Among the participants, total number of foreign participants shall be at least 10 or more.

#### ❖ Additional Conditions:

1. Incentive Tour: Incentive Tour Groups (as performance awards), with sponsoring corporations paying for all of tour related expenses for visiting Korea.
2. Corporate meetings: Groups of people who are visiting Korea for meetings hosted by specific corporations for the express purpose of meetings or travels
  - \* Meetings with at least 4 hours or longer shall be included in the official schedule.

For further details, please visit the K-MICE website at <https://k-mice.visitkorea.or.kr>.



K-MICE



KOREA UNIQUE  
VENUE



## Nurimaru APEC House



Nurimaru APEC House was built for the 13th APEC Leaders' Meeting, which was held in 2005. Currently utilized as an international convention center, it is a great piece of architecture where tradition, modernity and nature's beauty coexist harmoniously. With its top-of-the-line equipment and facilities, Nurimaru APEC House is the best place to hold international conferences, international academic seminars, banquets, outdoor exhibitions, and performances.

### Venue & Rental Information

- Address: 116 Dongbaek-ro, Haeundae-gu, Busan, Korea
- Phone Number: +82-51-744-3140
- Homepage: <https://www.busan.go.kr/nurimaru/english.jsp>
- Inquiries: +82-51-740-7369/skpark@bexco.co.kr
- Major Events Held in Recent Years: The 8th FEALAC FMM (Forum for East Asia-Latin America Cooperation Foreign Ministers' Meeting) (2017) / ASEAN-Republic of KOREA Commemorative Summit Luncheon, The 1st Mekong-Republic of KOREA Summit (2019)



### Other Major Event Held in Recent Years

- Name of the Event: The 3rd Working Committee Meeting of Metropolitan and Provincial Council Chairs Association of Korea (2022) / Meeting
- Date of the Event: 2022.3.17
- Name of the Event: The 3rd Working Committee Meeting of Metropolitan and Provincial Council Chairs Association of Korea. Together with the event, provincial council chairpersons of 17 metropolitan and provincial areas were appointed as honorary ambassadors of World Expo 2030, Busan, Korea.
- Participants & Number of Participants: 50 Korean provincial council chairpersons