



# GLOBAL MICE CITY GOYANG, KOREA

# ABOUT GOYANG

- General Figure
- Geographical Location
- MICE Industry in Goyang
- MICE Venues

# GOYANG CITY

Administrational District	<ul style="list-style-type: none"><li>Goyang City, Gyeonggi Province, Korea</li></ul>
Area	<ul style="list-style-type: none"><li>267.31m<sup>2</sup></li></ul>
Population	<ul style="list-style-type: none"><li>1.04 million as 2017</li><li>Largest population city in North region of Seoul</li></ul>
Industry	<ul style="list-style-type: none"><li>Developed for satellite city of Seoul for housing</li><li>Residential area &gt; Manufacturing Industry</li><li>Floricultural industry is main export industry</li></ul>



# Geographical Location



## Why Goyang?

### Strategic Industry for the future

#### Broadcasting & Film Industry

No.1 rate in contents industry, Gyeonggi

#### New Korean Cultural Wave, Hallyu

Tourist in 2016 : 11million

#### MICE Industry

International MICE city designated by government

#### Floricultural Industry

5 consecutive years of \$30million export in Goyang World Flower Exhibition

## Easy Accessibility

#### • Incheon Int'l Airport

- Airport Limousine Bus : 1 Hour, USD 7
- Taxi : 40 Min., USD 35.2

#### • Gimpo Int'l Airport

- Airport Limousine Bus : 35 Min., USD 5.3
- Taxi : 20 Min., USD 12

# MICE Industry in Goyang

2017

- Number of PCO : 1
- Number of PEO : 3
- Number of DMC : 1

## Goyang MICE Incubation Center

- Recruit incubation company through open competition
- Co-operated by Goyang city and Goyang CVB

2018

Support for  
MICE  
service  
providers

Help MICE  
organizers.  
Successful  
events.

Easier acquisition of suppliers and services  
for MICE organizers

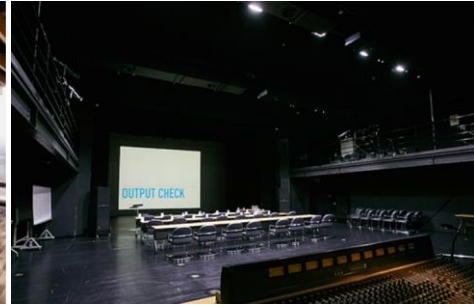
High quality service through fair  
competition

Increase possibility of hosting MICE  
events to Goyang

Economic impact to Goyang

# MICE Facilities

## Venues



**THE MVL HOTEL GOYANG**

**GY FLOWER EXHIBITION HALL**

**SAMSUNG GLOBAL CAMPUS**

**ARKO HRD CENTER**

## Unique Venues



**LATIN AMERICA CULTURAL CENTER MUSEUM**

**GY LAKE PARK**

**ONEMOUNT (THEME PARK)**

**GY ARMANURI (THEATER)**

# GOYANG CVB

- Goyang CVB
- Goyang MICE Alliance
- Goyang MICE Supporters
- Advertising & Promotion

# Goyang CVB

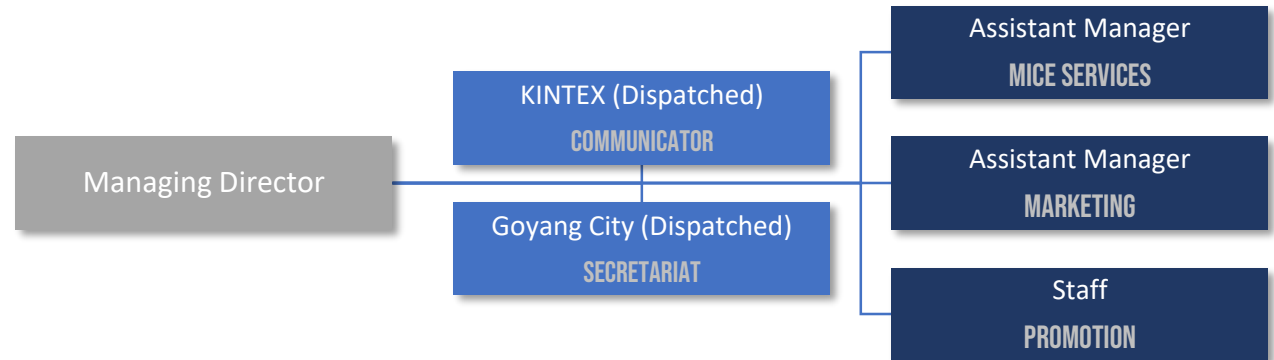


- Established in Nov, 2016
- Incorporated association that is operated with 100% Goyang City subsidy

## OUR SERVICE



## OUR TEAM



## PARTNER/MEMBERSHIP





# Goyang MICE Alliance

## Stable alliance system of Goyang MICE

### Regular meeting

- Enhance understanding of MICE policy and plan of Goyang city and Goyang CVB
- Build strong relationship

### Joint-marketing

- Expand possibility of hosting events
- Pursue mutual benefits between Goyang city and Goyang Alliance members

▼ Goyang MICE Alliance regular meeting



▼ Goyang MICE Alliance participated in KME



▼ Support Goyang MICE Alliance booth



# Goyang MICE Supporters

Goyang young MICE supporters



Goyang senior MICE supporters



- Recruit supporters based on people living in Goyang city
- Run various curriculum of pre-education program to enhance the skills required
- Provide various opportunity to participate in the MICE events in Goyang city

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## Supporters

Securing local human resources in MICE

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Improving Goyang citizen's perception of MICE

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Opportunity for job creation

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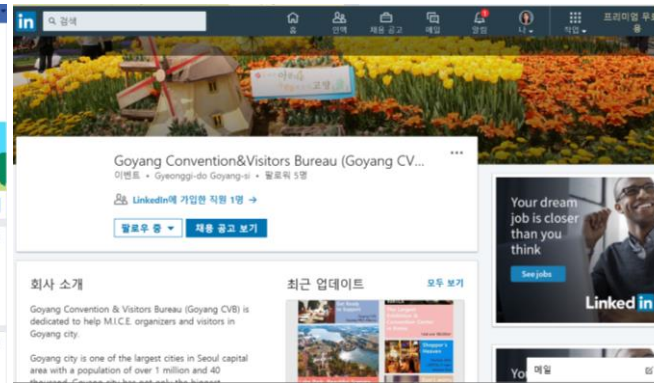
# Advertising & Promotion

SNS

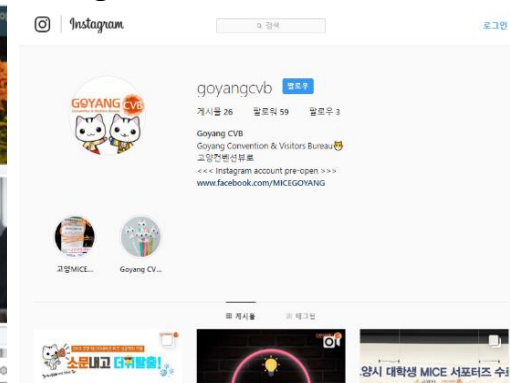
## Facebook



## LinkedIn



## Instagram



NEWS LETTER



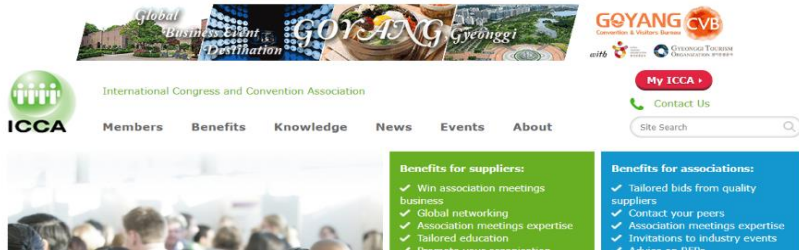
Home page (Eng/Kor)



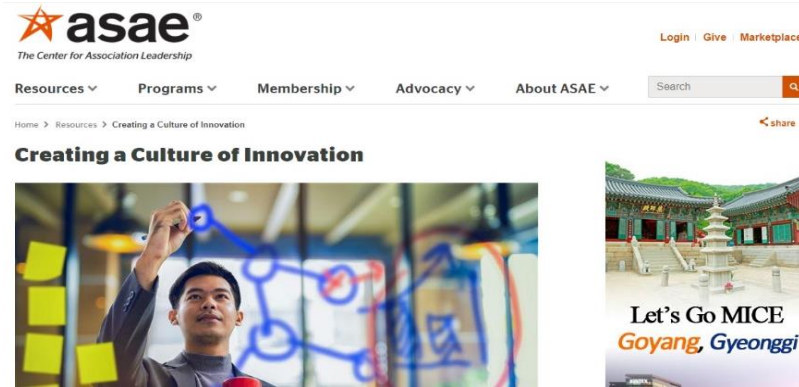
# Advertising & Promotion

## Advertising - Online

### 1) ICCA Web



### 2) ASAE Web



### 3) TravelLeisure Web



## Advertising - Offline

### 1) The Korea Economy Daily



### 2) Goyang News



### 3) My Goyang



### 4) TravelLeisure Plus



# STRATEGY IN MARKETING & PROMOTION

- SWOT Analysis
- Goyang as MICE Destination
- Goyang CVB Action Plan(5years Plan)
- CVB as a MICE Platform

# SWOT Analysis

- High Accessibility
- Historical & Modern Cultural Assets
- Meeting Complex centering with KINTEX

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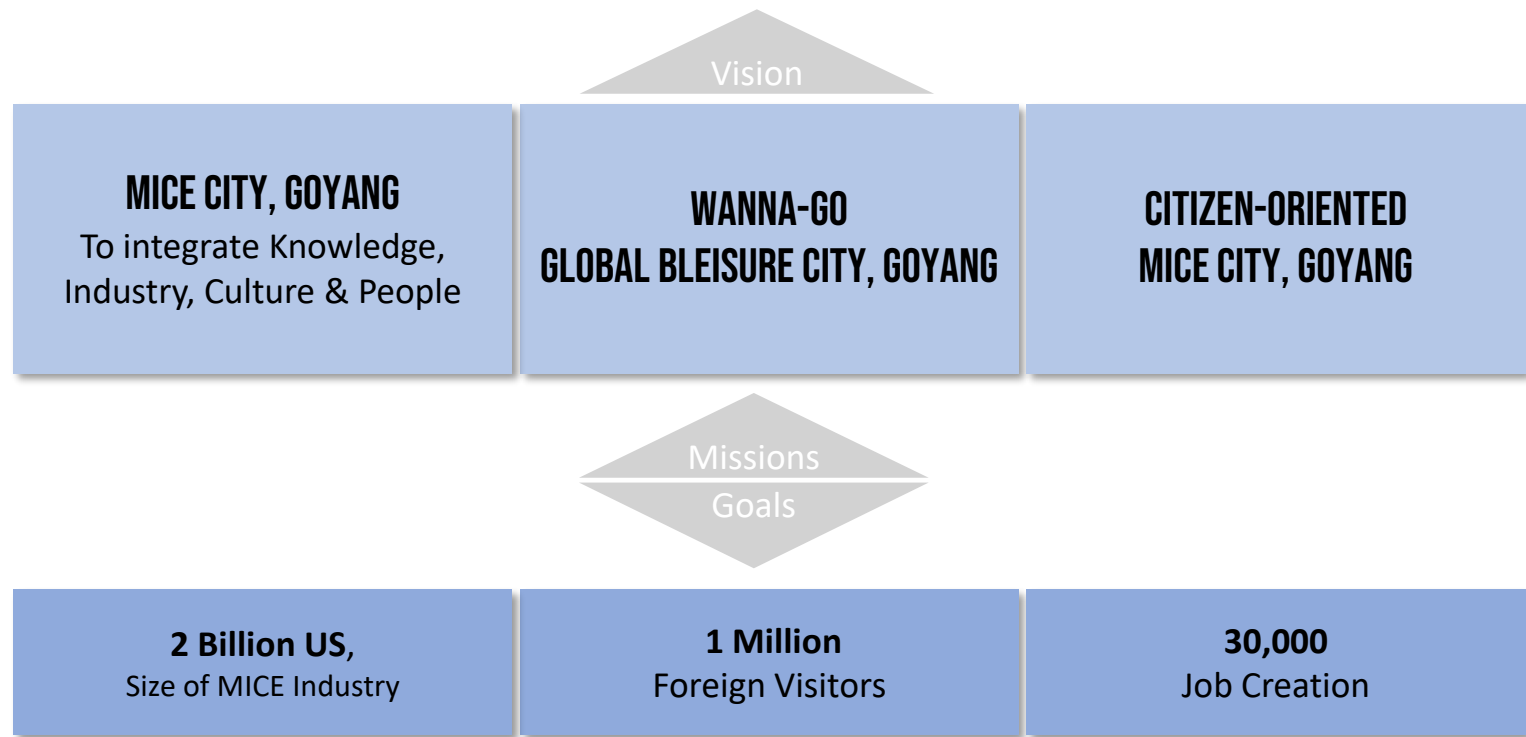
- Low branding as Meeting Destination
- Poor Meeting Infra & Networks (on Beginning stage)
- Citizen's low recognition & participation

- Growing Cities
- Goyang city's competitiveness as city (No.1 Livable city in Korea)
- Accumulated Event Experience
- Stay in Goyang, Enjoy Seoul

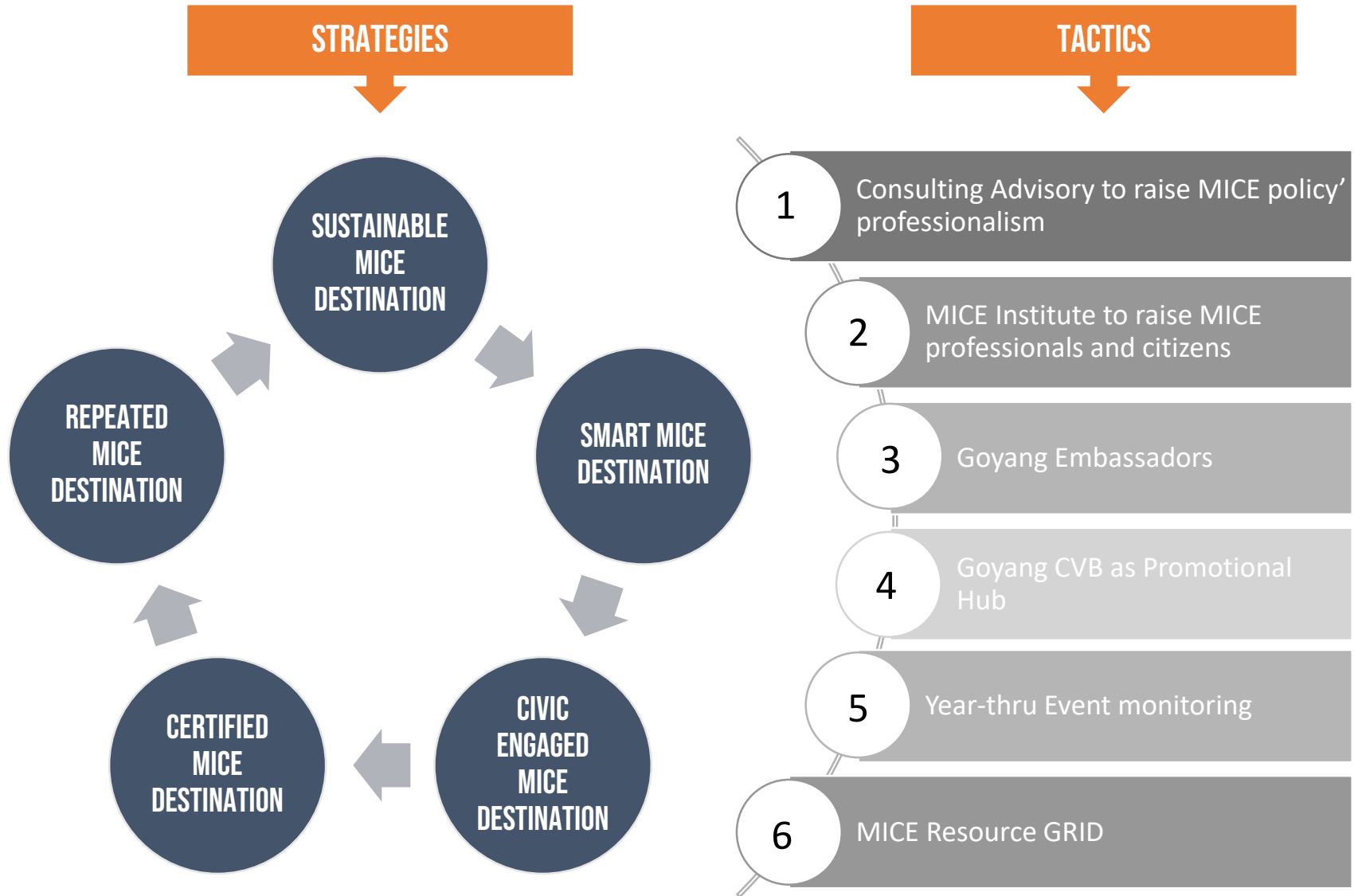
- Compete with Seoul, Incheon
- Local vs. Metropolitan (Limit to budget and admin support)
- Venue(KINTEX) is prior to Destination(Goyang)

# Goyang as a MICE Destination

## GLOBAL MICE CITY TO LEAD KNOWLEDGE CONVERGENCE

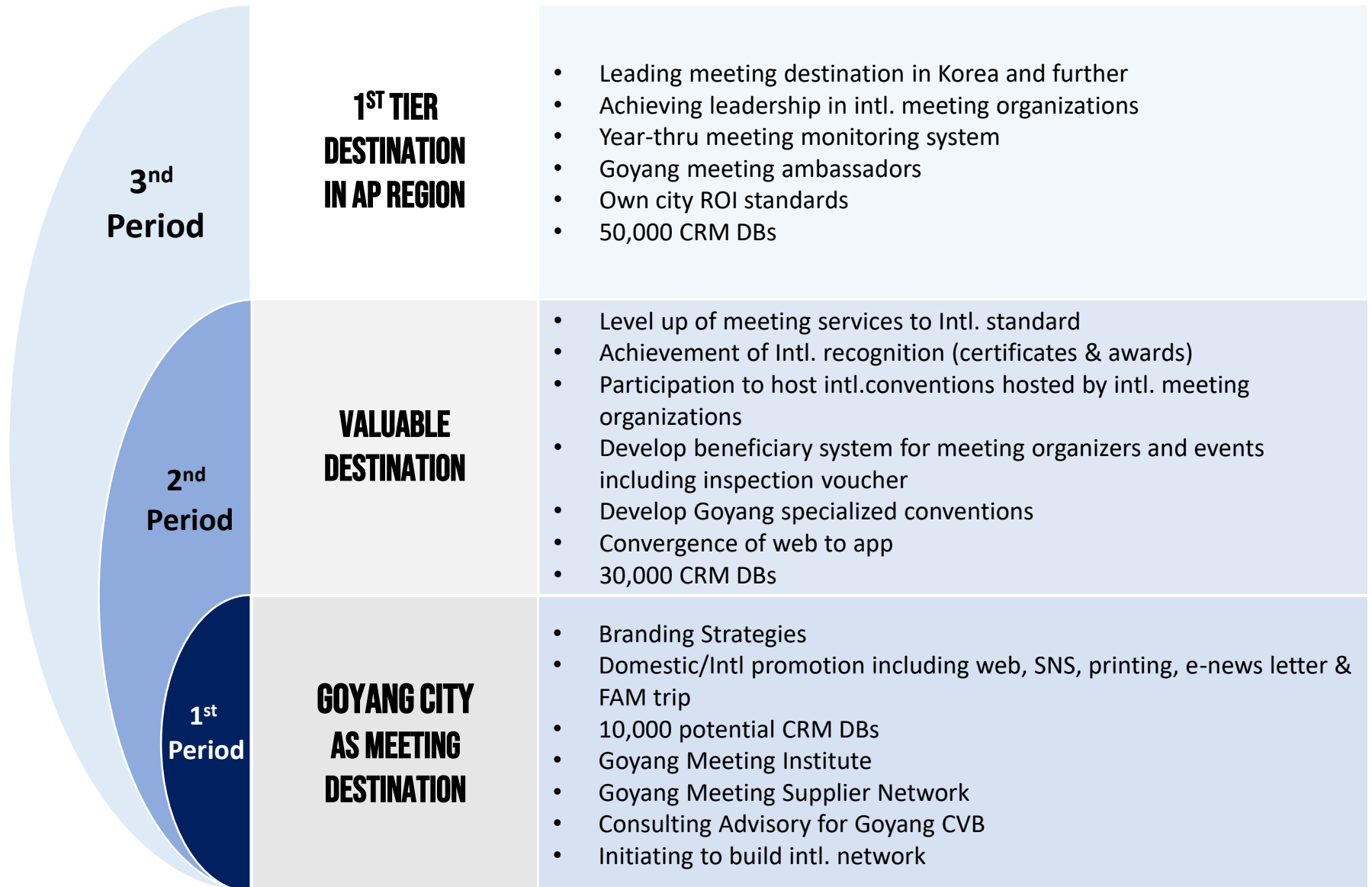


# Goyang as a MICE Destination



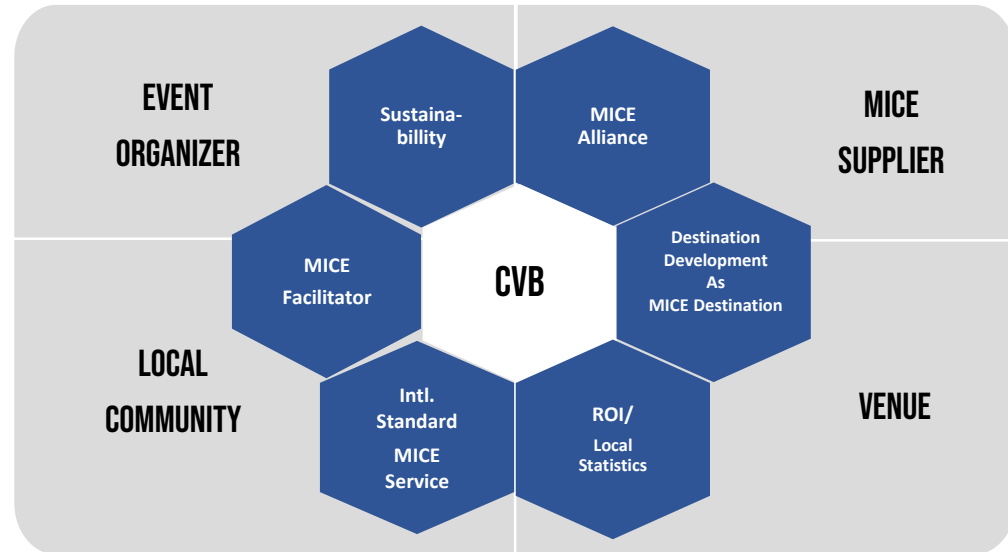


# Goyang CVB Action Plan (5years Plan)



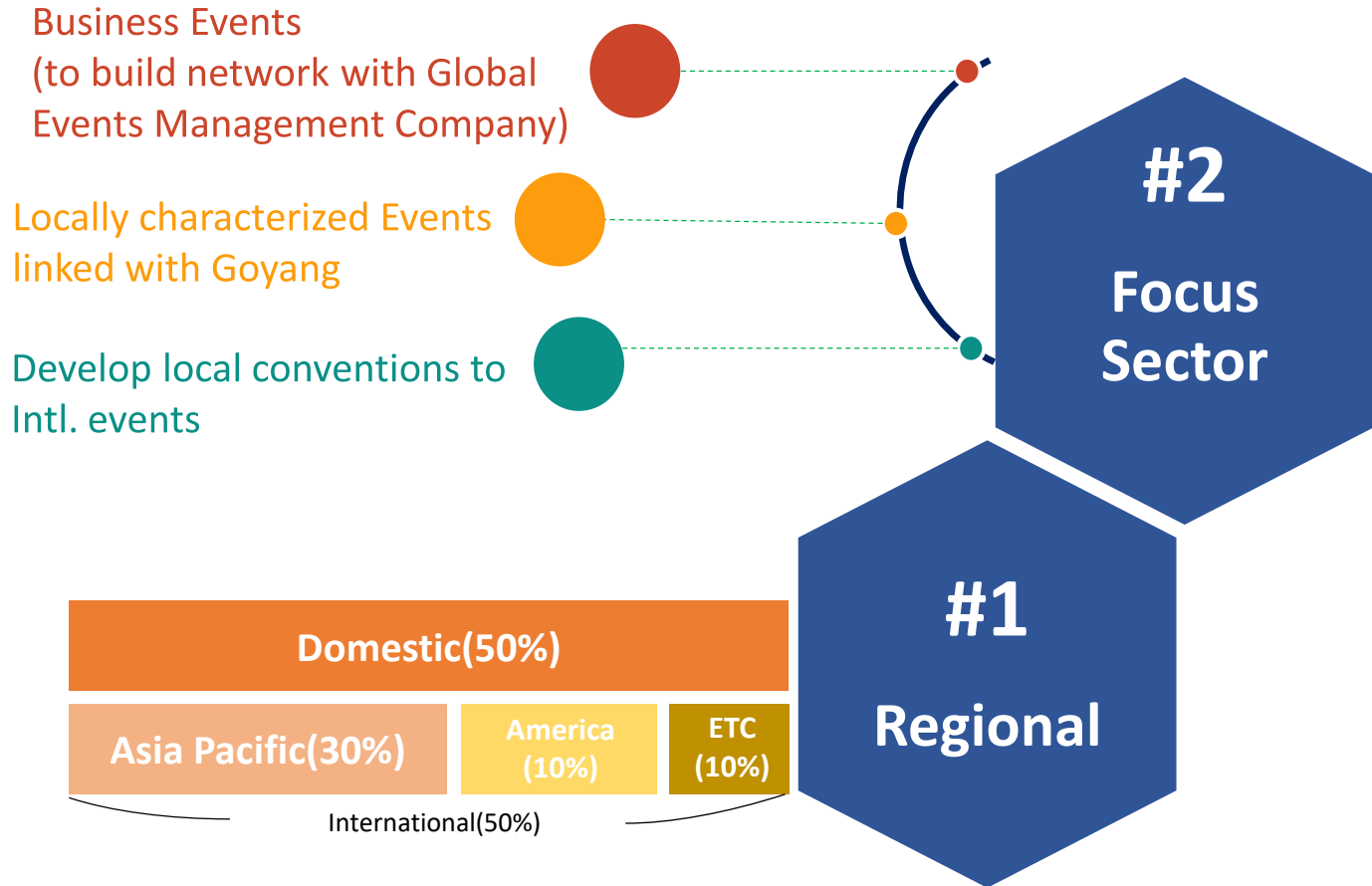
# Desirable CVB Model

- Functional + Value Created Platform



# FOCUS SECTOR & MARKET SEGMENT

# Focus Sector & Market Segment





**THANK YOU FOR VISITING  
GOYANG**