

고양시 MICE산업의 오늘과 미래

GOYANG  **CVB**
Convention & Visitors Bureau

교육자료

MICE Industry

- MICE산업의 정의
- 한국의 MICE산업
- CVB in Korea
- Goyang CVB
- MICE산업의 글로벌 Trend
- MICE분야 주요 언론 및 국제기구

MICE산업의 정의



UNWTO Recommended

Definition of Meeting Industry

From the report of

“Measuring the Economic Importance of Meeting Industry”

co-published by



Meetings

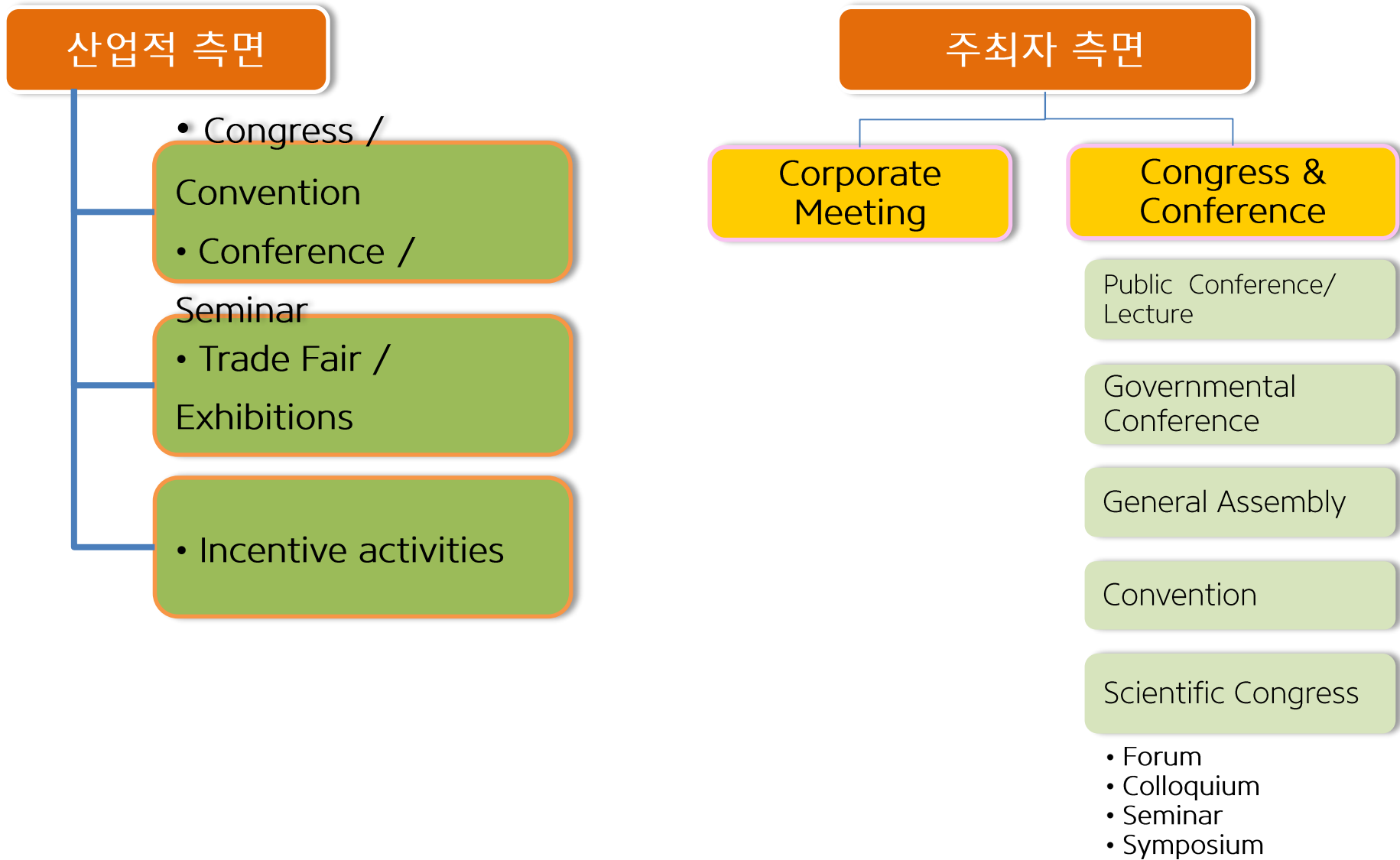
- > Min 10 participants
- > Min 4hrs or half day



A series of participants' gathering to have following common purposes including

- Business management
- Idea Exchange
- Education
- Discussion

On Professional, Scientific and Business Issues



- 공급자 측면



Meeting Venues

Congress Hall



Hotel & Resort
With meeting facilities



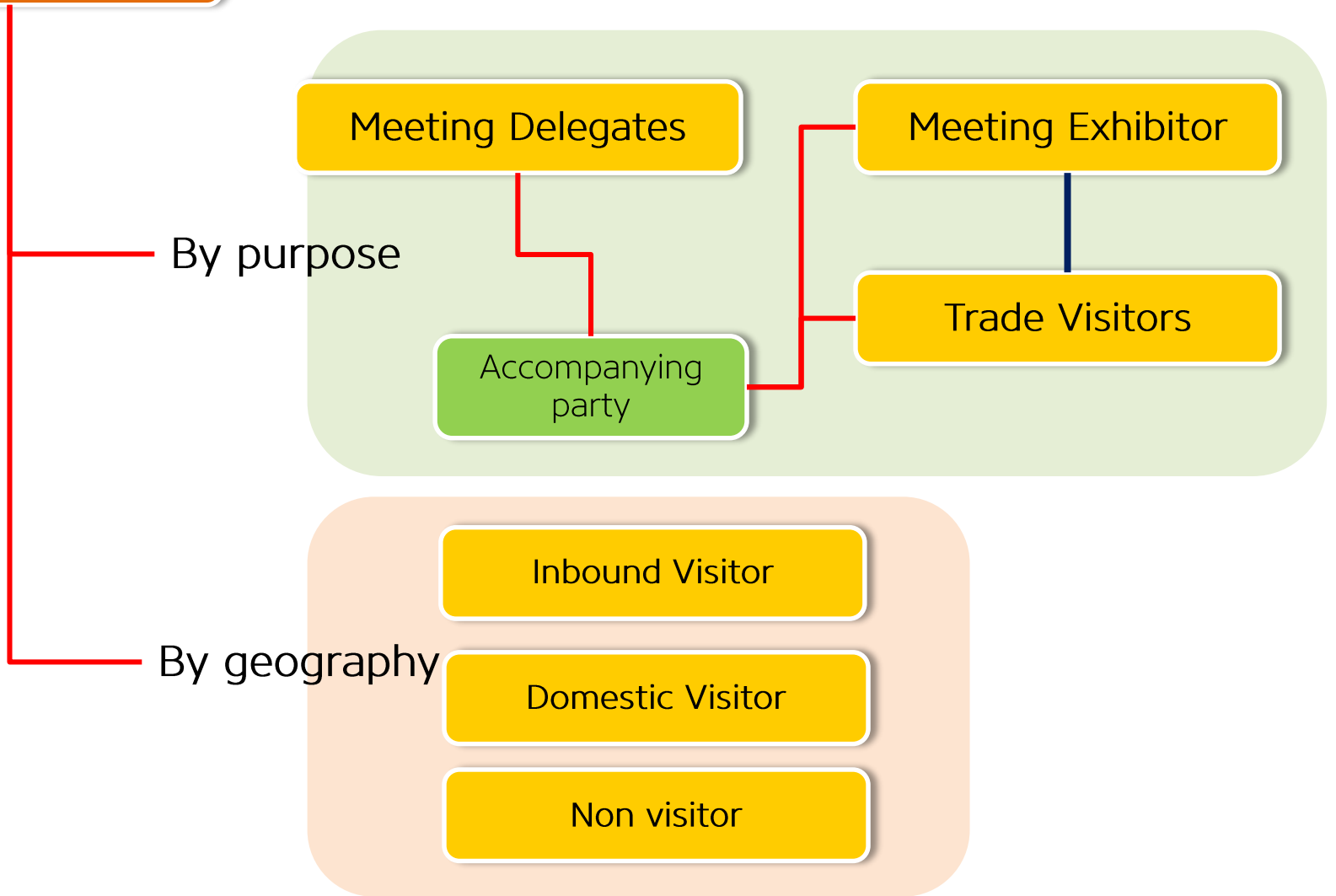
University

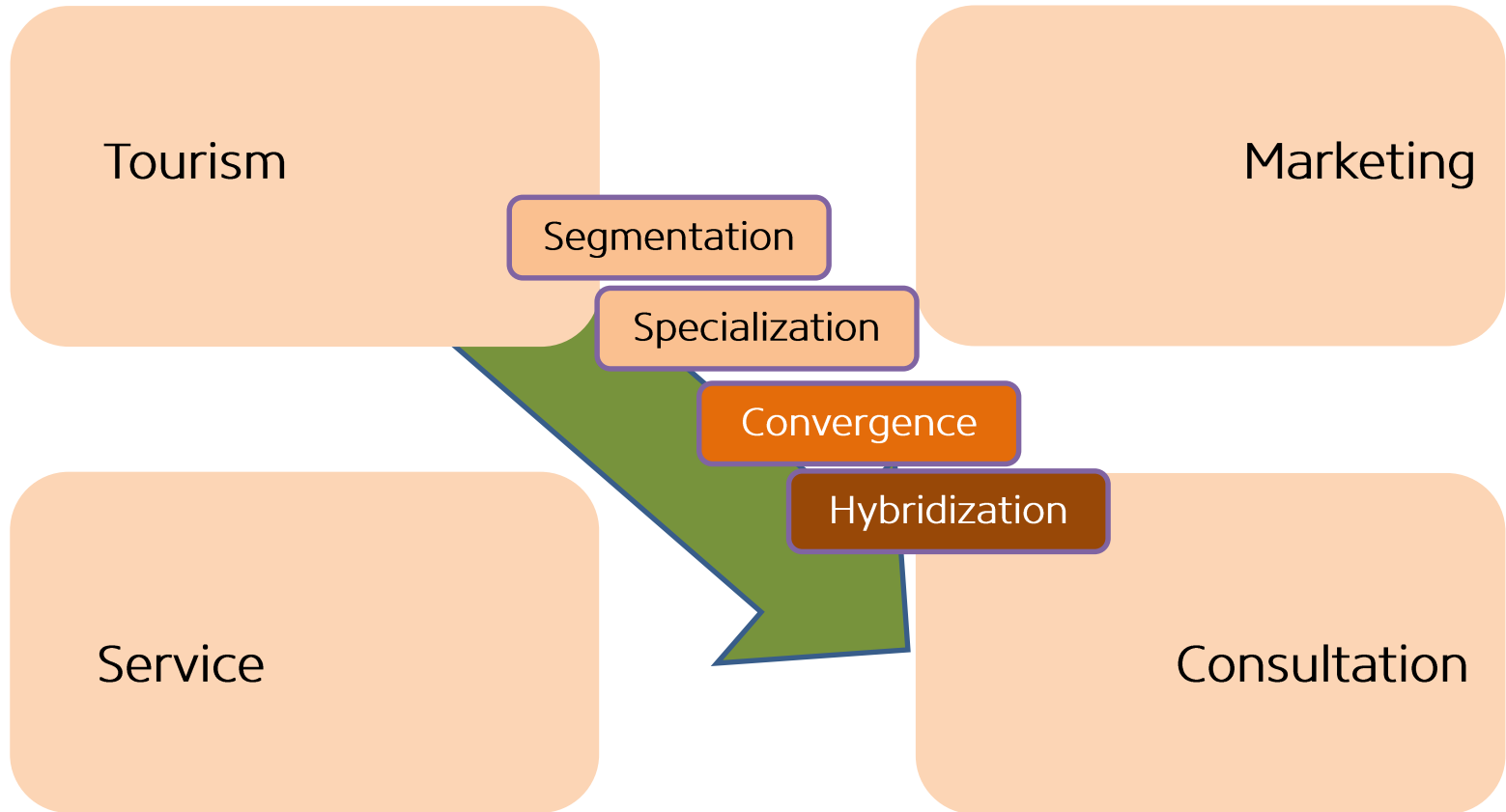


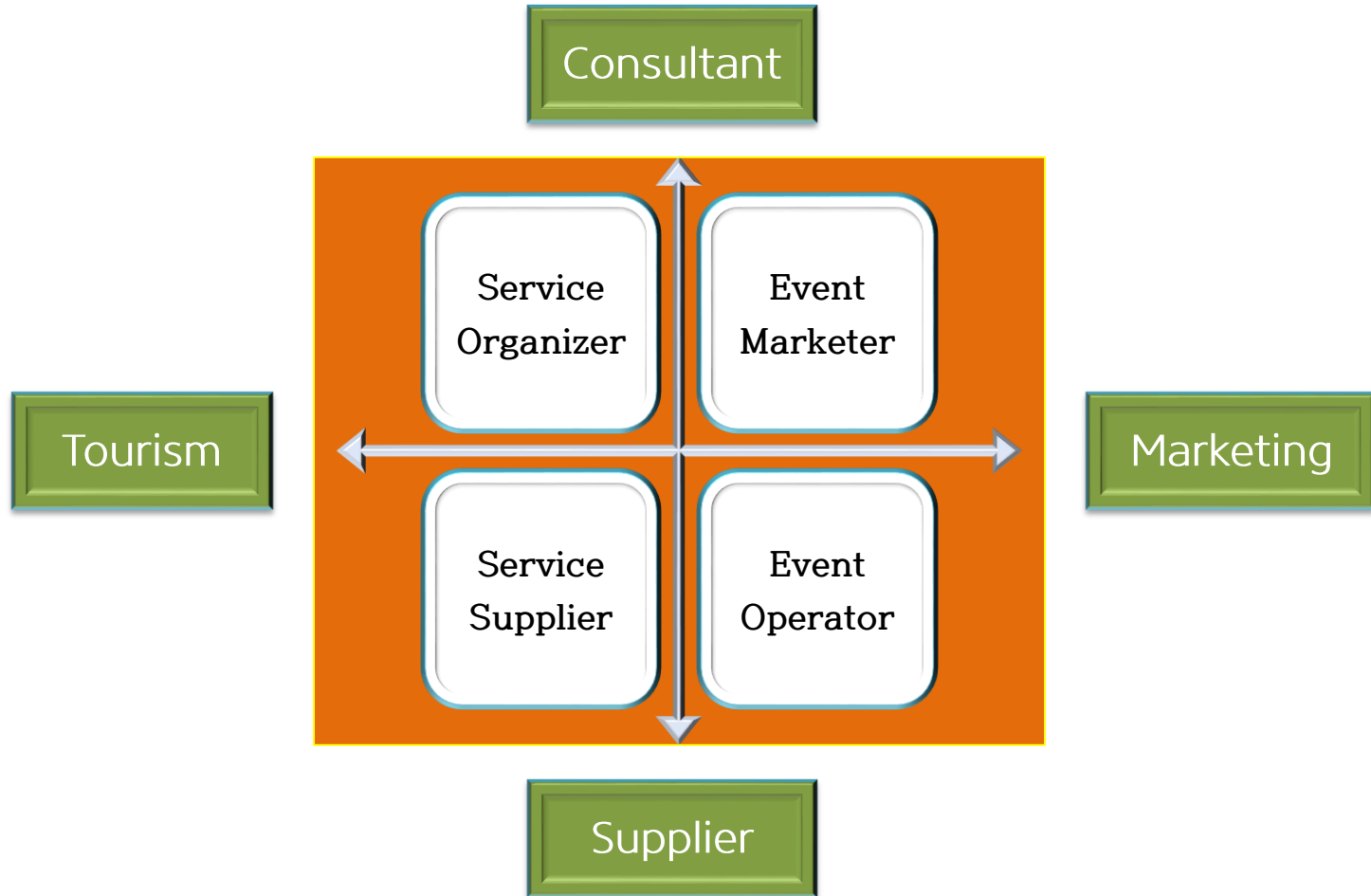
Others

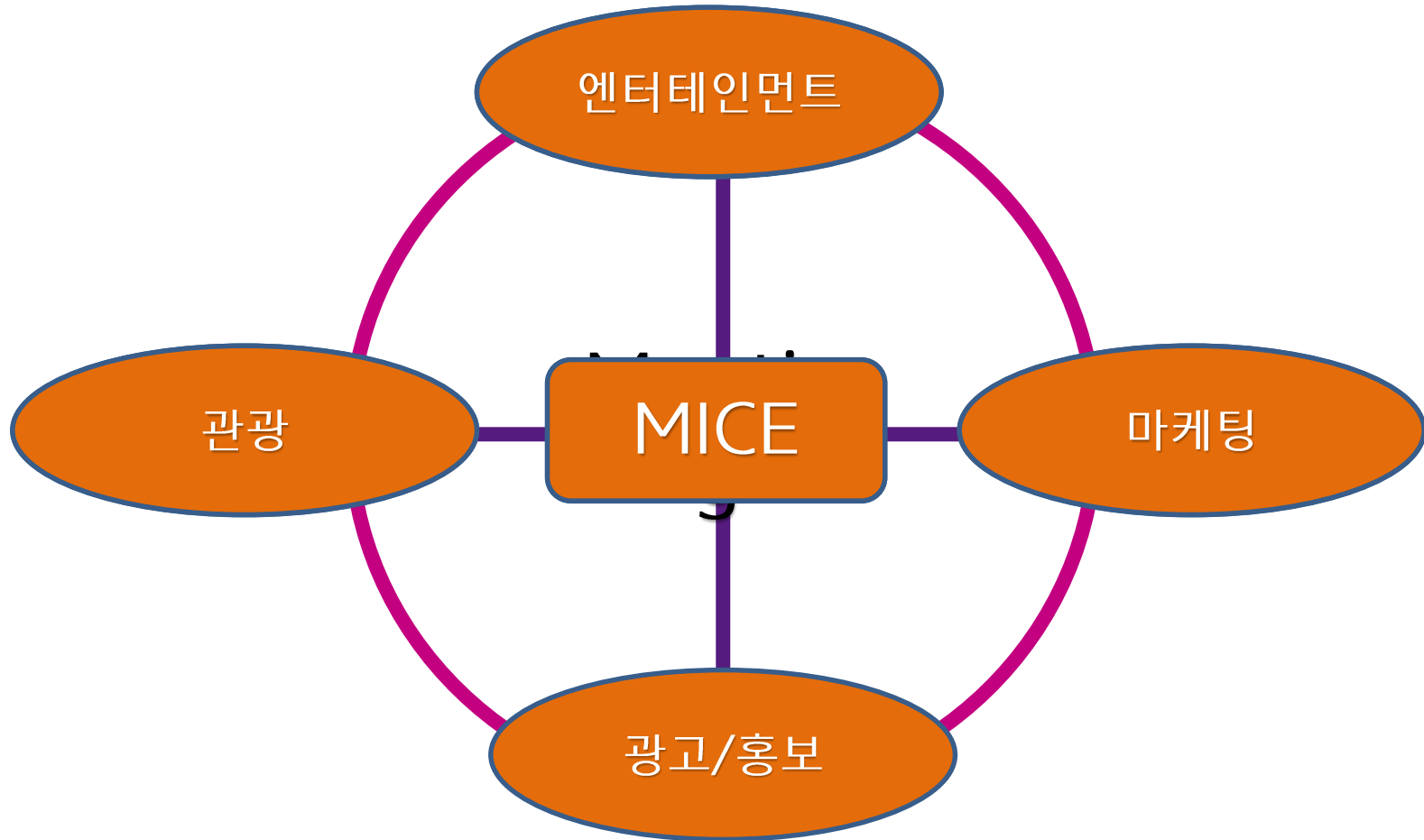


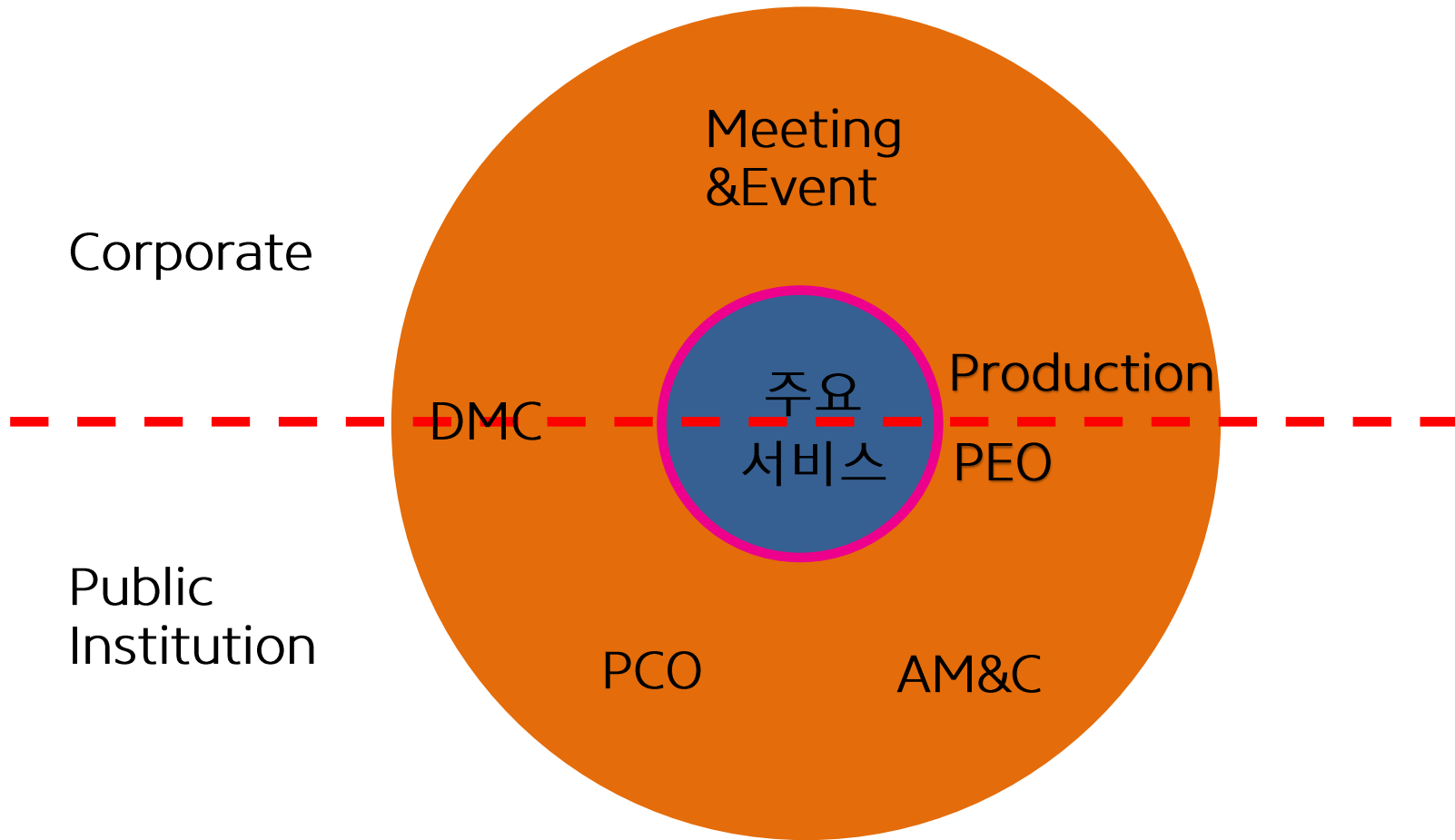
Meeting Participants









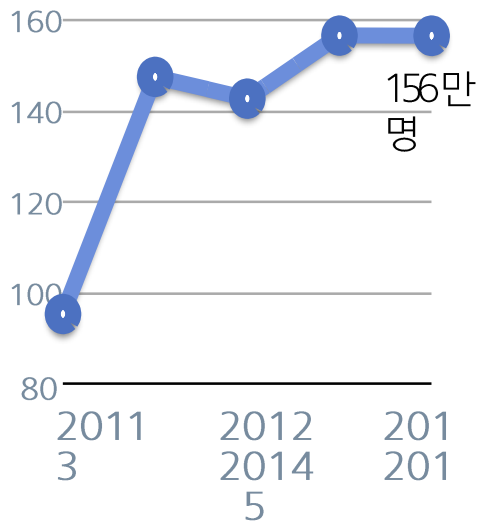


DMC: Destination Management Company
PCO: Professional Convention/Congress Organizer
PEO: Professional Exhibition Organizer
AM&C: Association Management and Consulting

한국의 MICE산업

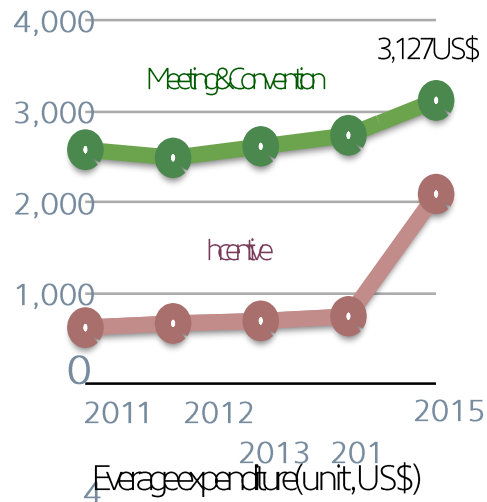


MICE Visitors continual increase



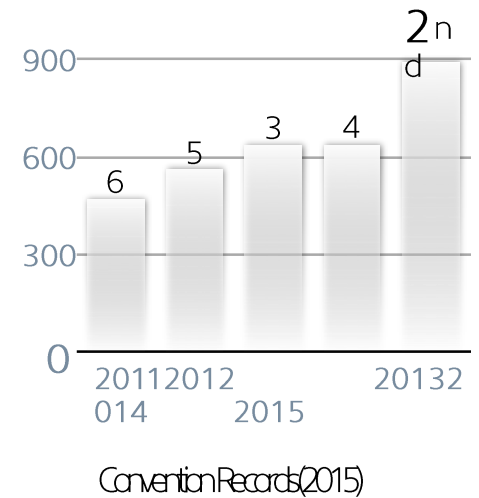
MICE visitors (unit: million)

Increase of Expenditure/person



1.8 times bigger than tourist

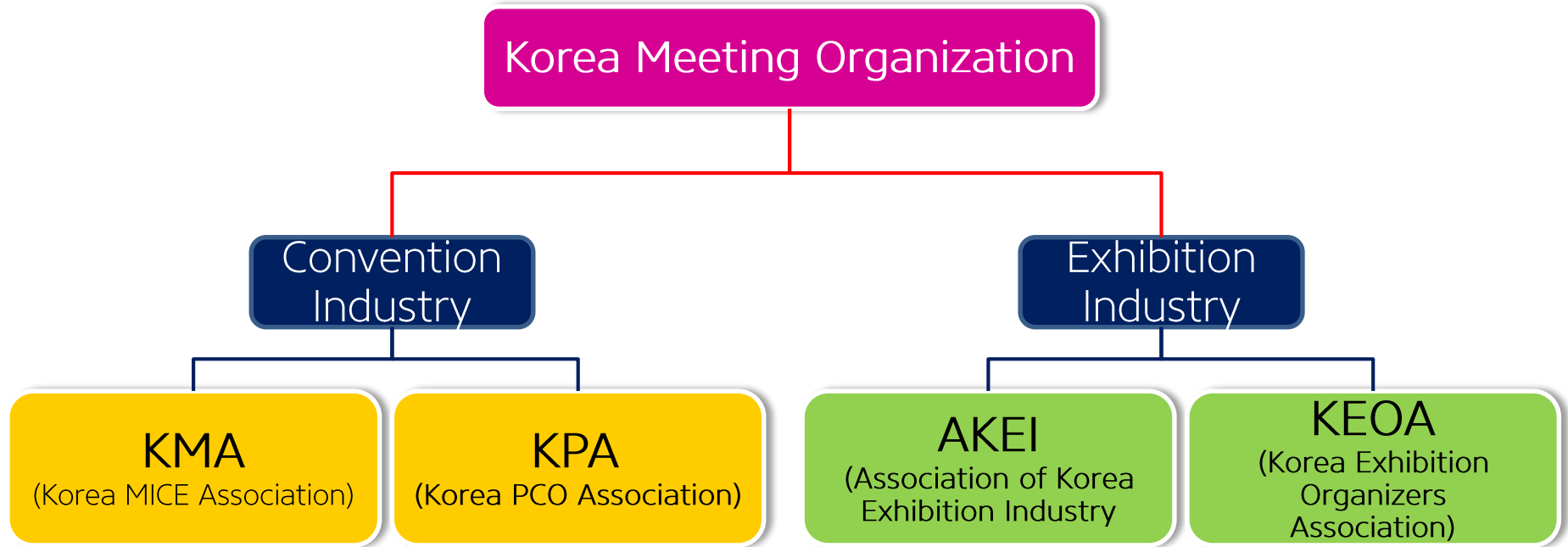
UIA Global Ranking 2nd



*UIA : Union of International Associations

• Meeting specification to KTO(Korea Tourism Organization)

| | | | |
|------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------|
| Meeting | Conference for exchange of ideas, discussion, information exchange, and the formation of social networks | Domestic | Less than 10 foreigner More than 4 hours |
| | | Intl. | More than 10 foreigner More than 4 hours |
| Incentive | Reward tour and conference for reward and motivation on the performance of the members | Intl. | More than 10 foreigner More than 1 night |
| Convention | Exchange of ideas, discussion, information exchange, and the formation of social networks | To comply with the limits for UIA (Bigger than Meeting and international nature) | |
| Exhibition | All sorts of exhibitions to sales, PR, and marketing activities for distributors, traders, consumers, and the general public | Domestic | Less than 100 foreign buyer to registered More than 1 day |
| | | Intl. | More than 100 foreign buyer to registered More than 1 day |



Supervised by



Ministry of Culture, Sports and Tourism



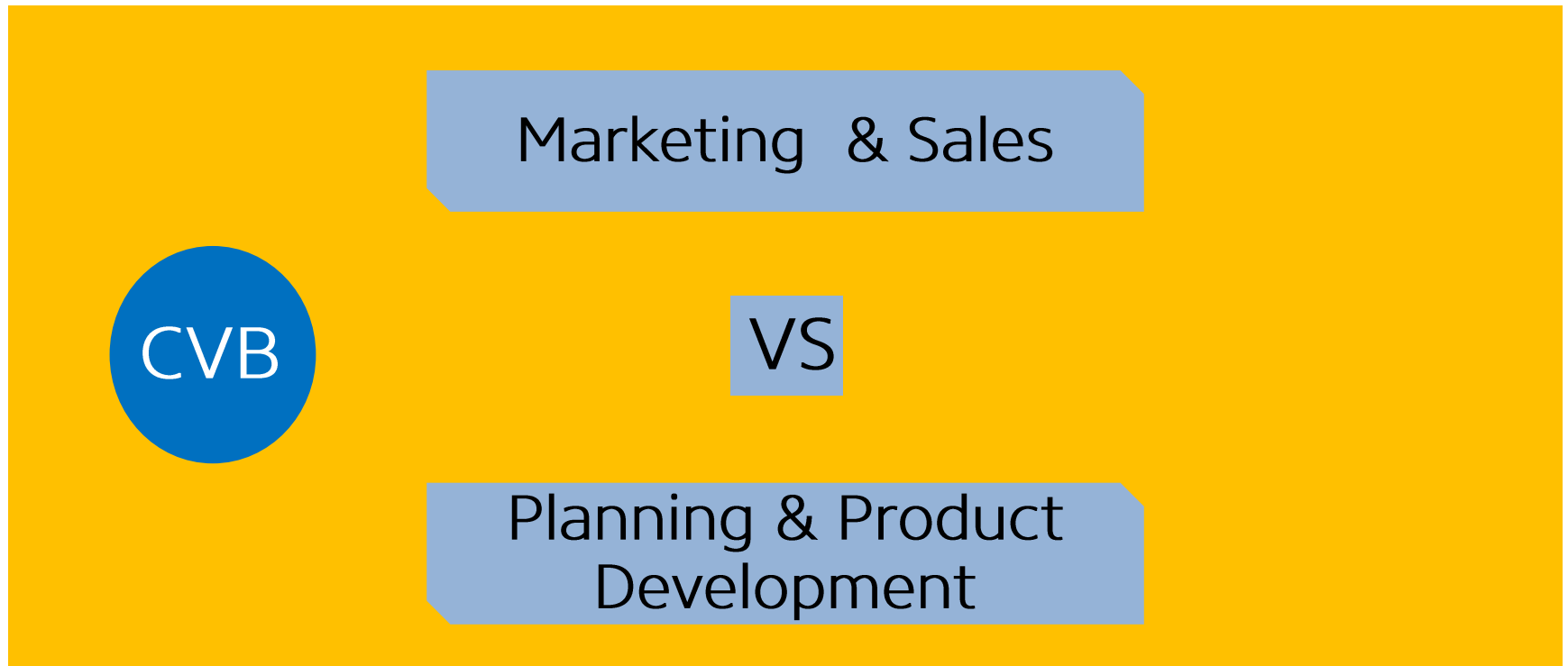
Ministry of Trade, Industry and Energy

CVB in Korea

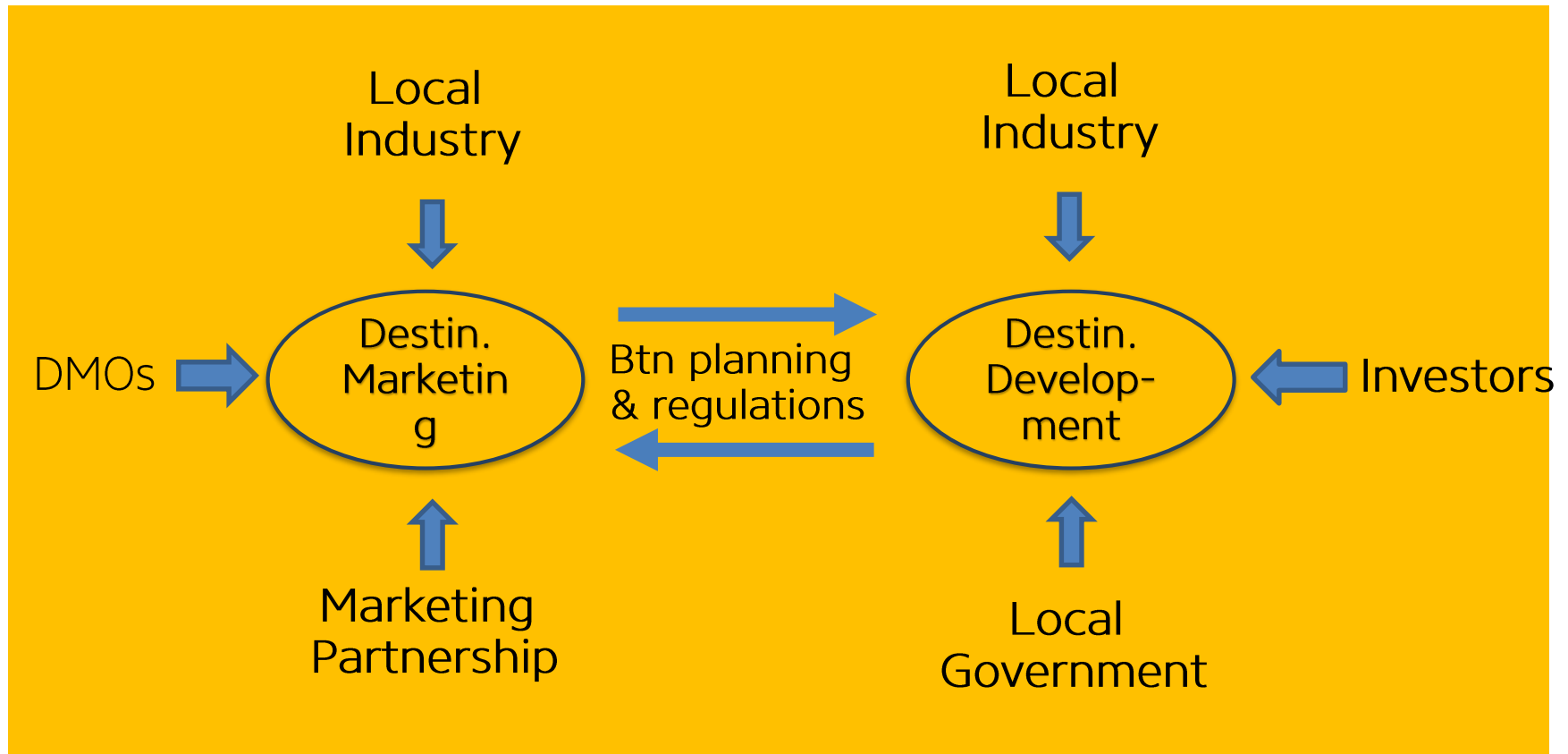


- CVB(Convention & Visitor's Bureau) is primary type of Destination Marketing Organization, DMO to enforce Convention and leisure tourism in local government level
- Every functions of CVB are about 'Sell the city'

- In terms of Job categories

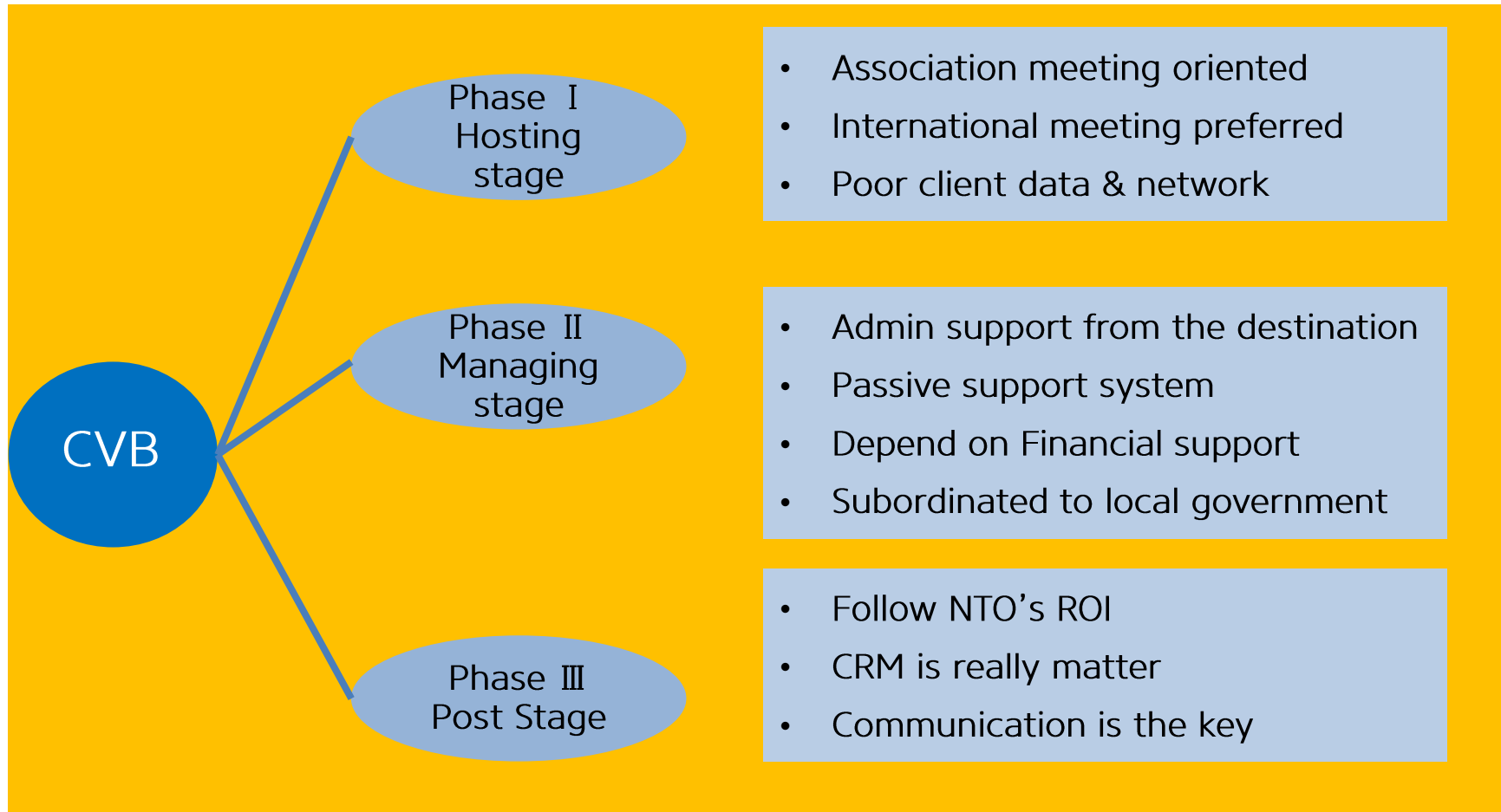


- Difference between Destination Marketing & Destination Development



| NTO | Metropolitan | Provincial | Local |
|-----|-------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------|
| KTO | <ul style="list-style-type: none"> ▪ Seoul | <ul style="list-style-type: none"> • Gyeonggi-do | <ul style="list-style-type: none"> • Goyang |
| | <ul style="list-style-type: none"> ▪ Incheon | <ul style="list-style-type: none"> • Gangwon-do | <ul style="list-style-type: none"> • Gyongju |
| | <ul style="list-style-type: none"> ▪ Daejeon | <ul style="list-style-type: none"> • Gyongsangnam-do | <ul style="list-style-type: none"> • Cheongsong |
| | <ul style="list-style-type: none"> ▪ Daegu | <ul style="list-style-type: none"> • Jeju-do | |
| | <ul style="list-style-type: none"> ▪ Gwangju | | |
| | <ul style="list-style-type: none"> ▪ Busan | | |

<Functional aspect>



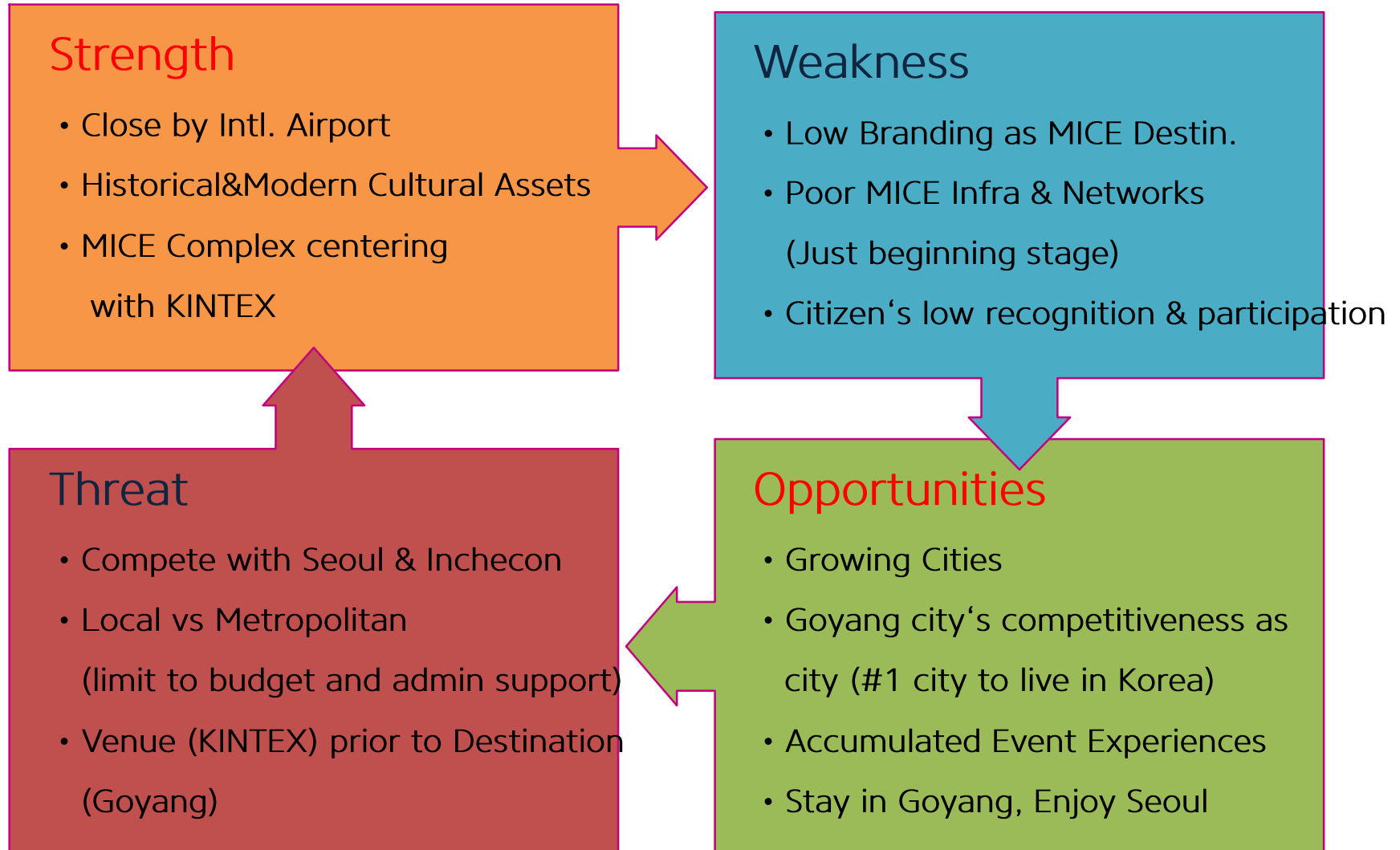
<Operational aspect>

CVB

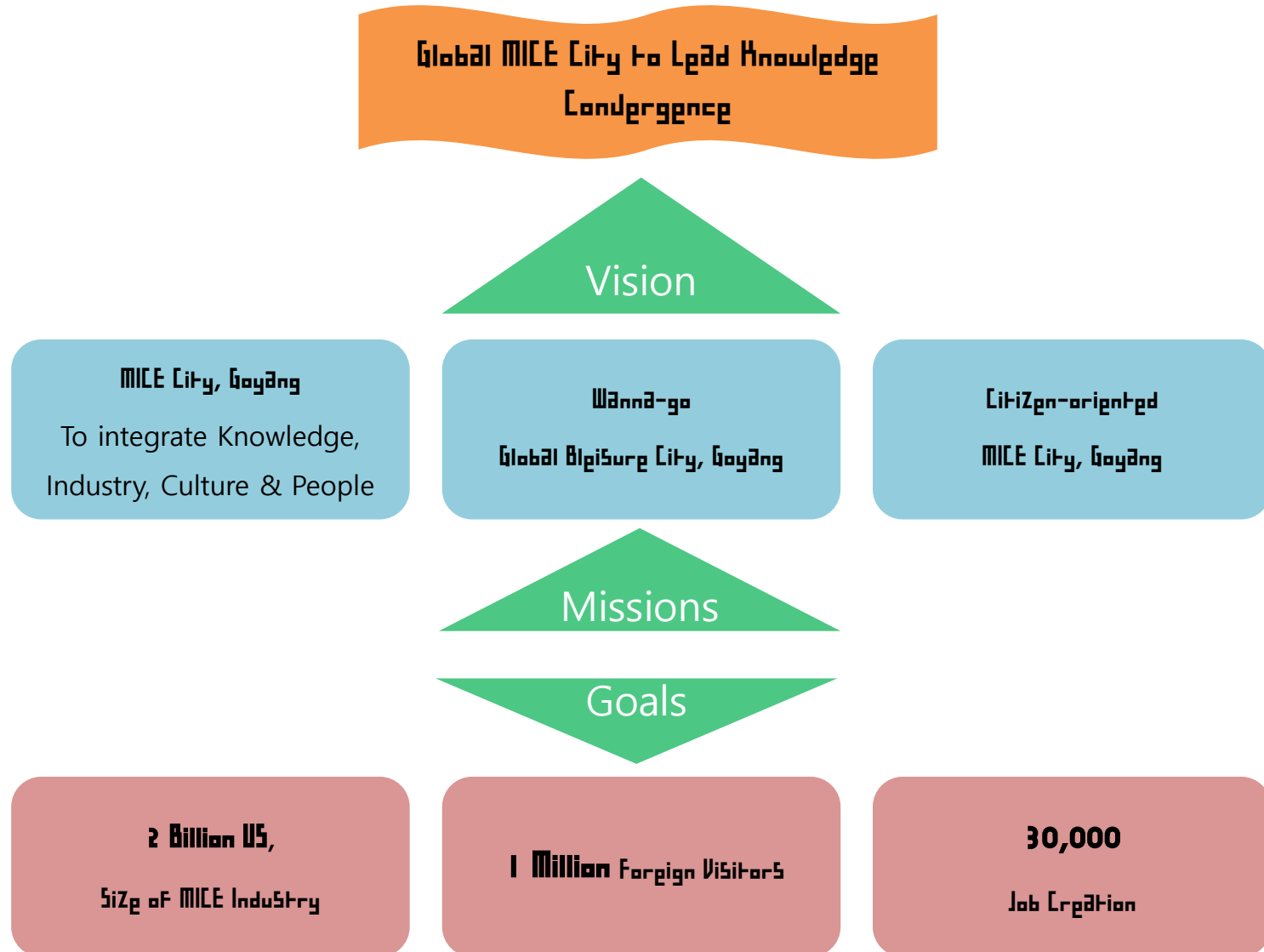
- Unstable Financial System
- Small scale organization
- Tough Competition among CVBs
- Positioning issue of CVB as local organization

**Goyang City
as New Meeting Destination
IN Asia Pacific Region**

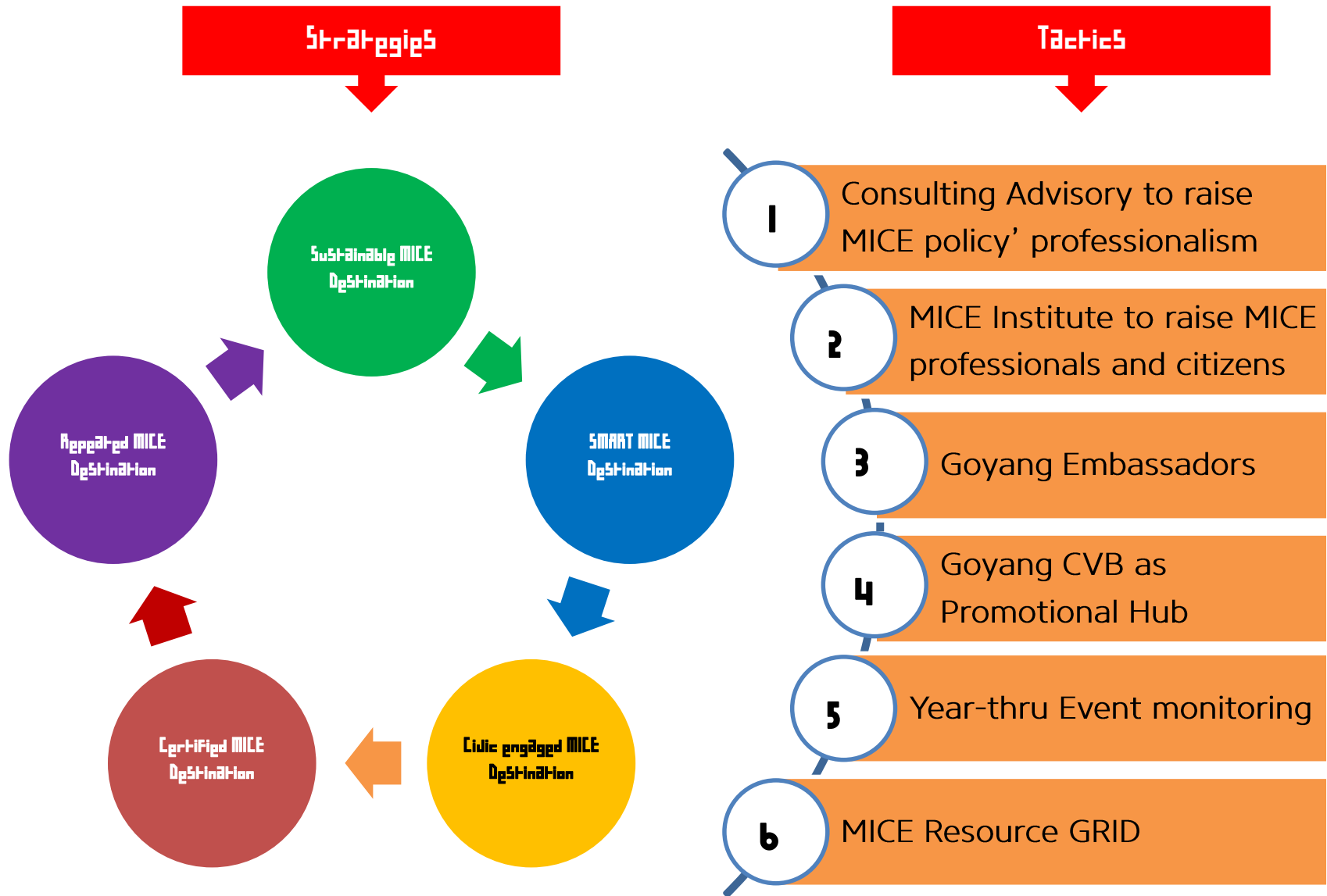
- SWOT Analysis



Goyang city as MICE Destination



Goyang city as MICE Destination



Goyang city as MICE Destination

5yr5 Action Plan

| | | |
|-------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3rd Period (Yr of 4 to 5)</p> | <p>Global MICE City to lead Knowledge Convergence</p> | <ul style="list-style-type: none"> • Leading MICE destination in Korea and further • Achieving leadership in intl. MICE organizations • Year-thru MICE monitoring system • Goyang MICE ambassdors • Own city ROI standards • 50,000 CRM DBs |
| <p>2nd Period (Yr of 2 to 3)</p> | <p>Valuable MICE Destination</p> | <ul style="list-style-type: none"> • Level up of MICE services to Intl. standard • Achievement of Intl. recognition (certificates & awards) • Host intl.conventions by intl. MICE organizations • Develop beneficiary system for MICE organizers and events including inspection boucher • Develop Goyang specialized conventions • Convergence of web to app • 30,000 CRM DBs |
| <p>1st Period (Yr of 1-2)</p> | <p>Goyang City as MICE Destination</p> | <ul style="list-style-type: none"> • Branding Strategies • Domestic/Intl promotion including web, SNS, printing, e-news letter & FAM trip • 10,000 potential CRM DBs • Goyang MICE Institute • Goyang MICE Supplier Network • Consulting Advisory for Goyang CVB • Initiating to build intl. network |

- Functional Platform



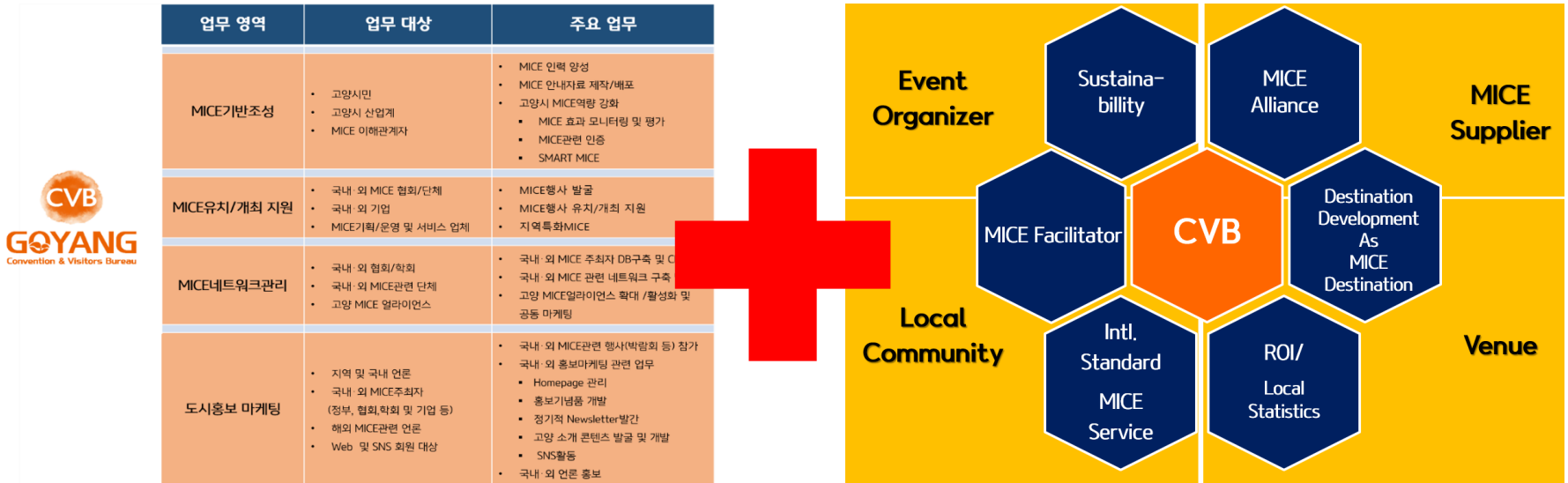
| 업무 영역 | 업무 대상 | 주요 업무 |
|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MICE기반조성 | <ul style="list-style-type: none"> 고양시민 고양시 산업계 MICE 이해관계자 | <ul style="list-style-type: none"> MICE 인력 양성 MICE 안내자료 제작/배포 고양시 MICE역량 강화 <ul style="list-style-type: none"> MICE 효과 모니터링 및 평가 MICE관련 인증 SMART MICE |
| MICE유치/개최 지원 | <ul style="list-style-type: none"> 국내·외 MICE 협회/단체 국내·외 기업 MICE기획/운영 및 서비스 업체 | <ul style="list-style-type: none"> MICE행사 발굴 MICE행사 유치/개최 지원 지역특화MICE |
| MICE네트워크관리 | <ul style="list-style-type: none"> 국내·외 협회/학회 국내·외 MICE관련 단체 고양 MICE 얼라이언스 | <ul style="list-style-type: none"> 국내·외 MICE 주최자 DB구축 및 CRM 국내·외 MICE 관련 네트워크 구축 및 활동 고양 MICE얼라이언스 확대 /활성화 및 공동 마케팅 |
| 도시홍보 마케팅 | <ul style="list-style-type: none"> 지역 및 국내 언론 국내·외 MICE주최자 (정부, 협회, 학회 및 기업 등) 해외 MICE관련 언론 Web 및 SNS 회원 대상 | <ul style="list-style-type: none"> 국내·외 MICE관련 행사(박람회 등) 참가 국내·외 홍보마케팅 관련 업무 <ul style="list-style-type: none"> Homepage 관리 홍보기념품 개발 정기적 Newsletter발간 고양 소개 콘텐츠 발굴 및 개발 SNS활동 국내·외 언론 홍보 |

- Value created platform



Desirable CVB Model

- Functional + Value Created Platform



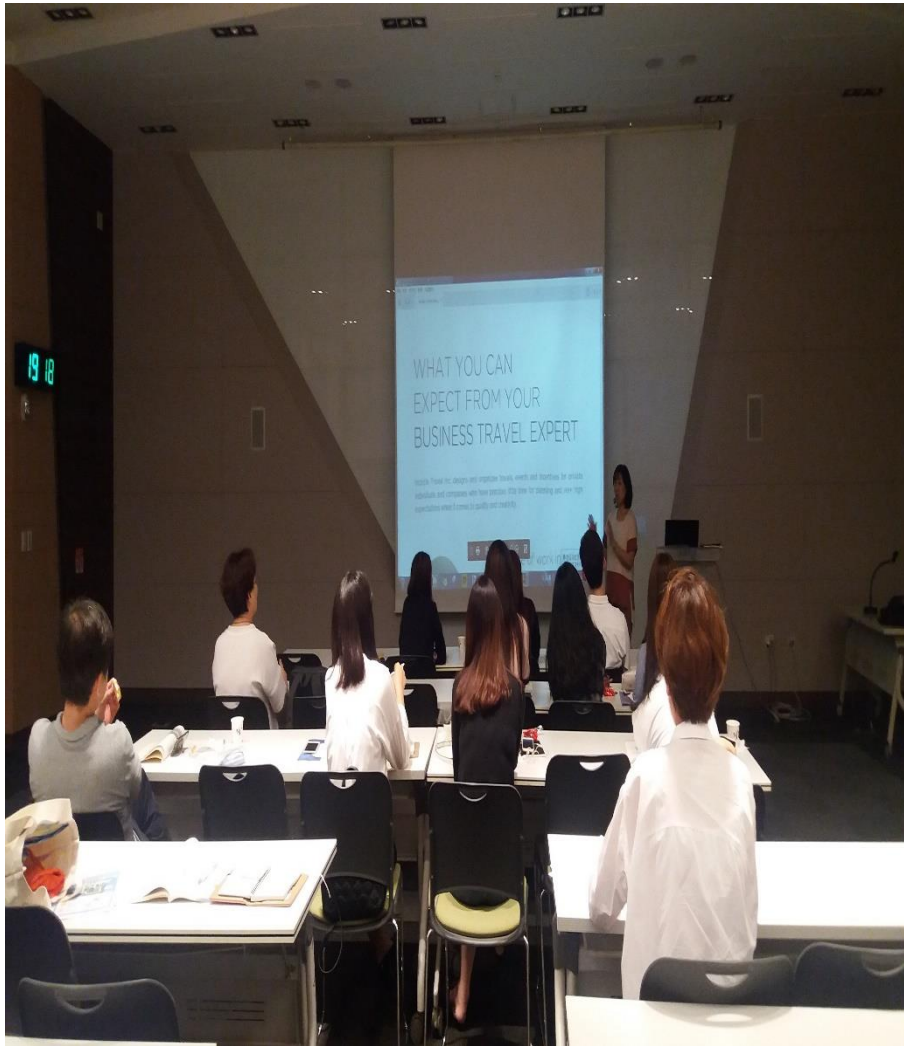


For better understanding on MICE
Publish 1st Version: 3,000copies



Movable promotion booth management at various events in KINTEX & Goyang City

2017 Goyang MICE Supporters



45hrs Education for 15weeks (3hrs/week) / Produce 8 1st term supporters /
1yedr Supporters activity will be scheduled

2017 Goyang MICE Supporters

| Title | Week | 강사 | Contents |
|------------------------------|-------|----|-------------------------------------------------------------------|
| MICE행사개요 | 1 | | Meeting industry as service industries |
| | | | Meeting classification to UNWTO |
| | | | Intl. organization of meeting industry |
| | | | The past and the present of Korea meeting Industry |
| Project Management | 2~3 | | Create basic project plan, determine time lines and critical date |
| | | | Develop a reporting structure and process |
| 목적지 및 Venue관리 | 4~5 | | Determine appropriate geographic location for meeting/event |
| | | | Site inspection |
| | | | Function Set up & People Flow |
| Budgeting | 6 | | Budget |
| Speaker Management | 7 | | Speaker Management |
| Exhibition Management | 8~10 | | Exhibition Management |
| 지속가능MICE/ Risk Management | 11 | | Sustainable MICE |
| | | | Risk Management |
| Logistics | 12~15 | | Attendee Management |
| | | | Transportation |
| | | | Function Flow |
| | | | Function and Food |
| | | | A/V |
| Team Tasks | 16 | | Project Planning / Proposal production |



For experience broken female & senior people, 15hrs+ education for 5 week+
Dispatch the field for MICE staff in 2018/ 25 participants



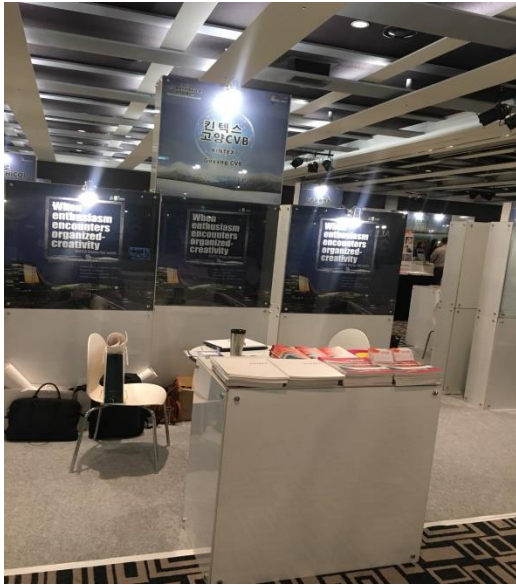
Network of MICE stakeholders in Goyang city/
26members including venue, hotel, theme park and shopping shops/
Regular seminar & network meeting was organized

Intl. Promotion & Sales Activity



IMEX Frankfurt, India, Malaysia, ASAE, IMEX Las Vegas, ITB Asia

Domestic Promotion & Sales Activity



National / Regional / Local Tradeshow & Events
Participate in more than 5 events

<Membership>



<Sponsorship>



- Improvement of Information Accessibility

The image shows a Google search interface with the query 'goyang CVB'. The search results list several links related to the Goyang Convention & Visitors Bureau (CVB), including its official website, supporting programs, and information from the Korea Convention Bureau. To the right, a Google Maps location card is displayed for '고양컨벤션뷰로(고양 CVB, Goyang CVB, Goyang Convention Bureau)'. The card includes a map, the organization's name in Korean and English, its address in Gyeonggi-do, South Korea, and contact information (phone number: 031-927-9934). It also features buttons for 'Website', 'Directions', 'Suggest an edit', 'Ask a question', 'Send to your phone', and 'Write a review'.

Google search results for 'goyang CVB':

- Goyang CVB**
goyangcvb.com/ Translate this page
고양컨벤션뷰로는 경기도 고양시의 국제 전시컨벤션 행사를 유치하고, 고양시를 국내외에 홍보, 마케팅하는 기관입니다.
- Goyang CVB**
www.goyangcvb.com/sub/sub0101.asp
Business & Industry, International MICE city by Korea Ministry of Culture, Sports and Tourism. KINTEX (Korea International Exhibition Center) is the largest ...
- Supporting Programs - Goyang CVB**
www.goyangcvb.com/sub/sub0401.asp Translate this page
Goyang Convention Bureau assists organizers of international, multiple-day conferences in Goyang. Bidding & Promotional Supports ...
- Goyang Convention Bureau (Goyang CVB) - incon**
www.incon-pco.com/goyang-conventions-visitors-bureau.html
Goyang Convention Bureau (Goyang CVB). Goyang Convention Bureau assists MICE organizers and visitors in Goyang City. Goyang, the city of people more beautiful than flowers, has become an exemplary leader among other cities in South Korea, in areas such as regional economic vitalization, convenient ...
- Official Site of Korea Tourism Org.: Korea Convention Bureau**
english.visitkorea.or.kr Home > Convention Venues > Seoul Vicinity
Gyeonggi-do is a province that surrounds the capital of Seoul and Incheon. It contains numerous traditional Korean cultural sites and attractions and its strength lies in its proven track record for hosting large exhibitions and business incentives and its well-established infrastructure for holding meetings. Gyeonggi-do ...
- Welcome of New Associate Member – Goyang Convention & Visitors ...**
https://www.uia.org/news/18964
Welcome of New Associate Member – Goyang Convention & Visitors Bureau. Goyang Convention & Visitors Bureau. Goyang Convention & Visitors Bureau promote Goyang as an international M.I.C.E. (Meetings, Incentives, Conventions, Exhibitions) leading city. Goyang CVB was established in November 2016 as a ...

Google Maps location card for Goyang CVB:

- 고양컨벤션뷰로(고양 CVB, Goyang CVB, Goyang Convention Bureau)** ★
- Convention center in Goyang, South Korea · 100.0 m
- Address: Gyeonggi-do, Goyang-si, Ilsanseo-gu, 킨텍스로 217-59 오피스 빌딩 9층 904호
- Phone: 031-927-9934
- Suggest an edit
- Know this place? Answer quick questions
- Questions & answers
Be the first to ask a question
- Send to your phone
- Reviews
Be the first to review

- Improvement of Information Accessibility

The screenshot shows a Google search for '고양CVB' (Goyang CVB). The search results include:

- 고양컨벤션뷰로**
goyangcvb.com/ Translate this page
Tel : +82-31-927-9914, 9924, 9934 Fax : +82-70-8260-6002 Email : goyangcvb@goyangcvb.com.
Address : #904 Office BD, 217-59 Kintex-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do. Copyright(c)2017. Goyang CVB. All Rights Reserved.
- 고양컨벤션뷰로 - 나무위키**
https://namu.wiki/w/고양컨벤션뷰로 - Translate this page
Aug 23, 2017 - 고양시 마이스산업 육성에 관한 조례 제7조제1항 - 시장은 마이스산업 활성화를 위해 마이스 전담기구인 컨벤션뷰로(CVB)를 설치할 수 있으며 그 운영에 필요한 경비는 예산의 범위에서 지원할 수 있다. 2015.12. 고양컨벤션뷰로를 (사)고양시 관광협회에 내 조직으로 설립 방침 결정 → 신한류관광과, 관광협회의 ...
- 「2017년 고양 컨벤션 지원」안내 > 공지사항 | (사)한국MICE협회의 ...**
www.micekorea.or.kr/board/board/bbs/board.php?bo_table... Translate this page
Mar 9, 2017 - [고양CVB-공고문] 2017 고양 컨벤션 지원 공고.pdf (93.9K) 39회 다운로드 DATE : 2017-03-09 15:08:32; 첨부 [고양CVB-신청서] 2017 고양 컨벤션 지원 신청서.hwp (66.5K) 2회 다운로드 DATE : 2017-03-09 15:08:32; 첨부 [고양CVB] 2017 고양 컨벤션 지원 안내한.영문.zip (4.7M) 4회 다운로드 DATE : 2017-03-09 ...
- 고양CVB, 지역 특화 컨벤션 제안 사업 선정 - 고양신문**
www.mygoyang.com/news/articleView.html?idxno=41611 Translate this page
Mar 15, 2017 - [고양신문] 한국관광공사 지역특화컨벤션 공모사업에서 고양컨벤션뷰로(이하 고양CVB)가 추천한 2개의 행사가 모두 선정됐다. 선정 사업은 '로보유니버스'와 '유스21 컨퍼런스'로 각각 상·하반기에 진행된다. 선정된 2개의 행사는 신규 행사로 각각 2000만원의 정부지원금을 받게 된다. 이번 공모사업에는 전국 CVB ...
- #고양cvb - Instagram photos and videos | WEBSTAGRAM**
https://web.stagram.com/tag/고양cvb - Translate this page
고양cvb. 8 posts. Related Hashtags: #고양컨벤션뷰로 · #킨텍스 · #고양시 · #kintex · #고양mices서포터즈 · #코리아마이스엑스포 · #고양CVB · #아쿠아올라넷 · #셀피 · #힐자리 ...
- 고양인터넷신문**
www.gynews.co.kr/ArticleView.asp?intNum=22928&ASection... Translate this page
Mar 9, 2016 - [고양인터넷신문]고양시의회 전지산업연구회에서는 고양시 마이스산업의 발전을 도모하고 전지산업에 대한 현장중심의 체계적인 연구활동을 위해 지난 7-8일 대구컨벤션뷰로(대구CVB), 부산

The map on the right shows the location of Goyang CVB in Gyeonggi-do, South Korea, near G525 and DK Mart Okdaru. The address is Gyeonggi-do, Goyang-si, Ilsanseo-gu, Kintex-ro 217-59, 9th floor, 904. Phone: 031-927-9934.

- Newsletter

- Korean (Eng. Version since 2018)
- Monthly since May, 2017
- 4,500 recipients (only Korean)

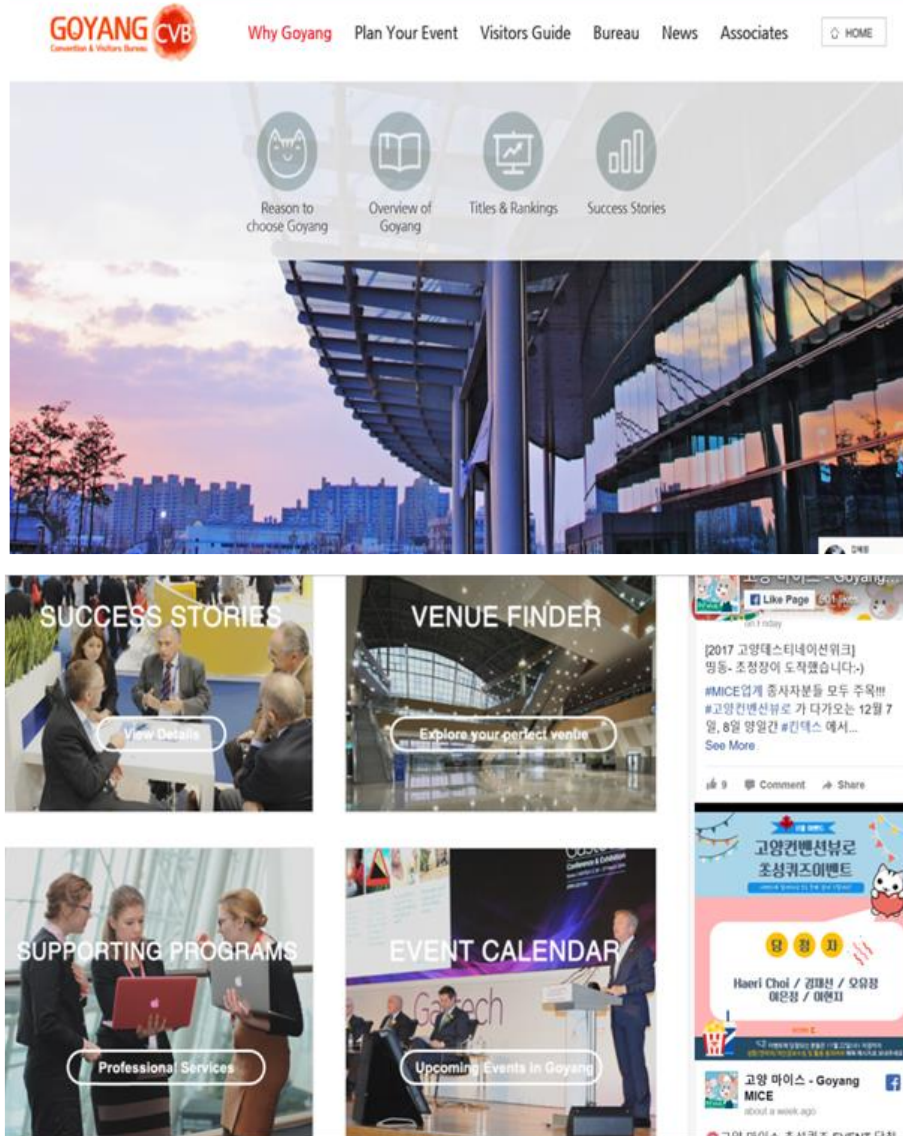


- Facebook

- Only for Korean (since Apr)
- Schedule to add Eng. Version and to expand to LinkedIn & Instagram
- Update 2 times a week (about 100contents posted)
- 20,000page views /1,500 visitors per month / 900followers / 915likes



PR activities (on-line)



- Mobile Connected Web
- Venue Finder
- Link to social medias
- Community to Local MICE stakeholders
- High resolution of pictures
- Schedule to add Korean Ver.
- at least 4times scheme change

Event Bank CRM main page

5 이벤트
 0 예정, 1 진행, 0 지난, 4 임시저장
 + 이벤트 만들기

32 이벤트 문의
 21 발송 완료, 0 발송 예약 완료, 11 임시저장
 + 문의인 만들기

5,131 연락처
 + 연락처 추가하기

개인 프로필 완성하기
 사용자 경험을 위해 선호도 설정 및 세부사항을 작성하세요
 프로필 설정하기

관리자 모바일 어플 다운받기
 모바일 장치에서 이벤트 업데이트 사항과 참가자 체크인을 관리하세요
 다운로드

나의 연락처
 Design Korea (디자인코리아 사무국)
 Sophie Lee (Goyangcvb)
 민수 김씨 (필라 at Empal)
 민수 김 (명커 at Goyangcvb)
 김해지 (대리 at GOYANG CVB)

이벤트 - 지금 시작합니다!
 ☆ 2017 고양 테스타이션 워크 (12월 7-8, 2017)
 0% 0/57 체크인 완료
 체크인 시작

Sharing Business Card

오후 11:20
 고양시 CVB
 고양CVB

명함첩 참여자 설정

명함전체 (2903) ↓ 등록일순 명함선택

2017. 12. 3.

이주승
 부장 / Assistant Manager
 흥물관광청 M.I.C.E.

정운서
 이사장
 승호원

김세완
 판매팀장 / 부장
 KOREAN AIR 서울여행지점

양상윤
 감사담당관/회계감사팀장
 고양시청

반정화
 관광경영학 박사/연구위원/Ph.D. in Tourism Ma...
 서울연구원 시민경제연구실/Dept. of C...

표영수
 대표이사
 레드캠투어

이번 달 6장 / 전체 2903장

Building MICE database network
(as of Nov.)

- Domestic: 4,500
- Overseas: 500

