

JEONNAM MICE

December 2021. **Vol. 3**

W E B Z I N E



Photo. Ssanggyeru at Baekyangsa Temple in Jangseong



CONTENTS

JEONNAM MICE

December 2021. **Vol. 3**



Published date Nov 30, 2021
Issued by Jeonnam Tourism Organization
Preface Lee Kun-cheol
Designed by Namdo Planning Co., Ltd.
E-mail address jnto@ijnto.or.kr

04 Mice Trend Indication

Jeonnam MICE business
invigoration forum

10 Jeonnam MICE Facility

Yeosu Gyeongdo Resort
Damyang Resort
International Retreat Center

06 Unique Venue

SOL BEACH JINDO

13 MICE manpower business

08 Jeonnam MICE

Jeonnam MICE Post Tour
Korail travel business participator
Fam-tour

14 Jeonnam MICE NOW

Korea-Pacific SDF Forum

Time of 'With Corona', MICE business hosting and leaping from large events

2021

생명정착 으뜸진남
Land of Life, Best Jeonnam

Jeonnam **MICE** Business Invigoration **FORUM**

2021. 11. 26. Fri 10:00 ~ 16:30

Yeosu EXPO Convention center

▶ 전남 으뜸티브 Search

{PROGRAM}

Hour	Required	Program
10:00~10:30	30'	On site registration
10:30~12:00	90'	MICE participator empowerment workshop Professor Heo Jun from Dongduk Women's University Topic : Understanding MICE business, MICE Bureau, attraction method
12:00~13:30	90'	Lunch
13:30~14:00	30'	Opening Ceremony Opening addressee : CEO of Jeonnam Tourism foundation Congratulatory message : Chief director of Yeosu MICE association
14:00~14:10	10'	Break
14:10~14:40	30'	Keynote talk Jeollabuk-do cultural tourism foundation chief director Kim Hyeon "Current condition and future vision of Jeonnam MICE Business"
※ Presentation and discussion about Jeonnam MICE invigoration measure (Compare Seoul, Jeju etc.)		
14:40~15:10	30'	[Presentation1] KINTEX convention marketing team leader Yang Ju-Yoon Compare capital city and Jeonnam's MICE environment / Suggest Jeonnam MICE business development
15:10~15:40	30'	[Presentation2] Jeju Convention Bureau team leader Jo Jin Hoon Jeju Island MICE business status and suggest Jeonnam -type international conference
15:40~15:50	10'	Break
15:50~16:30	40'	Comprehensive discussion Chairman : Professor Kwon Yu Hong from Hallim International graduate university
16:30~	45'	Closing, award gift

- Jeonnam tourism foundation
Jeonnam-type MICE business
Invigoration ignition regularized
Center of Eastern · Western area
marine city Suggest specialization
idea vision

Last month on November 26th, the first Eastern area's '2021 Jeonnam MICE business invigoration forum' which presents the current Jeonnam MICE status and future vision and to strengthen the cooperation between provincial MICE related facility · company hosted by Jeollanam-do and Jeonnam tourism foundation and Yeosu MICE association in order to invigorate Jeonnam MICE business, was hosted at the Yeosu EXPO Convention Center.

About 150 representative of the Jeonnam MICE training council member company, Jeonnam MICE facility participator, local government civil servant, MICE trainee and supporters are participating on · offline.

Mice Trend Indication

생명원앙뜸진남
Land of Life, Best Jeonnam

Jeonnam **MICE** business Invigoration **FORUM**

2021. **12. 13.** Fri Sinan Beach Hotel

Hour	Required	Program
10:00 ~ 10:30	30'	On site registration
10:30 ~ 10:50	20'	Opening ceremony Opening speech: CEO of Jeonnam tourism foundation Lee Gun Cheol Congratulatory message : Jeollanam-do governor Kim Yeong Rok Welcoming speech : Dean of Dongshin University Song Kyeong Yong
11:00 ~ 11:20	20'	[Presentation 1] Hands-on staff of Jeonnam tourism foundation "Promotion plan for resort-type MICE business"
11:20 ~ 11:50	30'	[Presentation 2] Doctor Lee Jin Eui from Tourism Administration "Suggestion for Jeonnam resort-type MICE business invigoration"
12:00 ~ 13:30	90'	Lunch (Session event) 12:30 ~ 13:30 Suggest college student Jeonnam Tourism · MICE invigoration Present Dongshin University Tourism Administration capstone design
13:30 ~ 13:50	20'	[Presentation 3] Park Jun Young Section chief of Kim Dae-Jung Convention center administration "The prospects of the exhibition convention business and Gwangju regioni MICE business cooperation project"
13:50 ~ 14:10	20'	[Presentation 4] Lee Change Jae team leader of Yeosu Exhibition foundation administration "Prospect of exhibition convention business and Jeonnam Eastern region MICE business cooperation project"
14:10 ~ 15:10	60'	Meta bus MICE Forum "Professional planning company's suggestion for promoting Jeonnam MICE" - Lee Yun Jeong Chief of Gleeduck Choi Seul Yae team leader from CleanstNpartners Min Mun Ho CEO from Ausompia
15:10 ~ 15:20	10'	Rest
15:20 ~ 16:30	40'	Jeonnam city · district resort-type MICE facility introduction (approx. 10 teams) and consulting Chairman : Lee Gun Cheol CEO
16:30 ~	15'	Commemoration photo shoot and closing



| Host | 전라남도 Jeollanamdo | 전라남도 관광재단 | Host | 동신대학교 | Sponsor | 한국관광공사 KOREA TOURISM ORGANIZATION

Unique Venue


a place that embraces the Mediterranean breeze **Jindo SOL BEACH**

SOL BEACH Hotel & Resort Jinsdo with natural, simple rural scenery and vintage feeling

Is a hotel & resort with 576 rooms in harmony of the amazing ocean view.

A place with breeze that makes you feel happy, warm sunlight, gentle wave sound allows you to heal your body and mind.



 287 San, Chosa-ri, Uisin-myeon, Jindo-gun, Jeollanam-do

 1588-4888

Unique Venue

Conference Hall



Location	Name of conference room	Number of people admitted	
		School type	Round type
B2 of the Welcoming center	Grand ball room + Diamond	500ppl	420ppl
	Grand ball room	250ppl	240ppl
	Diamond	200ppl	150ppl
	Ruby I	54ppl	48ppl
	Ruby II	54ppl	48ppl
	Ruby III	45ppl	32ppl

Name of the conference room	Details	Area(m ²)
Grand ball room + Diamond	Large conference room	912m ²
Grand ball room	Large conference room	547 m ²
Diamond	Mid-size conference room	365m ²
Ruby I	Small conference room	121 m ²
Ruby II	Small conference room	121 m ²
Ruby III	Small conference room	87 m ²

Jindo nearby attraction



- Mysterious sea route Sosamdo Island tracking**
 Recommended course : Tower building C → Trail → Lavender garden → Mysterious sea route → Sosamdo Island → Provence Square (Approx. 2.5Km)
 ※ The time to enter the Sosamdo Island changes in accord with the low tides, please enter by using the tide guidance chart.

Jindo Island TOP 10



Ullim Sangang House
[State-designated scenery No.80]



Mysterious sea route
[State-designated scenery No.9]



Jindo bridge · tower



Sebang Sunset



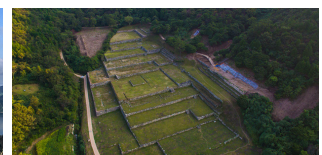
Regular performance of Saturday folklore traveling



Jindo dog theme park



Jodo Island, Gwanmaedo Island



Jindo Yongjangseong
[State-designated historical site No. 126]



Admiral Yi Sun-sin Byeokpajin Mattle Monument



Jindo Namdo Jinseong
[State designated historical site No. 127]

MICE event linked tourism program 'MICE PLUS Jeonnam' Western area test tour

Jeonnam tourism foundation MICE developed post-tour product, Some-MICE business specialization invigoration showed its possibility



From October 28 (Thu) ~ 29 (Fri) for one night and two days, subjecting 4 participators of Seoul PCO, Gwangju PCO A Western region test tour was taken place by building a team through MICE linked tourism program for Mokpo-si and Sinan-gun MICE facility and important attractions.

Especially, the purple island of Sinan-gun became a trend as the BTS member V said 'I PURPLE YOU' in means of trust the others until the end and love each other for the last color from the rainbow "Purple". It became more famous as the purple island took it as an opportunity and wrote down 'I PURPLE YOU' on the purple bridge which became a life-time photo spot where overseas public started paying more attention. While looking around Sinan-gun and Mokpo-si, on the last day they had a time to exchange opinions for the MICE linked tourism.

★ Detailed Schedule



First day



12:00

Angel Bridge
Gather at the
tourist information
center



12:00-12:30

Odo Dock
Yacht tour and
regional product
guide



12:30-14:00

Transfer and
Lunch



14:00-15:30

Moon bridge → Asta Hill
On foot travel with an interpreter
'walk-a-thon competition'

Bakjido :

Around the island on electronic cart



15:30-16:30

Transfer → Jaeundo Island
Bus
(Sinan tourism interpretation)

16:30-18:00

Museum park seashore
and exhibition hall



18:00-20:00

Bekgil cheonsa Sushi
restaurant

Seng Mul Hwe taking
apart show and
following Ra-kki-nam



20:00

Hanok pension
(Milal-chon)

Move to accommodation
and rest



Second day



09:30

Breakfast



09:30~10:40

Move to
Jaeundo Island →
Mokpo station



10:40~12:00

Modern literature
history street such as
Yeonhee's
supermarket,
Borimadang etc.



12:00~13:30

Lunch



13:53~

Transfer →
Seoul KTX



14:00~15:00

Owl's day DIY
workshop
Regarding linked
tourism
Exchange opinion

Korail travel business participator FAM-tour

To develop MICE post tour program

In order to prepare for the expansion of MICE promotion according to the step-by-step recovery of daily life a post tour program using the clean island resource was developed.

A post tour program from Yeosu and other regions were developed·operated improving the Jeonnam tourism recognition and to view the nature scenery and satisfy the desire for gourmandism which are the main participating activity of the MICE participators using the clean·healing island resource of Wando and Jindo Island targeting MICE participators within the district using the KTX was the promotion method.

Last month on November 16th ~ 17th for one night and 2 days, a FAM-tour with 10 Korail travel business participators was carried out around the Jindo and Wando island area. MICE bespoke (Customized to the desire, preference of the consumer) program development consultation visiting Jeonnam through train from around the district, Korail advertising platform and advertising and sales using SNS channel by travel center consultation also took place.



★ Detailed Schedule



First day

08:20~11:00
Gather participant
Yongsan Station →
Mokpo station

11:00~12:00
Transfer
Mokpo station →
Jindo Bridge

12:00~13:00
Lunch

13:00~14:40
Woosuyoung tourism site
Myeongnyang marine
cable car

14:40~15:00
Transfer
Jindo Bridge →
Shimi dock

15:00~17:00
Board on Jindo tourism
cruise ship

17:00~17:30
Transfer
Shimi dock →
Jindo SOL BEACH

17:30~20:00
Dinner and check-in



Second day

07:30~09:00
Breakfast

09:00~10:30
Transfer
SOL BEACH →
Wando Yeonan coastal liner terminal

10:30~12:00
Transfer
Wando Yeonan coastal liner terminal
→ Cheongsando Island

12:00~14:30
Lunch and
Visit Cheongsando Island
healing tourism site

14:30~16:00
Transfer
Cheongsando Island →
Wando Yeonan coastal liner terminal

16:00~17:00
Wando tower

17:00~18:00
Dinner

18:00~19:40
Transfer
Wando →
Mokpo station

19:50~
Arrive
Mokpo station →
Seoul, Yongsan

Jeonnam MICE Facility

Beautiful marine tourism complex of the Southern ocean

Sagewood Yeosu Gyeongdo



Domestic first island golf course where you can see the ocean from every hole

COURSE	HOLE	PAR	LAKE	BUNKER	length (m)
3	27	108	8	121	9,706



Room Name	Standard personnel	Size	Number of room
Diamond	6ppl (Max 8ppl)	152m ² (47py)	8 rooms
Gold	4ppl (Max 6ppl)	119m ² (37py)	19 rooms
Ruby	4ppl (Max 6ppl)	117m ² (36py)	28 rooms
Ruby-ondol type	4ppl (Max 6ppl)	117m ² (36py)	37 rooms
Silver	2ppl (Max 4ppl)	84m ² (26py)	8 rooms



Division	Theater	Classroom	Reception	Banquet	Area
Daegyeongdo hall	400ppl	320ppl	400ppl	250ppl	432m ² (130py)
Daegyeongdo hall (when using 1/2 section)	200ppl	160ppl	200ppl	120ppl	210m ² (63py)
Geumo room	35ppl	24ppl	40ppl	20ppl	56m ² (approx. 17py)
Baekdo room	35ppl	24ppl	40ppl	20ppl	56m ² (approx. 17py)
Hongdo room	35ppl	24ppl	40ppl	20ppl	56m ² (approx. 17py)
Chodo room	35ppl	24ppl	40ppl	20ppl	56m ² (approx. 17py)
Geumo room +Baekdo room	70ppl	55ppl	40ppl	36ppl	112m ² (approx. 33py)
Hongdo room +Chodo room	70ppl	55ppl	40ppl	36ppl	112m ² (approx. 33py)

A place with bamboo forest's clear mind and body with freshness of green

Damyang Resort



Damyang resort designed with the theme of nature and people meeting is located 20 minutes away from Gwangju, and 10 minutes away from the Damyang IC. It possesses approx. 165,000m² size wide site with outdoor square where various outdoor events can take place, 72,600m² size arboretum, tractional pond, event square and a parking lot for about 300 vehicles holding a true potential as a hot spring resort.



Seminar room for cozy and dignified events

Samin hall, Gwandong hall, Seongsan hall with a dignified atmosphere is a place suitable for family meeting, commemorative event, alumni association etc. where it is great for groups, individual and family's to have a memorable moment. Especially the flexible wall which you can use in accord to the number of people gathering and screen installation that allows various conference and so on increased the convenience and quality of the event.



Large conference room with International level size and high tech facility

Songang hall(large conference room) with high tech sound and lighting facility can hold up to 300 people. It is an optimized place for seminars such as large size international conference or event, company and academic society, family gathering, end of year events, wedding hall etc. or workshop, symposium and others.

Division	Number of people admitted	Area
Gwandong hall	10~60 ppl	167.90m ²
Seongsan hall		
Samian hall		

Division	Number of people admitted	Area
Large conference room(Songang Hall)	80~250 ppl	438.71 m ²

📍 202, Geumseongsanseong-gil, Geumseong-myeon, Damyang-gun, Jeollanam-do

☎ HOTEL : 061-380-5000, SPA : 061-380-5111

Jeonnam MICE Facility

A place for healing your mind from Youngwang breathe of thousand years

International Retreat Center

The environment of the life we live in today has become more convenient because of the development of science. Everything we eat, wear and sleep along with high quality medical service and welfare benefits are being enjoyed. However even with such convenience the development of science give us, it is the reality that our happiness value is not in proportion.

Machine and computers are doing the jobs for the people from the society, however life became busier and with less time for resting. The periodic topic of today is how to manage and overcome all sorts of stress from life.

It is a time where healing for body and mind is necessary for all people. The International Retreat Center was opened on 2016 for celebrating the 100th year of the establishment of the Won Buddhism in order to respond to this periodic topic. It was established to lead the psychological culture of the mankind through all sorts of medication and training with mind as theme based on training body and mind, inspection training, veteran statesman of the equality exercise.

You can experience your heart and happy you through many medication program, lecture program, play program increasing the concentration and experience being released from the illness of the mind.



Division	Number of people accepted
Medication hall	Under 150 ppl
Youngju hall	Under 20~50 ppl
Large conference room	Under 200 ppl
Mid-size lecture room	20~80 ppl
Small lecture room	20~40 ppl
Individual conversation room	Under 20 ppl



Promotion for Jeonnam tourism foundation global MICE manpower

Advanced area unique venue Jeonnam-type MICE business plan

MICE Unique venue tour plan



- Period / Location** Dec. 2 (Thu) ~ Dec. 3 (Fri) / 5 Unique venue located in Seoul
- Subject** First 20 people in order
- Content** Make a field investigation and visit Seoul unique venue to promote MICE manpower

Division	Hour	Detailed schedule	Notice
12. 2. (Thu)	9:00	• Participants assemble (In front of the Jeonnam tourism foundation)	
	09:00~12:30	• Transfer	
	12:30~13:30	• Lunch	
	13:30~14:00	• Jeongdong 1928 Art center	Unique venue (Exhibition)
	14:00~14:30	• Transfer	
	14:30~16:00	• The spot fabulous	Uniuque venue (Cafe)
	16:00~16:30	• Transfer	
	16:30~18:00	• Home of Korea	Unique venue (Hanok)
	18:00~18:40	• Dinner	
	18:40~17:00	• Transfer	
	19:00~20:00	• The forest Choso books [Uniuqe venue lecture] – Lecture name : Unique venue receiving attention by the world – Lecturer : Kim Tae Young	Unique venue (Book Cafe)
20:00	• Accommodation (Nine tree Hotel)		
12. 3. (Fri)	09:00~10:00	• Breakfast	
	10:00~10:30	• Transfer	
	10:30~12:00	• Dongdaemun Digital Plaza (DDP) Tour	DDP
	12:00~13:00	• Lunch	
	13:00~13:40	• Transfer	
	13:40~15:00	• Plant Hall PH	Unique venue (complex cultural space)
	15:00~18:00	• Transfer (Seoul → Gwangju U-square → Jeonnam tourism foundation)	



Butterfly effect that opens the future of the sustainable Pacific Ocean

2021 Korea-Pacific Ocean sustainable development forum

Date | December 8 (Wed), 2021

Location | Yeosu The Ocean hotel

Yeosu taking a leap as the global marine city Through Korea · Pacific Ocean forum

From December 7th the 8th for one night and two days a 2021 Korea · Pacific ocean sustainable development forum is held in order to find the invigoration method and renovation of the regional tourism by selecting Yeosu as the industrial hub in order to create marine tourism, marine city brand and exchange business promotions focusing on MICE business, economy, culture which are the new growth power for the 21st generation 'Time of the Asia-Pacific' at the Yeosu The Ocean hotel.

As an event hosted by Yeosu city, Pacific Ocean tourism organization and Jeonnam tourism foundation, the Korean ministry sponsors it. It is proceeded through 50 hybrid participants from online and on site



KOREA-PACIFIC SDF FORUM 2021

participation from Yeosu city and 20 island countries of the Pacific Ocean. It is an event to make weather changes, knowledge about the pacific oceans and experience life on the island gathered to make a sustainable scene.

FAM-tour is prepared for GBA members to experience the taste, appearance and culture introducing Infra status and the convention facilities. We are to carry on important tourism site inspection, visiting convention facilities (including hotels), advertising key tourism spots and MICE hosted incentive support policy.

