

ASEAN MICE CONFERENCE 2018



24th January 2018



Introduction to **Gyeongju**
World Heritage City, South Korea



Gyeongju Hwabaek Convention Bureau



- Established in Oct. 2013
- Organization: 28 staff members
 - 2 headquarters: CVB, HICO Center
- Non-profit organization sponsored by Gyeongju City Government

4 Gyeongju City

- UNESCO World Heritage City in South Korea
- The capital of the [Silla Kingdom](#)(BC57-AD935)
- Achieved national unification in the 7th century
- [Gyeongju is Korea](#): original form of the Korean culture and study



Challenges

1. Domestic competition is growing
 - 11 convention cities and CVBs nationwide already
 - More than 3 new centers under construction or planning
2. Mega investment by first-tier cities: Seoul, Busan, Jeju
3. ROI, demand of high value and technology, cost efficiency
4. Lack of facilities to host mega events
 - Barriers to additional investment for facility expansion



Gyeongju's Strategies



1. High-profile destination branding
 - Something different from other competitors: **UNESCO World Heritage**
 - **Gyeongju is Korea**: origin of the Korean culture & study
 - Most memorable unique venues for social functions
2. High quality MICE service by CVB and HICO center
 - One-stop service system for organizers and delegates
 - **HICO, High Quality**: total quality management citywide & center management
3. Most suitable venue for academic conventions
 - **Purpose-built center**: highly efficient meeting facilities for 1,500~2,000 delegates
 - Diverse accommodations within walking distance: 1,970 rooms of 11 hotels and condos
4. **Family resort convention**: healing tour programs at clean, natural & historic environment
 - **Gyeongju National Park(No. 2)**: the whole city designated in 1968



UNESCO World Heritage(3 sites)



Bulguksa Temple



Seokguram Grotto



Gyeongju Historic Areas



Yangdong Village



14th World Congress of Organization of World Heritage Cities(OWHC)



- Competed with 4 foreign cities(Nov. 2015): Europe, South America
- Successfully hosted: Oct. 31~Nov. 3, 2017(1,200 delegates from 55 countries)



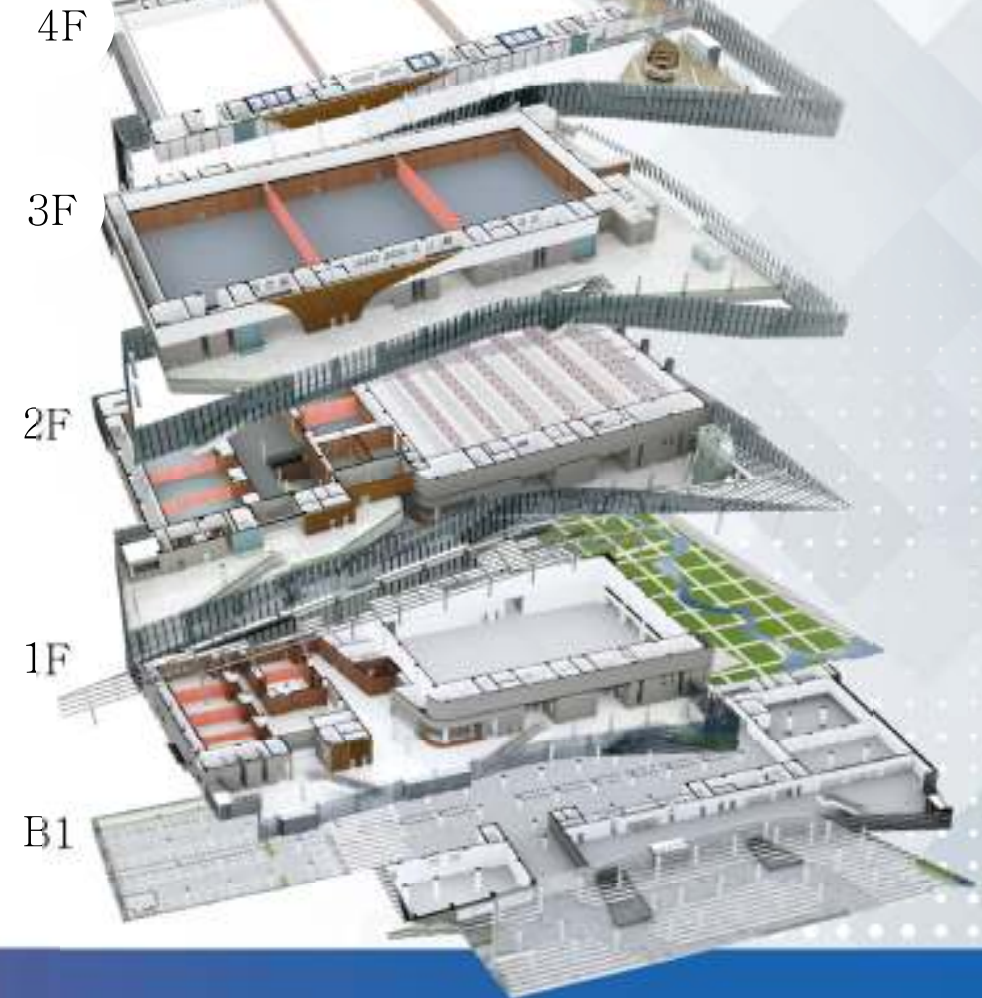
Unique Venues for Social Functions



Gyeongju Hwabaek Int'l Convention Center(HICO)



- Opened in March, 2015
- 1 Convention Hall: 3,421m²
- 12 meeting rooms, 4 VIP rooms
- Exhibition hall: 2,273m²
- Outdoor space: 4,000m²
- Convenience & support facilities



Historic Site Tour



UNESCO World Heritage Tour



East Coast Tour



Temple Stay



Programs for Children



Walking under Moonlight



Conclusion

1. 2016 ICCA City Ranking: 62nd (among 104 cities in the Asia Pacific region)
 - 6th among 11 convention cities in Korea (9 int'l meetings)
 - Target: 30th in the AP region requested by Mayor
2. Planning to expand HICO facilities to host mega events
3. Strong positioning as an academic meeting venue, especially medical studies

Recommendations

1. Taking advantage of city's strong points: creating **differentiation strategy**
2. Active and **passionate** marketing activities
3. No investment, no gain

