

# STB Korea MICE TA (Travel Agents) CEO FAM x October 2024

## Introduction

*Singapore Tourism Board (STB) Korea in partnership with Korean Air (KE) is hosting a 4D3N familiarization tour of Singapore for 11 major MICE Travel Agents (TA) CEOs and seeking sponsorship from Singapore tourism industry stakeholders to showcase Singapore new products and experiences in Singapore.*

<b>Name of Fam Trip</b>	<i>Korea's MICE TA CEO Fam</i>
<b>Dates of Fam</b>	<i>28 – 31 October 2024</i>
<b>Group Size</b>	<i>13 pax (11 CEOs from TAs and 2 Representatives from KE only, not including STB accompanying person)</i>
<b>Country of Participants</b>	<i>South Korea</i>
<b>Profile</b>	<i>Korea's Major MICE Travel Trades (TA)</i>
<b>Type of Sponsorship</b>	<p>Full or Co-sponsorship of</p> <ul style="list-style-type: none"> <li><i>Accommodation: on single-room basis</i></li> <li><i>Attractions and Experiences</i></li> <li><i>Meals or dining experiences</i></li> </ul>
<b>Additional details/criteria for sponsorship</b>	<i>MICE venues and Team Building Activities that will be suitable for Korean MICE groups eg (include what Korean MICE groups usually look out for). this can include experiences that can only be found in Singapore or new experiences that have been launched in the past 1 year (for example).</i>
<b>Information about FAM Participants</b>	<p><i>11 CEOs from major MICE Travel Agents (TAs) for MICE business opportunities (mainly Meetings and Incentive Travel) for Singapore. CEOs from Major MICE TAs such as Redcap Tour, Hyundai Dream Tour, Hana Tour Business, SM C&amp;C, Lotte JTB, MAC, TIDESQUARE, Global Passage, Dongkuk Travel and etc.</i></p> <p><i>2 persons from Korean Air (KE), VP of Regional HQ Korea and Sales Team Leader will join the fam to develop/refresh each TA's Singapore products for potential MICE destination biddings.</i></p>
<b>Eligibility</b>	<ul style="list-style-type: none"> <li><i>All Singapore-based stakeholders interested in the Korean market are open to apply.</i></li> <li><i>STB will shortlist and inform stakeholders of the outcome once this Expression of Interest (EOI) closes.</i></li> <li><i>STB reserves the right to decline/accept any sponsorship at its discretion.</i></li> </ul>
<b>Expression of Interest Opens</b>	<i>30/08/2023</i>
<b>Expression of Interest Closes</b>	<i>12/09/2023, 12:00 (SGT)</i>

**Point of Contact**

*For more details and expression of interest, please contact:  
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