

# GOYANG TEAM BUILDING GUIDE BOOK

FOR BUSINESS TRAVELERS

# GoYANG



# PROLOGUE

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Goyang is one of the best global MICE destinations with 6 million of business travellers every year.

In 2014, Ministry of Culture, Sports and Tourism of Korea has approved Goyang as an International Conference City.

In 2018, the ministry officially designated MICE integrated district in Goyang which includes KINTEX, Sono Calm Goyang, Onemount, Hyundai department store and surrounding areas.

There is a variety of interesting attractions and MICE facilities in every corner of Goyang. Also, Goyang is developing MICE industrial ecosystem within Goyang and distributing benefits to local communities to be a sustainable MICE Capital city of Korea.

Goyang CVB plays a pivotal role in providing one-stop solution for event organizers and convenience for visitors. Goyang team building guidebook will guide you to hold an event in great success, as well as to offer you a pleasant experience in Goyang.



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# 01

## Healing Team Building Program

### Relaxing your body and mind

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- 01. Heungguksa Temple Life
- 02. Starfield Goyang Shopping Flex
- 03. Bukhansan Ecoking (Eco+Hiking & Trekking)





## Healing Team Building Program : Relaxing your body and mind

### 01 Heungguksa Temple Life

Heungguksa Temple Stay Program: The program consists of a Tea Ceremony Experience & Small talk with monks, 108 bow, Circling the Pagoda, Forest Meditation, etc.  
This will help you to regain motivation and help you destress from your daily life



#### Heungguksa Information

- **Address** Heungguksa-gil, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 2-381-7970

[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Small Group (Up to 50)  |
| Theme                   | Relaxing, Indoor & Outdoor  |
| Duration                | 4 hours   |
| Level                   | ★ ★ ★ ★ ★   |
| Recommendation to       | Corporate meeting participants, Public company workshop, Incentive tour |



#### Circling the Pagoda

It originated from the Buddhist ritual of singing Buddha's great will and virtue. It is mostly done in the temple during Buddha's birthday or when there is a big disaster in the world. It is a folk game to circle the pagoda, while praying for one's wish.



#### Tea Ceremony Experience & Small talk with Monks

Participants will learn how to drink the tea and have a conversation with monks. During this experience, you will hear wise ways to overcome the difficulties of life.



#### Forest Meditation

Participants will have a chance to meditate while looking at Bukhansan Mountain and become one with nature in the forest, while finding stability.

|       |   |       |  |
|-------|---|-------|--|
| 13:00 | Register & Change Clothes                       | 15:30 | Circle the pagoda                                  |
| 14:00 | Learn Etiquette in the temple & Orientation     | 16:00 | Forest meditation with Bukhansan in the background |
| 14:30 | Tea Ceremony Experience & Small talk with Monks | 17:00 | End of temple life                                 |

※ The program can be customized according to your taste. (108 bow, Make a Buddhist rosary, etc.)

## Healing Team Building Program : Relaxing your body and mind

# 02 Starfield Goyang Shopping Flex

This team building program offers a chance to shop freely in starfield Goyang.



### Starfield Goyang Information

- **Address** 1955, Goyang-daero, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 1833-9001

[VIEW MORE >](#)

|                         |                                       |
|-------------------------|---------------------------------------|
| Appropriate Group Scale | Large Group (Up to 500)               |
| Theme                   | Cultural experience, Relaxing, Indoor |
| Duration                | 6 hours                               |
| Level                   | ★☆☆☆☆                                 |
| Recommendation to       | Company workshop, Incentive tour      |



### It is only for you

Purchase items at Starfield Goyang for one of your team members and gift it to them with an explanation of why you thought it was a good gift for them. (It can be a fun or ridiculous reason)



### Gastroventure in Starfield Goyang!

Choose a restaurant and menu based on your taste and take a picture proving that you had an enjoyable meal.



### Who is the fashionista?

Enjoy shopping in Starfield Goyang and take a picture with the items you bought. The most fashionable & trendy picture will get a prize.



### Healing in Aqua field

Rest your body and mind while visiting a Korean dry sauna and spa.



※ The contents and composition of the missions can be changed according to the participants' preferences or requests.



## Healing Team Building Program : Relaxing your body and mind

### 03 Bukhansan Ecoking Eco + Hiking + Trekking

This is one of the social contribution activities. The program consists of 2 main activities, including picking up the litter and trekking on Dullegil trail or hiking Bukhansan mountain. The eco-king will be the team or individual who collects the largest amount the trash by measuring its weight.



#### Bukhansan National Park Information

- **Address** 375, Daeseomun-gil, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 2-909-0497

[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Medium & Large group (Up to 300)                |
| Theme                   | Relaxing, Healing, Outdoor, Social contribution |
| Duration                | 4 hours   |
| Level                   | ★★★★☆   |
| Recommendation to       | Incentive tour, Public company, ESG campaign    |



※ Trekking on Dullegil trail or hiking Bukhansan mountain in Goyang is recommended.

# 02

## Hands-on Team Building Program Experiencing specialties in Goyang

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- 01. Drink Flower Tea & Make Flower Wreath
- 02. Make a Peace Flower Resin Art & Hang a Peace Ribbon on Goyangnuri-gil
- 03. Baking Class with Goyang Gawaji Rice Seed
- 04. Making Kimchi with Ilsan young radish & Share it with the community





## Hands-on Team Building Program : Experiencing specialties in Goyang

### 01 Drink Flower Tea & Make Flower Wreath

Would you like to experience one of the specialties in Goyang? Experience Goyang through Flowers! You can fully try flower tea using all your five senses and take part in making a flower wreath based on your preference.



#### Suum Botanic Garden Information

• **Address** 460-7, Yongdu-dong, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea

• **Contact No** +82 2-355-9800

\*Should you have any inquiry or interest, please contact Goyang CVB.

|                         |                              |
|-------------------------|------------------------------|
| Appropriate Group Scale | Small Group (Up to 50)       |
| Theme                   | Experience, Relaxing, Indoor |
| Duration                | 3 hours                      |
| Level                   | ★ ★ ★ ★ ★                    |
| Recommendation to       | Incentive tour, Woman group  |



#### Goyang, the city of flowers

The International Horticulture of Goyang annually contributes greatly to promoting Goyang City as a "city of flowers". There is a variety of experiences of using good quality flowers in Wondang Flower Complex, which is Korea's first special flower complex.



#### Drinking flower tea

An edible Flower Expert will let you know how to drink, taste, and smell the scent of flower tea. You can enjoy flower tea like you never had before.



#### Making a flower wreath

**Mission 1** Make a bright flower wreath to decorate your front door.

**Mission 2** Make your own flower props for your dressing table.



## Hands-on Team Building Program : Experiencing specialties in Goyang

# 02 Make a Peace Flower Resin Art & Hang a Peace Ribbon at Goyangnuri-gil

This team building program is a creative flower culture experience program. It is an opportunity to increase creativity and passion, as well as gain a sense of accomplishment through flower art. You will create your own actual resin art accessories and flower ribbon. After this, you will walk up Goyangnuri-gil (1,950 meters) and hang the peace ribbon there. It will remind you how peace is important in the world.



### Goyang Agricultural Technology Center Information

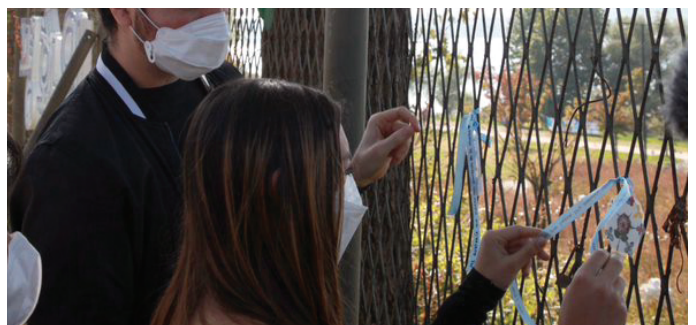
- Address 1695, Goyang-daero, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- Contact No +82 31-909-9000

[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Medium Group (Up to 100)                                      |
| Theme                   | Experience, Relaxing, Educational, Indoor & Outdoor           |
| Duration                | 4 hours   |
| Level                   | ★★★★★   |
| Recommendation to       | Corporate meeting participants, Public company, Student group |

## MISSION

- 01 Make flower resin art accessories using your birth flower.
- 02 Make a handmade ribbon that symbolizes peace.





## Hands-on Team Building Program : Experiencing specialties in Goyang

### 03 Baking Class with Goyang Gawaji Rice Seed

This class will increase team cooperation and make the participants bond. You can experience baking with Gawaji rice seed powder as the main ingredient.



#### Goyang Convention Bureau Information

- **Address** #904, 217-59, Kintex-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 31-927-9934

[VIEW MORE >](#)

\*Should you have any inquiry or interest, please contact Goyang CVB.

|                         |  |
|-------------------------|--|
| Appropriate Group Scale | Small Group (Up to 50)                       |
| Theme                   | Experience, Educational, Indoor              |
| Duration                | 4 hours                                      |
| Level                   | ★★★★☆  |
| Recommendation to       | MZ generation, Public company, Student group |

#### What are Gawaji Rice Seeds?



Goyang Gawaji rice seeds originated during rice farming in the Korean peninsula five thousand years ago. They were discovered thirty years ago during the Ilsan New Town development process in 1991. The rice is named after the Gawaji Village in Goyang, where the first 12 cultivated rice seeds were found.

It has less protein and more amylopectin than other breeds, you can enjoy a delightful rice eating experience.





## Hands-on Team Building Program : Experiencing specialties in Goyang

### 04 Making Kimchi with Ilsan young radish & Share it with the community

This program allows participants to step into Korean culture by making Kimchi with Ilsan young radish, the specialty of Goyang. Participants visit Korean traditional market in Goyang, buy some ingredients, make Kimchi and then donate it to the local communities which need it.



#### Goyang Convention Bureau Information

- **Address** #904, 217-59, Kintex-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 31-927-9934

[VIEW MORE >](#)

\*Should you have any inquiry or interest, please contact Goyang CVB.

|                         |  |
|-------------------------|--|
| Appropriate Group Scale | Medium Group (Up to 100)   |
| Theme                   | Experience, Educational, Indoor, CSR                                     |
| Duration                | 4 hours  |
| Level                   | ★★★★☆  |
| Recommendation to       | Corporate meeting participants, International conference, Public company |



#### STEP .01

Buy the fresh Ilsan young radish at the traditional market in Goyang.



#### STEP .02

Buy ingredients for Kimchi. (red pepper powder, garlic, fish sauce, etc.)



#### STEP .03

Make Kimchi with fresh ingredients.



#### STEP .04

Share the Kimchi with a welfare center or orphanage in Goyang.

# 03

## Active & Entertaining Team Building Program Relieving your stress

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- 01. Squid Game in Goyang
- 02. Relay race wearing a Haegju skirt at Haengjusanseong Fortress
- 03. Completing 10 missions at Ilsan Lake Park
- 04. Goyang Handsome VS Gangbuk Handsome
- 05. Running Man Game in Bamridan-gil street



## Active & Entertaining Team Building Program : Relieving your stress

### 01 Squid Game in Goyang

Squid Game is Netflix's most-watched series and now a prominent symbol of Korean Dramas. This is an active program where participants get to experience the Squid game in Ilsan Lake Park. You will be able to release stress by playing exciting activities in harmony with your team.



#### Ilsan Lake Park Information

- **Address** 595, Hosu-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** Park Management Department, Lake Park Team +82 31-8075-4346

[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Medium & Large group (Up to 300)                              |
| Theme                   | Entertainment, K-WAVE, Teamwork, Outdoor                      |
| Duration                | 4 hours   |
| Level                   | ★★★★★   |
| Recommendation to       | Corporate meeting participants, Student group, Incentive tour |



#### Green light? Red light!

Play Green light Red light. The team with the most surviving members will get a point.



#### Dalgona candy Challenge

Participants must carefully break the candy around the presented shape without breaking the dalgona within the time limit. The successful teams will get a point.



#### Tug of war

This challenge pits two teams against each other in a test of strength. However, teamwork is the key point to win.



#### Breaking Baskets game

Participants must throw beanbags and pop the basket first to win!





## Active & Entertaining Team Building Program : Relieving your stress

### 02 Relay race wearing a Haengju skirt at Haengjusanseong Fortress

This is an entertainment based team building program which takes place at Haengjusanseong Historical Park.



#### Haengjusanseong Fortress Information

• **Address** 산26-1, Haengjunae-dong, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea

• **Contact No** +82-31-927-9934

\*Should you have any inquiry or interest, please contact Goyang CVB.

|                         |  |
|-------------------------|--|
| Appropriate Group Scale | Medium Group (Up to 100)   |
| Theme                   | Entertainment, Sports, Teamwork, Outdoor                         |
| Duration                | 2 hours  |
| Level                   | ★★★★☆  |
| Recommendation to       | Corporate meeting participants, Company Workshop, Public Company |



#### What is Haengju Chima(Skirt)?

It is a skirt that originated from the historical fact that women carried stones using this skirt during the Haengju Battle. This battle is one of the three major battles of the Japanese Invasion of Korea in 1592.



**START**  
Statue of General Kwon Yul



**END**  
Haengju Battle Monument

#### Haengju Skirt Relay Race

The team relay race will take place from the statue of General Kwon Yul to the Haengju Battle Monument, which is at the top of the Haengjusanseong Fortress. Each member of the team will take turns completing parts of the race while carrying a symbol along the Haengjusanseong Fortress. (about 1km)

The race will continue until the last runner reaches the top.

- ※ Don't hold the symbol in hand. You should carry it in Haengju skirt.
- ※ In case of small group, shorten the distance.

## Active & Entertaining Team Building Program : Relieving your stress

### 03 Completing 10 missions at Ilsan Lake Park

This is the perfect competition for exploring Ilsan Lake Park.

There are 8 photo missions + 2 hidden missions that you will need to take pictures in Ilsan Lake Park.



#### Ilsan Lake Park Information

- **Address** 595, Hosu-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea

[VIEW MORE >](#)

|                         |  |
|-------------------------|--|
| Appropriate Group Scale | Medium & Large group (Up to 300)               |
| Theme                   | Entertainment, Sports, Teamwork, Outdoor       |
| Duration                | 3 hours  |
| Level                   | ★★★★★  |
| Recommendation to       | Incentive tour, Corporate meeting participants |

### MISSION

- 01** Take a picture at the Wolpajung Pavilion.
- 02** Take a picture of the view from Aesugyo Bridge.
- 03** Find the traditional garden and take a picture with the pinetree on the pond. Also, complete hitting the Jegichagi 10 times!
- 04** Take a picture with the fountain at the Hanwool plaza in the lake park.
- 05** Find the Healing Garden and take a picture with the beautiful flowers.
- 06** Take a picture with a large rose bottle in front of the flower exhibition hall.
- 07** Take a picture with a lotus flower.
- 08** Take a picture in the flower frame at the Lake Park.

### HIDDEN MISSION

- 09** Take a photo with a 'Goyang' Goyangi means cat in Korean. Take a photo of a real 'cat' or Goyang Goyangi (Mascot of Goyang City)
- 10** There is a broadcast station near the lake park, where you will find the hottest penguin in Korea. Once you find it, take a picture.

※ The fastest team to complete all missions will win!

※ The mission is subject to change depending on season, weather and preference.



You will be able to spend time shopping at Siksa-dong Vintage Street. It is a famous place for vintage fashion, and you can buy various types of old-fashioned products and luxury goods at a low price. The Dongmyo Flea Market in Seoul is attracting the attention of young people. Why don't you show off your fashion sense?



- **Address** 267, Gyeondalsan-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82-31-967-4676

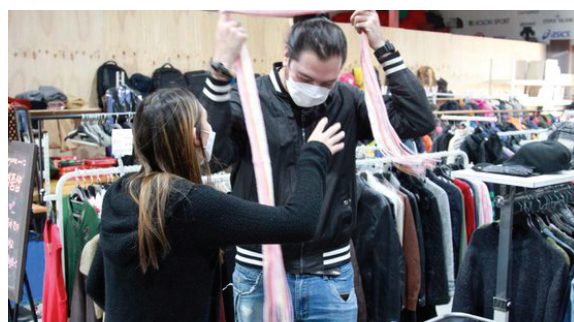
|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Medium Group (Up to 100)  |
| Theme                   | Entertainment, Outdoor  |
| Duration                | 4 hours   |
| Level                   | ★★★★☆   |
| Recommendation to       | Incentive tour, Corporate meeting participants, Public company workshop |



Have a fun time shopping at Goyang-si Siksa-dong Vintage Street and Seoul Dongmyo Flea Market with 20,000 won

After shopping, hold a fashion show at a dinner party

Vote for the best dressed overall and who dressed the best according to different themes (ex: 1990s fashion, K-pop idol fashion, etc)



## Active & Entertaining Team Building Program : Relieving your stress

### 05 Running Man Game in Bamridan-gil street

Just as there is Gyeongnidan-gil Road in Itaewon, there is Bamridan-gil street in Goyang. there are antique shops, workshops, cafes, and restaurants with a good atmosphere where many people gather. These days, Bamridan-gil has become more well-known to the public. In this team building game, you will go to every corner of the alleys of Bamridan-gil and carry out some missions. Shall we start?



#### Ilsan Bamgasi Choga Information

- Address 36-7, Haetsal-ro 105beon-gil, Ilsandong-gu, Goyang-si, Gyeonggi-do, Republic of Korea

\*Should you have any inquiry or interest, please contact Goyang CVB.

|                         |  |
|-------------------------|--|
| Appropriate Group Scale | Medium Group (Up to 100)                       |
| Theme                   | Entertainment, Outdoor, Relaxing               |
| Duration                | 6 hours  |
| Level                   | ★★★★★  |
| Recommendation to       | Incentive tour, Corporate meeting participants |



#### MISSION

- 01 Look around Bamgasi Choga and take a picture



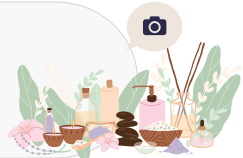
- 02 Eat homemade burgers at Bamgasi Burger, a famous burger restaurant in Bamridan-gil



- 03 Buy antique accessories such as plates and cups in the Antique street of Bamridan-gil and take a picture



- 04 Find the Sallys Candle Shop and take a picture



- 05 Have a cup of coffee at Bamridan-gil cafe that suits your taste (Love me right, Pickers, Beige Bottle, Peak Coffee, Cafe Jimis)





# 04

## Educational Team Building Program

### Learning about history & traditional culture

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- 01. Puzzle Race Game at UNESCO West Five Royal Tombs
- 02. Korean Calligraphy Class at Goyang Cultural Center



## Educational Team Building Program : Learning history & traditional culture

### 01 Puzzle Race Game at UNESCO West Five Royal Tombs

You can compete in customized puzzle game at the West Five Royal Tombs in Goyang. This location was designated as a UNESCO World Heritage Site. In addition, five of the kings and queens who had ruled the Joseon Dynasty were buried there. It will be a historic and wonderful experience to see and visit each of the tombs of the Kings of the Joseon Dynasty



#### West Five Royal Tombs Information

- **Address** 334-32, Seooreung-ro, Deogyang-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82 2-359-0090

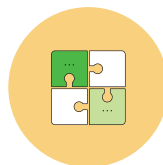
[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Large group (Up to 500)   |
| Theme                   | Cultural experience, History, Entertainment , Teamwork, Outdoor |
| Duration                | 3 hours   |
| Level                   | ★★★★★   |
| Recommendation to       | Incentive tour, Corporate meeting participants , Student group  |



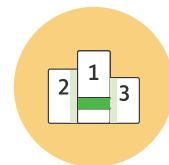
#### STEP 01

Make customized puzzles of UNESCO West Five Royal Tombs (Myeongneung, Ingneung, Gyeongneung, Hongneung, Changneung)



#### STEP 02

Choose a puzzle for each team  
The winner of the simple game will gain the priority in choosing the puzzle.



#### STEP 03

After finishing the puzzle, go to the tomb shown in the puzzle. Take a picture.  
Winner will be one who takes a picture in the first.

#### TIP 01

UNESCO West Five Royal Tombs have different shapes and characteristics, so don't judge hastily.

#### TIP 02

From the nearest Myeongneung to Changneung, the choice of puzzle determines victory or defeat!



## Educational Team Building Program : Learning history &amp; traditional culture

## 02 Korean Calligraphy Class at Goyang Cultural Center

You can learn Korean Calligraphy with a Master calligrapher who will teach you how to write your name in Korean. Imagine that you become a famous Korean calligrapher by writing your name. You can even have a unique experience of grinding an ink stick like an actor or actress in a Korean historical drama.



### Goyang Cultural Center Information

- **Address** 280, Hallyu world-ro, Ilsanseo-gu, Goyang-si, Gyeonggi-do, Republic of Korea
- **Contact No** +82-31-963-0600

[VIEW MORE >](#)

|                         |   |
|-------------------------|---|
| Appropriate Group Scale | Medium group (Up to 100)  |
| Theme                   | Cultural experience, Education, Indoor & Outdoor                        |
| Duration                | 2 hours   |
| Level                   | ★★★★☆   |
| Recommendation to       | Incentive tour, Public company workshop, Corporate meeting participants |

### MISSION

01 Watch a person who grinds a ink stick skillfully.

02 Write the name in Korean and have a contest to see who becomes a master of handwriting.



# “ Sustainable MICE Capital city of Korea, **Goyang** ”



Contact +82-31-927-9934  
Email [help@goyangcvb.com](mailto:help@goyangcvb.com)  
Website [Goyangcvb.com](http://Goyangcvb.com)