ZeL CuraTours

CASE STUDY

SEOUL

CORPORATE INCENTIVE

A Delivered Corporate Journey

Seoul, South Korea

Cherry Blossom · Spring 2026

52 Guests · 6 Days

ZeL CuraTours

JOURNEY DESIGN COMPANY

Journeys That Matter.



— 01 — THE BRIEF

WHEN RECOGNITION HAPPENS EVERY YEAR, THE JOURNEY HAS TO MEAN SOMETHING.

An annual qualification journey for a regional insurance group's top agents.

52	6	1
GUESTS	DAYS	SHARED JOURNEY

THE JOURNEY NEEDED TO

- Bring people together
- Create shared experiences
- Build towards recognition
- Leave room for personal freedom

How do you make an annual incentive feel less like a programme — and more like something people remember together?

— 02 — THE DESIGN IDEA

MAKE THE REWARD FEEL EARNED.

Recognition should not be one more event on the itinerary. It should be where the journey leads.

01

ARRIVE

Time to arrive — together, under the blossom.

02

CONNECT

Shared experiences before the celebration.

03

RECOGNISE

Achievement gets its own evening.

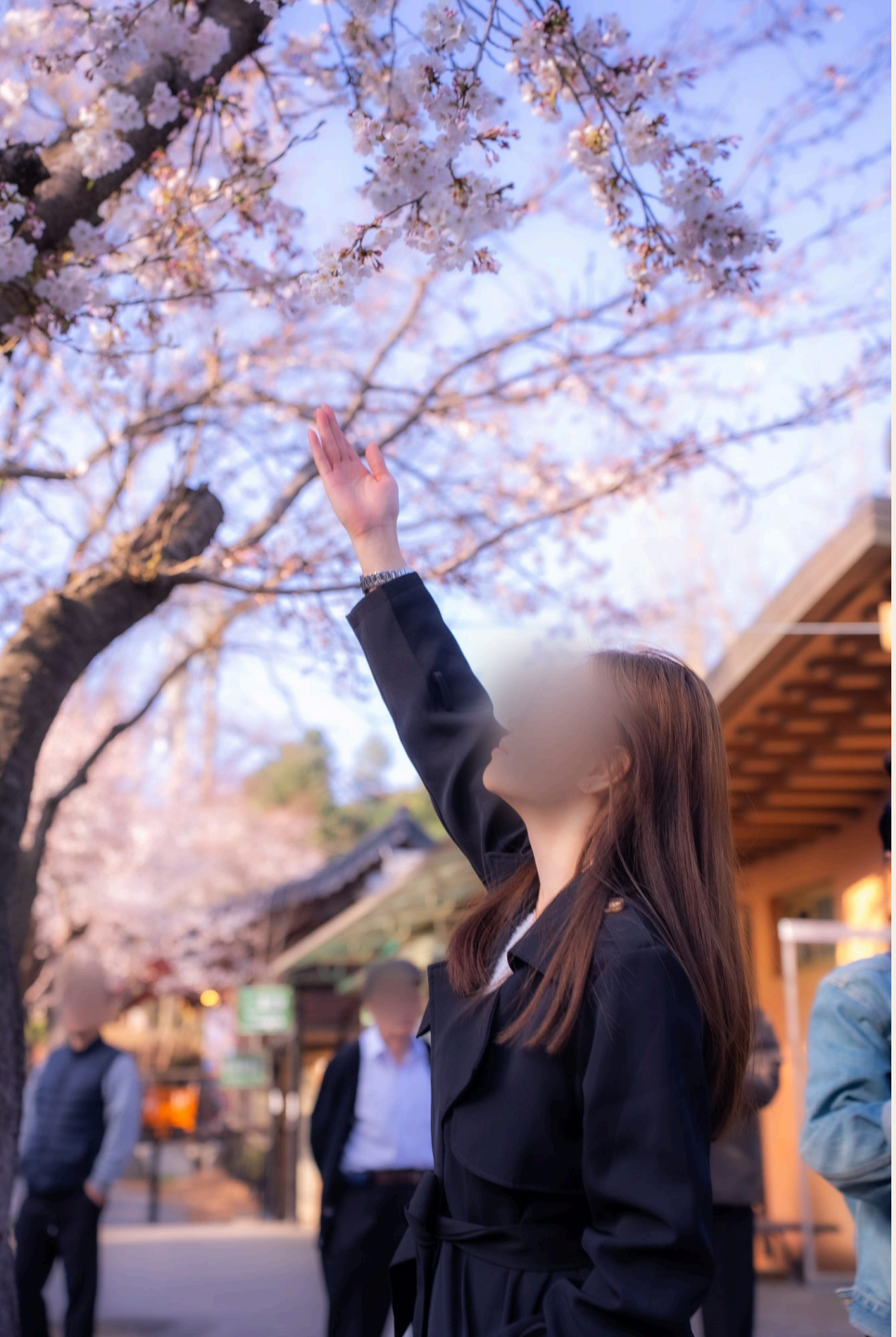
04

RELEASE

Freedom to enjoy Seoul on their own terms.

How ZeL reads the delivered programme today.

Our methodology has evolved since this journey. These four principles are how we interpret it now.



— 03 — DESIGN DECISION 01

ARRIVE BEFORE YOU EXPLORE.

A FIRST SHARED TABLE BEFORE THE FIRST SIGHT.

After a night on a plane, the journey began with time to arrive — together.

Instead of moving straight into Seoul, the group began in Gapyeong: cherry blossom in full bloom, lunch beneath the trees, and an evening at an outdoor camping barbecue — the way Koreans themselves like to unwind.

THE DESIGN INTENT

CONNECTION BEFORE CONSUMPTION.



— 04 — DESIGN DECISION 02

LET THE DESTINATION DO SOME OF THE WORK.

CULTURE GIVEN THE DAYLIGHT TO ITSELF.

Not a checklist of attractions — enough time for Korea to become part of the group's shared memory.

SPRING
Garden of Morning Calm

HERITAGE
Gyeongbokgung Palace

DISCOVERY
Bukchon · Insadong

PARTICIPATION
Hanbok Experience

The destination was not the backdrop. It became part of the experience.











— 05 — DESIGN DECISION 03

RECOGNITION NEEDS ITS OWN MOMENT.

GIVE THE CELEBRATION AN EVENING OF ITS OWN.

Recognition should not compete with sightseeing, transfers or another item on the programme.

It came after several shared days together — giving the group an evening to celebrate, reflect and recognise the achievement behind the journey.

Held at Samcheonggak, over a royal court dinner.

The gala was not the journey.
It was the culmination of it.

— 06 — DESIGN DECISION 04

LEAVE ROOM FOR THE INDIVIDUAL.

A FREE DAY AFTER THE GALA.



A full day to explore Seoul at their own pace — to shop, discover, rest, or simply do nothing.

A reward should not feel like another schedule to follow.

NOT EMPTY TIME. DELIBERATE SPACE.

After a shared journey, freedom becomes part of the reward.

— 07 — THE DELIVERED PROGRAMME

SIX DAYS.
ONE SHARED ARC.

Each day had a role within the larger journey.

DAY 01

ARRIVE

Kuala Lumpur → Seoul

Overnight into Korea.

DAY 02

WELCOME

Gapyeong · Cherry Blossom · Nami Island · Camping BBQ

Lunch under the blossom. The first shared table.

DAY 03

SPRING

Garden of Morning Calm · Seoul

Countryside into city.

DAY 04

HERITAGE & RECOGNITION

Gyeongbokgung · Bukchon · Hanbok · Gala at Samcheonggak

Culture by day. Recognition by night.

DAY 05

AUTONOMY

Free Day in Seoul

Seoul, on their terms.

DAY 06

FAREWELL

Final Morning · Departure

The journey comes to a close.

THE ARC

ARRIVE → CONNECT → DISCOVER → RECOGNISE → RELEASE → DEPART



TABLE
↓
JOURNEY
↓
RECOGNITION
↓
TABLE



— 08 — THE MEMORY

THE JOURNEY ENDS WHERE CONNECTION BEGAN.

It began around one shared table and ended around another.

In post-trip feedback, guests remembered:

PEOPLE
New friends from different regions.

CULTURE
Hanbok, Gyeongbokgung, Korean history.

SHARED MOMENTS
Eating and exploring together.

They remembered what they experienced — and who they experienced it with.

— 09 — WHAT THE JOURNEY REVEALED

DESIGN IS IN THE SEQUENCE.

Looking back at the delivered journey, four principles become clear.

01

CONNECTION

Bring people together before asking them to celebrate.

02

CONTEXT

Let the destination add meaning, not just sightseeing.

03

RECOGNITION

Give achievement space to feel significant.

04

AUTONOMY

Know when to stop programming.

THE PRINCIPLE

A corporate incentive is not a collection of experiences. It is the relationship between them.

— 10 — WHAT GUESTS TOLD US

THE JOURNEY, SEEN FROM THE OTHER SIDE.



28 POST-TRIP RESPONSES

77%	75%	73%
PLACE UNIQUENESS	EXPERIENCE MIX	CORPORATE-GROUP SCHEDULING

MOST IMPACTFUL MOMENTS, IN GUESTS' WORDS

meeting new people · eating together · wearing Hanbok · Gyeongbokgung Palace · Nami Island · the Gala Dinner

The value was not only where the group went. It was what they came away with.

Percentage equivalents of average 1–6 post-trip survey ratings.

— 11 — FROM ONE JOURNEY TO YOURS

START WITH THE JOURNEY. MAKE IT YOURS.

Different people. Different purpose. Different definition of reward.

WE DON'T TAKE THIS JOURNEY AND SELL IT AGAIN.

WE TAKE WHAT WE LEARNED — AND DESIGN YOURS.

DESTINATION
Where should it take your people?

PURPOSE
What should it achieve?

PACE
How should it feel to travel?

RECOGNITION
How should achievement feel?

PEOPLE
What should they bring home?

— 12 — NEXT STEP

COULD YOUR NEXT CORPORATE JOURNEY MEAN MORE?

A journey designed around what your people should experience, remember and take home.

DISCUSS YOUR CORPORATE JOURNEY

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Not another itinerary.

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