CORNELL HOTEL SOCIETY ASIA PACIFIC REGIONAL CONFERENCE 2016

Jeju Island, South Korea

May 19-22, 2016
Dear Hotelies and friends,

The Cornell Hotel Society Korea Chapter is pleased to invite you to the 22nd Annual CHS AP Regional Conference in Jeju! We are very honored to be hosting this year’s conference and we can’t wait to show you around our beautiful island of wonders! We have put together an exciting program for all ages so bring your family and friends, and have some “Korean-style” fun! We look forward to welcoming you!

Your truly,
CHS Korea

DESTINATION INFORMATION

JEJU ISLAND (Jeju International Airport Code: CJU)
Situated in a most ideal setting, just 64 kilometers south of the Korean Peninsula is Korea’s largest island, Jeju. Visitors can enjoy each season in Jeju with a particular splash of color; brilliant yellow-colored flowers in the spring that spread across the landscape, the golden beaches and sea vistas in the summertime, the Eulalia’s light brown wispy reeds flowing in the autumn winds, and the lovely snow flowers of Halla Mountain in the winter are all must-sees of Jeju. Also, paired with the natural beauty of the island, there are many other fun activities available throughout the island, such as quirky museums, cliff-side hiking trails, water recreation and so much more!

WEATHER
The island is on the border of moderate and subtropical zones. Weather in Jeju in May is mild with average high temperature of 22 degrees Celsius and average low temperature of 16 degrees Celsius. Light clothes, sunglasses, sunscreen and caps are recommended during the daytime and light jacket after sunset.
## Day 1: Thursday, 19th May

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 AM ~ 9:00 AM</td>
<td>Breakfast at the Terrace Cafe</td>
<td>At your own leisure*</td>
</tr>
<tr>
<td>7:30 AM ~ 9:00 AM</td>
<td>CHS Asia Pacific Leadership Meeting (Board Members Only)</td>
<td>Business casual attire*</td>
</tr>
<tr>
<td>9:00 AM ~ 9:30 AM</td>
<td>School of Hotel Administration Update</td>
<td>Business casual attire*</td>
</tr>
<tr>
<td>9:30 AM ~ 10:00 AM</td>
<td>Keynote Speaker</td>
<td>Business casual attire*</td>
</tr>
<tr>
<td>10:00 AM ~ 10:30 AM</td>
<td>Distinguished Speaker</td>
<td>Business casual attire*</td>
</tr>
<tr>
<td>10:30 AM ~ 11:30 AM</td>
<td>CHS Shark Tank</td>
<td>Business casual attire*</td>
</tr>
<tr>
<td>12:00 PM ~ 1:30 PM</td>
<td>Korean Taco &amp; BBQ Lunch at Korea House (Traditional Korean Cultural Experiences and Hanbok Photo Booth)</td>
<td>Causal attire*</td>
</tr>
<tr>
<td>1:30 PM ~ 3:00 PM</td>
<td>Outdoor Group Activities and Team Games</td>
<td>Casual attire* Families welcome</td>
</tr>
<tr>
<td>3:30 PM ~ 5:00 PM</td>
<td>Leisure Time Optional Tours: Hello Kitty Museum, Teddy Bear Museum, Bonte Museum (Korean crafts), Olle Market, etc.</td>
<td>Complimentary Transportation (Limited Seats)</td>
</tr>
<tr>
<td>6:30 PM ~ 9:30 PM</td>
<td>Welcome Dinner at Cliff Garden featuring Local Delicacies including Pork Roast</td>
<td>Outdoor venue* Families welcome</td>
</tr>
<tr>
<td>8:00 PM ~ 9:30 PM</td>
<td>Welcome Performance</td>
<td>Casual attire* Families welcome</td>
</tr>
<tr>
<td>9:30 PM ~ Onwards</td>
<td>Karaoke Party</td>
<td>Casual attire* Families welcome</td>
</tr>
</tbody>
</table>

* On-site
## AGENDA

### DAY 3: SATURDAY, 21ST MAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAM</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 9:00 AM ~ 10:00 AM</td>
<td>CHS Breakfast at JungMun Women Diver’s House</td>
<td>Families Welcome</td>
</tr>
<tr>
<td>☐ 10:00 AM ~ 11:30 AM</td>
<td>Group Tour at O’Sulloc Tea Museum</td>
<td>Families Welcome</td>
</tr>
<tr>
<td>☐ 12:00 PM ~ 2:00 PM</td>
<td>Yacht Excursion Tour &lt;br&gt;Lunch on Board</td>
<td>Families Welcome</td>
</tr>
<tr>
<td>☐ 2:30 PM ~ 5:00 PM</td>
<td>K-Pop Experience at Play K-Pop</td>
<td>Families Welcome</td>
</tr>
<tr>
<td>☐ 7:00 PM ~ 11:00 PM</td>
<td>Gala Dinner &amp; Scholarship Auction at the Regency Ballroom</td>
<td>Families Welcome*</td>
</tr>
<tr>
<td>☐ 11:00 PM ~ Onwards</td>
<td>After Party at the Executive Lounge</td>
<td>Families Welcome*</td>
</tr>
</tbody>
</table>

* On-site

### DAY 4: SUNDAY, 22ND MAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>PROGRAM</th>
<th>REMARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ 7:00 AM ~ 10:00 AM</td>
<td>Breakfast at the Terrace Cafe</td>
<td>At your own leisure*</td>
</tr>
<tr>
<td>☐ 12:00 PM ~ Onwards</td>
<td>Check Out and Departure</td>
<td>At your own leisure</td>
</tr>
</tbody>
</table>

* On-site

## HOTEL INFORMATION

![Hotel Images]
ACCOMMODATIONS
- 222 spacious guestrooms and suites

All Accommodations Offer:
- Complimentary high-speed Internet access
- Work desk, chair and armchair
- Individually controlled air-conditioning and heating
- Private bath
- Minibar
- Personal safe
- Complimentary daily newspaper (upon request)
- Electricity: 220V

SERVICES & FACILITIES
- Room Service
- Regency Club™
- Concierge desk
- 24-hour duty assistant manager
- Travel/car rental desk
- Daily laundry and dry cleaning services
- Currency exchange
- ATM available on the lobby level
- Safety-deposit boxes

RESTAURANTS & BARS
- Terrace Café — offers authentic Asian and Western cuisine, as well as Jeju specialties, alongside a comfortable dining experience and a spectacular view of the Pacific Ocean.
- Omi Market Grill — represents the five senses, offering Western and Asian dinner specialties during the summer (seasonal).
- Island Lounge — serves all-day beverages and snacks, including cocktails and a wide selection of wines, beers and spirits, alongside the sounds of the lounge’s resident musical duo.
- Delicatessen — offers a wide array of homemade desserts, breads, cookies, gourmet cakes and pastries.
- Folk Village — for an evening’s entertainment outdoors with traditional Korean food and drink (seasonal).
- Grotto Bar — located at the poolside, serving beverages, hot and cold snacks, desserts and ice cream favourites (seasonal).
- The Balcony — features the mingling of cool evening breezes, the sweet sounds of the ocean waves and the aromas of delicious food (seasonal).

RECREATIONAL FACILITIES
- Aqua View Spa and Fitness Centre — offers indoor and outdoor swimming pools, five spa treatment rooms, steam bath, sauna and a variety of fitness equipment
- Casino
- Rainbow Restaurant
- Kids Corner

MEETING & EVENT SPACE
- 685 m² (7,142 ft²) of flexible event space
- Two meeting rooms accommodating up to 400 guests
- Alternative outdoor venues offer 9,957 m² (107,700 ft²) of space (Cliff Garden, Poolside and Folk Village)

LOCATION
Situated in the heart of the Jungmun Resort Complex, overlooking and with direct access to Jungmun Beach. Close to all tourist attractions, the hotel is a five-minute drive to the Jeju International Convention Centre and the Jungmun Golf Club.

DIRECTIONS
From Jeju International Airport, take the airport limousine (number 600) or a taxi. The airport limousine bus runs every 15 minutes from 6:30 AM to 10:00 PM daily. The journey from the airport to the hotel takes approximately 50 minutes.

POINTS OF INTEREST
- Jungmun Beach
- Olle Trekking (the hotel is located on course 8)
- Jeju International Convention Centre
- Jungmun Golf Club
- Daepo Jusangjeolli
- Cheonjeyeon Waterfalls
- Yeomiji Botanical Gardens
- Hally Mountain National Park
- Jeju Volcanic Island and Lava Tubes (UNESCO World Natural Heritage Site)
Outdoor Group Activities and Team Games
Join us after lunch to enjoy a few of your favorite games from your childhood. The group will be split into 4 teams and will be pitted against each other, ranging from dominos to group relays. There will be 10 to 15 activities enjoyable for all ages.

CHS Shark Tank
This year we are creating our own CHS version of the famed TV series Shark Tank! Any CHS alum or current student with start-up/ideas can make an elevator pitch within 10 minutes given to them. And instead of Mark Cuban, our own CHS community will be the judge who has the best idea worth investing in (our time or who knows maybe money!). Sign up now with danielchangCHS@gmail.com.

JungMun Women Diver’s House
What better way to start your morning after drinking then eating a fresh bowl of abalone soup with a great view of the ocean. Unlike fishermen who go out in boats or use a rod or line, these women dive in the ocean without any special tools (No oxygen tank!) to gather clams, abalone, or seaweed. It does not get fresher than this.
Yacht Tour
The most memorable part of this trip in Jeju must be on the Shangri-La yacht. The yacht can leisurely carry over 60 people. The yacht tour will hit natural wonders near JungMun while enjoying open sea fishing. We will be providing light lunch made from a BBQ grill on the yacht.

O’Sulloc Green Tea Museum
Jeju Island has the perfect climate for farming the best quality tea leaves. O’Sulloc has served as a place of both traditional and contemporary culture along with nature-friendly relaxation and rejuvenation. It will also help you to understand traditional Korean tea culture while enjoying a variety of green tea and green tea infused amenities.

Play K-Pop Museum
Would you like to see G-Dragon? Psy? 2NE1? Come visit the Play K-Pop Museum, where we will get the chance to ‘meet’ your favorite K-pop idols. This interactive museum features 360 degree 3D screen, ‘live’ holographic concert and many more activities. The museum’s admittance ticket has a QR code that lets you save all the pictures you took with the stars.
Teddy Bear Museum
The Teddy Bear Museum lives up to its name, boasting quite an impressive variety that have been loved over hundred years. Inside the two galleries you can view the teddy bears from various countries. You can also enjoy yourself at the museum shop, café, restaurant and the outdoor park where you can view the spectacular seaside view.

Hello Kitty Museum
The museum features the story of a one-day journey with Hello Kitty, a character who for the last 40 years has been beloved by people all over the world. Hello Kitty Island provides a variety of programs, under the theme of the cute and lovely kitty, for kids and adults to build their dreams, hopes and creativity.

Bonte Museum
Bonte Museum aims to explore the beauty of humanity through traditional and modern craftworks. World-renowned architect Tadao Ando designed the museum with his own unique style. The museum not only displays craftworks but also hold seminars, lectures and educational programs.

OPTIONAL TOUR INFORMATION
Here are few more places you could venture on Jeju Island! On the second day (May 20) after the group activities and team games, there will be a leisure period. Buses will be available and you will have a chance to see few more exciting places that Jeju has to offer.
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**Olle Market**

Seogwipo Olle Market is the largest market in Seogwipo. It is a traditional market that was formed in the early 1960s and is a mainstay in the Seogwipo economy. Starting from 2001, the market has expanded its shopping center and now stretches over 620m. The interior of the market is designed in such a way that visitors can easily navigate shops and vendors.

감사합니다

*Thank you!*