

since 1986  
The 32<sup>nd</sup>

# Korea World Travel Fair

June 1<sup>st</sup> (Thurs.) ~ June 4<sup>th</sup> (Sun.), 2017  
Hall A & B, 1st FL at coex

## Official Events

- ▶ **Opening Ceremony**  
-Ministry of Culture Sports and Tourism, Congress,  
17 local governments, Korea Tourism Organization,  
RTO, domestic tourism related organizations and  
foreign tourism ministries, Embassies, Press, and etc.
- ▶ **Welcome Luncheon**
- ▶ **Closing Ceremony**  
-Declaration of Closing, Award Ceremony,  
notice of following year's exhibition, and sending off

## Exhibition

- ▶ **Tourism Promotional Booths**  
-Domestic Tourism Promotion Booths  
-Overseas Tourism Promotion Booths
- ▶ **Special Sales Zone of Tourism Goods**
- ▶ **Culture Experience Zone**
- ▶ **Tourism Trends**
  - Medical Tourism Zone
  - Education Information Zone
  - Tourism Business Zone
- ▶ **Special Themed Zones**
  - Golf Tourism Zone/Leisure Zone
  - Trekking Tour
  - Camping Car

## Special Events

- ▶ **Tourism Information Session**
  - Outbound Information Session
  - Inbound Information Session
  - Korean Tourism Information Session
  - Domestic Tourism Information Session
- ▶ **Travel Lecture**
  - Tourism Information
  - Tourism Safety Education
- ▶ **Consultation**
  - Inbound Consultation
  - Outbound Consultation
- ▶ **Korean Tourism Seminar**
- ▶ **ANTOR's monthly event**
- ▶ **Hanasia Medical Tourism Marketing Forum**

## Additional Events

- ▶ **Domestic, International Cultural Performances**
- ▶ **International Scenery Experience**  
-Partner Tourism Countries will operate the scenery zone
- ▶ **Korean Tourism Seminar**
- ▶ **Screening of Exhibitor's Promotional Content**
- ▶ **Lucky Draw**



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**Geometry**  
EXHIBITION DESIGN

Exhibition

**Tourism Promotional Booths: Inbound, Outbound, and Domestic Tourism**

- Domestic Tourism Promotional Zone: Promotion of Interesting locations (17 local governments, cities, states, and etc.)
- Tourism Promotional Zone: Promotion of international travel destinations through tourism ministries and embassies.
- Tourism Related Service Zone: Information of international/domestic tourism related services (airlines, hotels, resorts, theme parks, and etc.) and exchanging of current tourism trends.

**Special Sales Zone: Sales and Consultation of International/Domestic Tourism**

- Summer Vacation Travel: Sales of summer vacation tourism goods
- Domestic Travel: Sales reservations for domestic travel goods, accommodations, and entrance tickets.
- FIT Travel Consultation: Consultations with travel agencies specializing in independent tourism.

**Culture Experience Zone**

- International and Domestic Culture Experience:  
China, Japan, Philippines, India, Malaysia, Guam, and etc. will showcase their traditions both on the main stage and at their booths.

**Trend Zone**

- Medical Tourism: Korean medical institutions and businesses, hot springs and spas, beauty, and cosmetic surgery related exhibitors.
- Education Information: Tourism related schools, academies, and other educational institutions.
- Business in Tourism: Tourism related facilities, travel agencies, museums, amusement parks and other large scale events, airlines, hotels, theme parks, and etc.

**Special Theme Zone**

- Golf: Golf resorts, packages, and sales of related goods
- Leisure: Domestic camping sites, packages, and etc.
- Trekking tours, Camping cars
- High-end Coffee Zone

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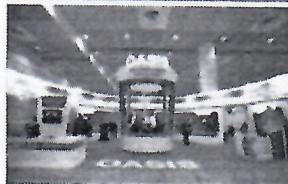
F 82)2-567-6286

A #1202 ( L-tower), Achansan-ro 17, Seongdong-gu, Seoul, KOREA



**Our Services are**

- For Exhibition : Fair stand design and construction
- For Design : Temporary Exhibition Design & Installation/  
contemporary Exhibition Design & Installation  
Exhibition Environment Design / Exhibition Graphic Design



DESIGN **SR** Design SR Co., LTD.

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Email : ktk0359@naver.com

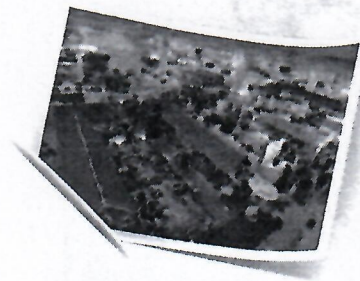


The 32<sup>nd</sup>

# Korea World Travel Fair

## Exhibition Details

- Title | The 32<sup>nd</sup> Korea World Travel Fair 2017
- Duration | June 1<sup>st</sup>(Thurs.) ~ June 4<sup>th</sup>(Sun.), 2017/ 4 days
- Location | Hall A & B, 1FL of COEX
- Host | Korea World Travel Fair Organizing Committee
- Management | KOTFA Co. Ltd.
- Sponsors | Ministry of Culture, Sports and Tourism, Korea Tourism Organization, Visit Korea, Korean Air, etc.
- Cooperation | UNWTO, PATA, JATA Tourism, EXPO Japan, Korea China Marketing Association



## Exhibitors

Domestic and International tourism related organizations, local governments and tourism associations, travel agencies, airlines, duty free shops, land operator, hotels, condominiums, transportation businesses and organizations, credit card companies, travel insurance companies, advertisement companies, Domestic and International Land field media, souvenir companies, pensions, temple stay, traditional hanoks, and other tourism related businesses.

## Schedule (Predicted)

May 30 <sup>th</sup> (Tues.), 2017	08:00 ~ 20:00	Booth Setup
May 31 <sup>st</sup> (Wed.), 2017	08:00 ~ 20:00	Booth Setup
	12:00 ~ 18:00	Exhibitor Registration
June 1 <sup>st</sup> (Thurs.), 2017	09:00 ~ 12:00	Exhibitor Registration
	10:30 ~ 11:00	Performance
	11:00 ~ 11:50	Opening Ceremony
	12:00 ~ 13:30	Welcome Luncheon
	14:00 ~ 18:00	Travel Information Session from participating exhibitors/B2B Travel Mart
	11:00 ~ 18:00	Exhibition and Consultation, Traditional Performances and Multi-Vision Screening
	17:00 ~ 17:30	Lucky Draw
	June 2 <sup>nd</sup> (Fri.) - June 3 <sup>rd</sup> (Sat.), 2017	10:00 ~ 18:00
	17:00 ~ 17:30	Lucky Draw
June 4 <sup>th</sup> (Sun.), 2017	10:00 ~ 17:00	Exhibition and Consultation, Traditional Performances and Multi-Vision Screening
	16:30 ~ 17:00	Lucky Draw
	17:00 ~ 18:00	Award and Closing Ceremony
	18:00 ~	Take down and Clean up





# Korea World Travel Fair

Korea's best and largest tourism marketing festival!  
We welcome you to join us at the 32<sup>nd</sup> Korea World Travel Fair.

## 01 Globalization of the exhibition's scale, format, and content

Sales of travel goods, information sessions, seminars, and etc. grounded by the exhibition's will to provide information on tourism.  
Sales zone of international tourism goods by 50 prominent Korean travel agencies.

## 02 Establishment of integrating Inbound, Outbound, and Domestic Tourism

Inbound, Outbound, Domestic Tourism information sessions and consultations (B2B information sessions and consultations /B2C information sessions)  
- Inbound Travel Mart  
- Expansion of Outbound Travel Mart  
(35 travel agency members from Travel and other 50 travel agencies subject to attend)  
- Establishment of Domestic Tourism information session

## 03 Participation expansion of tourism related sectors

Exhibitors: Domestic and International tourism related organizations, local governments and tourism associations, travel agencies, airlines, duty free shops, land operator, hotels, condominiums, transportation businesses and organizations, credit card companies, travel insurance companies, advertisement companies, Domestic and International Land field media, souvenir companies, pensions, temple stay, traditional hanoks, and other tourism related businesses.

## 04 Variety of programs for visitors

High-end coffee tour, customized travel consultations, professional tips on traveling abroad, and special sales of international travel goods.

## 05 Publicity for the Korean tourism industry

Expansion of International Cooperation by providing participation planning for lesser developed countries.

### KOTFA 2016 Report (51 participating countries)

#### ● Asia : 19

Korea, Hong Kong, Indonesia, China, Nepal, Cambodia, Sri Lanka, Vietnam, Uzbekistan, Macau, Bangladesh, Philippians, Taiwan, Thailand, Mongolia, Myanmar, India, Japan

#### ● Europe : 12

Iceland, Turkey, Russia, Spain, Malta, Georgia, Azerbaijan, Slovakia, Latvia, Hungary, Slovenia

#### ● Oceania : 2

Palau, Fiji

#### ● America : 14

Boliva, Guatemala, Ecuador, Jamaica, Guam, Honduras, Columbia, Peru, Dominica Republic, Costa Rica, Argentina, El Salvador, Hawaii, Mexico

#### ● Africa : 3

Ethiopia, Kenya, Rwanda

#### ● Middle East : 2

Oman, Jordan

#### ▲ Exhibitors

	Domestic	International	Total
Companies & Organizations	131	351	482
Booths	256	264	520
Exhibitors	1,520	2,231	3,751

#### ▲ Visitors

	Domestic	International	Total
Visitors	80,613	14,654	95,267



## Exhibition Fees & Perks

\*Fees for both package and space only booths remain unchanged from 2016

	Price	Details	Benefits
<b>Package Booth</b> 9sqm (3mx3mx2.5m)	\$3,600	-3 standard walls (white, aluminum walls) -1 sign board -1 desk -1 folding chair -1 fluorescent light, 3 spot lights -220V electricity -Carpet	-Discount on domestic, round-trip airfare and hotel -Free participation in the opening ceremony (welcome luncheon) -Directory representation -Advertisement opportunities -Sponsored multi vision screening of promotional video -Stage use opportunities
<b>Space Only Booth</b> 9sqm (3mx3m)	\$3,100	-Must apply for electricity, lights, furniture, carpets separately -Must register for at least 18sqm for Space Only (You may then add on by multiples of 9sqm)	



## Deadlines

- Application Deadline: **March 31<sup>st</sup>, 2017**  
 \*Applications may close should all booths sell out before the deadline.
- Early Bird Discount Deadline: **February 28<sup>th</sup>, 2017**  
 \* (20% discount deadline: December 31<sup>st</sup>, 2016 10% discount deadline: February 28<sup>th</sup>, 2017)
- Payment Information **Kookmin Bank Sinpyunghwa Branch**  
 Account Number : 796668-06-100209 (Swift Code: CZNBKRSE)  
 Account Opener: KOTFA Co., Ltd.  
 Payment should be made within one week of application



## Cancellations

- Cancellations must be made in writing and submitted to the organizing committee.
- Please refer to the following information regarding cancellation fees:

Timeline	Refund
Before January 31 <sup>st</sup> , 2017	80% of registration fee
February 1 <sup>st</sup> ~ March 31 <sup>st</sup> , 2017	50% of registration fee
On or post April 1 <sup>st</sup> , 2017	No refund



## Booth Location

- Booth locations are determined by the organizing committee after closing of applications considering timing of payment, size, geography, and industry.
- The organizing committee and ONLY the organizing committee has control over the booth layout.

**Dynamic**  
**BUSAN**

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**The 20th**

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# Busan International Travel Fair

9.8(Fri) ~ 9.11(Mon), 2017 **BEXCO**

**BITF 2017**

Host **BUSAN METROPOLITAN CITY**

Organizer **BUSAN TOURISM ASSOCIATION** **KOTFA**

[www.bitf.co.kr](http://www.bitf.co.kr)

# Application

## 1. Applicant

Company Name			
Representative			
Address			
Phone Number		Fax	
Website	http://	E-mail	
Manager		Title	

## 2. Booth & Additional Requirement Application

Deadline: March 31(Fri.) 2017 (VAT not included)  
 Early Bird Deadline: 20% December 31(Sat.), 2016 (VAT not included)  
 10% February 28(Tues.), 2017 (VAT not included)

Choice of Booth		Quantity		Unit Price	Choice of Booth
Package Booth 9m(W)3m(X)D 3m(X)H 2.5m)	Price	Total ( ) Booth(s)		\$3,600	\$
	Early Bird Discount	20%	Total ( ) Booth(s)	\$2,880	\$
		10%	Total ( ) Booth(s)	\$3,240	\$
Space Only 9m(W)3m(X)D 3m)	Price	Total ( ) Booth(s)		\$3,100	\$
	Early Bird Discount	20%	Total ( ) Booth(s)	\$2,480	\$
		10%	Total ( ) Booth(s)	\$2,790	\$
Additional Requirement		Size / Quantity		Unit Price	Choice of Booth
Electricity 220V		Kw		\$ 60 / Kw	\$
Electricity 220V(24 Hrs)		Kw		\$ 70 / Kw	\$
Telephone		ea		\$ 70 / ea	\$
Internet LAN		Port		\$ 150 / Port	\$
Service Water & Sewage		ea		\$ 200 / ea	\$
Sub-Total		\$			
VAT		\$			
Grand Total		\$			

\*Payment in KRW currency also available.

Payment

Kookmin Bank Sinpyunghwa Branch  
 Account Number : 796668-06-100209(Swift Code:CZNBKRSE. / Account Holder:KOTFA Co.,Ltd.

I, the undersignde, hereby apply for the booth registration for the 32<sup>nd</sup> Korea World Travel Mart as specified above along with payment receipt and a copy of the business registration. I duly confirm the acceptance of the terms and conditions herewith attached.

DATE :

Representative:

Title:

Signature:



The 32<sup>nd</sup> Korea World Travel Fair

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# 2016-2018 VISIT KOREA YEAR

VKC VISIT KOREA COMMITTEE Ministry of Culture, Sports and Tourism



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