

# The 37<sup>th</sup> Seoul International Travel Fair



June 23(Thu.) - 26(Sun.), 2022 / 4 days

COEX Hall A, Seoul, Korea

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

# SITF 2022

Host



Sponsor

(be scheduled)



Ministry of Culture, Sports and Tourism



SEOUL METROPOLITAN GOVERNMENT



한국관광공사



한국관광협회중앙회  
Korea Tourism Association

Cooperation (be scheduled)



# The 37<sup>th</sup> Seoul International Travel Fair (SITF 2022)



## ■ Overview

**Title |** The 37<sup>th</sup> Seoul International Travel Fair (SITF2022)

**Date |** June 23<sup>rd</sup> (Thu.) ~ 26<sup>th</sup> (Sun.), 2022 / 4 days

**Venue |** COEX Hall A, Seoul, Korea

**Host |** KOTFA Co., Ltd

**Sponsor |** (As of 2021) Ministry of Culture, Sports and Tourism, Seoul Metropolitan Government, Korea Tourism Organization, Korea Tourism Association, The Tourism Sciences Society of Korea

**Cooperation |** (As of 2021) UNWTO, PATA, TITF(The International Tourism Forum)

## ■ Main Program \*This may be subject to change by the organizer's circumstances.



Opening Ceremony



Exhibition



Closing Ceremony

## ■ Additional Event \*This may be subject to change by the organizer's circumstances.



Tourism Presentation



Tourism Presentation



Supporters' Awards



Folklore Performance



# Korea's First Comprehensive Tourism Fair

## In COEX, 'the Center of Seoul'

- Easily accessible by public transportation and Average 50,000 passengers a day
  - Convenient location by metropolitan area residents
- Adjacent to various amenities such as hotels, department stores, restaurants, etc

## B2B Travel Mart to promote tourism

- Participation of various domestic and foreign sellers & buyers such as travel agencies, hotels, and tourism-related industries
- Revitalizing domestic tourism by expanding the attraction of foreign tourists in the co-existing with COVID-19 era
  - Counseling booth provided
  - \*Both On-line and Off-line

## A B2C fair with plenty of things to see and enjoy

- Exhibition of tourism resources from over 40 countries and local governments
- Exciting and colorful domestic and overseas performances and interesting talk shows from local governments and foreign countries
- All-in-one system including domestic and overseas travel related product sales and consultation



Total Logistics Service



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Site. [www.seumexpo.co.kr](http://www.seumexpo.co.kr) Tel. 02-538-6888  
E-mail. [seum@seumexpo.co.kr](mailto:seum@seumexpo.co.kr) Fax. 02-538-6877

# The First

Exhibition Rental Service

+82-31-918-5390



# 'Seoul International Tourism Fair' in numbers

2021

## Scale of the Fair

over **12,565** visitors

Center of the metropolitan area such as Seoul, Incheon, Gyeonggi-do, etc

**42** countries

Japan, China, Mongolia, Peru, Croatia, etc

**360** booths

Domestic Tourism Promotion Zone, Overseas Tourism Promotion Zone,  
Out-door Zone, Tour Package Sales Zone, etc

## Press Release

No. of Reports

over **150** press coverages

PR through various media such as Yonhap News,E-Daily

## On-line Inbound Travel Mart

over **210** appointments

Philippines, U.S.A., China, Singapore, Malaysia, Japan, etc

2020

## Scale of the Fair

over **7,100** visitors

Center of the metropolitan area such as Seoul, Incheon, Gyeonggi-do, etc

**39** countries

Philippines, Japan, Russia, Spain, Slovakia, etc

**265** booths

Domestic Tourism Promotion Zone, Overseas Tourism Promotion Zone,  
Out-door Zone, Tour Package Sales Zone, etc

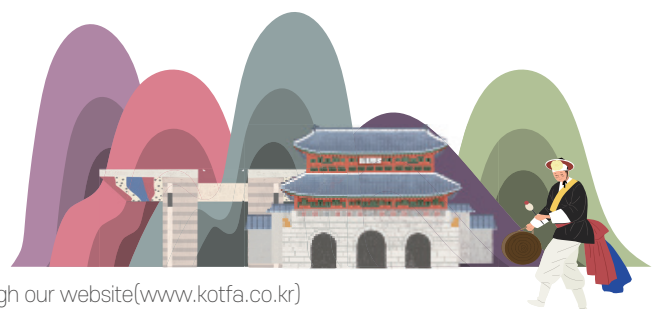
## Press Release

No. of Reports

over **130** press coverages

PR through various media such as Yonhap News,E-Daily



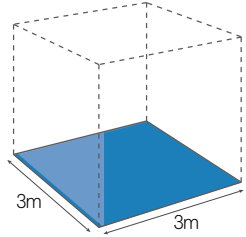
\*In 2020, the event was held in a smaller scale due to Corona

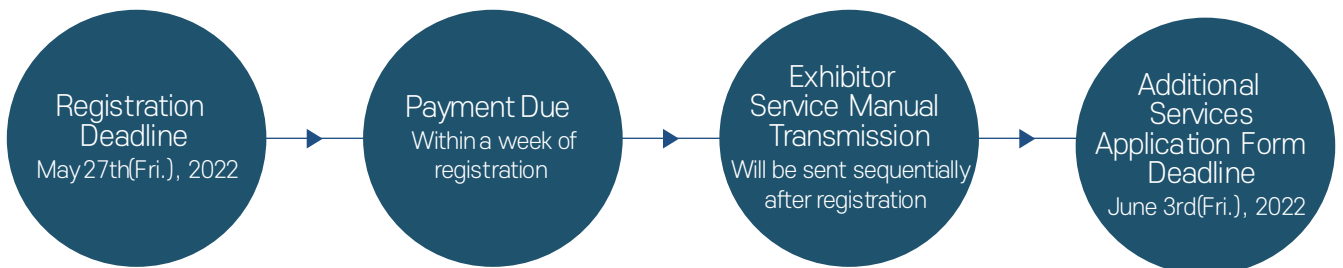


\*The press release can be accessed through our website([www.kotfa.co.kr](http://www.kotfa.co.kr))

## ■ Payment Information

\*Registration Deadline : 27th(Fri), May, 2022 / 5% Early-bird Discount Deadline : 29th(Fri), April, 2022

Package Booth	Premium Booth	Space Only Booth
 <p>Size : (W)3m x (D)3m x (H)2.5m</p> <ul style="list-style-type: none"> <li>· 3 standard walls</li> <li>· 1 signboard</li> <li>· 1 information desk</li> <li>· 1 folding chair</li> <li>· Basic lights</li> <li>· 1 kw electricity</li> <li>· 220V outlet</li> <li>· Carpet</li> </ul> <p>Price (9m<sup>2</sup>): USD 3,600 *5% Early-bird Discount USD 3,600 → USD 3,420</p> <p><b>What to prepare</b> Participants need to prepare everything to exhibit besides inclusive items above</p>	<p>*Must apply for at least 18sqm</p>  <p>Size : (W)3m x (D)3m x (H)2.5m</p> <ul style="list-style-type: none"> <li>· 3 art panel gallery quality walls</li> <li>· Graphic wallpaper (Logo or image of your choice)</li> <li>· 1 LED sign</li> <li>· 4 chairs</li> <li>· 1 catalog stand</li> <li>· 1kw electricity</li> <li>· Carpet</li> <li>· 1 information desk</li> <li>· 1 premium desk</li> <li>· 1 LED TV 50"</li> <li>· Basic lights</li> <li>· 220V outlet</li> <li>· 1 stool chair</li> </ul> <p>Price (9m<sup>2</sup>): USD 4,500</p> <p><b>What to prepare</b> Participants need to submit their graphic wall design to the organizer</p>	<p>*Must apply for at least 18sqm</p>  <p>Size : (W)3m x (D)3m</p> <ul style="list-style-type: none"> <li>· Only the space provided</li> <li>· Must apply for electricity, lights, furniture and carpet separately (Each participant must appoint their construction company and pay for the booth construction)</li> </ul> <p>Price (9m<sup>2</sup>): USD 3,100 *5% Early-bird Discount USD 3,600 → USD 2,945</p> <p><b>What to prepare</b> Organizer will only provide the space Participants must construct their own booth</p>



## ■ Registration Info

Registration | Please contact the secretariat for application form via email or phone  
Contact | SITF Secretariat TEL. +82-2-757-6161 / E-mail. kotfaglobal@gmail.com  
Registration Deadline | May 27th(Fri.), 2022

\*It can be closed earlier if all the booths are sold out before the deadline.

5% Early-bird Discount Deadline | April 29th(Fri.), 2022

\*All the application and payment should be done before the deadline.

Booth Location | Booth Location is allocated by the organizing committee after closing all applications with careful consideration of exhibitor's booth size, geographical circumstance, type of entity etc. Only the organizing Committee holds the right to booth allocation.

## ■ Payment

Deadline | Within a week of registration

Payment | Shinhan Bank, Myeongdong

Account Number | 180-007-356911 / Swift Code : SHBKRRSE

Account Opener | KOTFA Co., Ltd.

Remarks | The remittance fee is charged to the sender.

Overseas companies must pay USD(\$) as a rule. 10% VAT is extra for KRW payment.

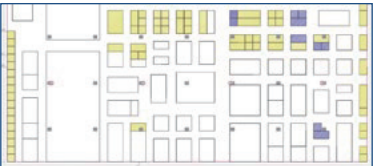











# Partner Destination Day

The program is designed to introduce tourist attractions of countries or cities that participate in the Seoul International Travel Fair as a Partner Destination to the world and establish business networks with domestic and overseas tourism industry.

## ■ Benefits of Partner Destination Country/City (In case of more than 50 booths registering)

Booth Position Preoccupancy	Promotion Benefits		
 <p>Can occupy booth position in advance *Domestic city - Domestic Exhibition Zone / Overseas country / City - Overseas Exhibition Zone</p>	 <p>Mention of Partner Destination Country/City in all SITF-related PR articles</p>	 <p>Support to recruit journalists to attend press conferences</p>	 <p>Partner destination Country / City will be mentioned on every printout *Invitation ticket, brochure, etc</p>
Free Advertisement		Main Stage Priority Use	
 <p>Two-pages Advertising on SITF Brochure</p>	 <p>Large Scale Banner</p>	 <p>Web Banner Post on KOTFA Website</p>	 <p>Performance on the main stage</p>

\*This may be subject to change by the organizer's circumstances.

## Information of Additional Events



### Tourism Business Presentation

\*Pre-application / Paid

The session is held to introduce tourism industry policies and trends of domestic and foreign participants and to promote major tourism programs in practice

June 23rd(Thu.), 2022 (Scheduled)



### B2B Travel Mart

\*Pre-application / Free

On-line/Off-line meetings between tourism-related companies such as domestic travel agencies, hotels, and local governments and tourism-related companies such as overseas travel agencies and hotels for in-bound and out-bound travel

June 23rd(Thu.) - 24th(Fri.) (Scheduled)