



Seoul International Tourism Industry Fair 2020



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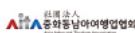
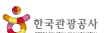
May 21st(Thu.) ~ 24th(Sun.), 2020 / 4 days
COEX Hall A, Grand Ballroom, Convention room, etc.
Seoul, Korea



Host



Sponsor



Cooperate



2020 Seoul International Tourism Industry Fair

■ Overview

Title I Seoul International Tourism Industry Fair 2020

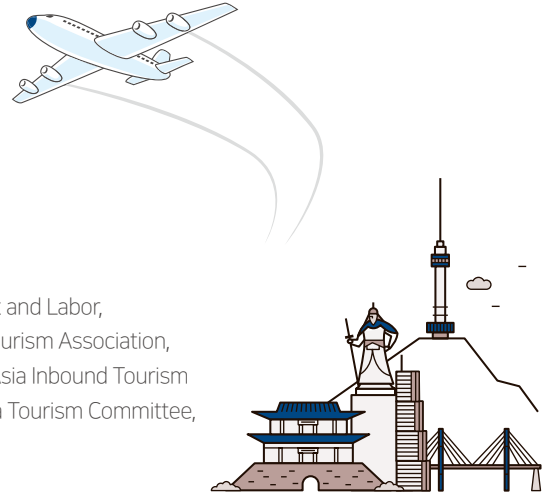
Date I May 21st(Thu.) ~ 24th(Sun.), 2020 / 4days

Venue I Hall A, Grand Ballroom, Convention Room etc., COEX, Seoul

Host I Seoul Metropolitan Government, KOTFA Co., Ltd

Sponsor I (As of 2019) Ministry of Culture, Sports and Tourism, Ministry of Employment and Labor, Human Resources Development Service of Korea, Korea Tourism Organization, Korea Tourism Association, Visit Korea Committee, Seoul Tourism Association, Korea Association of Travel Agents, Asia Inbound Tourism Association, Korea Tourist Guide Association, Korea Hotel Association, Metropolitan Area Tourism Committee, Seoul Tourism Organization, Korean Air, Asiana Airlines, Lotte Duty Free

Cooperate I (As of 2019) UNWTO, PATA, TITF(The International Tourism Forum)



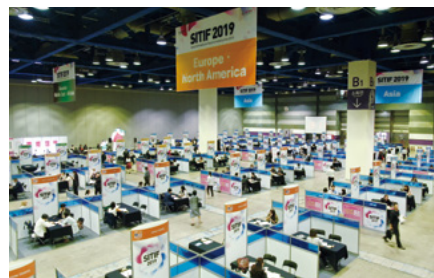
■ Main Program *This may be subject to change by the organizer's circumstances.



Opening Ceremony



Exhibition



B2B Travel mart



Overseas Buyers' Fam Tour

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



Tourism Presentation



Tourism Industry Job Fair



Korea Tourism Innovation Awards Ceremony



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

The Largest B2B Travel Mart in Korea

- More than 200 overseas travel agencies participating as a buyer
- Participation of various domestic and international sellers, including airlines, travel agencies, hotels and local governments
- Participation of more than 100 overseas buyers in Medical Tourism Travel Mart

Joyful and Delightful B2C Travel Fair

- Various tourism resources from over 50 countries
- Exciting and splendid performances and selling various regional specialties
- Tour package sales, booking, counseling by participating travel agencies



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The First

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'Seoul International Tourism Industry Fair 2019' in numbers

Scale of the Fair

over **100,000** visitors

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



51 countries

China, Philippines, Taiwan, Japan, Russia, Greece, Egypt, Indonesia, Spain, Poland, etc

560 booths

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



B2B Travel Mart



No. of Countries / Exhibitors

over **30** countries **1,400** exhibitors

Sellers

1,200 Organizations & Companies

No. of Pre-scheduled Appointments

4,000 Organizations & Companies

Buyers

214 Organizations & Companies

Press Release

No. of Reports

over **60** media, **650** press coverages

PR through various media such as Chosun Media, Yonhap News,
Korea Economic Daily, E-Daily and Arirang TV

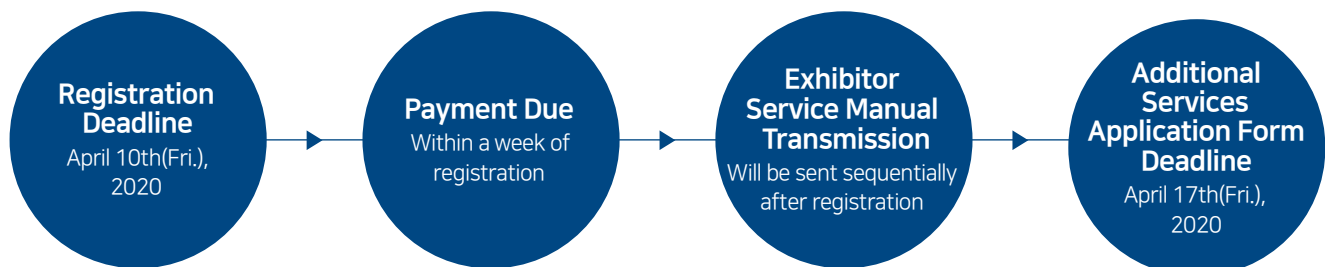


*The press release can be accessed through our website(www.sitif.or.kr)

■ Payment Information

*Registration Deadline : April 10th(Fri.), 2020 / 5% Early-bird Discount Deadline : March 13th(Fri.), 2020

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"> · 3 standard walls · 1 signboard · 1 information desk · 1 folding chair · Basic lights · 1 kw electricity · 220V outlet · Carpet <p>Price(9m²) : USD 3,600 *5% Early-bird Discount USD 3,600 → USD 3,420</p> <p>What to prepare 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"> · 3 art panel gallery quality walls · Graphic wallpaper(Logo or image of your choice) · 1 LED sign · 4 chairs · 1 catalog stand · 1kw electricity · Carpet · 1 information desk · 1 premium desk · 1 LED TV 50" · Basic lights · 220V outlet · 1 stool chair <p>Price(9m²) : USD 4,500</p> <p>What to prepare 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"> · Only the space provided · Must apply for electricity, lights, furniture and carpet separately (Each participant must appoint their construction company and pay for the booth construction) <p>Price(9m²) : USD 3,100 *5% Early-bird Discount USD 3,100 → USD 2,945</p> <p>What to prepare Organizer will only provide the space Participants must construct their own booth</p>



■ Registration Info

Registration I Please contact the secretariat for application form via email or phone

Contact I SITIF Secretariat TEL. +82-2-757-6161 / E-mail. kotfaglobal@gmail.com

Registration Deadline I April 10th(Fri.), 2020

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

5% Early-bird Discount Deadline I March 13th(Fri.), 2020

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

Booth Location I 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 I Within a week of registration

Payment I Shinhan Bank, Myeongdong

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

Account Opener I KOTFA Co., Ltd.

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

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

The First International Tourism Industry Awards in Korea

Korea Tourism Innovation Awards 2020

■ Overview

Title I Korea Tourism Innovation Awards 2020

Date I May 21st, 2020(Thu.) 14:00 to 15:00

Venue I Main stage at COEX Hall A, Seoul

Host I PATA(Asia-Pacific Tourism Association),
The Tourism Sciences Society of Korea,
Seoul Metropolitan Government

Co-operation I UNWTO(World Tourism Organization)

Organizer I KOTFA Co., Ltd.

■ Registration Info

Application period I March 2nd(Mon.) ~ April 28th(Tue.), 2020, 18:00

How to register I Fill out the application form and send via email *See 'Notices' post on KOTFA website

Evaluation I Friday, May 1st, 2020

Announcement of Results I Monday, May 4th, 2020

Contact I +82-2-757-6161

■ Nomination

Qualification I Local governments and tourism-related entity in Korea(as an organization or an individual)

Field I Total 10 categories(14 teams)

Category	Award	Criteria
Overall	Grand Prize	Organizations or individuals who contributed to the development of Korea's tourism industry with a creative and innovative spirit
Service	Best Excellence Award Excellence Awards	Organizations or individuals who have contributed to the development of Korea's tourism through outstanding operational capabilities such as unusual business strategies and services.
Marketing	Best Excellence Award Excellence Awards	Organizations or individuals who promoted participation in domestic travel and contributed to local branding through original promotional strategies and campaigns.
Infrastructure	Best Excellence Award Excellence Awards	Organizations or individuals who promoted domestic and foreign tourists through infrastructure(accommodation, guidance, transportation, renewal etc.) related contribution
Contents	Best Excellence Award Excellence Awards	Organizations or individuals who contributed to the business quality upgrade by developing new Tourism Contents and integrating Tourism to various fields
Contribution	Special Honorary Award	Contributions to the Development of the Tourism Industry