





### Official Events

- ▶ **Opening Ceremony**
  - Ministry of Culture, Sports and Tourism, Congress, 17 local governments, Korea Tourism Organization, KTO, 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**



KOTF 2014

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

## Exhibition

- ▲ **Tourism Promotional Booths: Inbound, Outbound, and Domestic Tourism**
  - 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, etc.
  - Tourism Related Service Zone: Information of international/domestic tourism related service (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 books, accommodations, and advance tickets
  - IT Travel Consultation: Consultations with travel agencies specializing in independent tourism.
- ▲ **Culture Experience Zone**
  - International and Domestic Culture Experience: China, Japan, Philippines, India, Malaysia, Vietnam, and etc. will showcase their traditions, both in the main stage and at their booths.
- ▲ **Trend Zone**
  - Medical Tourism: Korean medical institutions and bus, resorts, hot springs and spas, beauty, and cosmetic surgery related exhibitors
  - Education/Tourism: Tourism related schools, academies, and other educational institutions
  - Business/Tourism: Tourism related business, travel agencies, museums, amusement parks and other large scale exhibitors, services, hotels, theme parks, and etc.
- ▲ **Special Theme Zone**
  - J&B: Full resorts, packages, and sales of marine goods
  - E-tourism: Domestic camping sites, packages, and etc.
  - Training tours, Camping vans
  - High-end Coffee Zone

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## 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, tour 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 31 <sup>st</sup> (Thurs.) 2017	Booth Setup
08:00 ~ 20:00	Booth Setup
08:00 ~ 20:00	Booth Setup
12:00 ~ 18:00	Exhibitor Registration
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 Meet)
11:00 ~ 18:00	Exhibition and Consultation, Traditional Performances and Multi-Vision Screening
17:00 ~ 17:30	Lucky Draw
10:00 ~ 18:00	Exhibition and Consultation, Traditional Performances and Multi-Vision Screening
17:00 ~ 17:30	Lucky Draw
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  
- Expansion of agents' markets from travel and other 40 travel agencies to global  
- 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, Philippines, 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**  
 Bolivia, Guatemala, Ecuador, Jamaica, Oman, Honduras, Colombia, Peru, Dominican Republic, Costa Rica, Argentina, El Salvador, Haiti, 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

KOTFA 2017

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



### Exhibition Fees & Perks

\*Prices for both packages and space only booths are subject to change for 2017

	Price	Details	Benefits
<b>Package Booth</b> 1sqm (3m x 3m/3m)	\$3,600	-3 standard walls (w/ve, aluminum wall) -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> 1sqm (3m x 3m)	\$3,100	-Must apply for electricity, lights, furniture, carpets separately -Must register for at least 18sqm for Space Only (You may also add on by multiples of 1sqm)	



### Deadlines

- Application Deadline: **March 31<sup>st</sup>, 2017**  
\*Applications may close should all booths be filled before the deadline
- Early Bird Discount Deadline: **February 28<sup>th</sup>, 2017**  
\*50% discount deadline (December 31<sup>st</sup> to 14<sup>th</sup> 10% discount deadline - February 28<sup>th</sup>, 2017)
- Payment Information: **Keokmin Bank Sinyunghwa Branch**  
Account Number: 794668-04-100209 (Swift Code: CZNKRSE)  
Account Opener: KOTIFA 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:

Timing	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 past 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.

The 20<sup>th</sup>

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# Busan International Travel Fair

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

# Application

## 1. Applicant

Company Name			
Representative			
Address			
Phone Number		Fax	
Mobile	no. /	E-mail	
Manager		Title	

## 2. Booth & Additional Requirement Application

Deadline: March 31st (12:00 PM) 2011 (KST) (Korea Standard Time)  
 Early Bird Fee: 20% (December 31st) - 10% (February 28th)  
 10% (February 29th) - 10% (March 31st) (not included)

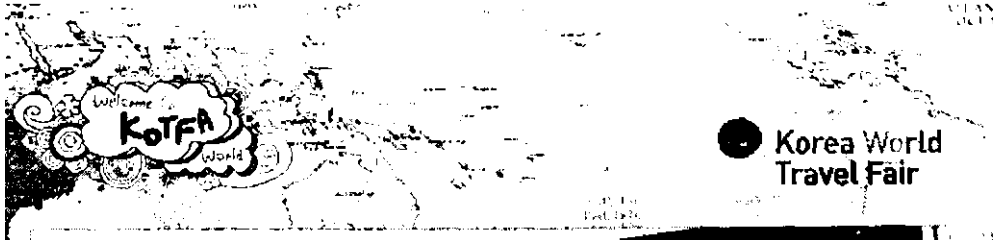
Choice of Booth	Price	Quantity	Unit Price	Choice of Booth
Package Booth 9m(W) x 6m(D) (18 sqm)	Basic	Total	\$1,500	\$
	1st Floor	Total	\$2,980	\$
	2nd Floor	Total	\$3,240	\$
Space Only 9m(W) x 6m(D) (54 sqm)	Basic	Total	\$1,100	\$
	1st Floor	Total	\$2,680	\$
	2nd Floor	Total	\$2,790	\$
Additional Requirement	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	\$			

\* All prices are in KRW (excluding VAT and ancillary)

<b>Payment</b>	Kookmin Bank Singgyonghwa Branch Account Number : 796668-06-100209(Swift Code:CZNBKRSE / Account Holder KOTIFA Co., Ltd)
I, the undersigned, 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	

KOTIFA 2011

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



# 2016-2018 VISIT KOREA YEAR

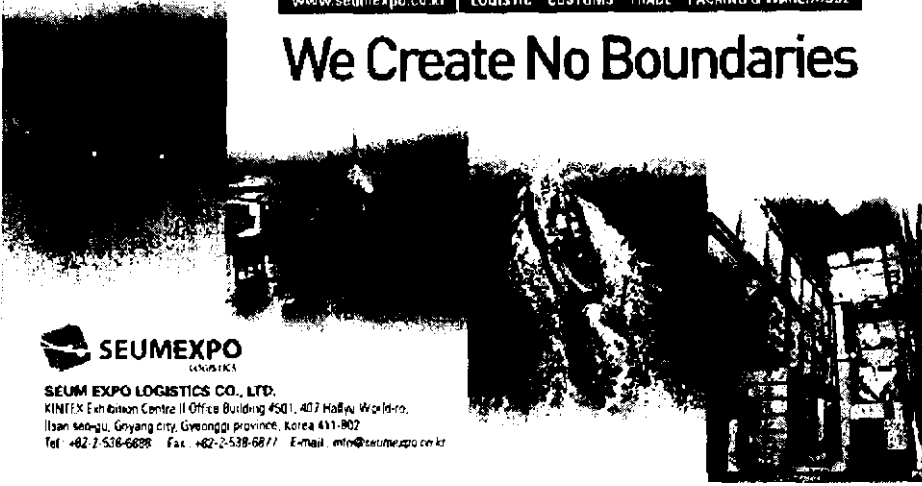
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