

Seoul International Travel Mart 2018

I Outline

- **Date:** September 10(Mon) - September 14(Fri), 2018
- **Venue:** Grand Hilton Seoul, Seoul, Republic of Korea
- **Participants**
 - About 1,400 guests
(400 international and 1,000 domestic professionals in the tourism industry)
 - Local governments, relevant organizations, media, academia, etc.
- **Hosts:** Seoul Metropolitan Government, Visit Korea Committee (VKC),
Korea Association of Tour Agents (KATA)
- **Program:** Travel Mart, Exhibitions, Presentations from local government,
organizations, and companies, Fam Tour, Job Fair, etc.
 - Business consultation with 400 international professionals from 50 countries and over 1,000 domestic professionals from more than 75 sectors of the travel industry
 - Exhibiting products and services from over 120 companies from a diverse range of destinations and industry sectors
 - Providing FAM tours to experience Korea culture for international travel professionals (Day or Over-night tours)
 - Tourism job fair offers opportunities to meet talents of the Korean tourism industry

□ Schedule

| 10 th (Day1) | 11 th (Day2) | 12 th (Day3) | 13 th (Day4) | 14 th (Day5) |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------------------------|
| ◦Arrival&Check-in | ◦Opening Ceremony ◦Travel Mart ◦Exhibitions ◦Tourism Presentations (Gov't. & Org.) ◦Tourism Presentations (Companies) ◦Job Fair (Domestic) ◦Reception (Buyer-Seller Networking Event) | ◦Travel Mart ◦Exhibitions ◦Tourism Presentations (Gov't. & Org.) ◦Tourism Presentations (Companies) ◦Job Fair (International) ◦Reception (Buyer-Seller Networking Event) | ◦Travel Mart(AM) ◦Fam Tour (Applicants: participate, non-applicants: depart) | ◦Fam Tour& Departure |

□ **Timetable for Foreign Participants**

※Arrival: Day 1(Mon, Sep 10) / Departure: Day 4-5(Thu, Sep 13 - Fri, Sep 14)

| Time | Day 2 | | Day 3 | | Day 4 | Day 5 |
|-------------|-------------------------------------------------------|--|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------|
| | Sep11 (Tue) | | Sep 12 (Wed) | | Sep 13 (Thu) | Sep 14 (Fri) |
| 08:30-10:00 | On-site Registration | | On-site Registration | | On-site Registration | Exhibitions Fam Tour & Departure |
| 10:00-11:00 | Opening Ceremony | | Travel Mart (4 sessions) | Job Fair (International) | Travel Mart (4 sessions) | |
| 11:00-11:50 | Coffee Break (Exhibitions Rounding) | | | | | |
| 12:00-13:00 | Tourism Presentation by Gov't. & Org. (With Luncheon) | | Coffee Break (Exhibitions Rounding) | Fam Tour (Applicants: participate, non-applicants: depart) *Pre-registration via our website (Choose between a day-trip and an overnight-trip) | | |
| 13:00-14:00 | Coffee Break (Exhibitions Rounding) | | | | Travel Mart (6 sessions) | |
| 14:00-17:00 | Travel Mart (6 sessions) | | Tourism Presentation by Companies | | | |
| 17:00-18:00 | Tourism Presentation by Companies | | | Reception (Buyer-Seller Networking Event) | | |
| 18:00-19:30 | Reception (Buyer-Seller Networking Event) | | Reception (Buyer-Seller Networking Event) | | | |

(1) Travel Mart

- **Date/Location:** September 11-13 (3 days) / Convention Center 2F-4F
 - Total of 20 sessions (Day 1: 6 sessions, Day 2: 10 sessions, Day 3: 4 sessions)
 - Process: 20 min business meeting and 10 min break
- **Contents**
 - Participation from 400 international buyers from 50 countries and more than 1,000 domestic sellers
 - 1:1 Business consultation between buyers and sellers (20 meetings max)

(2) Exhibitions

- **Date/Location:** September 11-13 (3 days) / Convention Center 2F-4F
(Designated Exhibition Space)
- **Contents**
 - More than 120 exhibitors, a diverse range of destinations and industry sectors, displaying tourism products and services
 - Provide opportunities of experiencing tourism trends of Seoul and Korea

(3) Tourism Presentations

(Two Categories: Governments and Organizations, Companies)

- **Date/Location:** September 11-12 (2 days) / Grand Ball Room
(Main Building of the Hotel)
 - **Government & Organization:** September 11-12 (2 days) 12:00-13:00
 - **Companies:** September 11-12 (2 days) 17:00-18:00
- **Contents**
 - **Government & Organization:** Korean local governments and relevant organizations will deliver presentations on tourism policies major/new tourism resources (a luncheon will be simultaneously provided)
 - **Companies:** About 4 to 5 domestic vendors promote their products and services (20 minutes per company, including Q&A session)

(4) Job Fair

- **Date/Location:** September 12 (Day 3) / Convention Center 1F
 - ※ Job Fair will be held on September 11th-12th but September 11th will only for domestic participant, therefore, international officials may only join the 12th
- **Contents**
 - Around 20 foreign tourism agencies and 400 young job seekers will participate
Job interviews will be carried out for young job seekers
(booths will be provided per company)

(5) Reception (Buyer-Seller Networking Event)

- **Date/Location:** September 11-12 (2 days) 18:00-19:30 /
Lotus Hill (Main Building of Hotel)
- **Contents**
 - A party hosting international buyers, domestic sellers, relevant organizations, etc. (1,000 participants)
This time will include free and casual conversations between international buyers and domestic sellers, and to promote this, the event will be run like a standing party, with light beverages being provided
 - * **A lucky draw has been planned**

(6) Cultural Experience Fam Tour

○ **Date/Location:** September 13-14 (for 1 or 2 days) / Seoul and other cities

○ **Contents**

- Fam Tour will be available those who applied for the tour in advance.

Fam Tour is composed of major/new tourist destinations in Seoul and local cities as well as cultural experience programs, and the tour is divided into a day-trip (Seoul) and an over-night trip (Seoul, Incheon, Gyeonggi, Gangwon, Chungbuk, etc.) with about ten available courses.)

- In order to prevent no-shows, partial fees will be collected in advance(around 10 USD)



Benefits

Inclusive of Partial Airfare and Cost of Stay

○ **Flights will be covered for participants (1 person per buyer)**

*the payment will be made individually after the event Regardless of actual individual ticket prices, the following amount will be provided according to regional categories

| Category | Coverage |
|----------------------------------------|----------|
| Greater China, Japan | 150 USD |
| Southeast Asia | 300 USD |
| Americas, Middle East, Africa, Oceania | 500 USD |

○ **Cost of Stay**

- 3 nights accommodation (3 breakfasts during 10th~13th), lunch (3 times/ 11th~13th), travel expenses between the airport and hotel (arrival, departure), Fam Tour, Receptions (2 times)

* **Not inclusive of meals on Day 1 (September 10), dinners for Day 2-3 (September 11-12), and other personal expenses etc.**

IV

Photos



Travel Mart



Exhibitions



Tourism Presentation by Government & Organization



Job Fair



Tourism Presentation by companies



Reception