

TO TRAVEL IS TO LIVE

2023 Travel Show

트래블쇼

Period Fri, Oct. 13 ~ Sun, Oct. 15 2023 (3 days)

Venue COEX (Exhibition Hall C), Seoul, Republic of Korea

Organizer megashow* 서울전람 (주)
SEOUL FAIRS Co., LTD.

Sponsor SBS Golf

SHOW GUIDE



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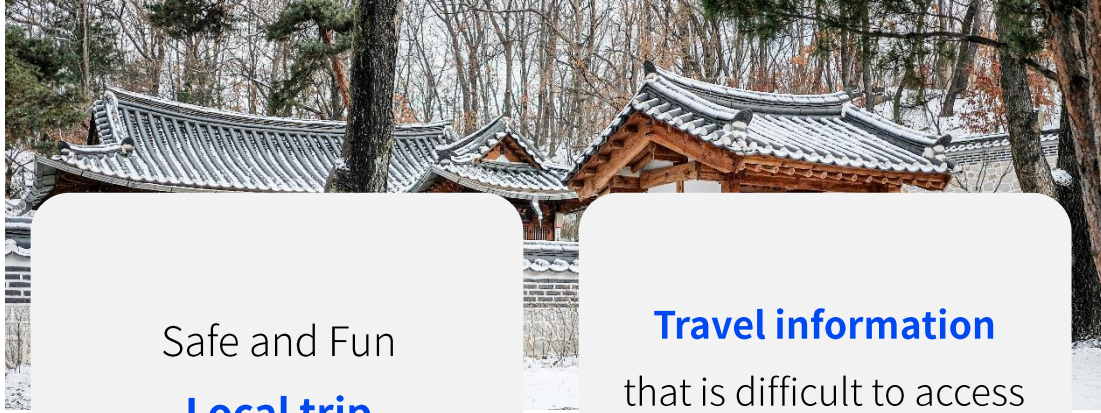
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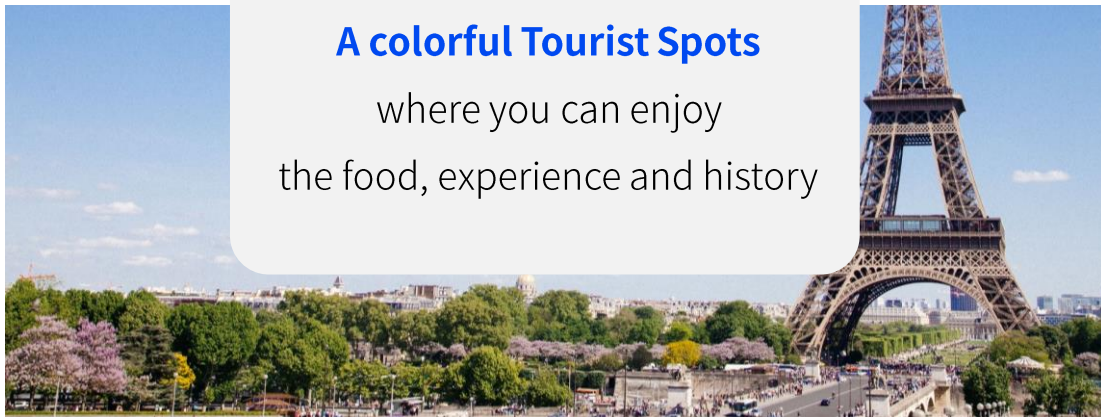
Encounter 50,000 potential Korean tourists in their twenties to forties who visit the exhibition with the intent to book a trip.
Travel Show will become a business partner for your practical achievement and overwhelming success.

트래블  쇼 2023



Safe and Fun
Local trip

Travel information
that is difficult to access
through an online



A colorful Tourist Spots
where you can enjoy
the food, experience and history

Are you looking for
a way to reach
as **many tourists** as
possible?

Travel show is a unique place for a new era, a new journey.

It is a travel culture space that encompasses various businesses based on travel such as services, platforms, and contents.
We are creating market trends and a new travel culture.

Communicate closer and deeper with the potential customers.
Promote your brand and best products,
get the latest trends and innovative ideas, and deliver brand value to your customers.

● Last year's SHOW REPORT



99,054 Visits by Potential Customers
with High Travel Purchasing Power.





A New Offline Marketing Platform
that Guarantees **Top Performance**



The immediate publicity effect presents
the **highest level of satisfaction.**

Overview

Period	Fri, Oct. 13 ~ Sun, Oct. 15 2023 (3 days)
Venue	COEX, SEOUL Hall C (7,756m²)
Organizer	Megashow · Seoulfair
Sponsor	SBS Golf
Size	200 companies, 300booths
Visitor	50,000 tourists and buyers
Side	(B2C) Traveler's Choice
Program	(B2B) Travel Mart : A business program for Outbound travel
Special Pavilion	 Golf Travel Pavilion  Festival Travel Pavilion

★ [Exhibit Items](#)

Tourism organizations : local governments and tourism associations, domestic and foreign tourism organizations, embassies, etc.

Travel companies : Domestic and overseas package/free travel travel agencies, specialized theme travel agencies, theme parks, airlines, rails, etc.

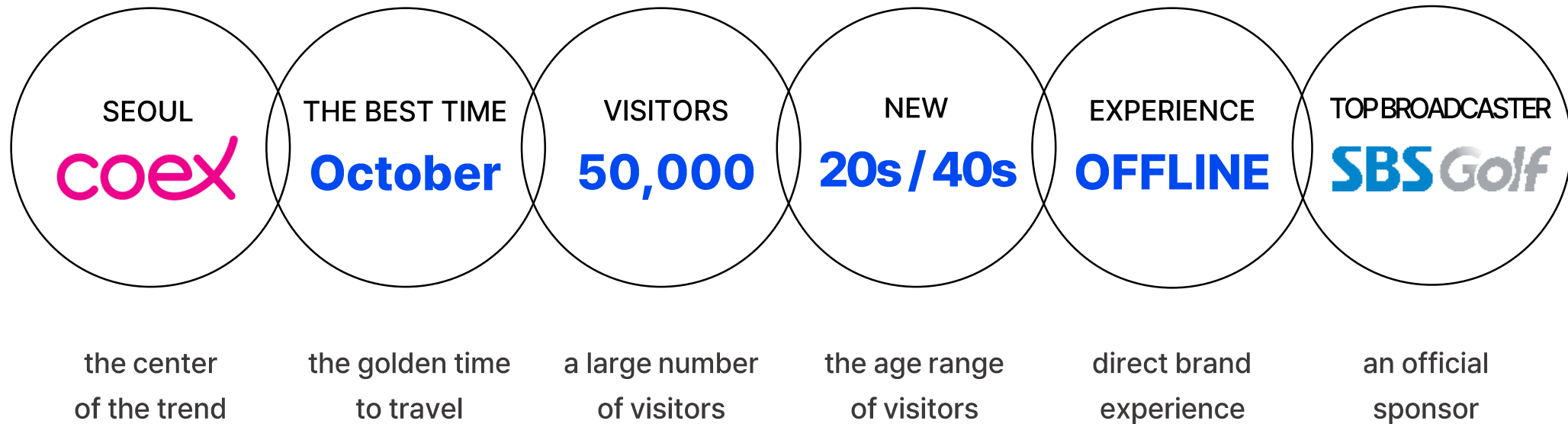
Accommodation companies : hotels, resorts, pensions, camping, glamping, guesthouses, hanok, etc.

Tourism ventures - experiences, tours, platforms, leisure, activities, classes, souvenirs, etc.



The place that combine industry, culture and customer.

Experience marketing platform that can leave the most impact in a short time.





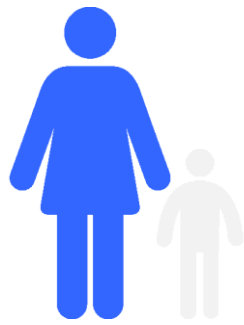
FEATURED POINT_VISITOR

50,000 Tourists Visit to prepare for their upcoming trips!

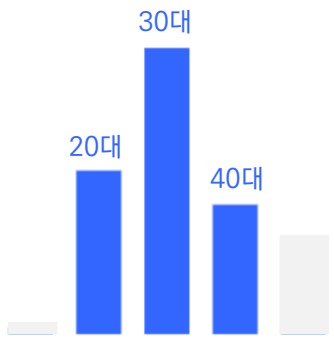
What if you could reach 50,000 new customers face-to-face in just 3 days?

- ✔ Create direct connections with 50,000 new customers.
- ✔ Visitors to the exhibition are mainly in their twenties to forties with a breakdown of 70% women and 30% men. They are accustomed to traveling and visit booths to obtain information and make reservations for promotional packages.

Women 70%



Twenties to forties 85%

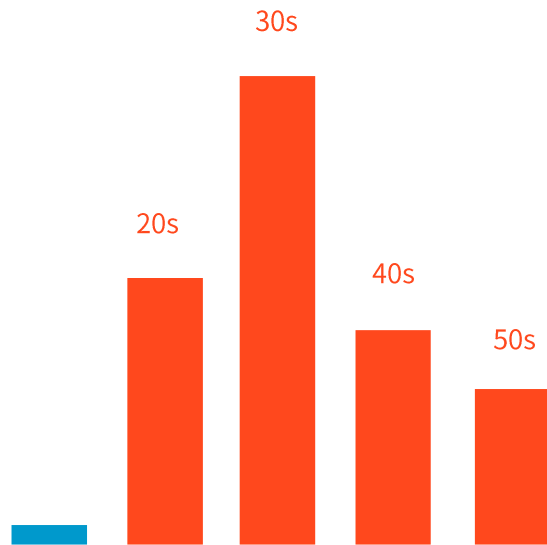


FOR BOOKING 72%



Have the chance to meet with people in the 20-40s age group who are serious about traveling.

* 85% of visitors to the TravelShow have been in the 20-40s age group



Twenties

The only generation with an increased travel experience rate despite the COVID-19 pandemic.



Thirties

Busy moms looking for a reliable source of Information.



Forties

More interested in long-term stays at travel destinations. Travelers with high purchasing power!



Develop optimal travel products by identifying the needs of consumers by age group through interactions with visitors to the TravelShow.

In addition to reaching your existing target group, you can achieve results that exceed expectations through exposure to a wide range of age groups!

FEATURED POINT_FACE TO FACE

The Show gives you the opportunity to showcase 100% of your travel destination's charm

Guide potential tourists through the various attractions for each travel destination by giving them first-rate information.

Reach potential tourists who develop higher interest and attentiveness through first-hand experiences.

Have a decisive influence on the tourist's choice of final travel destination!



Sample
must-try delicacies.

Engage
in tour activities.

Shop
for souvenir.

Receive
definitive information



FEATURED POINT_FACE TO FACE



**Korea's best location condition: 3 days at COEX,
Get closest to the consumer.**

#culture

#3days

#experience

#marketing



FEATURED POINT_PROMOTION

Travel Show provides support for PR as well as marketing packages that guarantee successful field performance.

TravelShow runs a clear promotional campaign, from precise targeting to on-site visits.

We conduct advance online promotions for the exhibition to attract a large-scale target group.

We also conduct intensive marketing by sending 50,000 travel-ready people invitation letters by mail.

[200 million KRW (Roughly \$149,174.00 USD) Investment]

Create its own contents, named 'PICK'



Direct Messages Through KakaoTalk



Direct Invitation Through the Mail

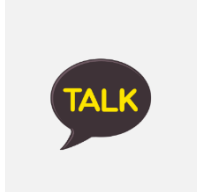


Massive distribution through various marketing channels!

카카오톡

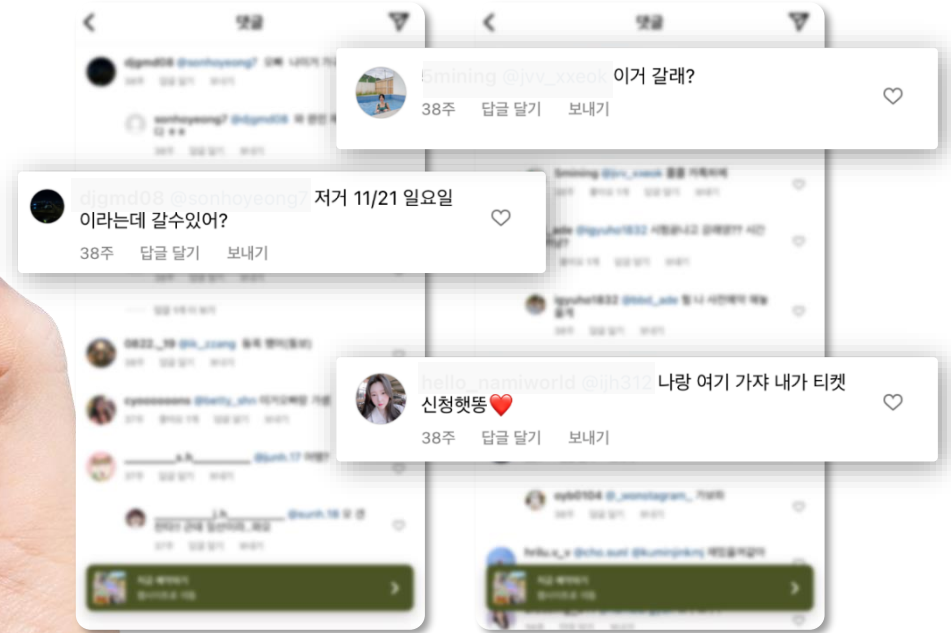
이메일

SNS



Explosive visitor interest!

Branded as the travel exhibition that visitors want to visit the most



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With highest Impact of On/Offline promotions, You can promote ‘all kinds of travels’ effectively

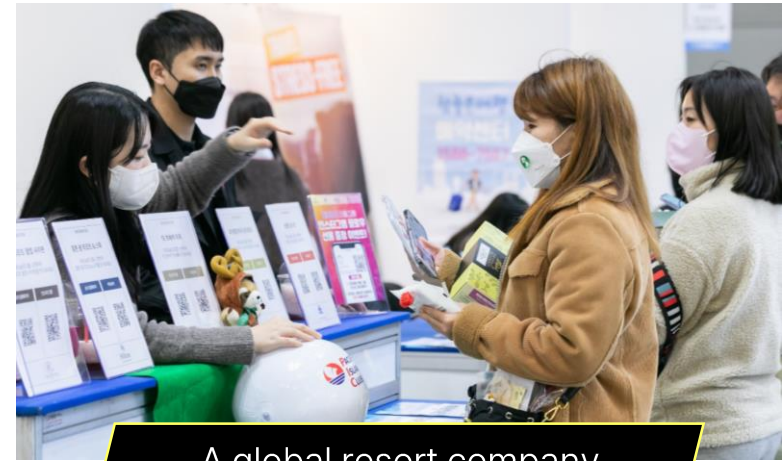
Promotional Channel	Promotional Content	Details
Offline	Conduct promotions based on the TravelShow guide (for sending DMs).	300,000 people
	Provide free online and offline invitation letters to TravelShow.	Provide required quantity
	Conduct TravelShow promotions to induce key consumers to visit the exhibition.	100,000 people
Online	Send mobile content by TravelShow PICK via notification messages through our official KakaoTalk Plus channel.	620,000 people / Six times
	Send mobile content by TravelShow PICK via our official KakaoTalk Plus Friend channel.	100,000 people / Six times
	Conduct repeated exposure on TravelShow official website.	More than 60,000 average views per day
	Create and distribute the TravelShow e-newsletter.	620,000 people / Eight times
	Exposure through promotions on official TravelShow social media channels.	Over one million views

Attracting new customers is the most important thing when it comes to selling travel products.
That's what TravelShow does best.



National tourism board

We were incredibly satisfied to have the chance to participate with a local company! It was a very meaningful experience for us because we were able to introduce our region to so many people.



A global resort company

50% of the people who visited our booth actually booked the hotel. One of the best advantages of the Travel Show is the ability to book actual reservations thanks to the exposure to a large group of people.

FEATURED POINT_PAVILION



[Golf & Festival Travel PAVILION]
will be held to create synergy with your brand.



Golf Travel Pavilion

Officially sponsored by SBS Golf,
an exclusive KLPGA & KPGA broadcasting company.

It is a powerful device that attracts consumers
who want to go on an overseas golf trip this winter.



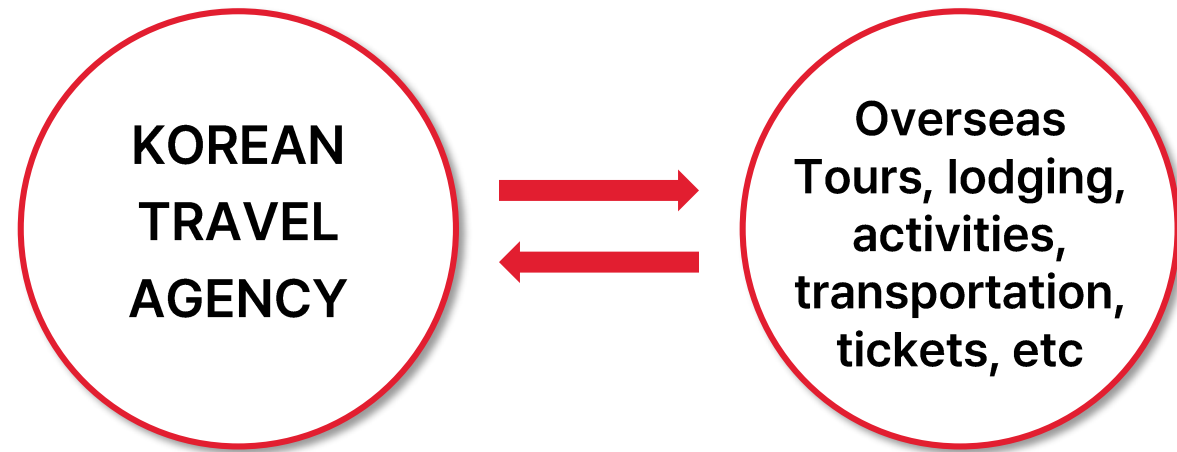
Festival Travel Pavilion

Focus only on festivals!
It promotes local festivals and focuses consumers' attention.

Various festivals throughout Korea using local resources
The best place to promote the Grand Prize to the public!

FEATURED POINT_EVENT

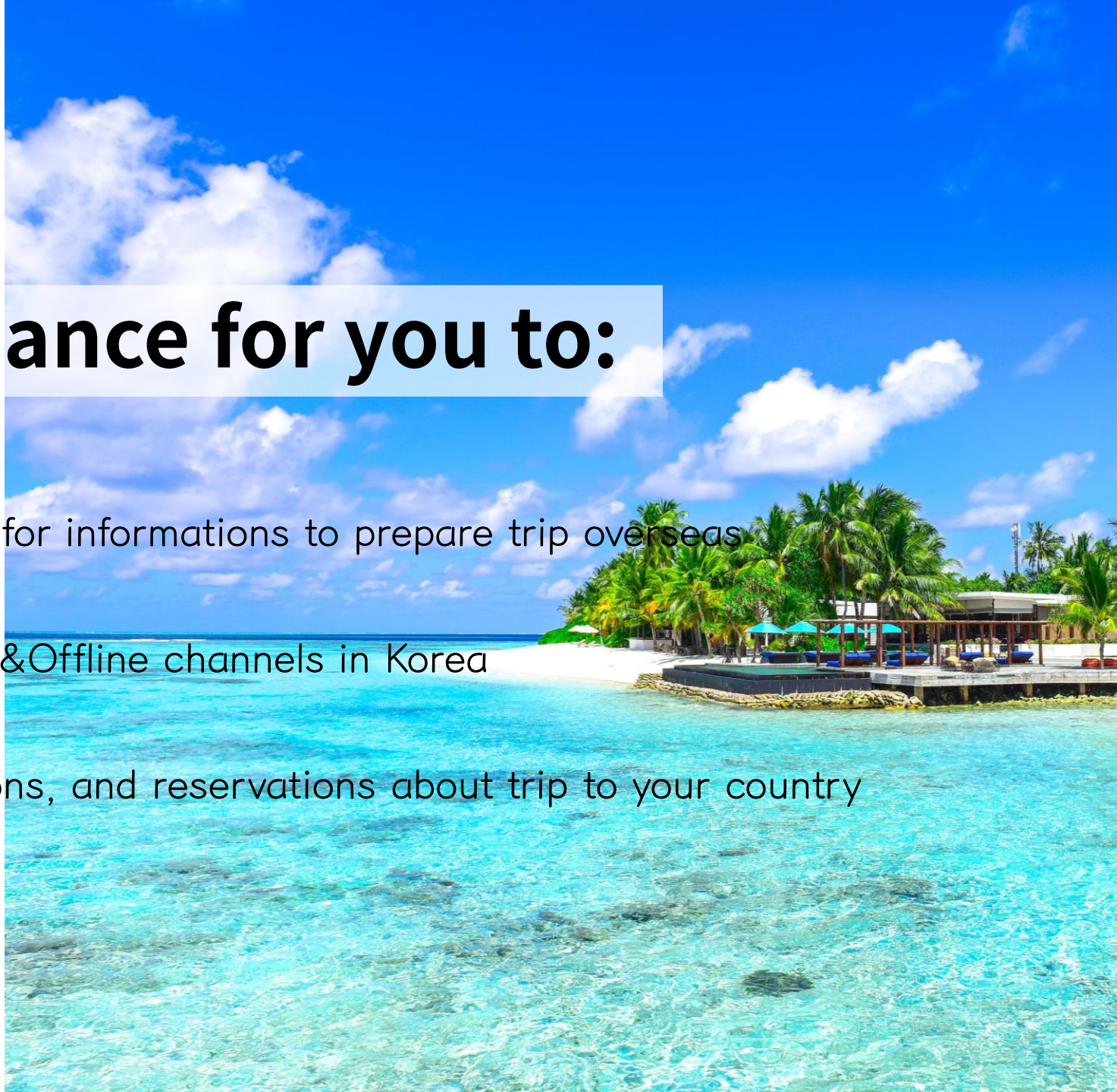
B2B Business program 'TRAVEL MART'



TF team *specializing in B2B business consultations*
Verification of *Matching Expertise*
(1,500 sessions per exhibition)
Matching *Satisfaction Best*

Travel Show is a chance for you to:

- Meet 50,000+ Korean travelers looking for informations to prepare trip overseas
- Promote latest travel guide through On&Offline channels in Korea
- Generate genuine inquiries, consultations, and reservations about trip to your country



TRAVEL SHOW 2023

Participation Guide & Fee

Booth Types & Offerings

More details for additional options, please contact the organizer.

yje@megashow.co.kr

A

Shell Stand (Basic)



top banner
USD 3,000

B

Shell Stand (Wooden)

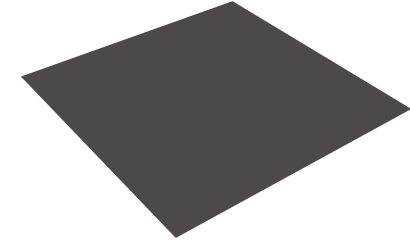


wooden side walls & LED sign
USD 3,300

※ LED sign is available with extra cost

C

Space Only



Raw Space ONLY
USD 2,700

Offerings

Carpet	○	○	-
Booth size	3m * 3m (1booth)	3m * 3m (1booth)	-
Fascia	○	○	-
Electricity	1kw	1kw	-
220V Outlet	2ea	2ea	-
Spot light	5ea	3ea	-
Information desk	1ea	1ea	-
Stool chair	1ea	1ea	-

※ The above pictures are for reference only

TRAVEL SHOW 2023

Participation Guide & Fee

Discount Programs

Travel Show gives more than what you Expect.
Participate this fair with Reasonable price.

A

Shell Stand (Basic)



top banner
USD 3,000

B

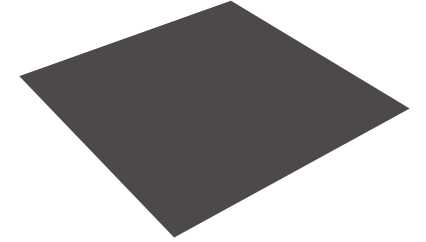
Shell Stand (Wooden)



wooden side walls & LED sign
USD 3,300

C

Space Only



Raw Space ONLY
USD 2,700

※ LED sign is available with extra cost

Classification	Discount Benefit
Early bird Until : 2023.06.09.(Fri)	- USD 300
more than 2 booths	- 20% OFF
more than 4 booths	- 25% OFF

Thank you.

Inquiries.

Organizer

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