
The 24th Busan International Travel Fair

- ‘Local travel to every corner of the World enjoyed in Busan’
(Play. Work. Live) -

2023. June

BITF2023 Secretariat

I

Introduction

1. Main Event

□ Outlines

- Name : The 24th Busan International Travel Fair(BITF)
- Webpage : www.bitf.co.kr
- Period : October 5th (Thu) – 8th (Sun), 2023 / 4days
- Venue : Hall 3, Bexco Exhibition 1, Busan (8,836m²)
- Scale : 40 countries, 250 companies, 400 booths
- Host : Busan Metropolitan City
- Organizer : Busan Tourism Association, KOTFA Co., Ltd
- Sponsor : Ministry of Culture, Sports and Tourism, Korea
Tourism Organization, Korea Tourism Association,
Busan Tourism Organization



□ Programs

The 24th Busan International Travel Fair

Official Events	Exhibition	Special Programs	Additional Programs
<ul style="list-style-type: none"> ○ Opening Ceremony <ul style="list-style-type: none"> - Special Performance - Ribbon Cutting - Exhibition Tour ○ Welcome Luncheon ○ Closing Ceremony <ul style="list-style-type: none"> - Awards 	<ul style="list-style-type: none"> ○ Promotion Booth <ul style="list-style-type: none"> - Domestic zone - International zone ○ Special Local Travel <ul style="list-style-type: none"> - World Food Market - Busan Local Stores ○ World Coffee Tour Zone ○ Free Market Zone ○ Tourism Venture Zone <ul style="list-style-type: none"> - Venture Promotion - Traditional Company Promotion ○ Tourism Product Sale Zone <ul style="list-style-type: none"> - Domestic/International Travel Product - Marine Tourism Product - FIT Travel Product 	<ul style="list-style-type: none"> ○ KNN Special Broadcasting ○ B2B Travel Mart ○ BITF Special Sales <ul style="list-style-type: none"> - Live Commerce ○ Tourism Service Contest <ul style="list-style-type: none"> - City to Enjoy Coffee ○ Show me the Mascot ○ No Plastic BITF ○ Talk Concert <ul style="list-style-type: none"> - Travel Influencer ○ Tourism Presentation (B2C) <ul style="list-style-type: none"> - How far have you gone? ○ World Food Festival 	<ul style="list-style-type: none"> ○ Traditional Performance ○ BITF SNS Insider Contents Contest & Awards ○ BITF Supporters Awards <ul style="list-style-type: none"> - Include Foreign Supporters ○ Promotional Video Screening ○ Lucky Draw

□ Event Schedule

Date	Time	Description	Remarks
Oct 3 rd (Tue)	08:00~20:00	Booth Set Up (Package/ Space Only)	Exhibitors
Oct 4 th (Wed)	08:00~20:00	Booth Set Up / Decoration	
		13:00~18:00	Distribute Name Badge
Oct 5 th (Thu)	08:00~10:00	Booth Setting	Exhibitors
	08:00~12:00	Distribute Name Badge	Exhibitors
	11:00~13:30	Opening Ceremony & Luncheon	VIPs & Exhibitors
	10:00~18:00	Exhibition, Performance, Promotional Video Screening. World Food Festival, Lucky Draw, etc	Exhibitors & Visitors
	13:00~14:00	KNN Special Broadcast	KNN
	15:00~16:00	Tourism Presentation 'How far have you gone?'	Visitors
	15:00~15:30	Busan & Local Mascots gift event	Visitors
Oct 6 th (Fri)	10:00~18:00	Exhibition, Performance, Promotional Video Screening. World Food Festival, Lucky Draw, etc	Exhibitors & Visitors
	11:00~11:30	Tourism Presentation 'How far have you gone?'	Visitors
	13:00~17:00	Tourism Service Contest	At the mainstage
Oct 7 th (Sat)	10:00~18:00	Exhibition, Performance, Promotional Video Screening. World Food Festival, Lucky Draw, etc	Exhibitors & Visitors
	11:00~15:00	Live Commerce	Exhibitors
	11:00~11:30	Tourism Presentation 'How far have you gone?'	Visitors
	13:30~14:30	Show Me the Mascots	Mascots, Students home and abroad
	14:30~15:30	Talk Concert	Visitors
	15:30~16:00	Promotional Video Screening	At the mainstage
Oct 8 th (Sun)	10:00~14:00	Exhibition, Performance, Promotional Video Screening. World Food Festival, Lucky Draw, etc	Exhibitors & Visitors
	13:00~13:30	BITF SNS Insider Contents Contest Awards	At the mainstage
	14:00~14:30	Tourism Service Contest Awards	At the mainstage
	15:00~15:30	Supporters Awards & Disbanding	At the mainstage
	16:00~17:00	Closing Ceremony	Exhibitors
	18:00~	Dismantling and Move-Out	Exhibitors

※ Schedules are subject to change under circumstances without notice

II

Detailed Plans

1. Official Events

1) Opening Ceremony

- Date : October 5th(Thu), 2023 11:00~12:00
- Venue : Hall 3 entrance, Bexco Exhibition 1
- Details
 - Greetings(10:30~11:00)
 - Opening Ceremony(11:00~11:20)
 - Exhibition Tour(11:20~11:50)
 - Welcome Luncheon(12:00~13:30)

2) Closing Ceremony

- Date : October 8th(Sun) 16:00~17:00
- Venue : Main stage at the Hall 3 Bexco Exhibition 1
- Contents : Exhibitor Awards, Commemorative Photo, Announcement for BITF2024, Farewell, etc
- Awards : The Best booth, Booth Design, Booth Operation, Booth Marketing, Best Popular Awards, etc

2. Exhibition Event

1) Domestic/ International Promotion Booth

- ❖ Composition of various content promotion booth such as tourism, travel and culture in 30 countries around the world
- ❖ Promotion of tourist attractions unique to each city (participation in local governments)

- Domestic zone : Local governments, Tourism-related companies
- International zone : National Tourism Organization(NTO), Embassies, Airlines, Hotels, etc

2) Special Local Travel Zone

- Introducing unique local tourist attractions and foods in every corner of home and abroad

◆ World Food Market Zone

- Exhibiting and Selling the famous food and beverages such as wine and coffee



Famous food and beverage



Famous food and beverage

◆ Busan Local Brand Zone

- Introducing Busan's distinctive local shops and their products



Busan Super Market



Beachcombing Haeundae



Busan-cider

3) World Coffee Tour Zone

- Introducing coffee and tourism of famous coffee-producing countries around the world

(Coffee Tasting, Coffee bean sales, Promotion of coffee farm tour)

- ◆ Participating Countries (expected) : Around 10 countries including Colombia, Kenya, Ethiopia, Vietnam, Indonesia, Brazil, etc



Coffee Brand



Coffee-Bean Sales



Coffee Taster

4) Free Market Zone

- Attracting visitors with the products from famous small stores and handmade creator's in Busan



Busan Local This and That(Handmade creator's product)

5) Tourism Venture Zone

- Introduce tourism products of unique tourism venture companies
- Live commerce for the tourism venture companies



Tourism Venture Enterprise

6) Tourism Product Sale Zone

- Domestic/International travel product special price
- Marine tourism product in Busan like cruise, yachts
- FIT Travel Product : Customized travel consultation through a travel agency specializing in individual travel



Haeundae River Cruise

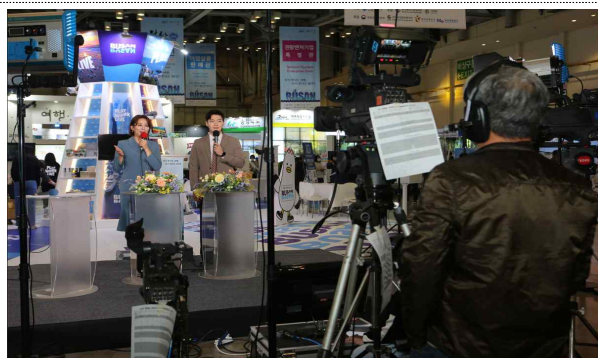


Travel Product Sales(B2C)

3. Special Programs

1) KNN Broadcast

- Date : October 5th(Thu) -Transmission / 6th(Fri) -Shooting Date
- Venue : Special Booth at the exhibition Hall, Interview Booth, etc
- Contents : Transmitting vivid ethmosphere of the BITF2023 to KNN, a public broadcaster in Busan and Gyeongnam, to support the influx of weekend visitors and promotion of participating exhibitors



KNN Broadcast (Special booth at the exhibition hall)

2) B2B Consultation (After Exhibition)

- Date : October 11th(Wed)~13th(Sat) / 4days

- Contents : Inviting international buyers, Business consultation between domestic sellers
 - Designated as Busan Travel Week, Held B2B consultation with Busan Tourism Organization



B2B consultation(Online)



B2B consultation(Offline)

3) Tourism Presentation ‘How far have you gone?’

- Date : October 5th(Thu) - 8th(Sun)
- Venue : at the Main stage
- Contents : A time for a travel writer or an staff of exhibitor to give a travel story of domestic and foreign places including their own travel experiences and recommended travel courses as well as their own travel know-how and strategies to visitors

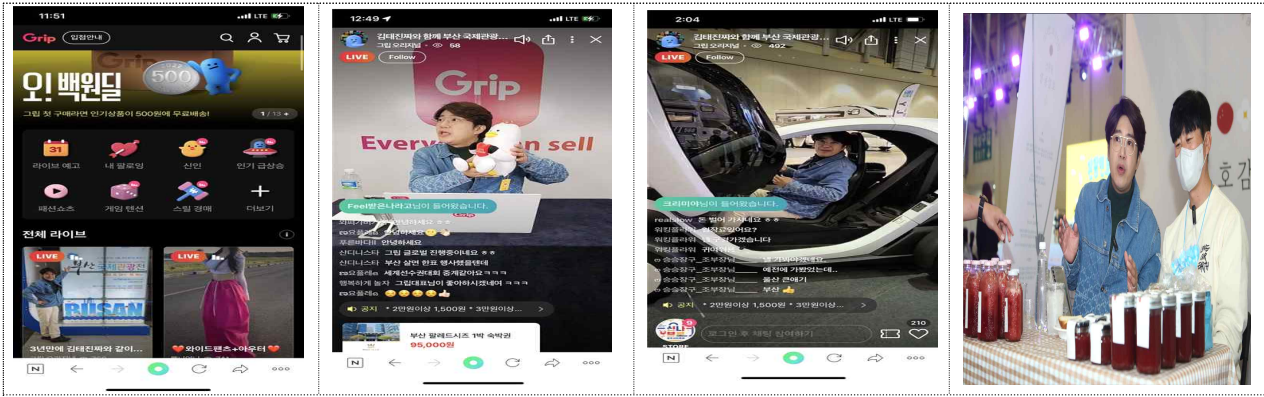


Participating Exhibitors' Tourism Presentation(B2C)

4) BITF Special Sales(Live Commerce)

- Date : October 5th(Thu) 13:00~15:00
- Venue : Special Booth for the live-commerce

- Contents : Offer online promotion, sales revenue and various opportunities to participating companies / Provide new experiences such as pioneering tourism product markets and entering the live commerce market



Live commerce for the participating companies

5) Tourism Service Contest

- Date : Contest → October 6th(Fri) 13:00~17:00
Awards → October 8th(Sun) 14:00~14:30
- Venue : Main Stage
- Theme : Busan, City to enjoy coffee
- Participants : Tourism High school Students
- Contents : Barista contest for tourism high school students in Busan
* A special demonstration by a world-class coffee barista (expected)



Latte Art

Coffee Barista

Cup Tasters

6) Talk Concert - Travel Influencer

- Date : October 7th(Sat) 14:30~15:30 (TBC)
- Venue : Main Stage

- Audience : Visitors about 200 ppl.
- Contents
 - Invite Famous Travel Influencer(YouTubers) and let he/she to share their travel know-how and recent travel episodes as well as must visit places in Busan



7) Show me the mascots

- Date : October 7th(Sat) 13:30~14:30 (TBC)
- Venue : Main Stage
- Participants : Boogi, Local region Character 2, Foreign Students around 20ppl., University students 30ppl. etc (Yeongnam region students)
- Purpose
 - Deliver the tourism information and friendly images of the region through the mascots to the visitors
 - Expected the effect of increasing student participation at the BITF2023
- Contents
 - Character introduction and performance, promote local tourism points, gift distribution

8) No Plastic BITF

- Date : October 5th(Thu) - 8th(Sun)
- Contents
 - Exchange to the goods if visitors bring plastic bottle caps to the booth



NO plastic campaign - Give plastic bottle caps, Get goods

9) World Food Festival

- Date : October 5th(Thu) - 8th(Sun)
- Venue : Food zone next to main stage
- Contents : Introducing the representative foods from around world
- Usages : Individual sales per booth



World Food Festival Zone

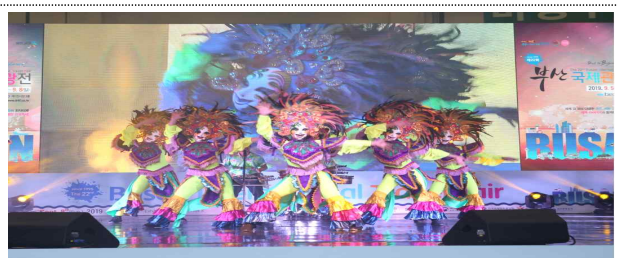
4. Additional Programs

1) Traditional Performance

- Date : October 5th(Thu) - 8th(Sun)
- Venue : Main Stage
- Contents : Introducing their traditional performance and culture to general visitors



Traditional Performance (Domestic)



Traditional Performance (International)

2) BITF SNS Insider Contents Contest

- Date : August - September, 2023 (2 months)
- Participants : Busan Citizens
- Topic : The golden age of Busan (Find hidden attraction places in Busan)
- Contents : Find and upload hidden tourist spots in Busan through personal SNS with various concepts.
- Awards : October 8th(Sun) 13:00~13:30 / Main Stage

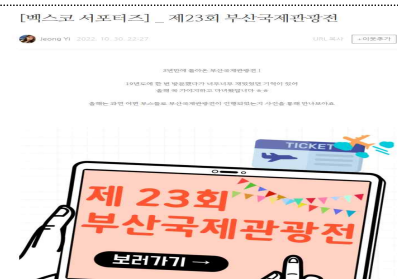


3) BITF Supporters & Awards

- Date : September 3rd - October 8th / Around 5 weeks
- Subject : University & foreign students in Busan
- Contents : Online & Offline promotion activities & Awards
- Activity
 - Conduct Online promotional mission on the blog, cafe & other SNS
 - Staff during the Exhibition dates
- Awards : October 8th(Sun) 15:00~15:30 / Main Stage



Inauguration group photos



Supporters SNS upload



Awards

4) Exhibitors' Promotional Video

- Date : October 5th(Thu) - 8th(Sun)
- Venue : Main Stage
- Contents : Providing the sight to the visitors and expecting the promotional effect through playing at the videos at the main stage



Promotional Video



Promotional Video

5) Lucky Draw

- Date : October 5th(Thu) - 8th(Sun)
- Venue : Main Stage
- Contents : Draw and give a prize provided by participants like souvenirs, vouchers, etc to paid-visitors



Lucky Draw Event