



Visitors & Convention Bureau

Waikiki Business Plaza
2270 Kalakaua Avenue, Suite 801
Honolulu, Hawaii USA 96815

DATE: April 4, 2003

TO: Director of Sales – Asia (Korea)

FROM: Daniel Chun
Developing International Markets

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RE: **KOTFA 2003 – JUNE 5-8, 2003**

Aloha!

It's time to share plans with you for our Hawaii exhibition at the 16th Korea World Travel Fair, KOTFA 2003 – June 5-8, 2003 in Seoul, Korea.

Based on the 2001 Annual Visitor Research Report released by the Hawaii State Department of Business, Economic Development & Tourism (DBEDT), Korea was the third largest of all international markets (excluding Canada and Japan), accounting for 44,161 visitor arrivals that year. In 2002, despite the downturn due to 9/11, Korea has shown optimistic resiliency with the second strongest GDP growth in Asia, and out of the top 10 overseas tourism-generating markets for the U.S., Korea is expected to grow by the largest percentage (46%) from 2001 through 2006, according to the October 2002 report from the U.S. Department of Commerce, ITA, and the Office of Travel & Tourism Industries. As strong economic and currency conditions continue, Korea will regain its position as a high growth tourism market.

KOTFA is Korea's largest annual travel trade show and will be attended by more than 100,000 travel trade and general visitors. More than 2,000 foreign and domestic travel professionals from 50 countries and 300 travel-related companies are expected to exhibit this year. In addition, KOTFA has traditionally been a great publicity opportunity for Hawaii and all of its Sharing Companies, as media and press coverage is abundant.

As in the past, HVCB has contracted a total price with KOTFA Co., Ltd., enabling us to create a branded Hawaii section and exhibition. As you are all well aware, presenting the destination collectively leads to cost-effective exhibition for all participants and increased visibility and brand image recognition overall for Hawaii.

Participation Cost

The shared cost to participate this year in the trade section will be the same as last year, kept at **\$2,400.00**. This is an open space floor plan with an overall Hawaii theme that includes Sharing Company single exhibitor space/signage, registration for up to two (2) persons per company (badge fees apply for additional registrants), overall booth design/build up/electricity/install/dismantle, decoration, and carpeting. Given limited space, the companies who participated last year will be offered a first right of refusal on a first-come, first-served basis. After we receive your application, we will send a follow-up memo with an invoice.

“Aloha Seoul” Travel Agent and Media Luncheon & Mini-Mart Trade Show

In addition to the trade show, we will again maximize our exposure in Korea and sponsor a travel agent and media luncheon & mini-mart trade show in Seoul on Monday, June 9, following KOTFA 2003. We will invite approximately 200 travel agents and media, updating them with what's new in Hawaii. As Sharing Companies with HVCB at KOTFA, you also will be able to interact with these travel agents and media on your own product at **no additional charge**. Pending negotiations, we are considering possible partnerships with either the **Westin Chosun Hotel** or the **Hotel Lotte (Seoul)** to hold this promotion. If you are interested in joining us, please fill out the separate application form following this memo.

Space Reservation Due Date

Please complete the following KOTFA 2003 Sharing Company Registration Form and Aloha Seoul Luncheon & Mini-Mart Trade Show Registration Form and respond **via fax to 808.924.0295 no later than Friday, April 11, 2003** to confirm your participation and secure your space with the HVCB. Further information and invoice will follow after registration forms have been returned.

We look forward to working with you in making KOTFA 2003 another successful event!

Mahalo!

Daniel Chun

Event Coordinator



TO: Daniel Chun, Event Coordinator – Developing International Markets
FAX: 808.924.0295

The 16th Korea World Travel Fair – KOTFA 2003

June 5-8, 2003
3rd Floor – Atlantic Hall, Convention & Exhibition Center (COEX)
Seoul, Korea

Sharing Company Registration Form

Sharing Company Name: _____

Company name as it should appear listed (in catalogs, on official signage, etc.):

Sharing Company Representative(s):

1. _____
Name Title

2. _____
Name Title

Company Address: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Nature of Business: _____

Key Contact Signature

Date

Please return this form via fax (808.924.0295) by **Friday, April 11, 2003**

Space is limited.

First right of refusal will be extended to prior participants with the HVCB, on a first-come, first served basis.

This agreement represents “the Sharing Company’s” participation in HVCB’s **KOTFA 2003** trade show. Submission of a completed registration form entails a full financial commitment, even in the case of cancellation.

“The Sharing Company” will be held responsible for all costs and will be invoiced for participation fees (as outlined in the KOTFA 2003 Memo) after registration confirmation.

Do **NOT** send payment until the receipt of an invoice. Payments are non-refundable.



TO: Daniel Chun, Event Coordinator – Developing International Markets
FAX: 808.924.0295

“Aloha Seoul” Luncheon & Mini-Mart Trade Show

Monday, June 9, 2003
Seoul, Korea

Registration Form

Company Name: _____

Company name as it should appear listed (in catalogs, on official signage, etc.):

Please indicate the seminar(s) you will participate in:

_____ SEOUL (June 9, 2003)

Company Representative(s):

1. _____
Name Title

2. _____
Name Title

Key Contact Signature

Date

Please return this form via fax (808.924.0295) by **Friday, April 11, 2003**

As a Sharing Company with the HVCB's Hawai'i Exhibition at **KOTFA 2003**, there is **NO** additional cost for participation in the **“Aloha Seoul” Travel Agent and Media Luncheon & Mini-Mart Trade Show**.