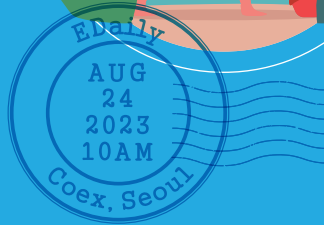




# 2023 All That Travel



**Aug 24** (Thu)

**Aug 27** (Sun)

**Coex Hall D2**



# Travel, To Infinity and Beyond!

For the past 3 years, our TRAVEL has been stopped for a while due to COVID-19. But travel TECH has been developed in the meantime. Visit All That Travel and Experience Smart travel era in advance.



## Show Overview



- Name** All That Travel
- Date** August 24(Thu)-27(Sun), 2023
- Venue** Hall D2, Coex
- Organizer** EDAILY, COEX, KOREA TOURISM START-UP ASSOCIATION
- Sponsor** Ministry of Culture, Sports and Tourism  
KOREA TOURISM ORGANIZATION, GANGNAM-GU OFFICE  
The Association of National Tourist Offices  
and Representatives in Korea

### Exhibition Items

- 01 Travel Tech** Travel technology(VR, AR, XR, etc), AI/travel service platform based on big data
- 02 Travel Service** OTA platform, Workation service, Travel social media matching service
- 03 Travel Content** Smart-travel city& tourist attraction, Local creator, Premium travel package
- 04 Travel infrastructure** LED, Media facade, Large sculpture
- 05 Travel Goods** Goods with travel theme, Souvenir

### Co-located Event

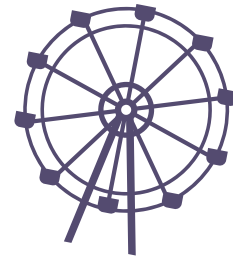
Travel Tech Conference

### Concurrent Events

Metaverse travel experience center,  
Travel know-how contest, Travel learning program,  
Travel venture startup peaching day,  
Travel goods flea market



# Why ALL THAT TRAVEL ?



## One and only Travel tech exhibition in Korea

New tourism deep tech business models such as AR/VR technology newly incorporated into travel services and AI-based travel plan services can be seen in one place.



## Enjoy Metaverse travel

Come to see the latest changing travel trends by experiencing smart tourist cities and Metaverse tourism promotion spaces throughout Korea at the exhibition hall.



## Discovery of New travel ways

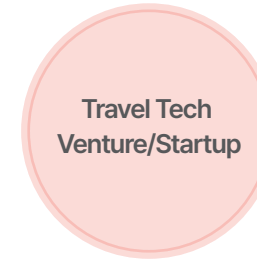
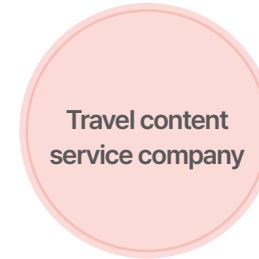
Try to find what kind of travel suits you and plan it such as a regional theme travel recommended by local creators, stay-at-home travel, hobby travel, and premium package tour.



## Travel Goods flea market

Feel travel mood in daily life with various travel goods, souvenirs.

# Who Attends?



# Who Visits?

local tourism publicist

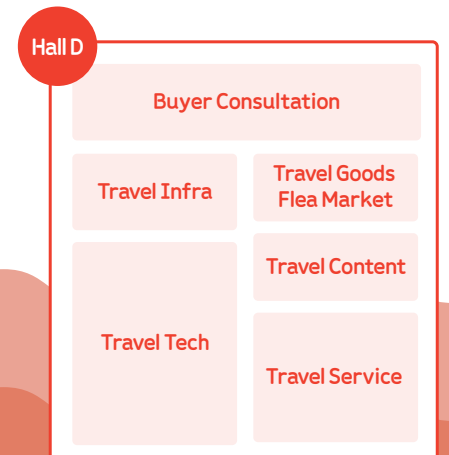
Exhibition & Festival PM

Professional traveler who wants to experience new travel technology

VMD(Visual Merchandiser)

Amateur traveler who wants to know their travel preference

# Floor Plan



# Benefits for Exhibitors

## Travel Tech Business networking opportunity

### Travel Tech Conference

Local government tourism promotion personnel and related agencies will be invited

### Aug24(Thu)~25(Fri)

Business day that has the best opportunity for networking with invited industry workers

## Online Promotion

- All That Travel website
- Free Newsletter/SNS pre-promotion before exhibition

## Offline Promotion

- Interview during the exhibition period (must be applied in advance)

# Sponsorship Programs

## Benefits

- Offline news release
- COEX X-space electronic display advertisement
- Signage and logo exposure in ad video
- Free exhibition booth space (depends on sponsorship class)

## \*For more information,

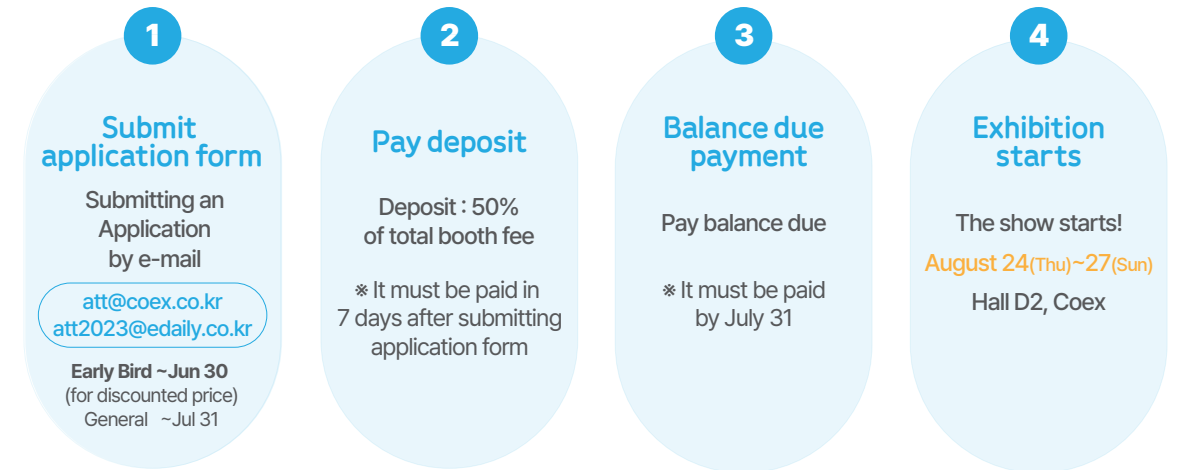
Please contact All That Travel secretariat directly.

All That Travel 2023 Secretariat

Tel : 82-2-3772-0354, 02-6000-8152 | Email : att2023@edaily.co.kr

# Participation Guidelines

## Booth participation application



only available for 'Travel goods' items

Classification	Space only	Shell scheme	Premium booth	Flea market	
Booth image					
Provided Specifications	- Floor 3m x 3m (Provides floor area only)	- Floor 3m x 3m - Height 3.5m	- Floor 3m x 3m - Height 3.5m	Wooden flea market booth type	
Price (VAT not included)	Early Bird (~Jun 30)	USD 1,600	USD 2,000	USD 2,700	USD 400
	General (~Jul 31)	USD 1,800	USD 2,100	USD 2,700	USD 400



Organizer



All That Travel 2023 Secretariat

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