

## SRI LANKA TOURISM TRAVEL & TOURISM INDUSTRY CIRCULAR Road Shows in Seoul and Busan - June 2025 – South Korea

Sri Lanka's participation at **Road shows in Seoul and Busan** which is led by Sri Lanka Tourism Promotion Bureau (SLTPB) together with Travel and Trade.

**The Seoul and Busan Road Shows** will target South Korean travel agents, tour operators, media, and potential business partners, leveraging Seoul's status as a travel and economic hub and Busan's affluent population and growing outbound tourism to ensure comprehensive coverage of key South Korean regions and expand Sri Lanka Tourism's reach.

**Seoul Road Show** - 03<sup>rd</sup> June 2025 – Seoul Hotel Venue  
**Busan Road Show** - 10<sup>th</sup> June 2025 – Busan Hotel Venue

Sri Lanka Tourism invites the interested travel and tourism industry to apply for Road shows the following are the guidelines.

- Applications are accepted from the Sri Lanka Tourism Development Authority (SLTDA) registered Tourism Establishments that have been renewed the 2024 license.
- If your establishment has a provisional SLTDA registration, the period of registration should be one year old in order to apply.
- Opportunity granted on first come first served basis (on payment) and the deadline to apply is 19<sup>th</sup> February 2025.
- While applying you will be asked to provide company details, the details of the participants through the mentioned registration link.
- The interested applicants will be given the account details to deposit the participation fee as follows
- **Total cost USD 200 per company - (Road Shows in Seoul and Busan 2025)**

Please note only two representatives from an organization can take part; The participants are responsible for their visa arrangements. SLTPB would provide a visa recommendation letter addressed to visa officer on a written request of the applicant. Visa recommendation letters are issued only for two people of each company.

Deadline to deposit the participation fee will be notified upon the industry registration confirmation. The participation fees are neither refundable nor carried forward in an event of non-participation. The participation fee will be refunded only if SLTPB is unable to attend due to unforeseen circumstances or if the event is canceled by the event organizer

### Dates of the Events

**Road Shows in Seoul and Busan June 2025 – South Korea**

**Seoul Road Show** – 03<sup>rd</sup> June 2025  
**Busan Road Show** - 10<sup>th</sup> June 2025

### SLTPB Registration and Deadline

**Please register via the SLTPB link below;**  
SLTPB Registration Link opens for registration on 19<sup>th</sup> February 2025 at 10.00AM (SL Time) onwards.  
**SLTPB Registration Deadline on 12<sup>th</sup> March 2025 at 06.00PM**  
(SL Time) onwards.  
Link: <https://forms.gle/dfBUbzTvz3zjdbd6>

**Note: Only two representatives from an organization can take part**

### Participation Cost

- Total cost USD 200 per company  
(Road Shows in Seoul and Busan 2025)

### For further information

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For more details, please visit SITF- 2025 website  
<https://kotfa.co.kr/>  
(Organizer KOTFA Co., Ltd)