

## SRI LANKA TOURISM TRAVEL & TOURISM INDUSTRY CIRCULAR *Seoul International Travel Fair (SITF 2025) – South Korea*

**The 40<sup>th</sup> Seoul International Travel Fair – 2025 (SITF-2025)** South Korea travel show is widely recognized as the major travel fair held in Seoul, South Korea annually. This year the travel fair will be held, from 05<sup>th</sup> -08<sup>th</sup> June 2025. It is the biggest and the well-recognized travel fair in which South Korea an event that is also formative with major meeting conferences, seminars & B2B on the latest industry trends. (previously known as KOTFA)

Sri Lanka's participation at SITF -2025 which is led by Sri Lanka Tourism Promotion Bureau (SLTPB) together with Travel and Trade. Sri Lanka Tourism invites the interested travel and tourism industry to apply for SITF -2025 and 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
- **SITF – 2025 Tavel fair USD 500 per company**

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 tounforeseen circumstances or if the event is canceled by the event organizer

### Dates of the Events

**Seoul International Travel Fair – 2025 (SITF-2025)**  
SITF - 2025 will take place at the at COEX Hall, Seoul, South Korea from 05<sup>th</sup>-08<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/RMdovh1hMtthe7pN8>

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

### Participation Cost

- **SITF – 2025 Tavel fair USD 500 per company**

### For further information

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