

## MEDIA RELEASE

IT&CMA 2018/ 02

### **Seoul Reborn: Seoul Tourism Organization (STO) Ties The Knot To Exhibit Independently This IT&CMA 2018**

---

*Singapore, 26 July 2018* – STO’s renewed purpose and focus on the Asia-Pacific market and the Seoul MICE industry will see the destination exhibit independently from the Korea contingent this IT&CMA 2018. The now fully government-funded foundation’s mission has expanded from not only promoting Seoul as an events and tourist destination but to also stimulating the city’s economy and academics.

About their current goals for the Asia-Pacific market and what they hope to achieve from IT&CMA this year, Jin Hyeok Park, Director of Seoul Convention Bureau, a division of STO said, “We are aiming to boost our market diversity and increase our MICE competitiveness to bring more travellers to Seoul. We are currently targeting new markets by leveraging on IT&CMA’s delegation of quality buyers.”

STO’s theme this year is ribbons – a wordplay on ‘reborn’ – which symbolises the restructured organisation’s ability to bond and connect people across Seoul’s MICE industry and the world.

Elaborating on the extended roadmap to continue developing Seoul as a MICE destination, Park added, “This change allows us to be more independent in making qualitative improvements to the Seoul Tourism Experience, for both the Seoul MICE industry and Seoul’s local stakeholders. The Seoul Tourism Organization is even more committed to the revitalisation of tourism-related activities as it leads the continued development of the industry.”

For buyers keen on bringing their next event to Seoul, the PLUS SEOUL Package is STO’s all-in-one MICE event support initiative providing bidding, promotional and hosting assistance. The programme includes both financial and non-financial incentives for organisers which can be extended as perks for their participants.

Part of the PLUS SEOUL Package’s upgraded offerings partners with 36 Seoul MICE Alliance members lending support through expanded hotel, venue, and services benefits such as admission discounts, free room upgrades, complimentary food and beverage, venue packages, and more.

Seoul will host the 7<sup>th</sup> UNWTO Global Summit on Urban Tourism this year, along with the Seoul International Fair & Sustainable Tourism Forum. International tourism experts are reported to attend and cover the destination, which STO believes will further promote Seoul as a ready MICE destination globally.

IT&CMA and CTW Asia-Pacific delegates will enjoy a hands-on cultural treat of crafting their own traditional Korean knot when they visit Seoul's booth this year. More information on the PLUS Seoul Package will also be available there.

If you would like to meet destinations like Seoul at IT&CMA 2018, join us from 18 – 20 September at the Bangkok Convention Centre at CentralWorld. The leading MICE event is co-located with CTW Asia-Pacific – The Leading Corporate Travel Management Conference for the Asia-Pacific.

For more information, log on to [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

#itcma18

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

#ctwapac18

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

### About IT&CMA 2018

#### 18 to 20 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and CTW Asia-Pacific is Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network.

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

### Media Contact

#### Shawn Tan (Mr.)

Event Executive – Media

Email: [shawn.tan@ttgasia.com](mailto:shawn.tan@ttgasia.com)

#### Lena Ng (Ms.)

Marketing Executive

Email: [lana.ng@ttgasia.com](mailto:lana.ng@ttgasia.com)

#### Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

### TTG Events

A Business Group of TTG Asia Media

1 Science Park Road, #04-07, The Capricorn

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Website: [www.ttgasiamedia.com](http://www.ttgasiamedia.com)