

# VIETNAM INTERNATIONAL TRAVEL MART



# VITM HA NOI 2018

Ha Noi International Centre for Exhibition (I.C.E Ha Noi) - 91 Tran Hung Dao, Hoan Kiem, Ha Noi, Viet Nam

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# VITM HÀ NỘI

VIET NAM'S LEADING TRAVEL TRADE SHOW

**V**ietnam International Travel Mart (VITM) is the leading travel fair in Vietnam and one of the key travel shows in the region. Being held once a year in Hanoi, VITM's prime aim is to boost all of three travel pillars: outbound, inbound and domestic. VITM is an excellent platform for national tourism organizations and tourism related businesses to promote, network, and increase the awareness of destination and brand name. Participating in VITM creates unparalleled chance to engage and expand the business, especially from outbound travel segment.

VITM is set to launch the largest tourism demand stimulus campaign of the year. Over the course of 4 days, tens of thousands of tour packages (both outbound and domestic) and low cost air-tickets are on direct offer to visitors.

Nowadays, online tourism becomes an indispensable trend and plays the growing proportion in tourism business. Under the theme "*Online tourism - Vietnam moves towards Industry 4.0*", VITM 2018 will set up an exclusive exhibiting area in parallel with a number of workshops, where entrepreneurs and travel professionals have a chance to catch up with advanced software and apps on online tourism business.

## OPENING TIME:

Thursday 29/3

**08:00 - 18:00** To Delegates and Trade visitors only

Friday 30/3

Saturday 31/3

Sunday 1/4

**08:30 - 18:00** To public visitors

## VITM 2017 AT A GLANCE

450 Booths    25 Countries & Territories    646 Exhibitors & Co-Exhibitors

230 Billion VND (approx. 10.5 million US\$) revenue in direct sales    60,000<sup>+</sup> Visitors

10,000<sup>+</sup> Tour packages & Tourism products    15,000<sup>+</sup> Low cost air tickets

94% of Exhibitors satisfied with the overall result

## ENDORSED BY:

- ▶ Ministry of Culture, Sports & Tourism (VNAT)
- ▶ Ha Noi People's Committee
- ▶ Viet Nam Tourism Association (VITA)

## ORGANIZER:

**VISTA**  
VIETNAM SOCIETY OF TRAVEL AGENTS

**JVinternational**  
dulichthongminh.vn

## BENEFITS OF EXHIBITING:

- ✓ Strengthen and improve business trade mark
- ✓ Boost the awareness of destination on the market
- ✓ Promote tourism products and services in a fast, efficient and cost-saving way
- ✓ Have opportunity to meet thousands of potential customers and business partners
- ✓ Generate the sales revenue

## EXHIBITOR PROFILE:

- ▶ Travel companies/Travel agents
- ▶ Tourism Promotion Organizations
- ▶ Hotels/Resorts/Lodging facilities
- ▶ Travel Technology providers
- ▶ Transportation/Airlines/Cruises
- ▶ Associations/Institutes
- ▶ Tourism related services and products providers
- ▶ Tourism training providers
- ▶ Destination Management
- ▶ Museums/Theme parks
- ▶ Traditional handicraft villages

## VISITOR PROFILE:

- ▶ Affluent travelers/public visitors
- ▶ Travel consultants
- ▶ FIT & GIT buyers
- ▶ Tour operators
- ▶ Travel agents
- ▶ MICE & event organizers
- ▶ Travel professionals

## 1. B2C ACTIVITY

Over the course of 4 days, tens of thousands of outbound and domestic tour packages and low fare air-tickets will be offered directly to trade and public visitors.

## 2. B2B ACTIVITY

VITM provides ideal opportunity to have face to face meetings with current and potential clients and suppliers. VITM becomes annual meeting hub for buyers and sellers around the globe.

## 3. ONLINE TOURISM

At VITM 2018, IT solution providers will introduce and offer the latest software systems and apps designed for online tourism business. The event will help entrepreneurs and travel professionals stay updated with the application of technology in the era of industry 4.0.

# VITM 2018 HIGHLIGHTS

## 4. PRODUCT & DESTINATION PROMOTION

Update on destinations and tourism products will be efficiently displayed and presented not only to international and local travel community but also to mass media and general public visitors.

## 5.

## INTERNATIONAL FOOD FESTIVAL

Following the success of food festival at VITM2017, visitors and food lovers at VITM 2018 will have chance to enjoy food demonstration and sample famous street foods from many countries.

## 6. CULTURE & ARTS ACTIVITY

Traditional and Contemporary Performing Arts will be performed by artisans and professional performers from several participating countries.



## BOOTH & RAW SPACE RATES

### STANDARD BOOTH

Standard booth (9m2)	US\$ <b>2,100</b> /booth
Conner booth (18m2&2 open sides)	US\$ <b>4,400</b> /booth

### RAW SPACE

	INDOOR	OUTDOOR
Two Open Sides (Min 36m2)	US\$ <b>180</b> / m2	N/A
Three Open Sides (Min 36m2)	US\$ <b>210</b> / m2	US\$ <b>160</b> / m2
Four Open Sides (Min 36m2)	US\$ <b>245</b> / m2	US\$ <b>180</b> / m2

\* The above prices are subject to **10%** value - added tax (VAT)/.

### SPECIAL OFFER

# 10% DISCOUNT

Applied to  
Any Registration before

**01/12/2017**

and Any Applicants who  
participated as  
Exhibitor at both of  
**VITM 2016&2017**

### STANDARD BOOTH (9m2)

(3mWx3mLx2.5mH)

- ✓ Carpet, back & side white partitions (2.5mH)
- ✓ One information counter 1mLx0.5mWx0.75mH
- ✓ Fascia board with company's name & booth number
- ✓ Two 40W Fluorescent lights
- ✓ One 13Amp/220V power point
- ✓ Two chairs
- ✓ One Waste basket



### CONFERENCE ROOM A



### CONFERENCE ROOM INCLUDES:

- 01 Projector + 01 Screen
- 01 Backdrop + 02 Standees (0,8m x 1,8m)
- Stage and podium
- Standard sound system (not for arts performance)
- 02 wireless microphones
- Reception desk & Folding chair
- Bottled water & Fresh flowers

### CONFERENCE ROOM B



FLOOR PLAN  
(DRAFT)

INTERNATIONAL NTOs / SUPPLIERS  
& VIETNAMESE OUTBOUND TRAVEL COMPANIES

LOCAL TOURISM PROMOTION CENTRES  
& TOURISM MANAGEMENT DEPARTMENTS

### VITM SECRETARIAT OFFICE

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### FOR REGISTRATION ENQUIRIES

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