



Hong Kong travel shows get even bigger



航空公司 CATHAY PACIFIC

ITE & ITE MICE 2011

June 9-12, 2011
Hong Kong Convention &
Exhibition Centre
Wanchai
Hong Kong.

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More exhibitors, more trade and public visitors, and a record number of newly participating countries and regions were welcomed at 2010's ITE and ITE MICE exhibitions in Hong Kong.

The number of trade and corporate buyers and visitors to this 24th edition of ITE and 5th of ITE MICE, rose 2 percent to 11,464. Pre-registrations for the corporate travel seminars rose by some 35 percent to around 1200, while the Asia Cruise Association's training seminar was 50 percent over-subscribed.

At the same time, public visitors this year increased by 7 percent to 68,900, with records indicating these visitors stayed longer at the exhibition than in previous years as well.

International exhibitors from 46 countries rose by 2.5 percent to 625: 16 of them from Asia, 13 from Europe, five from the Middle East, and the rest from Africa, the Americas, Oceania and the Pacific. New pavilions were set up by Croatia, Guam, Israel, Jordan, Poland, Slovakia, UK, Armenia, Canada, Chile, Ethiopia, Kenya, Mexico and Mongolia as well as the cities of Prague and Ho Chi Minh City.

Mainland China's pavilion was once again the largest at the exhibition with nearly 90 stands while Japan, Taiwan, Macau, Hong Kong and South Korea continued to expand their exhibition space, a major factor in the rapid growth of ITE & ITE MICE in recent years. **AHCT**

