

International  
Travel Expo



## ITE & MICE 2010 Hong Kong

### The Travel Expo drew More Exhibitors and Visitors

Held in June at the Hong Kong Convention and Exhibition Center, ITE & MICE this year drew **11464** trade and corporate visitors, up 2%; and **68900** visitors in the two public days, up 7%. Findings from previous surveys said some 20% of the trade and corporate visitors came from mainland China and abroad, while over 70% of the public visitors prefer traveling in FIT.

Significantly, online pre-registrations for all Corporate Travel seminars this year rose some 35%, while the training seminar by the Asia Cruise Association was 50% over-subscribed and pre-registration was suspended. Around 100 exhibitors now target the MICE market with over 2000 corporate visitors.

Widely known for its highly international profile of exhibitors, ITE & MICE this year had 625 exhibitors, up 2.5%, and they came from 46 countries and regions with 16 from Asia, 13 from Europe, and the rest from Africa, Americas, Oceanic, the Middle East and the Pacific.

Of the 16 newly participating countries / cities this year which came mainly from the long haul, 9 had official participations / pavilions with the rest individual exhibitors. Overall, there were some 30 official and theme pavilions. Also new this year was a Geo-park theme pavilion on eco-tourism, while themes like MICE, Cruise and Wellness & Medical Tourism were also highlighted.

Organized by TKS Exhibition Services Ltd, the next ITE & MICE will be held from June 9 to 12, 2011 at the Hong Kong Convention & Exhibition Center. For further information, please visit trade websites of [www.itehk.com](http://www.itehk.com) and [www.itehkmice.com](http://www.itehkmice.com). For enquiry, please send email to [travel@tkshk.com](mailto:travel@tkshk.com) , or fax to (852) 3520 1500.