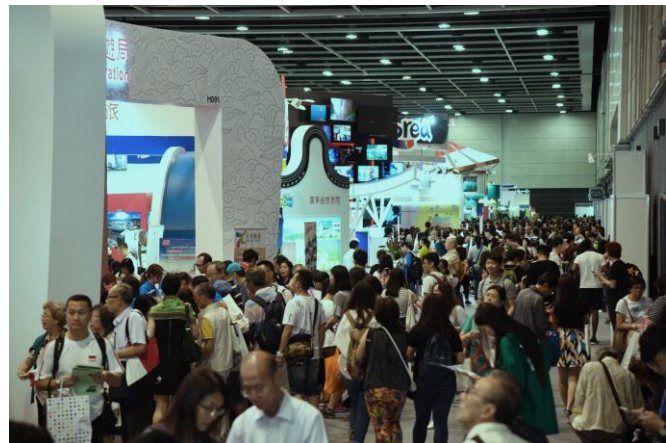




Focusing on affluent travels, ITE Hong Kong covers leisure, theme and MICE travels! It draws visitors from regional travel trade, corporations, MICE and Hong Kong's affluent FIT in separate trade and public days each of which with its own admission policy, seminars and programs! Also, ITE is the only travel fair in Hong Kong, which ranks among world's ten top outbound markets by total and by per capita spending!



## HONG KONG, World's Top Market by Per Capita Outbound

Hong Kong has only 7.2 million people but spent **US\$24.1 billion on outbound** travel in 2016, thus ranked the World's 10<sup>th</sup> largest or Asia's 3<sup>rd</sup> largest source market! When rearranged by per capita spending in 2016, **Hong Kong at US\$3,280\*** ranks Top in the UNWTO's list of top ten markets, to be followed by **Australia at US\$1,039, Germany at US\$982**, then **UK at US\$970** and **Canada at US\$804** etc.!

\*Data Source - UNWTO World Tourism Barometer March 2017



## EXHIBITORS

[www.itehk.com](http://www.itehk.com)

The highly international profile of exhibitors means visitors often deal directly with overseas principals!

**Total number of Exhibitors & co-exhibitors..... 645**

*(Of which, 88% came from abroad)*

**No of Participating Countries & Regions..... 56**

|                  |                 |           |                   |                  |                           |                      |
|------------------|-----------------|-----------|-------------------|------------------|---------------------------|----------------------|
| ARGENTINA        | CHINA           | GERMANY   | JAPAN             | MALAYSIA (Sabah) | PERU                      | TAIWAN               |
| ARMENIA          | CROATIA         | GUAM      | JORDAN            | MALDIVES         | PHILIPPINES               | THAILAND             |
| AUSTRALIA        | CROATIA(Zagreb) | HONG KONG | KAZAKHSTAN        | MAURITIUS        | ITALY                     | TURKEY               |
| AUSTRIA (Vienna) | EGYPT           | ICELAND   | KENYA             | MEXICO           | RUSSIA (Saint Petersburg) | UNITED KINGDOM       |
| AZERBAIJAN       | ETHIOPIA        | INDIA     | KOREA             | MONGOLIA         | SINGAPORE                 | USA                  |
| BHUTAN           | FINLAND         | INDONESIA | LAO               | MYANMAR          | SPAIN (Barcelona)         | VIETNAM              |
| CAMBODIA         | FRANCE          | IRAN      | MACAO             | PAKISTAN         | SRI LANKA                 | NAMIBIA              |
| CANADA           | GEORGIA         | ISRAEL    | MALAYSIA (Penang) | PALAU            | SWITZERLAND               | UNITED ARAB EMIRATES |

**Notes:** a) Each of the above may include official pavilion, stand or only individual exhibitor;  
b) Some destinations may appear twice if there are separate official pavilions / stands.

ITE 2017 – 4 days drew a total of **102,062** visitors !

**In TWO Trade Days: 12,312**

(Require business card to register for admission)

| (a) By Geography | Numbers (%)  |
|------------------|--------------|
| Hong Kong        | 8836 (71.8%) |
| China            | 2302 (18.7%) |
| Abroad           | 1174 (9.5%)  |

| (b) By Business Sectors                                                                                                                    | Numbers (%)  |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------|
| Travel Agents / Tour Operators / OTA                                                                                                       | 6611 (53.7%) |
| MICE / Corporate Visitors*<br>- 51% interest in Incentive Tours<br>- 40% interest in Overseas Meeting<br>- 35% interest in Overseas Events | 2265 (18.4%) |
| Media                                                                                                                                      | 985 (8.0%)   |



\* In 2017, there were 174 related exhibitors with Travel Agents/DMC, Hotels & Venues and NTO the three largest groups

**In TWO Public Days: 89,750**

| Education                                                 |       |
|-----------------------------------------------------------|-------|
| University or above                                       | 45.4% |
| Post-secondary                                            | 24.1% |
| Travel Format                                             |       |
| FIT / Private Tour                                        | 87%   |
| No. of Overnight Leisure Trips made in the past 12 months |       |
| 6 times or above                                          | 11.9% |
| 3 – 5 times                                               | 43.8% |
| 1 – 2 times                                               | 41.6% |
| 0 time                                                    | 2.2%  |
| Travel Spending in the coming 12 months                   |       |
| Increase                                                  | 46.0% |
| Remain the same                                           | 27.5% |
| Not Sure                                                  | 22.5% |
| Decrease                                                  | 4.0%  |


**IN-DEPTH & THEMES**

Through seminars and special displays etc., ITE highlights around 10 travel themes, which are of interest to both trade and public visitors.

| No. of related Exhibitors | Themes                          | Interested Visitors |        |
|---------------------------|---------------------------------|---------------------|--------|
|                           |                                 | Trade               | Public |
| 102                       | Adventure                       | 29%                 | 22%    |
| 62                        | Cruise                          | 28%                 | 32%    |
| 104                       | Honeymooning / Overseas Wedding | 19%                 | 9%     |
| 86                        | Wellness / Medical Tourism      | 16%                 | 7%     |
| 122                       | Sport Tourism                   | 20%                 | 24%    |
| 116                       | Travel Photography              | 19%                 | 34%    |
| 137                       | Eco-tourism / Wildlife Tour     | 27%                 | 35%    |
| 157                       | In-depth, culture & history     | 31%                 | 48%    |
| 158                       | Food & Wine                     | 30%                 | 51%    |
| 115                       | Driving Tour                    | 33%                 | 35%    |





## B2B PROGRAM

We publish, before, during and after each edition of ITE, exhibitors' information on official trade website which from each January starts drawing over 10,000 then more unique visitors per month; hold Business Matching for quick dating between sellers and buyers ; promote online registration for exhibitors' seminars ; and overall are some 20 trade seminars on travel and MICE, press conferences, receptions, and industry award presentations etc.



Buyers & Sellers "Quick Dating" in Business Matching



## B2C PROGRAM

Notable for its some 100 travel seminars in public days which often are well attended as overall 70% visitors visit ITE for planning holiday, cultural performances and grand lucky draw etc.



## PRICE / BOOTH OPTIONS

**Raw Space** at US\$450 per SQM (min. 18 SQM at US\$8,100\*)

### Package Stand Options

#### Shell Standard A



US\$490/SQM

(9sqm at US\$4,410\*)

#### Shell Standard B



US\$510/SQM

(9sqm at US\$4,590\*)

#### Shell Corner Upgrade



US\$560/SQM

(min. 18sqm at US\$10,080^)

\*Frontage surcharge : 2-side open +5% | 3-side open +7.5% | 4-side open +10%

^2-side open, each additional side +2.5% frontage surcharge

For details on profiles of visitors, Hong Kong outbound and booking etc., please visit [www.itehk.com](http://www.itehk.com); and for enquiry please contact TKS, the organizer.

**Organizer:**

**TKS Exhibition Services Ltd**



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B2B: [www.itehk.com](http://www.itehk.com) B2C: [www.travelexpo.com.hk](http://www.travelexpo.com.hk)

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The 32<sup>nd</sup> International Travel Expo

The 13<sup>rd</sup> MICE Travel Expo

# Covering Asia's Travel Trade & Affluent Travelers of MICE & FIT



## 14 – 17 Jun 2018

[Trade] 14-15 Jun    [Public] 16-17 Jun

**Hong Kong Convention & Exhibition Centre**  
(Hall 1A-1E)

[www.itehk.com](http://www.itehk.com)

### Organizer



TKS Exhibition Services Ltd

### Supporting Organizations



HONG KONG  
TOURISM BOARD  
香港旅遊發展局



香港旅遊業議會  
TRAVEL INDUSTRY COUNCIL  
OF HONG KONG



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE