

ITE & MICE 2010 SHOW REPORT

10 – 13 Jun 2010

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

1. Gross Exhibition Space (sqm) 15000

2. Total number of Exhibitors & co-exhibitors 625

3. Exhibitors – by Geography

Hong Kong	20.6%
Abroad	79.4%

4. Exhibitors - by sectors

Tourism Authorities	18%
Travel Agents / Tour Operators	15%
Business / MICE Travel	17%
Hotel / Accommodation Provides	16%
Information Technologies for Travel Industry	2%
Mean of Transportation / Carries	5%
Special Themes / Tourist Attractions	10%
Travel Publications	7%
Wellness & Medical	6%
Others	6%

*contains multiple entries

5. No of Participating Countries & Regions 46

Asia	35%
Europe	28%
Americas & Oceania	17%
Middle East	11%
Africa	9%

6. No of Trade / Corporate Visitor in trade days (10 – 11 Jun) 11464

- including 202 hosted buyers from 12 countries / regions

(a) By Geography		(b) By Business Sectors	
China	17%	Travel Agents / Operators	48%
Hong Kong	74%	Corporate	25%
Abroad	9%	Media	7%
		Others	20%

7. No. of Media808

(a) By Geography		(b) By Type	
China	11%	Printed	63%
Hong Kong	87%	TV / Radio	15%
Abroad	2%	Online	4%
		Others	18%

8. No of Visitors in public days (12-13 Jun)68900

9. List of Participating Countries / Regions (Official pavilions / individual exhibitors)

ARGENTINA#	CZECH#(Prague*#)	INDIA#	MACAU#	SPAIN#
ARMENIA*	DUBAI#	INDONESIA#	MALAYSIA (SABAH)#	SWITZERLAND#
AUSTRALIA	EGYPT#	IRAN	MEXICO*	TAIWAN#
BRUNEI#	ETHIOPIA*	ISRAEL*#	MONGOLIA*	TANZANIA
CAMBODIA#	FIJI#	ITALY	PHILIPPINES#	THAILAND#
CANADA*	FRANCE#	JAPAN#	POLAND*#	TURKEY#
CHINA#	GREECE#	JORDAN*#	RUSSIA	UK*#
CHILE*	GUAM*#	KENYA*	SINGAPORE	USA
CROATIA*#	HONG KONG#	KOREA#	SLOVAKIA*#	VIETNAM*#
* Newly participating countries / regions # Official Participation				YEMEN#

10. ITE & MICE 2011

Dates: 9 - 10 Jun 2011 TRADE only
11 - 12 Jun 2011 PUBLIC

Venue: Hong Kong Convention & Exhibition Center, Hong Kong (Hall 1A-1E)

11. Price for ITE & MICE 2011

Package Option	Price per SQM	Price for a Standard Size	Booth Surcharge
Shell Scheme (min. 9 sqm)	@US\$430	9sqm = US\$3,870	2-side open + 5% 3-side open + 7.5% 4-side open + 10%
Deluxe Stand (min. 18 sqm)	@US\$540	18sqm = US\$9,720	
Raw Space (min. 18 sqm)	@US\$390	18sqm = US\$7,020	



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