



THE 37th INTERNATIONAL TRAVEL EXPO THE 18th MICE TRAVEL EXPO

ITE HONG KONG 2023 SHOW REPORT
15 – 18 June 2023
Hong Kong Convention & Exhibition Centre (Hall 1B-1E)

1. **Gross Exhibition Space (SQM).....14000 (+151%)**
2. **Total number of Exhibitors & co-exhibitors499 (+366%)**

Exhibitors – by Geography	Number (%)
Mainland China + International	451 (90.4%)
Hong Kong	48 (9.6%)

3. **No of Participating Countries & Regions59 (+84%)**

Click [HERE](#) for the list of participating countries & regions

Click [HERE](#) for the list of exhibitors

4. **No of Trade / Corporate Visitor in trade days (15-16/6*) 5932 (+116%)**
**Only include registered visitors*

By Location	%
Hong Kong	75.0%
Mainland China	16.4%
Overseas	8.6%

By Business Sectors	%
Travel Agents / operators	40.0%
MICE & Corporate	25.5%
Others	34.5%

5. **No of Visitors in public days (17-18/6)55925 (+80%)**

Majority are premium FIT. Based on survey held in end April 2023 collected 2157 replies, 40% will take 3 or more outbound holidays and over two third will spend more on traveling in coming year. Also, some 80% prefer traveling in FIT or private tour group.

More details about travel patterns, profiles and destinations preferences >> [CLICK HERE](#)

6. **No. of Trade & Public Seminars: 84**

7. **No. of Performances: 6**

8. **Themes / Special Displays:**

- Greater Bay Area by Hong Kong China Tourism Press
- In-depth (Culture) Travel in Hong Kong
- Winner Display-2023 Youth Study Tour Itinerary Design Competition by ILEA (Asia Chapter), etc
- Winner Display- 2023 Eco-tourism Photography Competition by HK Discover, etc





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9. ITE 2023 Opening Ceremony

Guests-of Honour: The Honorable Mr Yeung Yun-hung, Kevin, GBS, JP, Secretary for Culture, Sports and Tourism Bureau of Hong Kong SAR Government

Guest-on-Stage List:

Ms Vivian Sum, JP	Culture, Sports and Tourism Bureau Tourism Commission, HKSAR Government	Commissioner for Tourism
Mr Deng Yunfeng	Shandong Province	Vice-Governor
Mr Li Bin	Department of Culture and Tourism of Guangdong Province	Director General
Mr Li Huiwei	Department of Tourism, Culture, Radio, Television and Sports of Hainan Province	Director General
Ms Zhao Yan	Qingdao Municipal People's Government	Vice Mayor
Ms Suxiang Cui	Department of Hong Kong, Macao and Taiwan Affairs, Ministry of Culture and Tourism of the People's Republic of China	Inspector at Level 2
Mr Zhang Dong	Asia Tourism Exchange Center, Ministry of Culture and Tourism of the People's Republic of China	Director
Hon Yiu Pak-leung, MH	Legislative Council, HKSAR	Legislative Councilor
Mr Dane Cheng	Hong Kong Tourism Board	Executive Director
Mr Ricky Tse	Travel Industry Council of Hong Kong	Deputy Chairman
Mr Jaewhan Lee	Korea Tourism Organization	Senior Vice President
Mr Wai Tong Cheng	Macao Government Tourism Office	Deputy Director
Ms Naparat Vudhivad	Tourism Authority of Thailand, Hong Kong	Director

List of Consulate Generals joined the Opening Ceremony

CONSULATE GENERAL OF ARGENTINA	Mr. Gonzalo Javier SABATE	Consul General
CONSULATE GENERAL OF BANGLADESH	Ms. Israt ARA	Consul General
CONSULATE GENERAL OF BELARUS	Ms. Tatyana KHARLAP	Consul General
CONSULATE GENERAL OF CAMBODIA	Mrs. PECH Puthisathbopeaneaky	Consul General
CONSULATE GENERAL OF CZECH REPUBLIC	Mrs Klára JURČOVÁ	Consul General
CONSULATE GENERAL OF DOMINICAN REPUBLIC	Mr Eduardo Pelagio ALVAREZ HERNANDEZ	Consul-General
CONSULATE GENERAL OF FINLAND	Ms. Jonna SUNI	Acting Consul General
CONSULATE GENERAL OF IRAN	Mr Alireza ESMAEIL ZADEH	Consul General
CONSULATE GENERAL OF ISRAEL	Mr Amir LATI	Consul General
CONSULATE GENERAL OF ITALY	Mr. Carmelo FICARRA	Consul General
CONSULATE GENERAL OF JAPAN	Amb OKADA Kenichi	Consul General
CONSULATE GENERAL OF KAZAKHSTAN	Mr. Almas SEITAKYNOV	Consul General
CONSULATE GENERAL OF KUWAIT	H.E. Naser S A SH ALGHANIM	Consul General
CONSULATE GENERAL OF MALAYSIA	Mr. Muzambli Markam	Consul General
CONSULATE GENERAL OF SAMOA	Mr. Ramesh Mahtani	Honorary Consul
CONSULATE GENERAL OF SLOVAK REPUBLIC	Mr. Willy LIN Sun-mo, GBS, JP	Honorary Consul
CONSULATE GENERAL OF THAILAND	Mr. Chaturont CHAIYAKAM	Consul General
CONSULATE GENERAL OF UGANDA	Mr. LAM Ting-kay	Honorary Consul
CONSULATE GENERAL OF VENEZUELA	Ms. Ana Dubraska Garcia	Consul General



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