

The 35th International Travel Expo
第三十五屆香港國際旅遊展

The 16th MICE Travel Expo
第十六屆商務及會獎旅遊展

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Travel inspirations and business opportunities abound at ITE Travel Expo

ITE Travel Expo 2022 makes a triumphant return featuring 50% more exhibiting countries and regions than last year, and an expanded domestic travel zone. As Hong Kong's only travel fair, it is a trusted platform for travelers seeking inspirations and for industry leaders to make business exchanges.

Incorporating the 36th ITE (Leisure) and the 17th MICE Travel Expo, and organized by TKS Exhibition Services Ltd., this year's ITE will be held from Aug 18 to 21 at halls 3D-3E of the Hong Kong Convention & Exhibition Centre. Judging by online pre-registrations, attendance numbers and survey findings of recent public events, the organizers are looking forward to record attendance for this year's ITE extravaganza.

With global borders reopening, this year's ITE will feature 50% more exhibiting countries and regions than the last Expo. The 27 overseas exhibitors hail from popular destinations spanning Europe, North America, Northeast and Southeast Asia, accounting for 60% of the total exhibitors

During the Expo, over 20 tourism boards on national and municipal levels will provide visitors with authoritative and updated travel info, while travel experts and KOLs will host seminars on recommend trendy activities and must-see



attractions in regions like South Korea, the mainland, Thailand, Taiwan, and more.

Before flying off to dream destinations, visitors will also do well by checking out the great range of fun Hong Kong has in store. The Domestic Travel area has been expanded in this year's Expo, featuring a Glamping Pavilion with custom-fitted vehicles and tents; and a newly-launched 'Domestic MICE Corner' which presents the numerous possibilities available locally.

Apart from informative seminars and booths, visitors can sample travel fun in specially-designed areas and activities. Visit the revamped tea house – House of Orient – to experience the elegant lifestyle of Hong Kong's elites in the early 20th century; take photos with adorable mascots in the beautifully decorated photo corners; and test your travel knowledge and win souvenirs in fun quizzes!

For more, check out cultural performances on the grand stage including a K-pop dance medley and Argentine Tango performance; and explore cultural, green and outdoor travel themes through colorful pavilions and displays.

More than 60 trade and public seminars will be held at ITE 2022, which provides a golden opportunity for key players in the industry to reconnect and conduct business exchanges. Also attending the Expo are Mr YEUNG Yun-hung, Kevin, GBS, JP, Secretary for Culture, Sports and Tourism Bureau, along with industry leaders to officiate at the opening ceremony.



ITE is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, with Hong Kong Tourism Board, Macao Government Tourism Office, and travel and MICE trade associations as supporters.

Only registered visitors can visit the travel fair on Aug 18 and on the morning of Aug 19, while for the remaining days and sessions, visitors can buy tickets at the entrance for admission.

Hong Kong Convention & Exhibition Centre (Hall 3D-3E)

Date	Opening Hour*	Admission Price	Admission Policy
18 Aug (Thu)	10:00 – 18:00	HK\$70	By Registration only
19 Aug (Fri)	10:00 – 14:00	HK\$30	
	14:00 – 18:00	HK\$30	By Ticket Admission (Octopus / Complimentary ticket)
20 Aug (Sat)	10:00 – 19:00	HK\$20	
21 Aug (Sun)	10:00 – 17:00	HK\$20	

*Admission stops 30 minutes before the announced daily closing time of the Exhibition.