

A Warm Welcome to Hong Kong UNESCO Global Geopark Promoting Green Tourism

A warm welcome from ITE Hong Kong, the city's only travel fair, to the Hong Kong UNESCO Global Geopark (HKUGGp), whose comprehensive program promoting sustainable Green Tourism in the upcoming ITE will include staging a pavilion, and holding an international forum on trade day and a seminar on public day.

Green Tourism is popular with ITE visitors. Surveys held in the last ITE found 35% of public visitors and 27% of trade visitors were interested in the category “**Eco-Tourism / Wildlife Tours**”, and 64% of respondents to a survey on ITE corporate and MICE visitors held last February agreed that incorporating elements of Green Tourism in itineraries enhanced MICE trips.

The last edition of the annual ITE drew 12312 regional trade visitors, 18% of whom were corporate or MICE visitors, and 89750 visitors from the general public, 87% of whom prefer traveling in FIT or private groups.

The Global Geoparks Network is an international association which includes 140 UNESCO Global Geoparks in 38 countries. The geoparks are recognized for the international value of their geological heritage sites and landscapes, and are promoted as sustainable and green tourism destinations. UNESCO Global Geoparks offer visitors high-quality tourist products and activities to encourage visitors to discover hidden natural treasures and enjoy the natural and cultural heritage, local traditions, products and gastronomy of the geopark communities, inspired by the close relationship between people and nature.

“UNESCO Global Geoparks are closely related to travel themes of Adventure and Travel Photography, both of which are popular with our fair visitors, so the geopark presence this year is timely”, said KS Tong, Managing Director of TKS, which organizes ITE Hong Kong.

The Trade Forum on UNESCO Global Geoparks - Sustainable Tourism Destination will be held on 14 June 2018, 14:30-17:30 at Forum E. The seminar is free and travel trade can pre-register the seminar online at www.itehk.com and for free admission to ITE during the trade days as Trade Visitor.

Comprising the concurrently held 32nd ITE (leisure) and 13th ITE MICE, ITE Hong Kong 2018 will be held from June 14 to 17 in Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre. The first two days are for trade only, and the last two days are open to public.

ITE Hong Kong is supported by the Ministry of Culture and Tourism of the People's Republic of China, the Hong Kong Tourism Board, and tourism authorities and travel trade associations in the region. For further information and enquiries, please visit www.itehk.com or email travel@tkshk.com.