

Press Release
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ITE Hong Kong 2018 – The 32nd ITE (leisure) & The 13th MICE Travel Expo Practical and Comprehensive IT / Technology Seminars on the Way Forward

How important are IT / Technology to the tourism industry? Media report worldwide more merchants accept Chinese tourists make payment by mobile. In our previous surveys on ITE's public visitors, who totalled nearly 90000 with around 87 percent prefer FIT or private tour, over 60 percent book FIT products directly from local and overseas service provider, presumably through mainly the internet. Therefore, it pays for trade and professionals to keep up with related developments!

For the benefits of ITE participants from both the travel trade and MICE, a number of IT / technology seminars, which cover Social Media, Destination Marketing, Search Marketing, Digital Payment, KOL and cyber security etc., will be held in conjunction with associations and speakers from leading enterprises on June 15 inside the exhibition halls. Some seminars, while materials and examples be drawn more from the tourism industry, can also be relevant to MICE too, and vice versa!

In the **TOURISM IN THE DIGITAL ERA Seminar (June 15: 14:30 to 17.30)** jointly staged by the Hong Kong Association of China Travel Organizers (HACTO) & The Chamber of Hong Kong Computer Industry (CHKCI), experts will share their insights and experiences on how best to navigate this technology labyrinth to build and maintain an effective digital platform. Click [HERE](#) for more.

Starting with a welcoming remark by HACTO and chair by CHKCI, the seminar features following speakers: Mr Victor Law of Symantec on Safe Journey to Digital Transformation, Ms Jeanie Shiu of Oath Hong Kong on Traveler Behavior, Mr. Sam Hui of Media Pro on Social your way to China Market, and Mr. Wilde Ng of 4Ours on Love uncertainty: The thrill of knowing.

In the seminar of **CREATING A SEAMLESS E-COMMERCE EXPERIENCE FOR TRAVELERS (June 15: 14:00 - 14:30)**, Mr. Ivan Liang of PAYPAL, will talk about how the various benefits like Buyer Protection, Refunded Returns and Travel Cancellation enhance users' experience and also translating into benefits of PayPal merchants! Via PayPal, consumers and merchants can receive money in over 100 currencies and withdraw funds in 56 currencies

ITE Hong Kong, the city's only travel fair, will next be held from June 14 to 17 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Center, with June 14 and 15 only for trade and professionals requiring registration with business card for admission. Public are welcome in the last two days and can buy ticket at the entrance.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong is supported by Ministry of Culture and Tourism of the People's Republic of China, Hong Kong Tourism Board, other tourism authorities and trade associations etc.

Click [HERE](#) for ITE 2018-Trade & MICE Seminars on Technology / Social Media related seminars

Issued by: **TKS Exhibition Services Ltd** | Hong Kong
Tel: (852) 3155 0600 | Fax: (852) 3520 1500 | Email: travel@tkshk.com
B2B Website: www.itehk.com | B2C Website: www.travelexpo.com.hk