

Press Release
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ITE Hong Kong 2019 - The 33rd ITE (leisure) & the 14th MICE Travel Expo Organizer welcomes confirmation by Association HKECIA to support ITE MICE 2019

ITE Hong Kong, which is the city's only travel fair, combines MICE with leisure for synergy! TKS, organizer of ITE, is pleased to announce HKECIA, the Hong Kong Exhibition & Convention Industry Association, continues to support ITE MICE 2019; and honoured that HKECIA had in many of the past years supporting ITE MICE!

HKECIA, which has now over 100 members, was founded by major organizers in 1990; expanded and re-named to include convention organizers and industry suppliers in 1992; and changed to its current name in 2003 to better reflect its member base.

To raise levels of professionalism in the industry and enhancing communication are among HKECIA's missions. As ITE MICE's Supporter, HKECIA will include ITE MICE details and promoting it official website of the Association, and publicizing it by email blast to members.

Nearly **30% of ITE Hong Kong 666 exhibitors in 2018 present MICE** travel products; and in two trade days, which require registration with business card for admission, were **2567 visitors from MICE** industry and corporations and **6580 visitors from travel agents** and operators mainly from Hong Kong and southern parts of mainland China etc.

These **MICE visitors interest in exhibitions and events**, local and overseas included! Survey found 38% interest in Overseas Meeting / Event, 31% in Local Meeting, 38% in Overseas Exhibition, 49% in Venue for Event / Meeting, and 51% in Incentive Tour.

Theme travels are of interest particularly to up market FIT, but can also work for MICE too, another example of synergy! Held in trade days of ITE 2018, for examples, were seminars on "**Holding meetings on Cruise**" and on "**Corporate Volunteer Programs**".

The second Trade Day of ITE is designated as "**MICE / CORPORATE TRAVEL DAY**" with a number of related seminars on, say, **Team Building Activities Abroad** and **Green Tourism** etc., and included in ITE's **B2B** program is **Business Matching** for quick meeting between buyers and sellers.

ITE's public days are full with up-market FIT, who often targets by MICE suppliers like hotels and resorts! In fact, 84% of its 90000 visitors prefer FIT or private tour. They are well educated with over 40% with university education and another 30% post-secondary and many took multiple holidays in past year.

ITE Hong Kong 2019 will be held from June 13 to 16, 2019 at Halls 1 of the Hong Kong Convention & Exhibition Centre. Organized by TKS Exhibition Services Ltd., ITE is supported by the Ministry of Culture and Tourism of the People's Republic of China, Hong Kong Tourism Board, Macao Government Tourism Office, Travel Industry Council of Hong Kong, MICE and trade associations etc.

For more details please visit www.itehk.com, and for enquiry contact the organizer TKS Exhibition Services Ltd, Email travel@tkshk.com or Tel: +852 31550600 or Wechat: [itehongkong](https://www.wechat.com/p/itehongkong)

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