



## **ITE Hong Kong 2020 - the 34<sup>th</sup> ITE leisure & 15<sup>th</sup> ITE MICE Theme Travel Fair for Affluent Travelers & Regional Trade**

Trade: June 11 – 12 // Public: June 13 – 14, 2020

Halls 1A to 1E, Hong Kong Convention & Exhibition Centre

ITE, Hong Kong's only (1) travel fair; with (2) two separate periods for Trade and Public with visitors; cover(3) three segments of Regional Trade, MICE and well off FIT! It is cost effective as exhibitors can conduct targeted trade and public promotions, channel and direct sale under one roof and for the cost of 1 show which promotes theme travel! Organized by TKS Exhibition Services Ltd., ITE is supported by the Ministry of Culture and Tourism of PR China and Hong Kong Tourism Board etc.

### **Hong Kong's outbound Statistics Highlights**

- 2016, ranked by UNWTO the world's tenth largest source market by total outbound spending;
- 2017, total outbound spending increased by 5.8% to US\$25.5 billion;
- 2018, no of departures 92.2 million, averaging 12.4 times per person per year;
- 2019 Spring Festival outbound package tours as compared to same period 2018  
Short haul traffic up 5% but prices similar,  
Long haul traffic up 10% but prices up by 5 to 10%;

The annual ITE Hong Kong draws in two trade days over 12000 buyers and visitors of whom over 20% from MICE / corporations and nearly 30% from mainland China and abroad; and in two public days over 90000 public visitors with nearly 85% preferring FIT / private tour group! Admission in trade days require registration with business card.

Attending ITE 2019 are some 680 exhibitors with around 85 percent from outside Hong Kong; 56 participating countries and regions around half of which from outside Asia with around 100 tourism authorities from national, provincial to municipal levels; and its two largest pavilions from China (mainland) and Japan have respectively over 100 and 80 booths.

ITE, through exhibitors' display, trade, MICE and public/FIT seminars, has been promoting in-depth and theme travel products such as Green Event, Meeting in Cruise, Gourmet, sport tourism, adventure and travel photography etc.

ITE's B2B program includes for examples Business Marching for buyers and sellers quick dating; free promotion and online registration for trade/MICE seminars etc. Also welcome writing to us for more info on conducting retail sale, or speaking opportunity in our popular FIT seminars in public days which each year total some 100.

For more details like 2019 exhibitor list, rental and booth types for 2020, please visit [www.itehk.com](http://www.itehk.com). For enquiry, please contact TKS, the organizer by email [travel@tkshk.com](mailto:travel@tkshk.com) or [www.facebook.com/itehk](https://www.facebook.com/itehk).

**Prices & Options:** Raw Space at US\$460 per SQM and minimum 18 SQM; Shell Standard booth from US\$500 per SQM; and Shell Corner Upgrade at US\$570 per SQM. Surcharge for additional frontage 2.5%-10% apply depends on different booth types.

(See back page for visitor details – trade, MICE and public / FIT)



## ITE 2018 – Visitors during Trade Days

Of the 12460 regional buyers and trade visitors of the last ITE, 73% came from **Hong Kong**; 21% from **mainland China** and 6% from other parts of Asia.

Trade visitors by Sectors	%
Travel Agents / Tour Operators / OTA	52.8%
MICE / Corporate Visitors	20.6%

	Trade Visitor Interest by Destinations	%
<b>Non-Asia</b>	Europe	50.3%
	Africa / Middle East	14.4%
	The America (US, Canada, S&C America)	22.8%
	Australia / New Zealand / S. Pacific	20.0%
	<b>Asia</b>	
	Japan / S. Korea	27.5%
	South & South-East Asia	45.7%
	China	35.6%
	Taiwan	26.6%
	Central & West Asia	14.5%

## ITE 2018 – Visitors during Public/FIT Days

Of the 90055 visitors in the two public days of the last ITE, **84% prefer traveling in FIT or private tours.**

No. of Holidays made in past year	%
6 times or more	13.3%
3 to 5 times	44.4%
1 to 2 times	39.8%
None	2.5%
Education background	%
University or above	42.0%
Post-secondary	33.5%
Booking Channels	%
Directly with suppliers (eg. Hotels / land operators etc.)	60.2%
Through travel portal / OTA	49.7%
Through travel agents	39.1%

(See Back page for ITE Hong Kong 2020 info)