



THE 33rd INTERNATIONAL TRAVEL EXPO | THE 14th MICE TRAVEL EXPO

**ITE HONG KONG 2019 SHOW REPORT
13-16 JUNE 2019**

Hong Kong Convention & Exhibition Centre (Hall 1A-1E)

- Gross Exhibition Space (SQM)..... 14050**
- Total number of Exhibitors & co-exhibitors..... 675**
Of which, Business / MICE Travel related exhibitors : 141

Exhibitors – by Geography	%
Abroad	87.5%
Hong Kong	12.5%

Ten Popular Themes By Exhibitors	No. of Exhibitors
Family Holiday	223
In-depth, Culture & History	204
Gourmet Tour	177
Eco / Green / Sustainable Tourism	157
Travel Photography	147
Carnival/Festival / Special Events	138
Study Tour / Youth Tourism	132
Sport / Adventure	129
Art & Entertainment	120
Driving Tour	118

- No of Participating Countries & Regions 56**

ASIA (39%)	Bhutan, Cambodia, China, Hong Kong, India*, Indonesia, Japan, Almaty-Kazakhstan*, Macao, Sabah-Malaysia, Maldives, Ulaanbaatar-Mongolia, Myanmar*, Nepal, Pakistan, S. Korea, Singapore, Taiwan, Taitung-Taiwan, Alishan-Taiwan, Thailand, Vietnam
EUROPE (29%)	Armenia, Croatia, Zagreb-Croatia, Cyprus*, Czech Republic* Finland, France, Georgia, Iceland, Russia, St. Petersburg-Russia, Moscow-Russia*, Spain*, Catalonia-Spain, Switzerland, United Kingdom
AMERICAS / OCEANIA (18%)	Argentina, Australia, Canada, Colombia*, Ecuador*, Peru*, Fiji, Guam*, USA, Northern Marianas-USA
AFRICA / MIDDLE EAST (14%)	Botswana*, Egypt, Iran, Morocco*, Madagascar*, Somalia*, South Africa, Tunisia*

Notes: **Bold font** - Official pavilion /stand , (*) New destinations | - Some destinations may appear twice if there are separate official pavilions / stands

- No of Trade / Corporate Visitor in trade days (13 – 14 Jun) 11613**

(a) By Geography	Numbers (%)
Hong Kong	7316 (63.0%)
China	3031 (26.1%)
Abroad	1266 (10.9%)



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(b) By Business Sectors	Numbers (%)
Travel Agents / Tour Operators / OTA	6144 (52.9%)
Airlines / Land Transport / Hotel Accommodations	1707 (14.7%)
Media	766 (6.6%)
Other travel related industries	813 (7.0%)
MICE / Corporate Visitors (Please refer to 4d for detail)	2183 (18.8%)

	(c) TRADE VISITORS: Interest in Destinations	%
Non-Asia	Europe	50.0%
	Africa / Middle East	15.3%
	The America (US, Canada, S&C America)	21.5%
	Australia / New Zealand / S. Pacific	19.8%
Asia	Japan / S. Korea	28.0%
	South & South-East Asia	42.4%
	China	36.4%
	Taiwan	27.1%
	Macao	13.3%
	Central & West Asia	13.1%

(d) MICE / Corporate visitors by Business Sectors	%
Professional Services includes Banking, Finance, Investment, Insurance, Legal Services, HR, Business services, etc	33.6%
General Trading i.e. Construction, Transportation, Apparel / Gifts & Premiums, Electronics, etc	18.6 %
Training & Education	12.3%
Exhibition Organizers, Event Planners	12.5%
Association, Government & Public Organizations	9.5%
Others	13.5%

5. No of Visitors in public days (15 – 16 Jun) 73665

Education	
University or above	43.4%
Post-secondary	34.0%
Travel Format	
FIT / Private Tour	85.0%
No. of Overnight Leisure Trips made in the past 12 months	
0 time	2.5%
1 – 2 times	37.1%
3 – 5 times	47.3%
6 times or above	13.2%
Destinations will be consider visiting (holiday) within the next two years	
East / NE Asia	54.5%
Taiwan	37.3%
South/ SE Asia	34.5%
Mainland China	24.7%





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Macao	19.0%
C. Asia / W. Asia	8.3%
Europe	38.7%
Australia, New Zealand, S. Pacific	25.2%
The America (US, Canada, S&C America)	17.2%
Middle East / Africa	8.3%

6. TRADE & PUBLIC : Interest in Travel Themes / Travel Experience

INTERESTED THEMES/EXPERIENCE (Listed by Alphabetical order)	Trade	Public
Adventure (Nature & Wildlife / Safari Holidays)	29.6%	22.8%
Art & Entertainment	34.8%	n/a
Carnival / Festival / Special Events	34.9%	n/a
Cruise	26.1%	32.1%
Driving Tour	25.7%	31.0%
Family Holidays	38.9%	16.8%
Gourmet Tour	39.1%	57.1%
Green/ Eco-Tourism	32.3%	33.6%
In-depth, culture & history	34.9%	50.8%
Honeymooning/ Overseas Wedding	22.4%	7.4%
Shopping	21.6%	42.6%
Sport Tourism	21.7%	23.7%
Study Tour	29.9%	8.7%
Travel Photography	26.2%	35.0%
Wellness/ Medical Tourism	20.6%	8.8%

n/a – not applied to public survey

7. No. of Trade Seminars: 31 (of which, 8 were related to MICE Travels)

8. No. of Public Seminars : 90

9. No. of Performances (public days) : 30

10. No. of Concurrent events: 4

- 2019 One Belt One Road International Tourism Forum by Hong Kong Commercial Daily
- “Beautiful China ” tourism presentation by Ministry of Culture and Tourism of the People's Republic of China
- Oxford Primary English Writing Competition 2018-19 Award Ceremony
- “Study Tour in China ” Photo Competition 2019 Award Ceremony

