



**ITE HONG KONG 2025 - The 39th International Travel Expo & The 20th MICE Travel Expo
12 – 15 June 2025, Hong Kong Convention & Exhibition Centre (Hall 1A-1E)**

SHOW REPORT

1. **Gross Exhibition Space (SQM).....14000 (-1.4%)**
2. **Total number of Exhibitors & co-exhibitors502 (-2.5%)**

Exhibitors – by Geography	Number (%)
Outside Hong Kong (Mainland China, overseas, etc.)	441 (87.8%)
Hong Kong	61 (12.2%)

3. **No of Participating Countries & Regions 64**

Click [HERE](#) for the list of participating countries & regions

Click [HERE](#) for the list of exhibitors

4. **No of Trade / Corporate Visitor in trade days (12-13/6) 7626 (+8.6%)**

By Location	%
Hong Kong	46.8%
Mainland China	33.0%
Overseas, etc.	20.2%

By Business Sectors	%
Travel Agents / operators	45.7%
MICE & Corporate	15.3%
Other tourism industries	32.9%
Press / Media	6.1%

5. **No of Visitors in public days (14-15/6) 70212 (+11.4%)**

6. **No. of Trade & Public Seminars / Events : 135, of which**

By KOLs / Influencers 32

By Bloggers / Travel Writers..... 24

Total number of Audiences 9224 (+6.4%)

7. **Trade Events Highlights :**

- Business Matching
- New & Niche Destination Presentation (11 sessions)
- The sustainable shift: Where purpose meets profit in Tourism and Hospitality Industry by Hong Kong Metropolitan University
- KOL Touring + Networking co-organized with Guru Online



8. New Developments

“From Recovery to Development” - theme this Year

Two initiatives, namely “**Travel Mart**” and “**Kids’ Cosplay Catwalk**” were launched to successfully developed markets of **Youth Travel / Gen Z** and **Family Travel / Young Parents**.

Specifically, **Travel Mart** included products developed from idea generated when traveling which can offer various opportunities; while the **Kids’ Cosplay Catwalk** drew over 20 teams with online and onsite polling which respectively drew hundreds of “like” weeks before opening

A record number of **56 KOLs / Bloggers** helped travel seminars in the two public days, and new activities like KOL Networking and KOL Grand Tour in trade days which to facilitate them interacting with NTOs and exhibitors.

More buyers and trade visitors coming from GBA cities in Guangdong. For their convenience, a trade seminar series of New / Niche Destination was held which for the first time equipped with AI simultaneous interpretation facilities.

9. ITE 2025 Opening Ceremony

Our Guest of Honor, Miss LAW Shuk Pui, Rosanna, JP, Secretary for Culture, Sports and Tourism of the HKSAR Government officiated the Opening Ceremony of ITE Hong Kong 2025.

Other VIPs who are our Guest on Stage included Mrs. Angelina Cheung, Commissioner of Tourism, HKSAR; Mr. Zhang Dong, Director of Asia Tourism Exchange; Dr. Peter Lam, Chairman, Hong Kong Tourism Board and Mr. Yiu Pak-leung, Legislative Councilor etc.

During the Ceremony, the Guest of Honor and Guests on Stage took group photos respectively with Consul Generals and Travel Industry Leaders. <[ITE 2025 Opening Ceremony Guest-on-Stage List](#)>

10. ITE 2025 Expo’s Photo

Download via Google Drive:

Day 1 Photo: <https://drive.google.com/drive/folders/1pkKBzg4Kyn0zeKyK4j2wf2idj9aPFoq8?usp=sharing>
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