



**ITE HONG KONG 2026 - The 40th International Travel Expo & The 21st MICE Travel Expo  
11 – 14 June 2026, Hong Kong Convention & Exhibition Centre (Hall 1C-1E)**

**SHOW REPORT**

1. **Gross Exhibition Space (SQM)**..... **10,000**
2. **Total number of Exhibitors & co-exhibitors** ..... **602 (+19.9%)**

<b>Exhibitors – by Geography</b>	<b>Number (%)</b>
Outside Hong Kong (Mainland China, overseas, etc.)	567 (94.2%)
Hong Kong	35 (5.8%)

3. **No of Participating Countries & Regions** ..... **69 (+7.8%)**

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 (11-12/6)** ..... **8442 (+10.7%)**

<b>By Location</b>	<b>%</b>
Hong Kong	46.3%
Mainland China	36.3%
Overseas, etc.	17.4%

<b>By Business Sectors</b>	<b>%</b>
Travel Agents / operators	53.9%
MICE & Corporate	21.9%
Other tourism industries	18.1%
Press / Media	6.1%

5. **No of Visitors in public days (13-14/6)** ..... **74170 (+5.6%)**

6. **No. of Trade & Public Seminars / Events:**      **127, of which**  
     By KOLs / Influencers .....      38  
     By Bloggers / Travel Writers.....      12  
**Total number of Audiences** ..... **8516** *(not included in exhibitor's booth)*

**7. Trade Events Highlights :**

- Business Matching
- 20 presentations covering different destinations & themes
- China Inbound Policy Briefing
- 2026 Hong Kong, Macau and Mainland China Study Tour Networking & Matchmaking Conference
- Travel Industry Ordinance 101
- "Tourism is Everywhere" Sustainable Forum by Hong Kong Metropolitan University
- KOL Touring + Networking co-organized with Guru Online (50 KOLs)





## 8. Theme Displays / Activities & 40th Anniversary

- Junior KOL Catwalk for Family Travel
- ICE/SNOW TRAVEL pavilion
- VolTra, an NGO for Youth Travel
- Realizing Time Travel by AI Photo
- Tour Through 1936 Hong Kong
- Inter-school Photo Contest for Eco-tourism by HK Discovery

## 9. ITE 2026 Opening Ceremony

Our Guest of Honor, Mr. LAU Chun, Raistlin, JP, Under Secretary for Culture, Sports and Tourism Bureau of the HKSAR Government, and our Guest of Honor, Ms Jiang Erxiong, Vice Governor, Fujian Provincial People's Government will officiate the Opening Ceremony of ITE Hong Kong 2026.

Other attending Hong Kong VIPs include Ms Joanne Chu, JP, Acting Commissioner for Tourism, Tourism Commission, Culture, Sports and Tourism Bureau, HKSAR Government; Dr Peter Lam Kin-ngok, GBM, GBS, Chairman, Hong Kong Tourism Board; the Honorable Yiu Pak-leung and the Honorable Vivian Kong Man-wai, Members of the Legislative Council of the HKSAR, along with other industry leaders.

Also attending are 10 VIPs from China provinces and municipalities of Fujian, Hunan, Guizhou, Ningxai, Shanghai, Guangdong and Anhui; Nansha District of Guanzhou and Asia Tourism Exchange Centre.

During the Ceremony, the Guest of Honor and Guests on Stage took group photos respectively with 19 Consul Generals and 21 Travel Industry Leaders.

### **Guest-on-Stage & Group Photos lists:**

1. Guest-on-Stage ([Link](#))
2. Embassy & Consulate General ([Link](#))
3. Travel Trade ([Link](#))

