

It's our honour to celebrate the 33rd anniversary of the International Travel Expo, and the 14th MICE Travel Expo, one of the largest and most influential travel trade and consumer events within Asia. It is Tourism Authority of Thailand (HK) pleasure to be the honorable guest of this special event.

Undoubtedly, Asian has risen significant in the tourism industry recently, specially; Hong Kong people are fascinated by the magic of traveling. Both ITE and MITE provide significant chances for the trade partners to explore businesses opportunities and exchange culture diversities; while the consumers can gain direct access to travel information from their personal preferences among all the global tourism hubs. We wish the event a great success. We sincerely thanks ITE and MITE for bringing many opportunities to us, our business partners and our audiences to this annual gathering, and all together we successfully attracted over 1 million Hong Kong Travellers visited Thailand in 2018.

Tourism is crucial to Thailand's economy and we began 2019 with our theme, Open To The New Shades - AWAKEN, a theme to begin 2019 travel journey with soul, and to discover the diversity of shades in Thailand. We delighted to welcome Hong Kong people to travel, to explore, to learn and to embrace the beauties of Thailand. We look forward to greet you at our booth and we wish the event a great success..

Sarima Chindamat

Director

Tourism Authority of Thailand, Hong Kong

