



On behalf of the Korea Tourism Organization, I sincerely congratulate the hosting of the 39th International Travel Expo Hong Kong(ITE) 2025. I would also like to express my deepest gratitude to TKS for allowing us the opportunity to promote Korea through such a remarkable event.

Thanks to the collaboration between ITE and the Hong Kong travel industry, the number of Hong Kong tourists visiting Korea last year has recovered to 82% compared to pre-pandemic levels. Furthermore, the number of visitors as of April this year has increased by 20% compared to the previous year, reaching an 87% recovery rate compared to the same period of 2019. With such positive statistics, we anticipate the number of Hong Kong tourists arriving in Korea this year will achieve an all-time high.

This year, a wider variety of Korean tourist destinations is expected to appeal to our Hong Kong visitors. One of the most notable destinations is Gyeongju. This October, APEC, a global summit gathering key political and economic leaders, will be held in Gyeongju, Korea's ancient capital. This mega-event will catalyze upgrading the infrastructure and tourism resources of Gyeongju and its surrounding areas. The Korea Tourism Organization is also actively developing and promoting tourism products in the Gyeongsang-do(province), including Gyeongju, and the southern part of Korea. We look forward to your continued interest and support.

The Korea Tourism Organization is committed to introducing new tourist destinations and enhancing the visitor experience. We actively collaborate with travel agencies, airlines, and local governments in Korea to promote Korean tourism throughout the year. In cooperation with major Hong Kong businesses and institutions, we aim to broaden our engagement with customers, understand their specific needs, and provide tailored services to meet the evolving market demands.

We are confident that the ITE, taking place in mid-2025, will serve as a momentum to further invigorate Korean tourism in the second half of the year, and we hope to meet even more customers this year. We look forward to welcoming all of you at the KTO booth Q101. You will find valuable information about Korean tourism along with interesting events linked to Korean travel, so please be sure to visit us.

We sincerely wish all delegates a remarkable success at ITE 2025.

Irene Jung
Executive Director
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