



Business

ITE Hong Kong 2026: Plenty of Bright Spots

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Great Sourcing & Networking for Asian Travel Trade & Affluent FIT

HONG KONG, May 4, 2026 /PRNewswire/ -- **ITE Hong Kong 2026** – the 40th edition of ITE-Leisure and the 21st ITE-MICE – will be held from **June 11 to 14** with first two days for trade, next two for public.

Ranked world's 14th largest market, Hong Kong spent **US\$28.9 billion** on outbound travel in 2024, and its residents made **117 million departures in 2025**.

Great for sourcing and networking, ITE2025 saw **88% of exhibitors** and **50.2% of buyer/trade visitors** from outside Hong Kong, with **70% from the Greater Bay Area**, and 70,212 public visitors.

Visitors undaunted by Geopolitical Uncertainties:

- **Trade website** monthly traffic grew from 84,000 (average) in late 2025 to 168,939 in March 2026, reflecting strong interest from Asia's travel trade.
- **March public visitor survey** (688 replies) found visitors undaunted - **62.5% plan to increase 2026 travel budget, and 25.3% will maintain it. 75% took multiple holidays in 2025** confirming they're frequent, affluent travelers.
- ITE2025 survey found **43% public visitors interested booking onsite**, often via mobile. **To generate revenue**, exhibitors can promote e-booking sites and **Special Offer Codes** at ITE.

Roughly, ITE2026 will feature 400+ exhibitors from 55 countries/regions and 8,000 buyer/trade visitors – with 85% and 50% respectively from outside Hong Kong and 74,000 public visitors.

Plenty of Bright Spots

- **New official pavilions/stands from:** Uganda (Africa), Mongolia (Asia) and Peru (Americas)
- **China (Chinese Mainland) Pavilion expands by 35%** with **21 participating provinces/cities**
- **New Ice/Snow Travel Pavilion** – exhibitors from northern Canada and Iceland (aurora, glacier tour etc.) and new Chinese exhibitors from Heilongjiang, Xinjiang, Beijing (Winter Olympics host city) and co-host district of Chongli. All famous for ice/snow sports.
- **B2B & B2C programs include:** Business matching, KOL networking, Industry Forum on Sustainable Tourism, Special Displays on Family Travel, Eco-tourism, trade/public seminars, presentations, and cultural performances.

Panoramic China Pavilion has some provinces and cities having own designs; some hold presentations, cultural performances, and promoting products like "Panda Theme Train from Sichuan to Xinjiang".

Travel trade can [apply online](#) for complimentary **Trade Day Pass**. Outbound agents may apply **Buyer Subsidy Scheme** for additional benefits but required to spend about 2 hours in Business Matching etc.

Organized by TKS Exhibition Services Ltd., **ITE Hong Kong celebrates its 40th anniversary in 2026.**

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