

The 35th International Travel Expo
 第三十五屆香港國際旅遊展

The 16th MICE Travel Expo
 第十六屆商務及會獎旅遊展

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INTERNATIONAL TRAVEL EXPO



Overseas exhibitors outnumber locals in ITE - Hong Kong's only Travel Expo

Against all the odds, the Hong Kong International Travel Expo (ITE) has made a triumphant return, and is open from today till August 1 at halls 1B & C of the Hong Kong Convention and Exhibition Centre.

Officiating at the opening ceremony today is Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development of HKSAR, in the attendance of industry leaders and the diplomatic corps, including some Consul Generals.

Showcasing their irresistible attractions and travel products are more than 100 exhibitors from 16 countries and regions - mainland China, Hong Kong, Macau, Taiwan, Argentina, Bulgaria, Canada (Yellowknife), Iran, Castilla-la Mancha in Spain, and a host of Japanese prefectures, including Hyogo, Tokushima, Fukuoka, Nagasaki, Toyama, Kumamoto, Miyazaki and Chugoku Region - each with its own individual booths.

With the smaller scale this year due to the Covid situation, ITE features nearly 40% of exhibitors from Hong Kong, and they will be promoting such new concepts as Glamping (Glamorous Camping). On display is a vehicle custom-fitted for camping, courtesy of cycling expert, Alan Ho; while another exhibitor, Sai Yuen, will display a tepee, which represents one of the many choices available at its Cheung Chau camp site.

The newly-opened Tea House, House of Orient, serves quality tea and dim sum in a setting modelled on the comrador culture in early Hong Kong. A highlight of their display is the china set by the same supplier to the colonial Hong Kong government in the past.

With the high-speed train and the network of highways and bridges in place, cities of the Greater Bay Area (GBA) are only an hour away from Hong Kong. Sunny Wong, a travel agent turned KOL, will share how to take the train to sample the various delicacies in Guangdong. Take a stroll in the GBA special display zone where there are also great photo spots.

The 4-day expo will feature over 50 seminars with an assembly of experts and KOLs sharing their expertise and knowledge on destinations, attractions, MICE, themes, technology, safety and many more topics.

ITE Hong Kong 2021 is being held at an opportune time as global travel restrictions have led to a strong pent-up demand for travel, and the easing in the pandemic presents a welcome opportunity for the trade to resume their networking and exchanges in preparation for a return to normal in their business operations. Meanwhile, the public will be looking in earnest for updated information on health and safety measures, as well as booking & cancellation policies, price concessions and special deals.

ITE Hong Kong 2021, which incorporates the 35th ITE (Leisure) and the 16th ITE MICE, is organized by TKS and continues receiving strong support from China Ministry of Culture and Tourism, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong, and more as supporters.

From July 29 to July 30 before 2pm, only registered visitors with business card will be admitted. From July 30 at 14:00 to August 1, the expo is open to the public paying for admission by Octopus card.



Hong Kong Convention & Exhibition Centre (Hall 1B-1C)

Date	Opening Hour*	Admission Price	Admission Policy
29 Jul (Thu)	10:00 - 18:00	HK\$70	By Registration only
30 Jul (Fri)	10:00 - 14:00	HK\$30	
	14:00 - 18:00	HK\$30	By Ticket Admission (Octopus / Complimentary ticket)
31 Jul (Sat)	10:00 - 19:00	HK\$15	
1 Aug (Sun)	10:00 - 17:00	HK\$15	

*Admission stop 30 minutes before the announced daily closing time of the Exhibition.

  www.itehk.com
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ITE brings you an array of fascinating holidays

Returning today with an extravaganza of brilliant ideas and great deals for travel, the Hong Kong International Travel Expo (ITE) is a one-stop show to set you up for your next trip. Check out some of the highlights below:

Macao Government Tourism Office (Booth no: G101)

Macao Government Tourism Office (MGTO) is presenting itself as a safe and healthy destination with multiple dimensions of "tourism+" cross-sector integration, including tourism + MICE, tourism + culture and creativity, tourism + e-commerce and tourism + sports.

MGTO has also launched a "Smart Trip Planner" website and brand-new one-stop mobile app, and renewed the "Travel Stimulation Program" in May 2021 to cover sports travel and widen its support items.



Sai Yuen Farm Management Company Limited (Booth No: H130)

Situated at the southwestern tip of Cheung Chau, Saiyuen is a perfect getaway for those who are seeking a relaxing staycation that is in touch with nature.



Onland (Booth No: L101)

Japan Craft Tours "Onland" is a craft tour platform which presents fun-filled tours. You will gain first-hand experience of Japanese craftsmanship under the guidance of trained artisans. Onland can also handle land operations and arrange interpreters.



Welcome to Hyogo / Himeji, Japan (booth No L102)

Visit Hyogo, the microcosm of Japanese culture and a destination of your dreams where you can enjoy genuine Kobe Beef, sweet seafood like Matsuba crabs, and famous hot springs like Arima Onsen. With Hyogo located in the center of Japan, Kansai International Airport is within easy reach.



Yellowknife Tours Ltd (Booth no: F116)

Yellowknife is known for its remarkable display of the Northern Lights. Yellowknife Tours arranges for nightly viewing tours.