

The 33rd International Travel Expo
第三十三屆香港國際旅遊展

The 14th MICE Travel Expo
第十四屆商務及會獎旅遊展

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ITE 2019 will feature MICE/ Corporate day

ITE Hong Kong 2019, which combines the 33rd ITE (leisure) and the 14th ITE MICE, will be held 13-16 June 2019 at Hall 1 of the Hong Kong Convention and Exhibition Centre.

Organised by TKS Exhibition Services, ITE will again be supported by the Ministry of Culture and Tourism of the People's Republic of China and the Hong Kong Tourism Board.

Around 30 per cent of ITE's 660 exhibitors in 2018 presented MICE travel products. The pavilion by Hong Kong Tourism Board had not only many cruises as co-exhibitors but also held a trade seminar on 'Holding meetings on a Cruise'.

ITE was among the earliest exhibitions in Asia to highlight theme travels which, as reflected in participant surveys' results, are highly popular among affluent FIT, travel and MICE trade.

Of the total 12460 buyers and visitors in two trade days of the last ITE, which had 73 per cent from Hong Kong and 27 per cent from mainland China and other parts of Asia, over 20 per cent or 2567 visitors came from MICE trade or corporations.

To highlight the emphasis ITE places on the MICE market, the second trade day of the show is designated as MICE / Corporate day with a number of related seminars on topics such as Team Building Activities Abroad and Green Tourism, while included in ITE's B2B program is business matching between buyers and sellers.

For details please visit www.itehk.com or email travel@tkshk.com to TKS.