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ITE Hong Kong 2025, New “Youth Travel Zone”



ITEHK2025

International Travel Expo Hong Kong (ITEHK) 2025

Established in 2009, VolTra is a registered charitable organization to promote action learning through international voluntary service, experiential travel, community participation and interaction. It organizes a wide range of local and international volunteering and educational programs. VolTra works toward the vision of “Everyone takes part in global action.”

With the theme of “The Possibilities of Travel” this year, VolTra will also be participating in the Expo. In addition, VolTra will organise VolTra Market, which will be the core of the new Youth Travel Zone.

VolTra Market aims to encourage especially the younger generation to reimagining travel in new perspectives. It will have stalls showcasing the multifaceted connections between travel, culture, creativity, and lifestyle. Stall owners all have rich travel experiences. They design their own stalls with inspirations from their own personal journeys.

VolTra will have its own booth next to the Youth Travel Zone to present its programs, services, and activities.

“Each stall in the VolTra Market Zone tells a story. There, young visitors hopefully can be inspired to explore the world not just for leisure, but as change makers in their communities and beyond”, said Olivia Ma, Executive Director of VolTra.

To enhance sharing and interactions, there will also be a Workshop Area in the Youth Travel Zone. Organizer TKS will be locating related exhibitors and activities closer to the Zone.

“I want to extend our warm welcome to the highly inspirational VolTra Market Zone! We are also excited that some stall owners have transformed inspirations into products and start their own business,” said KS Tong, Managing Director of TKS, the organizer of ITE.





From the positive responses of repeating and new exhibitors previously, this year will be expecting more non-HK resident exhibitors. Among the popular NE Asian destinations, South Korea will feature two official pavilions, by Korea Tourism Organization and Seoul, with a combined 50% expansion. For faraway, new or niche destinations, for examples, there are EUROPE, AMERICAS, PACIFIC, Armenia, Bulgaria, Canada, Czech, Georgia, Germany, Iceland, Marianas and Poland; CENTRAL & WEST ASIA are Afghanistan, Iran, Kazakhstan, Mongolia, Nepal, Pakistan, Turkmenistan and Uzbekistan; AFRICA & INDIAN OCEAN are Ethiopia, Seychelles, Tanzania and Zimbabwe.

Organized by TKS Exhibition Services Ltd., ITEHK is supported by the Ministry of Culture and Tourism, China, and Hong Kong Tourism Board, among others as Supporters.

The first two days are reserved for trade professionals, while the last two days are open to the public.

Details/Enquiries:

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Red Bird Travel News: <https://www.paullotravel.com/news3/>