

ITE Hong Kong 2025 — A Mega Event Making Big Strides in Both Visitor Quality and Quantity

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ITEHK2025

The 5th live edition since 2021, ITE 2025 was held successfully from June 12 to 15 at Halls 1A to 1E at the Hong Kong Convention & Exhibition Centre. Launched nearly 40 years ago, the annual ITE this year incorporates the **39th ITE Leisure** and the **20th ITE MICE**. It is Asia's leading international travel fair. The 2025 edition is named by the Hong Kong government as a MEGA EVENT.



Attended by some 502 exhibitors from 64 countries and regions of which around 1/3 from outside Asia, ITE2025 had around 88% of its exhibitors from overseas and outside.

In trade days there were 7626 buyers and trade visitors (BTV), up 8.6%.

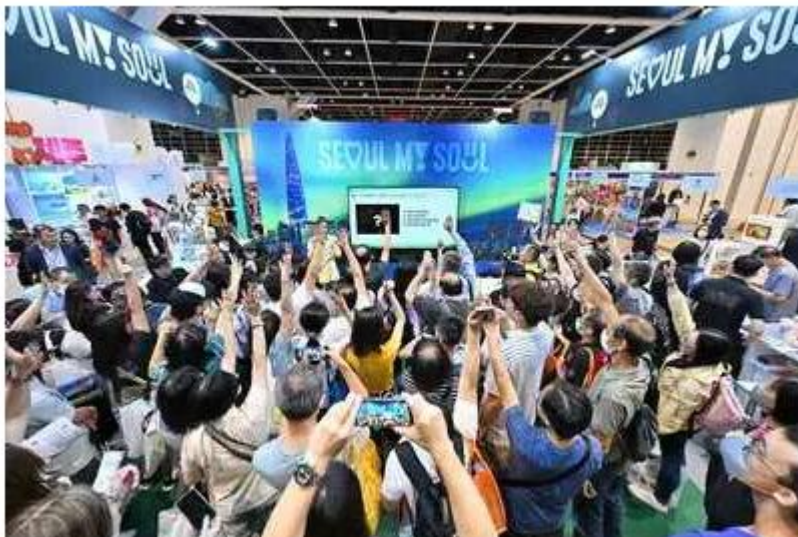
Geographically, 46.8% are from Hong Kong; 33% from China (mainland) and 20.2% from overseas.

In particular, BTV from GBA cities in Guangdong include individuals and official delegations by some travel trade associations there.

By sectors, 45.7% of BTVs are travel agents / operators; 15.3% MICE / corporate; 6.1% media including KOLs / bloggers; and 32.9% other travel sectors.

In public days there were 70212 visitors, up 11.4%.

ITE2025 remains highly international and is particularly attractive to Asian travel traders, drawing more regional BTVs which is up from 46.4% in 2024 to 53.2% this year.





Held 10 days before opening was the [Press Conference](#), and in the last move-in day was [Media Onsite Preview](#) each of which attended by around 40 reporters and journalists from TV stations, dailies, news agencies, trade journals and online media.

ITE Hong Kong 2025 is endorsed by the Ministry of Culture & Tourism, P.R. China; supported by the Hong Kong Tourism Board, Macao Government Tourism Office, and Travel Industry Council of Hong Kong.

The next ITE Hong Kong will be held from June 11 to 14, 2026.

Hong Kong residents made over 100 million departures in 2024, exceeding the 2019 total. Significantly, Hong Kong had a quality recovery from 2023 – outbound spending 84% which is higher than the 77% by departure.

Pre-pandemic, Hong Kong often ranked Asia's 3rd or 4th major source market by spending.

Each year, TKS Exhibition Services Ltd (ITEHK2025 organizer) holds an **ITE Public Visitor Survey** which draws some 3500 replies on average. It covers visitors' traveling preferences and outlook. Findings of the survey this year will be **published in coming July / August**.

For enquiry, visit www.itehk.com; email travel@tkshk.com; WhatsApp +852 6936 1271; Wechat itehongkong; Facebook itehk.

Red Bird Travel News: <https://www.paullotravel.com/itehk-2025-big-visitor-quality-quantity/>