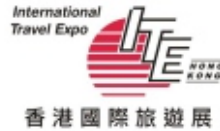


SHOW HIGHLIGHT

ITE HONG KONG 2020



The annual ITE Hong Kong, the city's only travel fair, has 2 days for trade and professionals requiring registration for admission. Despite protest marches on the previous Sunday, the day before opening and the last day, ITE 2019 held as scheduled and drew 11613 buyers and trade visitors, down some 6%, of whom 63% from Hong Kong, 22% from Guangdong, 4% from other parts of China, and 11% from other Asia. By sectors, over 6000 from travel agents, while some 2200 from MICE and corporation.

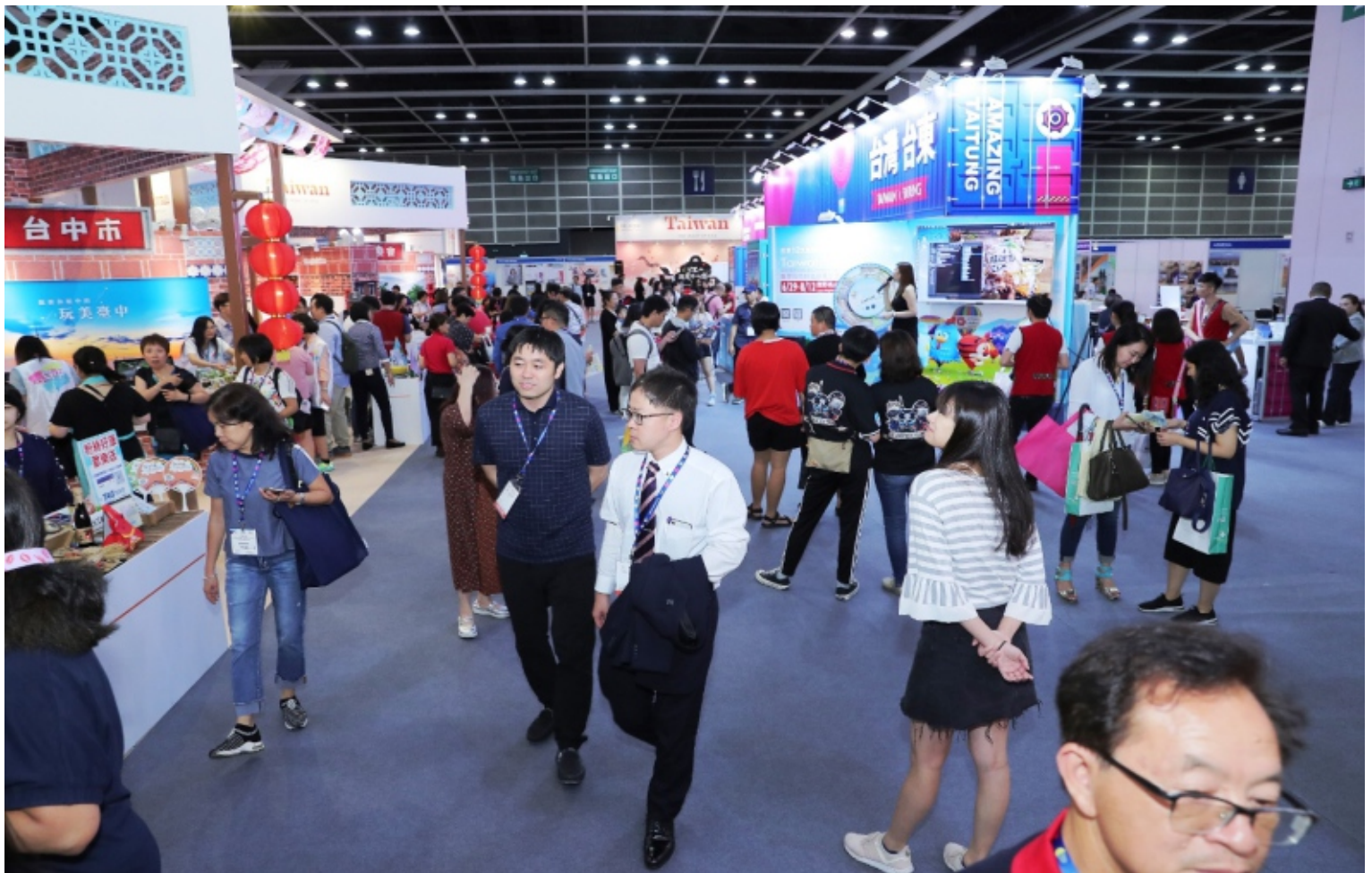
ITE MICE is the only MICE show in the Greater Bay Area (the Bay), which includes three of China's top five cities of Hong Kong, Shenzhen and Guangzhou and 8 other major cities in the Pearl River Delta. The Bay has a cumulative GDP of US\$1.69 trillion and population of 68 million. Attending ITE's 2 public days were 73665 quality visitors, of whom 85% FIT or private tour, while 67% book at fairground and 61% online booking directly with suppliers like airlines and hotels, so accessible to overseas sellers.



With international tourism expenditure in 2018 totaling US\$26.5 billion, up 4.3%, Hong Kong ranked World's 11st & Asia 3rd largest Source Market! Apparently, Hong Kong citizens keep traveling abroad despite recent social unrest, and made in July this year 7.973 million departures, up 2.3%, of which 1.233 million via Airport though inbound has been seriously affected!

When: 11 – 14 June 2020

Where: HK Convention & Exhibition Centre, Hong Kong



Highly international, 87.5% of ITE's 675 exhibitors from 56 international destinations including mainland China (over half from outside Asia), and 141 exhibitors present MICE travel products! A pioneer in Asia, ITE also highlight theme travels popular with up market travelers.

ITE offers exhibitors B2B, B2 MICE, B2C programs each with free and optional services, which can include e-newsletter promotions, Business Matching for quick dating between buyers and

sellers, assistance in holding trade seminar or workshop, sponsorship, online and onsite advertising etc.

Organized by TKS Exhibition Services Ltd., for examples, ITE is supported by the Ministry of Culture and Tourism of the People's Republic of China and Hong Kong Tourism Board, other tourism authorities, trade associations of Travel and MICE industries etc.