



Affluent FIT Travelers Face Rising Costs from Geopolitical Uncertainties by Spending More - ITE Hong Kong 2026 Survey

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HONG KONG, April 8, 2026 /PRNewswire/ -- **The 40th ITE Leisure & 21st ITE MICE will be held from June 11-14, 2026** at HKCEC Halls 1. A proven international sourcing platform for Asia travel trade and affluent travelers, it keeps separate days, promotions and programs for trade and public.

Highly successful, ITE2025 drew 502 **exhibitors** from 64 countries and regions (1/3 outside Asia); 7626 **buyers & trade visitors** (33% from Chinese Mainland, 20.2% overseas); 70212 public visitors (80% prefer traveling **FIT or Private Tours**).

Each year, China's official pavilion, which organized by Ministry of Culture and Tourism of P.R. China and includes many provinces and cities, remains the largest.

Also, ITE draws **70% of its trade buyers from the Greater Bay Area (GBA)**, including Guangdong cities' trade delegations and individuals. In 2024, **GBA had a combined GDP of US\$2.09 trillion** - comparable to the Tokyo Bay Area and larger than San Francisco - and a combined population of over 87 million.

Hong Kong, with 7.5 million people, was the **world's 14th largest outbound travel market** by spending in 2024 (US\$28.9 billion). **Resident departures** totaled 117 million in 2025, up 12.3%, and reached 3 million during the 2026 Spring Festival, up 22%.

How do ITE visitors react to the geopolitical uncertainties? ITE's mid-March online survey of 688 respondents found them **frequent and affluent travelers**. They choose to spend more, not cutting back on travel:

- 74.6% took **multiple outbound holidays** in 2025
- **62.5% plan to increase travel budget**; 25.3% maintain, only 12.2% reduce
- 42.3% will **avoid affected areas**; 29.7% may do so when planning 2026 holidays
- Over half are university educated.

At ITE2025, over 10,000 visitors attended 100+ public seminars, and survey then found 43% interested in on-site booking often via mobile-strong buying signals. Exhibitors can generate more revenue by promoting discount codes and online booking, not direct selling
 ITE offers **B2B/B2C** services like **Business Matching** for seller quick-dating buyer; assisting exhibitor hold **trade seminar; speaking opportunity; KOL Networking, Public Seminars and Pre/Post Show Promotion** etc.

Despite global inflation, organizer TKS has held space rental frozen since 2019, increasing just 2.19% to US\$470 per SQM for 2026.

For full version, please click:

<https://www.itehk.com/travelexpo/doc/press/ITE26-GlobalUncertainty-VisitorSpendingMore-Apr26-full-en.pdf>

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