

ITE Hong Kong 2025 designated as Mega Event by HK government

The four-day event also covers this year's ITE Leisure and ITE MICE summits



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ITE Hong Kong, Hong Kong SAR's foremost international travel fair, makes a comeback this June.

This massive trade event has been designated as a Mega Event by the Hong Kong government thanks to the way it has boosted travel and tourism in the post-pandemic experience.

ITE Hong Kong 2025 is now on its fifth live run since the pandemic, and will also feature the 39th ITE Leisure, as well as the 20th ITE MICE.

Running from 12th to 15th June, the event will be staged at Halls 1A to 1E of the Hong Kong Convention Exhibition Centre.

At its 2024 run, ITE Hong Kong welcomed 515 Exhibitors, 87 percent of whom were from overseas .

At the same time, the event featured exhibitions from 68 nations that drew in 7,023 buyers and trade visitors.

Local and foreign tourists also came to the event, numbering around 63,027 throughout ITE's duration.

What's in it for travel professionals?

ITE's B2B and B2C programmes offer free and optional services for those in the travel and tourism trades.

The event will feature a Buyers' Meeting for sellers meeting buyers through a free-flowing format, enabling them to see viable options.

At the same time, exhibitors' press releases are included in the press kits distributed at pre-show media events.

ITE Hong Kong also offers trade and public seminars to show the importance of travel and tourism to the regional and global economies.



ITE Hong Kong

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