

## ITE Hong Kong 2025 To Introduce Youth Travel Zone

The Dedicated Area Will Encourage Younger Generations To Consider The Endless Possibilities Of Travel

Events | Hong Kong

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**The upcoming ITE Hong Kong 2025 introduces an innovative new area for a new generation of travellers.**

The new Youth Travel Zone is expected to help younger people imagine the infinite possibilities of global travel.

The Youth Travel Zone will also feature a Workshop Area and the Zone itself expands the possibility of learning through its proximity with several booths held by a variety of organisations.

At the heart of the zone is the VolTra Market, a venue featuring stalls showcasing the multifaceted connections between travel, culture, creativity, and lifestyle.

Those handling the stalls come from diverse backgrounds, but share common ground in terms of extensive travel experiences that they will share with participants.

As such, The VolTra Market seeks to deliver an inspiring experience to attendees, one that revolves around the theme The Possibilities of Travel.

VolTra, the organisation behind the market, will also have its own booth next to the Zone, where it will present its programmes, services, and activities in greater detail.

According to VolTra executive director Olivia Ma: "Each stall in the VolTra Market Zone tells a story, not just of where someone has been, but how those experiences sparked creativity, purpose, and action. There, young visitors can be inspired to explore the world not just for leisure, but as changemakers in their communities and beyond."



### Here to inspire

Established in 2009, VolTra is a registered charitable organization that promotes action learning through international voluntary service, experiential travel, community participation, and gamified interaction.

It designs and organises a wide range of local and international volunteer and educational programs, aiming to broaden participants' global awareness.

By inspiring individuals to turn ideas into action and make positive changes in their communities, VolTra works toward the vision of highly participative global action.

KS Tong, managing director of ITE organiser TKS, said: "Our warm welcome to the highly inspirational VolTra Market Zone which will show visitors, especially the younger generations, how to get more from traveling! We are excited that some stall owners actually infuse travel inspirations into their products, bringing a bit of their experience into each one."

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