

ITE Hong Kong Set To Become A Mega Event For Both Buyers And Suppliers

The Travel Trade Event Is Slated To Begin On 12th June



Travel Trade Show | Hong Kong

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ITE Hong Kong 2025 stands to become one of the year's biggest events for the global travel sector, drawing in multitudes of both suppliers and buyers over a four-day period.

Scheduled to run from 12th to 15th June, ITE Hong Kong will be staged at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre (HKCEC).

The first two days of the event are dedicated to trade participants, while the latter half is open to the public.

Incorporating the 39th ITE Leisure and 20th ITE MICE, ITE Hong Kong also marks its 40th year in 2025 with its fifth live run since the pandemic.



What's on in Hong Kong?

Hong Kong SAR Chief Executive John KC Lee will be welcoming participants with a special message on the first day of the event.

Likewise, HKSAR secretary for culture, sports, and tourism Rosanna Law Shuk Pui will officiate at the opening ceremony on 12th June at the ITE Grand Stage.

Prior to the official opening, members of the media were invited to the press conference held on Tuesday, 3rd June, and will also be in attendance at the exhibition preview on Wednesday, 11th June.

From 12th June onwards, the event will feature around 30 simultaneous events on the two trade days, followed by up to 80 travel-centric seminars on the two days open to the public.

This year's event stands to welcome around 60 nations among its exhibitors, 30 percent of whom are from outside the greater Asian region.

Attendees will include 500 exhibitors and potentially more than 7,500 potential buyers and trade professionals.



Deeper understanding

In order to aid participants from the Chinese Mainland, several seminars at the event will feature AI-driven automatic translation in the form of English and Chinese subtitles flashed onscreen.

At the same time, this year's B2B Programme will include business matching for buyers and suppliers, themed talks led by global experts, pre-show promotions online for sponsored seminars; as well as seminar-workshops for niche products and new destinations.

The Hong Kong Metropolitan University will also host an industry forum focused on the theme *The Sustainable Shift: Where Purpose Meets Profit* which features multi-generational speakers from both the corporate and academic sectors.

Likewise, the highly popular Public Travel Seminars for B2C audiences are slated to return during the latter half of the event.

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