

ITE Hong Kong 2026 To Showcase Asian Travel Trade

The Expo Will Comprise The 40th ITE Leisure And The 21st ITE MICE, Offering A Platform For Unparalleled Access To Asia's Major Source Markets

MICE | Hong Kong

JANUARY 9, 2026

WRITTEN BY : TDM EDITORIAL TEAM



The International Travel Expo (ITE) Hong Kong 2026 is set to take place from 11 to 14 June at the Hong Kong Convention and Exhibition Centre, marking its 40th anniversary.

Organised by TKS Exhibition Services Ltd, the event will feature both B2B and B2C programmes, catering to the Asian travel trade and premium Free Independent Travellers (FIT).

The expo will comprise the 40th ITE Leisure and the 21st ITE MICE, offering a platform for unparalleled access to Asia's major source markets.

Notably, 67% of trade visitors hail from China's Greater Bay Area, an economic powerhouse with a combined GDP of \$2.1 trillion in 2024.

Hong Kong itself, with a population of just 7.5 million, made 10.47 million departures and spent \$28.9 billion in 2024, ranking as the world's 14th largest source market.

The event is supported by China's Ministry of Culture and Tourism and the Hong Kong Tourism Board, among others.

The year that was and a forecast of what's to come

ITE 2025 saw participation from 502 exhibitors, with 88% from outside Hong Kong, representing 64 countries and regions.

The event attracted 7,627 regional buyers and trade visitors, with 46% being travel agents and 15% from the MICE sector.

Public interest was high, with 70,212 visitors, 72% of whom were university-educated and 91% maintaining or increasing their travel spending.

The expo's B2B and B2C programmes include business matching, speaking opportunities, and networking events; and it was noted how public days are particularly effective for face-to-face promotions, with 43% of visitors interested in onsite bookings.

That said, ITE Hong Kong 2026 promises to be a significant event for the travel industry, continuing its tradition of fostering international travel trade connections and promoting tourism in Asia.

Travel Daily Media

<https://www.traveldailymedia.com/ite-hong-kong-2026-to-showcase-asian-travel-trade/>