

# ITE Hong Kong 2026 Showcases Travel Industry Innovations



Travel Trade Show | Hong Kong

WRITTEN BY : TDM EDITORIAL TEAM

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**ITE Hong Kong 2026, the 40th edition of ITE Leisure and the 21st ITEMICE, is set to take place from 11 to 14 June.** The event will dedicate the first two days to trade professionals and the latter two to the public. As the world's 14th largest market, Hong Kong's outbound travel expenditure reached \$28.9 billion (US\$28.9 billion) in 2024, with 117 million departures recorded in 2025.

The event promises a robust platform for sourcing and networking, with 88% of exhibitors and 50% of buyer-trade visitors in 2025 coming from outside Hong Kong. Notably, 70% of these visitors hailed from the Greater Bay Area. The trade website's monthly traffic surged from 84,000 in late 2025 to 168,939 by March 2026, indicating strong interest from Asia's travel trade sector.

A survey conducted in March 2026 revealed that 62.5% of public visitors plan to increase their travel budget, whilst 25.3% intend to maintain it, underscoring the resilience of affluent travellers. Additionally, 43% of public visitors expressed interest in booking onsite, often via mobile, presenting revenue opportunities for exhibitors through e-booking sites and special offer codes.

ITE Hong Kong 2026 will feature new official pavilions from Uganda, Mongolia, and Peru, alongside an expanded China Pavilion with 21 participating provinces and cities. The event will also introduce an Ice and Snow Travel Pavilion, showcasing exhibitors from northern Canada and Iceland. B2B and B2C programmes will include business matching, KOL networking, and industry forums on sustainable tourism.

Organised by TKS Exhibition Services Ltd, ITE Hong Kong celebrates its 40th anniversary this year, continuing to be a pivotal event for the travel industry

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