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## ITE Hong Kong Hosts Seminar in Japan on Greater Bay Area Business Opportunities, Strengthening Hong Kong Outbound Travel

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Hong Kong's travel and trade sectors are rapidly recovering, with the ITE Hong Kong Outbound Seminar marking a significant milestone in rekindling business ties between Japan and Hong Kong. Held on February 13, 2025, at the Tokyo International Forum, the event brought together industry leaders, tourism officials, and corporate representatives to discuss the future of outbound travel from Hong Kong and its impact on Japan's inbound industry.

The seminar, hosted by TKS, the organizer of ITE HONG KONG, revived a long-standing tradition of cross-border business discussions that had been interrupted by the pandemic. With 30 attendees representing 22 Japanese organizations, the event provided valuable insights into Hong Kong's travel recovery, new business opportunities in the Greater Bay Area, and the evolving role of Japan as a premier exhibitor in ITE.

### Why This Seminar Matters: Strengthening Japan-Hong Kong Tourism and Trade Ties

For over a decade, Hong Kong's outbound travel to Japan and Japanese exhibitor participation in ITE have grown in parallel. Even before the pandemic, Japan had established itself as ITE's second-largest pavilion, solidifying its importance as a key player in Hong Kong's travel market. The return of such business-focused seminars signals renewed bilateral engagement, with stakeholders eager to explore fresh opportunities and navigate evolving travel trends.

**Hong Kong Tourism Board (HKTB) Japan Office**, highlighting Hong Kong's role as a leading **MICE destination** and gateway to the **Greater Bay Area**.  
**TKS**, presenting data on **Hong Kong's outbound travel recovery** and insights into evolving traveler preferences.  
**Infinity Communications**, showcasing how Japanese exhibitors can **optimize participation in ITE** through enhanced marketing and support services.

### **Hong Kong's Outbound Travel Recovery: Key Insights from ITE**

Hong Kong's travel industry is rebounding at an **accelerated pace**, with recovery trends showing **higher spending levels even as departure numbers remain below pre-pandemic levels**. The latest data reveals:

**FIT (Free Independent Travelers) are driving the recovery**, as package tour participation lags behind pre-pandemic figures.

**Premium FIT travelers** dominate, with an increasing preference for **personalized, high-quality travel experiences**.

**Trade visitors from neighboring cities** account for nearly half of ITE's attendees, reflecting the event's influence beyond Hong Kong.

This **quality-driven recovery** presents significant opportunities for **Japanese tourism operators, hotels, and service providers** to target **affluent Hong Kong travelers looking for unique, high-value experiences**.

### **The Greater Bay Area: A Booming Market for Japanese Businesses**

The seminar underscored **Hong Kong's strategic role as the gateway to the Greater Bay Area (GBA)**, which boasts:

**A combined GDP of US\$1.97 trillion (2023)**, making it one of Asia's most influential economic hubs.

**A rapidly expanding consumer base**, driving demand for international travel, luxury experiences, and MICE events.

**Strong trade and tourism links with Japan**, positioning the country as a preferred destination for business and leisure.

HKTB's presentation emphasized Hong Kong's advantages as a MICE hub, attracting regional and international corporate events that fuel outbound travel to Japan. The growth of business exchanges, incentive travel programs, and cross-border corporate partnerships will further strengthen Japan's tourism and trade with the Greater Bay Area.

### **Japan's Role as a Leading Exhibitor in ITE**

Over the years, Japan has remained **one of the most prominent exhibitors at ITE**, leveraging its participation to:

**Showcase emerging tourism destinations beyond Tokyo and Osaka.**

**Promote seasonal travel experiences**, such as cherry blossom festivals and ski tourism.

**Engage in direct business matchmaking** with Hong Kong travel agencies, tour operators, and investors.

Infinity Communications, which has facilitated Japanese exhibitor participation in ITE for years, shared insights on how businesses can optimize their presence in future editions of the event. From tailored marketing strategies to enhanced networking opportunities, exhibitors can expect a streamlined, result-driven approach to engaging Hong Kong's outbound market.

### **Revitalizing Business Travel Between Japan and Hong Kong**

With travel resuming at full scale, industry experts predict:

**A surge in corporate and leisure travel between Japan and Hong Kong.**

**Increased participation from Japanese exhibitors in ITE**, reflecting strong market confidence.

**Expanded opportunities for MICE tourism**, positioning Japan as a premier choice for business events.

The ITE Hong Kong seminar in Japan is a testament to the resilience of Asia's travel industry and the growing economic synergy between Hong Kong, the Greater Bay Area, and Japan. As both regions continue to recover, innovate, and expand tourism cooperation, the outlook for 2025 and beyond remains highly optimistic.

For Japanese businesses eyeing new opportunities in Hong Kong's outbound travel market, events like ITE Hong Kong provide unparalleled access to one of Asia's most dynamic tourism economies.

Travel and Tour World: <https://www.travelandtourworld.com/news/article/ite-hong-kong-hosts-seminar-in-japan-on-greater-bay-area-business-opportunities-strengthening-hong-kong-outbound-travel/>