

## ITE 2026 Marks 40th Anniversary with Groundbreaking B2B and B2C Opportunities at Hong Kong's Premier Travel Event

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The highly anticipated 40th edition of ITE, celebrating its milestone anniversary in 2026, will take place at the Hong Kong Convention and Exhibition Centre (HKCEC) from June 11 to 14. With both B2B and B2C segments, ITE continues to offer an invaluable platform for industry professionals and the public alike. This event comprises the 40th ITE Leisure and the 21st ITE MICE, bringing together a diverse global audience and featuring a well-rounded program designed to meet the dynamic needs of the travel and tourism sector.

Since its debut, ITE has firmly established itself as a key event in the Asia-Pacific region, and its live editions have been hosted annually since 2021. With dedicated trade days for B2B professionals and public days for B2C engagements, ITE attracts a significant number of visitors from across Asia's major source markets. An impressive 67% of trade visitors hail from China's Greater Bay Area (GBA)—which includes Hong Kong, Shenzhen, and Guangzhou—a region that boasts a GDP of US\$2.1 trillion as of 2024. Hong Kong, with its robust outbound travel market, made 104.7 million departures in 2024 alone and continues to be a major global player in the tourism sector. Notably, during the holiday season of December 2025, over 2.32 million departures were recorded, showcasing the region's strong outbound travel momentum.

The ITE event is organized by TKS Exhibition Services Ltd. and has garnered significant support from China's Ministry of Culture and Tourism, which will also host the largest pavilion. In addition, the Hong Kong Tourism Board and other influential industry players will lend their support to the event, making ITE 2026 a key milestone in the region's tourism calendar.

### **What to Expect from ITE 2026: Highlights and Key Statistics**

ITE 2025, a major event on the tourism calendar, brought together an impressive 502 exhibitors from 64 countries and regions, with 88% of participants coming from outside Hong Kong. These exhibitors represented a diverse array of travel-related businesses, offering products and services that span across leisure, MICE (Meetings, Incentives, Conferences, and Exhibitions), and travel technology sectors. The event attracted over 7,600 regional buyers and trade visitors, with 46% being travel agents and 15% working in the MICE industry. The majority of trade attendees (47%) hailed from Hong Kong, while 33% were from Mainland China, and 20% came from other parts of Asia.

The public-facing segment of ITE 2025 saw remarkable engagement, with over 70,000 visitors in attendance. A post-event survey, which collected feedback from more than 4,200 respondents, revealed valuable insights into travel trends and consumer behavior. Notably, 72% of visitors expressed a preference for Free Independent Travel (FIT) for long-haul destinations, and 48% had taken three or more outbound trips in the first half of 2025. ITE's audience continues to demonstrate strong purchasing power, as 91% of public visitors stated they either maintained or increased their travel spending, reflecting the industry's robust demand. In addition, 32% of visitors were keen on exploring non-Asian destinations in the near future, indicating a growing appetite for global travel beyond the region.

The exhibition's B2B and B2C programs are well-regarded for their ability to facilitate meaningful connections within the travel industry. These programs include business matching opportunities, speaking engagements in trade and public seminars, and KOL (Key Opinion Leader) networking events with over 50 influencers and exhibitors. Additionally, theme corners like Youth, Family, and Green Travel provide targeted exposure for niche markets, giving attendees the chance to engage with specific sectors of the tourism industry.

### **Opportunities for Business and Consumer Engagement**

ITE's B2B segment remains a prime opportunity for businesses to connect with buyers and suppliers across the global travel industry. Business matching, pre-show promotions, and access to high-quality networking events are just a few of the ways ITE serves as a launchpad for partnerships, collaborations, and business expansion.

For the B2C segment, ITE public days provide an excellent environment for exhibitors to promote their offerings directly to consumers, with many visitors eager to make bookings onsite. With 43% of public visitors indicating an interest in making on-site bookings, the event is a valuable opportunity for exhibitors to convert interest into tangible sales. Furthermore, with many attendees using mobile devices for booking and payment, ITE continues to embrace digital transformation in the travel industry, ensuring an efficient and seamless experience for both exhibitors and attendees.

### **Looking Ahead to ITE 2026**

As ITE prepares for its 40th edition, organizers are focused on offering a platform that supports the evolving needs of the global travel industry. With raw space rental costs set at US\$470 per square meter for ITE 2026, the event remains an affordable and attractive proposition for exhibitors, with early payment discounts available. The modest increase in rental rates (just 2.2% since 2019) reflects ITE's commitment to providing value to its participants while ensuring the continued growth and success of the event.

In conclusion, ITE 2026 promises to be a landmark event, offering unparalleled opportunities for industry professionals and travelers to explore new products, services, and trends shaping the future of global tourism. With its diverse program, strong industry backing, and excellent attendee engagement, ITE 2026 will undoubtedly set the stage for continued success and growth in the Asia-Pacific region's tourism sector.

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