

Canada Joins Mexico, United States, Switzerland, Japan, Thailand and More Fifty Five Countries Participating at 40th Edition of ITE Hong Kong 2026 Bringing More Than Four Hundred Exhibitors and to Steal the Spotlight of Global Travel Sector

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Canada joins Mexico, United States, Switzerland, Japan, Thailand and more than 55 countries at the 40th edition of ITE Hong Kong 2026, bringing over 400 exhibitors together in a travel showcase that is poised to steal the spotlight of the global travel sector.

Canada joins Mexico, United States, Switzerland, Japan, Thailand and more than fifty-five countries participating at the 40th edition of ITE Hong Kong 2026, bringing more than four hundred exhibitors and preparing to steal the spotlight of the global travel sector. As international tourism continues its transformation, the exhibition is emerging as one of Asia's most significant travel gatherings. Moreover, tourism boards, airlines, hotels and travel operators are using the event to reach travellers, buyers and industry leaders. Consequently, ITE Hong Kong 2026 is expected to become a major platform where destinations compete for attention and future tourism growth.

ITE Hong Kong 2026 is set to place the global travel industry in the spotlight once again as exhibitors, tourism boards, airlines, hotels and travel brands gather in Hong Kong for one of Asia's largest travel exhibitions. The 40th International Travel Expo and the 21st MICE Travel Expo will bring together more than 55 countries and regions, over 400 exhibitors and tens of thousands of visitors. As travel demand continues to evolve, the event offers a unique platform for destinations to attract travellers, promote tourism recovery and showcase emerging experiences. Consequently, industry experts are watching this edition closely.

ITE Hong Kong 2026 is expected to attract around 74,000 public visitors and 8,000 trade professionals while hosting more than 400 exhibitors from over 55 countries and regions. The event will showcase tourism boards, airlines, hotels, travel agencies and MICE providers, making it one of Asia's most significant travel industry gatherings.

The 40th International Travel Expo (ITE) Hong Kong and the 21st MICE Travel Expo are scheduled to take place at the Hong Kong Convention and Exhibition Centre, bringing together tourism stakeholders from across the world in a large-scale showcase of destinations, travel products and business opportunities. Organisers expect participation from more than 55 countries and regions, reinforcing the exhibition's position as a leading platform connecting Asian travellers with global tourism providers.

As international tourism continues to recover and diversify, ITE Hong Kong has become an important meeting point for tourism boards, airlines, accommodation providers, cruise operators and travel technology firms seeking to strengthen their presence in Asia. Through the event's official platform at <https://www.itehk.com>, participants gain access to networking opportunities, consumer engagement initiatives and destination promotion activities designed to support future travel growth.

Why Is ITE Hong Kong 2026 Expected to Attract Global Attention?

ITE Hong Kong 2026 is attracting attention because it combines both trade and consumer segments within a single exhibition, allowing destinations to engage directly with industry buyers as well as potential travellers. This dual approach creates an environment where business development, marketing campaigns and consumer education can occur simultaneously, generating broader benefits for exhibitors and visitors alike.

The event's international character remains one of its strongest attractions because approximately 85 per cent of exhibitors originate from outside Hong Kong, while nearly one-third represent destinations beyond Asia. Such diversity gives visitors access to a wide range of travel opportunities, from traditional holiday destinations to emerging niche markets seeking greater visibility among Asian consumers. As a result, tourism organisations view ITE as an efficient platform for expanding market reach and strengthening brand recognition.

Which Countries and Regions Are Expected to Exhibit?

More than 55 countries and regions are expected to participate in ITE Hong Kong 2026, creating a truly international environment where visitors can explore travel possibilities spanning several continents. Exhibitors are expected from Asia, Europe, Oceania, Africa, the Middle East and the Americas, providing a broad representation of global tourism offerings.

Countries and destinations regularly represented at ITE include:

Asia

- China
- Japan
- South Korea
- Thailand
- Malaysia
- Vietnam
- Indonesia
- Philippines
- India
- Sri Lanka
- Nepal
- Mongolia

Europe

- Finland
- Germany
- France
- Spain
- Italy
- Switzerland

Oceania

- Australia
- New Zealand

Middle East & Africa

- United Arab Emirates
- Saudi Arabia
- South Africa

Americas

- United States
- Canada
- Mexico

These are representative markets regularly promoted through official tourism board pavilions and destination marketing organizations at ITE.

Asian destinations such as China, Japan, South Korea, Thailand, Malaysia, Vietnam, Indonesia, the Philippines, India, Nepal and Sri Lanka are anticipated to maintain a strong presence. Meanwhile, European destinations including France, Germany, Italy, Spain and Switzerland are also expected to participate alongside tourism authorities from Australia, New Zealand, South Africa, Saudi Arabia, Canada and the United States. These exhibitors use the event to showcase cultural attractions, tourism infrastructure and new travel experiences aimed at attracting visitors from Hong Kong and wider Asian markets.

Who Are the Main Exhibitors Taking Part in the Event?

The exhibitor profile at ITE Hong Kong 2026 reflects the broad structure of the global tourism industry because participation extends beyond traditional tourism boards and travel agencies. National tourism organisations, regional destination marketing agencies, airlines, airport authorities, hotel groups and convention bureaus are among the major participants expected to occupy exhibition space.

Travel technology companies, online booking platforms, cruise operators and destination management companies are also expected to use the event to present innovations that support travel planning and customer engagement. Several Chinese tourism organisations and provincial tourism promotion agencies have already signalled significant participation, while hospitality groups and international travel service providers continue to expand their presence. This broad mix enables visitors to experience both the leisure and business travel sectors within a single venue.

How Important Is China's Presence at ITE Hong Kong 2026?

China is expected to be one of the most prominent participants at ITE Hong Kong 2026, with organisers indicating continued expansion of the country's exhibition footprint. Chinese tourism authorities have increasingly used international travel fairs to promote regional destinations, encourage domestic tourism exchanges and strengthen inbound travel interest from overseas markets.

Several provincial tourism agencies, hotel groups and travel operators are expected to exhibit through dedicated pavilions and destination-focused displays. Their participation reflects China's ongoing efforts to promote diverse tourism offerings ranging from cultural heritage sites and urban experiences to natural attractions and business travel opportunities. The scale of China's involvement is likely to make it one of the event's most visible contributors, attracting considerable attention from visitors and industry professionals alike.

What Can Public Visitors Expect During the Exhibition?

Public visitors attending ITE Hong Kong 2026 can expect an interactive experience that extends far beyond traditional exhibition displays because organisers have designed numerous attractions aimed at engaging families, young travellers and travel enthusiasts. The public days will feature destination-themed pavilions, cultural performances, travel games, demonstrations and photography opportunities.

Special attractions are expected to include family-focused activities, cosplay presentations, travel passport programmes and interactive exhibitions encouraging visitors to explore multiple destinations throughout the venue. Youth-oriented initiatives are also expected to play an important role through collaborations with community organisations and travel-focused creative projects. These activities are designed to inspire future travel decisions while providing entertainment and educational value for attendees of all ages.

What Does the Event Mean for the Future of Asian Tourism?

ITE Hong Kong 2026 serves as an important indicator of tourism trends across Asia because it reflects changing traveller preferences, emerging destinations and industry investment priorities. As travel demand increasingly shifts towards personalised experiences, sustainable tourism and experiential journeys, exhibitors are adapting their offerings to meet evolving consumer expectations.

The exhibition also highlights the growing importance of younger travellers, particularly Generation Z, whose interests increasingly influence tourism marketing strategies and destination development. By bringing together international stakeholders, ITE provides insight into how destinations compete for visitors while identifying opportunities for collaboration and innovation. Consequently, the event functions not only as a travel fair but also as a barometer for the future direction of tourism across the region.

Why Are Industry Professionals Closely Watching This Year's Edition?

Industry professionals regard ITE Hong Kong 2026 as a valuable platform for assessing tourism recovery, market sentiment and future business opportunities because it gathers a broad spectrum of stakeholders under one roof. Buyers, tour operators, destination managers and corporate travel planners can evaluate new products while building relationships with suppliers from multiple markets.

The expected attendance of around 8,000 trade visitors and 74,000 public attendees provides exhibitors with substantial exposure and market feedback. Moreover, the event's combination of consumer engagement and professional networking enables participants to test promotional strategies, identify emerging trends and develop partnerships that may influence tourism growth in the years ahead. This combination of commercial opportunity and market intelligence explains why industry leaders continue to prioritise participation.

The growing participation of Canada, Mexico, United States, Switzerland, Japan, Thailand and dozens of other destinations demonstrates why ITE Hong Kong 2026 remains a leading international travel exhibition. The cause behind this strong global presence is the increasing importance of Asia's travel market and the need for destinations to connect directly with consumers and industry professionals. The answer is clear: ITE provides a highly visible platform that combines business opportunities with public engagement. The reason for its continued success lies in its ability to bring together more than four hundred exhibitors, encourage international collaboration and showcase the future of global tourism.

ITE Hong Kong 2026 is poised to reaffirm its status as one of Asia's most influential travel exhibitions by bringing together more than 400 exhibitors from over 55 countries and regions while attracting approximately 74,000 visitors and 8,000 industry professionals. The event's significance stems from its ability to connect destinations, businesses and travellers within a single platform that promotes tourism growth, innovation and international cooperation. As global travel continues to evolve, ITE offers a clear answer to industry questions about future demand, emerging trends and market opportunities. That combination remains the primary reason the exhibition continues to attract worldwide attention.

Travel and Tour World:

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