

Hong Kong designates ITE Hong Kong and MICE Travel Expo 2025 as mega event

The event is slated for June of next year



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The Hong Kong Special Autonomous Region (SAR) government has designated the ITE Hong Kong and MICE Travel Expo 2025 as one of the territory's mega events for the first half of 2025.

Mega events are defined as gatherings that could have significant impact on a number of business sectors.

For the most part, these are events that spur growth in the fields of tourism, hospitality, and retail, bringing substantial economic gain to Hong Kong.

Over the years, such events have drawn in a significant number of tourists, contributing substantially to the territory's gross domestic product (GDP.)



Back on track

Hosting a live edition of the ITE was a problematic undertaking at the height of the pandemic and even the first held in 2021 was a shaky affair.

Since then, organisers have held the live event annually, opening its doors to both domestic and international exhibitors.

The 2023 run of the ITE was the first time that regional buyers and trade professionals returned to the event, while the one held this year came close to returning to the number of participants and halls seen prior to the pandemic.

For 2024, the number of trade and public visitors were already at 85 percent of pre-pandemic levels.



Hong Kong SAR government

ITE Hong Kong and MICE Travel Expo 2025

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