

EVENTS

ITE Hong Kong 2024: Key insights and trends revealed

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ITE Hong Kong 2024 saw 51,502 exhibitors and visitors. Survey reveals trends among mature, well-educated, and travel-enthusiast attendees.

The annual **ITE Hong Kong** is a major international travel fair in Asia. The latest **ITE Public Visitor Survey**, which was held online in some 30 days from May to June in 2024, collected 3740 replies.

ITE 2024, which is its 38th edition since launching and its 4th physical edition since Covid-19, drew in 4 days 515 international exhibitors and 7023 buyers and trade visitors with respectively 87% and 46% from outside and overseas; and 63027 public visitors who mainly travel enthusiasts and frequent travelers.

With the borders of Hong Kong and mainland China re-opening around March last year, the ITE public survey in June 2024 better reflects preferences of post-pandemic outbound travel of travelers from Hong Kong and neighboring areas.

Public Visitors' Profile

The survey found ITE public visitors are mature with the majority in working age with good education; travel enthusiasts taking multiple outbound holidays (B); and well off with more money to spend on future travel.

Interestingly, total percentage of those traveling to outside Asia in the second half this year some 80% higher than in the first half (D) as international flight prices becoming lower. They likely are seasoned and savvy travelers with holidays well planned.

In fact, their top objectives of visiting ITE are respectively to collect info for plan coming holidays (34.6%); find new destinations / travel themes (27.2%); and buy and/or book travel products (21%). Above supportive they are premium FIT (E & F).

A. Educated and Mature

With 85% of visitors aged between 25 and 59, many are of working age. Also, over 50% have a university education and another 23% have post-secondary education. Thus, many likely have well-paid jobs.

Those aged 60 or above, who include retirees, constitute the third largest group by age. The better-off retirees spend more than the average monthly salary and love traveling (NOTE *)—also, females outnumber males by around two to one in ITE.

Education	The three largest groups by Age
University or above 50.8%	<25 - 39>..... 39.1%
Post-secondary..... 22.9%	<40 - 59>..... 46.3%
Secondary or lower 26.3%	< 60 or above> 9.6%

(NOTE *): The Institute of Financial Planners of Hong Kong (IFPHK) reported in mid-April 2024 the city's retirees spend an average of HK\$14,700 per month, while high-spending Hong Kong retiree group (monthly spending over HK\$15000) spends an average of HKD23,671 per person per month, which higher than the city's average monthly salary (HK\$20,800) in Q4 of 2023. Also, retirees are increasingly indulging in travelling.

B. Travel Enthusiasts

In the first half of this year, 94.4% had already taken at least one and 44.1% (29.7% + 14.4%) had three or more outbound holidays. In the second half of this year, more will take at least one outbound holiday as those not traveling drop by almost two-thirds from 6.6% to 2.4%.

Table: No of Overnight Outbound Holiday taken / planned in 2024

<Months>	<Zero>	<1-2 times>	<3-4 timers>	<5 times/more>
Jan-Jun	6.6%	50.2%	29.7%	14.4%
Jul-Dec	2.4%	58.2%	28.8%	10.7%



C. Premium Travelers – To Spend More on Travel

More importantly, ITE public visitors will spend more on traveling! On budget in 2024 comparing to last year, 59.4% plan spending more, 35.5% similar and only 5.1% will cut back.

D. Destinations – Been There and Will Visit

In the second half of 2024, more shift focus to long-haul destination and away from holiday frequency. In fact, will take out-of-Asia holidays, and for example, 9% plan traveling to North America or Europe while 5.3% been there earlier this year, which a rise of 70% (9.0% / 5.3%)!

Table: Destinations been / plan visiting in 2024

<Destinations by Region>	Jan – Jun	Jul – Dec
<Mainland China + Macau + Taiwan>	45.4%	34.3%
<NE Asia>	16.6%	17.8%
<SE Asia>	28.6%	31.3%
Asia Sub-total	90.6%	83.4%
<N America + Europe>	5.3%	9.0%
<Oceania>	2.4%	5.2%
<S America, Africa, Middle East>	1.7%	2.4%
Non-Asia Sub-total	9.4%	16.6%

E. Booking / Info Channels

Other than ITE, visitors use respectively the following channels for collecting travel info and/or make booking: Online travel portals (33.7%); Airline portals (25.9%); and Hotel portals (22.5%). Only a few cited local travel agents.

These findings strongly indicate they prefer traveling in FIT, who include private group.

F. Public Visitors Premium FIT

In fact, all similar surveys in recent past which included specific question related to FIT, found ITE public visitors overwhelmingly prefer traveling in FIT/private group.

When we last asked the FIT question in 2023, it found 70% chose only FIT; 22% half / half and 8% only Package Tour. Maximally, estimate put FIT accounting for a high of nearly 90% ($70 + 22 \times 70 / (70+8) = 70 + 19.74 = 89.74\%$).

With hundreds of international exhibitors from various continents to choose from, which enable visitors getting replies on last mile issues, ITE offers premium FIT visitors great shopping of travel ideas and products.

Ideal for planning holidays are the 80 travel seminars in two public days, which often full with the most popular ones each drawing over 100 audiences. The well-equipped venue of HKCEC means booking online there pose little problem.

Next ITE Hong Kong

ITE Hong Kong 2025, which comprises of the 39th ITE (Leisure) and the 20th ITE MICE, will be held from 12 to 15 June 2025 in 5 halls from Halls 1A to 1E of the **Hong Kong Convention and Exhibition Centre**.

Travel Daily News Asia: <https://www.traveldailynews.asia/meetings-events/ite-hong-kong-2024-key-insights-and-trends-revealed/>