

# ITE Hong Kong 2026 Opens Applications For Exhibitors

The Upcoming Event Is Supported By Mainland China's Ministry Of Culture And Tourism In Partnership With The Hong Kong Tourism Board (HKTB), The Travel Industry Council Of Hong Kong, As Well As The Macao Government Tourism Office



MICE | Hong Kong

WRITTEN BY : MARGA MANLAPIG

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**ITE Hong Kong 2026, one of the largest travel trade events in the region, announced that applications are now open for exhibitors.**

Those booking a slot now get to enjoy a ten percent discount if they book and fully pay for their slots by 14th November of this year.

Interested parties may complete the [Space Application Form](#) online by entering the relevant information in order to facilitate processing.

Scheduled for 11th to 14th June 2026 at Hall I of the Hong Kong Convention and Exhibition Centre, ITE Hong Kong 2026 will be made up of the 40th ITE Leisure and the 21st ITE MICE.

As with the previous edition, two days each will be dedicated to trade participants and the general public.

Organised by TKS Exhibition Services Ltd, ITE2026 is supported by Mainland China's Ministry of Culture and Tourism in partnership with the Hong Kong Tourism Board (HKTB), the Travel Industry Council of Hong Kong, as well as the Macao Government Tourism Office.

## **ITE's *China Outbound Report* shows significant recovery in the country's tourism sector**

Along with the call for exhibitor applications, ITE Hong Kong organisers also released their *China Outbound Report* which shows how well the Chinese tourism sector has recovered from the impact of the pandemic.

As of end-2024, Mainland China's outbound tourism market was close to full recovery and was ranked as the world's largest tourism market in terms of spending.

Hong Kong, on the other hand, has since made a full recovery and stood as the 14th largest tourism market in the world as of end-2024.

Indeed, Hong Kong tourism saw a growth of 107 percent from where it was at end-2019, reporting US\$28.9 billion in earnings in 2024 compared to its last recorded pre-pandemic total of US\$26.9 billion.

## **A whole lot of feedback**

As preparations for ITE Hong Kong 2026 are now in full swing, its organisers are taking into consideration the feedback gleaned from participants during the event's 2025 run.

The *ITE Hong Kong Public Visitor Survey 2025* collected a record total of 4,242 replies from attendees, yielding a number of useful insights.

Per the survey, the bulk of attendees were of working age, have at least a college degree, and are frequent travellers; as such, 91 percent of them are thinking of maintaining or increasing their travel budget in the coming year.

It was also noted that around 43 percent were keen on booking trips on site during the event, while 36 percent cited the event as a vital source of information when it came to travel planning; and 32 percent expressed an interest in destinations outside of Asia.

Interestingly, only 31 percent of those surveyed came to ITE Hong Kong for its roster of professional seminars.

Travel Daily Media: <https://www.traveldailymedia.com/ite-hong-kong-2026-opens-applications-for-exhibitors/>