

ITE Organizer welcomes the “2021 Beautiful China, a Visual & Touching Experience cum ITE Hong Kong Online Presentation for Hong Kong and Macau” by the Ministry of Culture & Tourism of P.R. China on June 8

“A warm welcome to the Ministry of Culture and Tourism of the People’s Republic of China (the Ministry) to hold the online presentation of 2021 Beautiful China, a Visual & Touching Experience cum ITE Hong Kong for Hong Kong and Macau”, said KS Tong, Managing Director of TKS, organizer of ITE Hong Kong, and “our honor to be one of its hosts”!

For years, the Ministry gives strong support to ITE Hong Kong, the city’s only travel fair, which include staging the largest official pavilion in ITE and holding concurrently the “Beautiful China Presentation” etc.! Attending ITE 2019 were over 100 booths from the mainland. For a wider safety margin, ITE 2021 re-schedule to **July 29 – August 1** from June.

The presentation focus respectively on Chongqing, the major city in the upper to medium part of Yangtze River; Shanghai city, the bridge-port for the Yangtze Economic Belt and overseas markets; and Anhui, an important province in the Yangtze River Delta. While Chongqing will host the main venue, there are physical sites too in Shanghai, Anhui and Hong Kong.

In the presentation, these cities and provinces will highlight their quality cultural and tourism resources, new travel routes and special offers prepared for Hong Kong and Macau, extensive recovery in scenic areas and their safety and hygienic measures! In the presentation, videos will be broadcasted! Hopefully, the presentation will weave the above into travel needs of Hong Kong, Macau and overseas people.

ITE also share the objective of weaving the mainland’s cultural, tourism resources and products into travel need of its visitors! For examples, TKS sponsor Blog & Photo Competition on traveling to the mainland, invite Nanhai’s Lion Dance Troupe to grace our opening, and line up bloggers to share their experience traveling to the mainland etc. In the coming online presentation, there will also be a short briefing on the coming ITE!

Enclose more details of the online presentation! Travel trade and professionals are welcome to attend the online presentation which is free! Due to limited seats, early pre-registration is advised. More details will be announced soon.

ITE Hong Kong Organizer
TKS Exhibition Services Ltd

**“2021 Beautiful China, a Visual & Touching Experience cum ITE Hong Kong 2021
Online Presentation for Hong Kong & Macau”**

Date: 8 June 2021 (Tuesday)

Time: 14.30 to 17.00

Organizer: Ministry of Culture and Tourism of the People’s Republic of China

Hosts: Chongqing Municipal Commission of Culture and Tourism Development

Shanghai Municipal Administration of Culture and Tourism

Department of Culture and Tourism of Anhui Province

Asia Tourism Exchange Center Ltd

TKS Exhibition Services Ltd.

Co-organizers: Hong Kong Association of China Travel Organisers

Hong Kong Travel Agents' Relief Alliance

Main Venue: Chongqing

Co-Venues: Shanghai

Anhui

Hong Kong