

獻辭 MESSAGE



It is with great pleasure that I welcome you to the 39th International Travel Expo (Leisure) and the concurrent 20th MICE Travel Expo.

Year after year, the continuing success and well-earned reputation of the twin Expos spotlight Hong Kong's importance in global tourism and its prominence as a world-class tourism destination. This year, around 500 exhibitors from some 60 countries and regions, together with about 7,500 trade buyers – up 6.8 per cent over 2024 – will take part in the four-day travel extravaganza. The tourism boards of Belarus, Seoul and Uzbekistan are among the first-time exhibitors setting up pavilions featuring valuable travel information. Highlights of the event include more niche destinations and products on show, as well as a special Family Travel display. The new Youth Travel Zone will showcase the multifaceted connections between travel, culture, creativity and lifestyle, reimagining the possibilities of travel.

With the concerted effort of the Government and industry partners, Hong Kong tourism continues to bounce back from the pandemic. In 2024, we welcomed almost 45 million visitors, a year-on-year surge of 31 per cent, with another 10 per cent increase through the first four months of this year. Those encouraging numbers underline the resilience of the Hong Kong tourism industry and our status as a much-treasured destination for travel, arts and culture, sports, events and much more. The Development Blueprint for Hong Kong's Tourism Industry 2.0, published last December, also sets out the Government's vision for promoting prosperous and sustainable tourism development over the next five years.

I wish the International Travel Expo Hong Kong another year of great success and our visitors a wonderful stay in Hong Kong, Asia's world city.

(John KC LEE)
Chief Executive
Hong Kong Special Administrative Region

