



## **Hong Kong likely reopen border soon with mainland China & next year to others ITE2022 Leisure & MICE in June timely for promoting Post Pandemic Travel**

With many long periods in 2021 with zero locally infected case, Hong Kong quicken preparations and border reopening expected to start within this year, first to China (mainland) then to other destinations in next year! By 21 Nov 2021, the city had cumulatively 12,405 confirmed Covid-19 cases and 213 deaths!

The physical ITE 2021, which held successfully in July, gathered some 30000 visitors from trade and travel enthusiasts and over 100 international exhibitors two third of which from outside Hong Kong. Also, survey then, which found 69% public visitors will travel abroad within 6 months after restrictions, prove pent-up travel demand strong!

Proven successes of ITE 2021 and more countries reopening borders boost confidence of holding the next edition ITE and MICE from 9 to 12 June 2022 at Halls 1 of the Hong Kong Convention and Exhibition Centre (HKCEC), which can be timely and effective platform for promoting post pandemic travel! Again, its first 1.5 days will only admit registered trade visitors while in remaining days visitors can pay to enter.

### **Developments Heighten Expectation to earlier Reopening of Borders**

Quoting Hong Kong's **Chief Executive**, media on Nov 5 reported the city could **reopening border with the mainland** on a "large-scale" by February next year for quarantine-free visits between both sides, and fully before 25th Anniversary of Reunion with Motherland on 1 July 2022!

Around the same time, Hong Kong Executive Councilor Lam Ching-Choi who also sit in the working group on vaccination, was reported as saying "We may need half a year to develop adequate vaccination rate ..", and "hopefully by then, we would have opened up the border with China and we might have conditions favorable to **opening up the border to other places**".

On Nov 20, a team of mainland health experts and officials arrived Hong Kong for a four-day inspection tour. On Nov 22, media reported Jeffery Lam, Legislative Councilor, expect border with mainland reopen before year end, at first with a daily quota of 1000 for quarantine free visit.

Meanwhile, Hong Kong continue promoting for wider vaccination among the population and started offering free booster jab in November.

## **Surveys Found Higher Spending on Post-Pandemic Travel**

Two large surveys in summer this year found Hong Kong citizens will spend more on post pandemic travel.

- The ITE 2021 public survey in July and August, which drew 4514 replies, found 60% respondents will keep or spend more on travel in coming year while 80% pay more for safer holiday.
- A wedding survey which from August to October interviewed over 1000 Hong Kong citizens who intend marrying in this year to 2023 found on average newly-weds will spend HK\$41,000 (~US\$5,260) on honeymoon, up 37%, on top of spending HK\$19000 on photography, but total wedding spending drop 2%

## **ITE 2022 timely for promoting Post Pandemic Travel**

With China (mainland) often stages the largest pavilion and from Guangdong cities came some 2000 of buyers and trade visitors, reopening the border with the mainland will benefit ITE 2022. Meanwhile, that will for example facilitate overseas NTO to have their China Office managing their official pavilions in ITE.

ITE 2022 again entitled to government subsidies and all exhibitor can enjoy a 20% discount on space / booth rental for booking and paying before 30-Dec-2021, and 10% thereafter! Also, proven online and onsite solutions available in ITE 2022 to cater for travel restriction uncertainty.

ITE 2022, which combine the 36th ITE (Leisure) & the 17th ITE MICE, is organized by TKS Exhibition Services Ltd and strongly supported by the Ministry of Culture & Tourism of China, with Hong Kong Tourism Board, Travel Industry Council of Hong Kong, Macau Government Tourist Office and Hong Kong Exhibition & Convention Industry Association as Supporters.

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