



ITE Hong Kong - Online Seminar Survey Report 2020

The study is conducted by TKS, the organizer of ITE Hong Kong's only travel fair, in early October this year. Some 200 ITE's buyers and trade visitors, who come from the city's travel agents, were successfully interviewed by phone or online. The respondents were also invited to comment on format and preferred topics of the online seminars

Are they interested in attending ITE online seminar ?

| | |
|-----------------------------|-----|
| Yes, I look forward into it | 74% |
| Neutral | 22% |
| Not interested | 4% |

Online seminar - Optimal number of speakers and duration for each session

| | |
|-----------------------------|-----|
| 2 speakers, 30 minutes each | 64% |
| 3 speakers, 30 minutes each | 21% |
| Other | 14% |

Interested destinations by continent

| | |
|-------------------------|-----|
| Asia | 59% |
| Europe | 18% |
| Middle East & Africa | 8% |
| Americas | 6% |
| Australia / New Zealand | 2% |

Respondents' opinion on online seminar content

| | |
|--------------------------------------|-----|
| Safety and Hygiene | 73% |
| Flexibility - booking & postponement | 68% |
| Pricing and Discount | 51% |
| New Products | 50% |
| Other | 7% |

Do they think there exist strong pent-up travel demand once restrictions lifted ?

| | |
|---------------|-------|
| Big Demand | 48.8% |
| Medium Demand | 33.3% |
| Some Demand | 12.9% |
| Not Sure | 3.0% |
| No Demand | 1.5% |

Respondents interested in attending seminar with speaker from following sectors

| | |
|---------------------|-----|
| NTO | 30% |
| Land tour operators | 11% |
| Both | 55% |
| Other | 3% |

Related Press release:

2020-10-28 Organizer study indicate Pent-up Demand driving Agent's interest on Online Seminars

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