

Organizer study indicate Pent-up Demand driving Agent's interest on Online Seminars ITE Hong Kong 2021 – the 35th ITE (Leisure) & 16th ITE MICE

Hong Kong travel agents, like their counterparts all over the world, been suffering in past months from lock-downs caused by the pandemic! But a recent study found them believe there exist a strong pent-up travel demand and also interest in attending online seminars which in effect will facilitate them to prepare for post Covid-19 travel!

The study is conducted by TKS, the organizer of ITE Hong Kong's only travel fair, in early October. 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.

Online Travel Seminar

Online seminars can be convenient to audience in both ways - attending or dis-engaging! Study by TKS try finding out what best suit the travel agents, which hopefully can better ensure effectiveness!

Considering many travel agents would have already received similar invitations, the first question is do they welcome TKS to arrange online seminars? Findings, which show an overwhelming of nearly 80% will likely attend, is very encouraging! Specifically, 74% of respondents look forward to them, only 4% not interested while 22% were neutral!

Further, there exist big difference on the optimal number of speakers! The first two preferences, which total over 85%, overshadow other options! Specifically, the top preference saw 64% preferring 2 speakers each speak for half an hour, and the second one of 21% preferring 3 speakers each speak for 30 minutes. Also, many respondents suggest more time for Q&A.

With the pandemics still ravaging various parts of the world, understandably, respondents would like to hear more in the seminar on Safety and Hygiene (73%), to be followed respectively by Booking Flexibility (68%), Pricing & Discount (51%) and even New Products (50%)!

Excluding the 11 countries which the Hong Kong government been in contact for arranging travel corridor, respondents were asked to name top 3 interesting destinations. Grouping these preferences by continent, the top four are respectively Asia (59%), Europe (18%), the Middle East and Africa (8%) and the Americas (6%).

No doubt, sentiment improving as Hong Kong getting out of the third pandemics wave, with daily new cases dropping from over 100 in July to low double or single digits since late August,

and there been days with zero new case! Another positive factor perhaps is their wide belief on pent-up demand!

Pent-up Travel Demand

The study found Hong Kong's travel agents believe there exist strong pent-up travel demand once restrictions lifted. Specifically, 48.8% of believe such demand is big; 33.3% medium while 12.9% some exist; but only 1.5% chose no such demand while 3.0% not sure!

The findings consistent with those surveys on ITE's public visitors in June, and TKS collected a total of some 3500 replies. In fact, media reported tenths of thousand Hong Kong tourists continued travelling abroad in February and March to various parts of the World, and some travel agents in the city launched outbound package tours in May and June for departures at end of the year or early next year. All are reflections of travel demand despite the pandemics.

ITE well covers Hong Kong and Southern China Travel Trade

As the region earliest travel fair and an exceptional high percentage of international exhibitors, ITE been attracting regional trade visitors! Majority are from Hong Kong and neighbouring areas like Guangdong and Macau where their cumulatively confirmed cases total a bit over 7000 since the outbreak! Thus they are relatively safe market and destination.

Respectively, some 7000 ITE buyers and trade visitors come from Hong Kong, 2000 from southern China, and 1000 each from other China provinces and other Asian markets. By sectors, over 50% from travel agents or operators, and some 20% from MICE and corporations. Also attending ITE are nearly 74000 public visitors of whom in past year over 60% had 3 or more outbound holidays and 37% had 1 to 2 such holiday; and from 56 countries and regions 675 exhibitors of whom over 87% from overseas and China.

Besides advertising and sponsorship, for examples, ITE also offer B2B program which includes Business Matching, speaking opportunity, online and on-site trade seminars; and B2C programs which include help staging on-site travel seminars some of which can be attended by over 100 audiences each etc.

The annual ITE Hong Kong will next be held in 2021 from June 17 to 18 for trade and professionals only, and from June 19 and 20 to the public at halls 1 of the Hong Kong Convention & Exhibition Centre.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, and have the Hong Kong Tourism Board, Travel Industry Council of Hong Kong, Macao Government Tourism Office, travel and MICE trade associations etc. as its supporters. For further details, please visit www.itehk.com. For enquiries: travel@tkshk.com | Wechat: [ite-hongkong](https://www.wechat.com/qrcode/index) | Tel: +852 31550600.