

17 March 2021
Announcement



ITE Hong Kong 2021 will be held in July-August instead of June

Trade Days: Jul 29 – 30 | Public Days: Jul 31 – Aug 1

Halls 1A, B & C; Hong Kong Convention & Exhibition Centre (HKCEC)

Recent developments, which include downward trend of new cases, vaccinations, Travel Pass App and Travel Health Certificate, extensive testing and more effective lock down, growing economic pressure to re-open border, and pent-up demand etc., are strong force pushing for border re-opening and tourism recovery, thus improve chance of successfully holding this year ITE Hong Kong, the city's only travel fair!

However, uncertainty still exist! For more preparation time and a wider safety margin, after consultations, TKS the organizer reschedule date of **ITE 2021 from June to July 29-August 1**.

Health and safety our prime concern, and our measures at fairground include for examples QR Code / form for tracing, wider aisles, wearing mask and crowd control etc. all of which in accordance with the latest guidelines from the government. Our contingency plan also include activating online platform before, during and after show period.

Held annually since the Eighties, ITE has separate days, admission policy and program for over 11,000 regional trade and some 75000 FIT/public. Specifically, some 60% of ITE's buyers and trade visitors from locally, 20% from the Greater Bay Area, 10% each from other parts of China and Asia.

Largely in FAQ format for easy reference, please find below details of our plan and analysis.

- ➔ [Developments conducive to Tourism Recovery in Hong Kong](#)
- ➔ [Developments conducive to Tourism Recovery outside Hong Kong](#)
- ➔ [With low confirmed cases, the Greater Bay Area a safe and large Source Market](#)

Above summarize why we think chance of holding ITE Hong Kong this year better than the last! >> [Here are some related FAQ](#)

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](#) | Tel: +852 31550600.