

Promoting recovery, ITE also feature overseas exhibitors, new themes & Plenty Seminars

Many borders remain closed but some Asian and European destinations are reopening! Against such background, the next Hong Kong International Travel Expo (ITE) will be held as scheduled from July 29 to August 1, 2021 in Halls 1B & C of Hong Kong Convention and Exhibition Centre (HKCEC)!

The Guest of Honor officiating ITE's opening this year on July 29 is Mr Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development of HKSAR. In addition to industry leaders, also attending are media and the diplomatic crop including some Consul Generals.

Coming from 16 regions and countries, in ITE are over 100 exhibitors including official stands and pavilions, and those from outside and overseas accounting for over 50% of the total!

Though smaller, ITE strive upholding quality! For examples, maintaining a high ratio of exhibitors from outside Hong Kong despite travel restrictions; introducing new themes, exhibitors or exhibits on Glamorous Camping, the Great Bay Area and Theme Restaurant etc.; holding quality seminars by experts and KOLs; and of course new travel ideas and products in exhibitors' stands too!

Border restrictions mean outside buyers and trade visitors are unlikely to attend ITE this year, thus necessary amending the admission policy! In the first day and AM session on the second day, only registered visitors will be admitted and they enjoy unlimited visits in these two days; from 2 PM on the second day till the last, visitors can pay by octopus at entrance for admission.

Exhibiting Countries & Regions

Exhibitors from 16 countries and regions, namely, mainland China, Hong Kong, Macau, Taiwan, Argentina, Bulgaria, Canada (Yellowknife), Iran, Castilla-la Mancha –Spain and Japan prefectures of Tokushima, Fukuoka, Nagasaki, Toyama, Kumamoto, Miyazaki and Chugoku Region with each taking own stand.

By number, around 36% exhibitors are from local and 5% from the mainland, and by space roughly one third each from local, the mainland and the rest. While some exhibitors from outside plan going through required quarantine, more will have local office and agent to manage the stand!

New Travel Themes & Special Display

The new Glamping (Glamorous Camping) zone can be great for photo! On display is a vehicle custom fitted for camping which a courtesy of cycling expert, Alan Ho; while another exhibitor Sai Yuen will display a tepee, which one of the many choices available in its Cheung Chau camp site.

The newly opened Tea House, House of Orient, serve quality tea and dim sum in setting modeling on the comprador culture in early Hong Kong. A highlight of their display is the china set which by the same supplier to the colonial Hong Kong government in the past.

Speed Train and the mega bridge link up cities of the Greater Bay Area (GBA), which are only hour away from Hong Kong. Sunny Wong, a travel agent turned KOL, will share how to take speed train to sample the various nice dishes in Guangdong. More background available in the GBA Special display Zone where there are also great photo spots.

KOLs speaking on Green & Sport Tourism

A wide range of topics on Outdoor & Green Tourism will be covered in this year! The “Colorful Hong Kong Photo Competition” is jointly organized by ITE and Hong Kong Discovery (HKD), the city’s leading planner of overseas and local eco-tourism projects in past 20 years! The competition winners will be displayed to share with visitors great photo spots in Hong Kong countryside.

Jan Chan, HKD’s founder, lines up leading KOL speaking on each’s specialty! They include Alan Ho on Cycling Tour and Glamorous Camping (Glamping); Hidy Yu on Diving and Ghost Net; Plato Luk on Effective Training on Cross Country and City Run; James Kwok on A 360 Degree Look on TaiMoShan; and Foto Mo on Photo Tips for Cross Country Run; while Jan himself will host a talk jointly with LAU chi-wang on Hardship in the Wild.

Alan Ho will present in his stand the cycling school and hold cycling seminar. Mr. Louis Choi, travel magazines editor will talk about a great variety of cycling routes in cities in Taiwan, some through hills, by the sea or climbing the challenging Wuling Trek; and also cover small town, hot spring and delicious local food on the way.

One Hong Kong citizen completed the extremely challenging MDS, a 251 km marathon in the Sahara desert in 6 days, and Mr. Chun Kiu POON will share his interesting story!

More relaxing Green and Outdoor tourism products can also be found in the Japanese stands. For examples, in Kyushu the amazing Takachiho gorge of Miyazaki and the rolling green of Mount Aso in Kumamoto, where holidays there often include hot spring and fresh cuisine.

Last but not the least, visitors this year can meet old friends from Yellowknife in their stand or seminar.

Popular Seminars

Though not taking any stand, some tourism boards will instead be present in ITE this year by holding seminars. They include Spain which will broadcast video, South Korea and Thailand.

Trade & MICE Seminars

Each speaker of the International Live Event Association (ILEA) seminar of “Applying local resources for post pandemic MICE” will share a case combining local venue with event held there! If outbound travel unavoidable, helpful is the seminar by the HK Immigration Department which cover tools accessing safety info and assistance available to Hong Kong residents in distress outside Hong Kong!

The Hong Kong Extra-curricular Activities Masters’ Association (HKEAMA) which has School and Individual members, cover “Travel Trade developing Study Tour Business” and “What are required in Extra-curricular Activities in Secondary & Primary Schools” in Study Tour seminar. Jan Chan, HK Discovery will talk about “Hong Kong Green Tourism Resources” that can be useful to local study tour too!

More travelers and shoppers go digital post pandemic. Through sharing case studies, EternityX, a proven AI Marketing Technology Platform can help travel / retail brands to precisely connect and convert Chinese travelers, especially those with high net worth.

On the softer side, Yolanda Chan will share her expert knowledge on France tourism to guide us sight and taste through Bordeaux, the Loire Valley and the Chateaux de la Loire, the ever charming Paris and more, glimpses of French glamor in Hong Kong!



FREE ADMISSION for TRADE & MICE VISITORS

Travel trade and professionals welcome to pre-register online for free admission and saving waiting time at registration counter. Successful applicant will be given a Trade Visitor Badge which allows unlimited visits on July 29 and 30.

On July 29 and AM of July 30, only registered visitors will be admitted, while in remaining session and days, visitors can pay entrance fee with Octopus Card at entrance for admission.

The Timely ITE2021

Post pandemic travel will involve new factors like vaccination, testing, quarantine, cancellation, price and concession, health and safety measures, while launching time depend also on border restrictions. In short, many info to be shared.

Pent up travel demand strong in Hong Kong, which again supported by our latest survey in May this year! It collected nearly 1400 replies largely from ITE public visitors, and found 52.8% will not cut and some even increase travel spending in coming year, 76% will pay more for a safer holiday; and 44% will travel abroad within 3 months after restrictions lifted!

New factors like vaccination, testing, quarantine, cancellation policy, price and concession, health and safety etc. are crucial to post pandemic travel! By facilitating businesses and exchanges, hopefully, ITE contributes to tourism recovery!

ITE Hong Kong 2021, which incorporates the 35th ITE (Leisure) and the 16th ITE MICE, is organized by TKS and continues receiving the strong support from the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong and various local and regional trade associations as Supporters.

For details, enquiry of visiting etc., please visit www.itehk.com or contact TKS via Email: travel@tkshk.com | Wechat: [ite-hongkong](#) | Facebook: [itehk](#) | Tel: +852 31550600.