

ITE Hong Kong 2021: the 35th ITE (Leisure) and the 16th ITE MICE Overseas & Domestic Exhibitors promoting Post Pandemic Travel & Recovery

Recent developments support it timely holding ITE Hong Kong this year from July 29 to Aug 1 at halls 1B & C of the Hong Kong Convention & Exhibition Centre which have exhibitors and pavilions not only from locally but also from neighboring areas and foreign countries.

International destinations are reopening borders to welcome tourists starting from this summer! For examples, EU includes Hong Kong in its low risk list requiring no vaccination nor quarantine, and Thailand aims reopening in October to foreign tourists from low risk markets.

More importantly, pandemic been easing for months in Hong Kong where pent up travel demand strong, and travelers do have different priorities in post pandemic travel! In fact, a public survey in May with nearly 1400 replies found 44% respondents will travel abroad 3 months within lifting of border restrictions, and over 75% will spend more or safer holiday!

Thus to market their destination or service, sellers shall explain to travelers not only what new attractions and products available; but also what new health and safety measures be adopted, vaccination and test required, and new flexibility if any on order change or cancellation etc.

By providing an early and effective platform for exchange among suppliers and travelers, hopefully, ITE this year can help boosting tourism recovery! Of course, trade and professionals also welcome using ITE for networking and catching up on each other!

To partially circumvent uncertainty on border reopening, TKS the organizer of ITE been facilitating overseas exhibitors to work with their local office or agents to man booth! Also, ITE goes hybrid, which offer alternative to overseas exhibitors to meet visitors inside exhibition halls during ITE!

With many borders remaining closed, **domestic tourism** popular in Hong Kong! Not only more of them will be found in ITE, meanwhile TKS plan introducing some new and popular travel themes to ITE this year to cater for different market segments ranging from the popular, to niche and the premium!

For examples, the new Glamorous Camping (**Glamping**) pavilion for those enjoying luxury outdoor; display the winners of **Green Tourism Photo Competition** which in effect highlight great photo spots in Hong Kong's countryside; **theme restaurant** in the city for those enjoying life style; a trade and a public seminar on **Study Tour** for travel agents and teachers; and a trade seminar on Local Resources for **Post Pandemic MICE Events** etc.

To better ensure their quality, the above and others often are joint efforts with our long term partners ranging from trade association to media, who bring in both the expertise and the connection!



ITE this year will again have the **Trade Days** from July 29 and 30 when travel trade and professionals can register for admission; while **public** can buy tickets at entrance and visit ITE on July 31 and Aug 1.

New this year will be the **VIP Sale** concurrently in Friday afternoon on July 30, which to ensure a conducive environment, visitors are by invitations from either the organizer or exhibitors! Including the two public days and the VIP Sale, exhibitors will have 2.5 days for **direct selling**.

Available government subsidies mean it cheaper to exhibit in ITE this year! Namely, the **C&E Subsidy** means exhibitors will enjoy automatically a 20% discount on rental; and the **EMF Subsidy** which only Hong Kong exhibitors can apply. The EMF is more generous which maximum can subsidize 50% of net rental payment up to HK\$100,000!

For everyone's **health and safety** and required by law, there will be rules which all participants of ITE this year shall follow. These include wearing mask, strictly no eating and drinking inside the exhibition halls, and admission can be stopped without prior notice when halls "filled" with visitors etc. These will be updated regularly in our website and be published at the venue.

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, space / booth booking and floor plan for exhibiting or visiting etc., please visit www.itehk.com or contact TKS via Email: travel@tkshk.com | Wechat: [ite-hongkong](#) | Tel: [+852 31550600](tel:+85231550600).