



Holding ITE Hong Kong 2021 as Planned to Boost Recovery and Support Travel Trade

For 28 consecutive days in May this year, Hong Kong saw no locally infected case! Indeed, pandemic continue easing, and the organizer TKS confident ITE this year will be held as scheduled from July 29 to August 1 at halls 1 of the Hong Kong Convention & Exhibition Centre (HKCEC). Tight social distancing last year restricted possible number of visitors caused ITE2020 be cancelled.

Supportive exhibitors and visitors are other positive factors. Smaller in scale than past editions, ITE this year will have exhibitors and/or pavilions from not only Hong Kong and neighboring areas but also from foreign countries too! A joint survey in early May collected 1394 replies largely from ITE public visitors, and found strong pent-up travel demand in the city.

The online public survey(*1), which for example found 44% survey respondents will travel outside Hong Kong within 3 months after border restriction is lifted, was held jointly by TKS (ITE organizer), and the Travel Industry Council of Hong Kong. It also cover destination choices, acceptable Covid-19 test frequency in trip and other aspects of post-pandemic travel etc. Full article is available on www.itehk.com.

ITE 2021 goes hybrid. To get around border restrictions, some **overseas exhibitors** will meet online ITE visitors inside exhibition halls, while others work with their local office or agent to have their staff manning the booth, or simply support them to exhibit themselves.

With border largely remaining shut, many travelers switch to domestic travel to quench their travel thirst, as evident by recent popularity of local tours, staycation, fly-cation and the coming sea-cation on cruise. Reflecting on this **new industry normal**, ITE this year will also highlight **domestic travel!**

Firstly, **more time this year for Direct Selling**. Following tradition, **Trade Days** on July 29 and 30 are for travel trade and professionals who will be admitted either by successful registration or invitation; while public can buy tickets at entrance and visit ITE on July 31 and August 1 during these **Public Days** when direct selling to visitors allowed.

Held concurrently in **Friday afternoon** this year will be the **VIP/PRE - SALE** which also allows direct selling to visitors. To ensure a conducive environment, visitors during the VIP/PRE - SALE still by invitations from either the organizer or exhibitors who will be provided certain quantity of such invitations / tickets. The Pre-Sale is to more for preferred clients of the exhibitors who in better position to decide who of their clients shall be invited.

Secondly, **all ITE exhibitors can enjoy subsidy**, but some more than the others! Applicable to all exhibitors automatically is the **Convention & Exhibition (C&E) subsidy** which offers 20% discount on space / booth rental. With ITE becoming an eligible event this year, SME and non-SME Hong Kong exhibitors can additionally apply for the Hong Kong SAR Government's **Export Marketing Fund (EMF) subsidy (*2)** which offer maximum 50% of the total approved expenditure incurred by the applicant enterprise or HK\$100,000, whichever is the less. Thus, a Hong Kong exhibitor successfully applied EMF will enjoy two subsidies and save up to 60% on rental!

(*2) For detail of EMF like eligibility, funding scope, application form and deadline etc., please click [HERE](#)



To many trade and travel veterans, ITE often a source of new travel ideas or products, which TKS tries maintaining in this year! For examples, TKS plans inviting exhibitors or exhibits about Glamping (Glamorous Camping), theme shops and restaurants, and Green Tourism in Hong Kong, which in short presenting a **Colorful Hong Kong!**

As Hong Kong's only travel fair, ITE's trade days great for channel sale, networking and catching up on each other, while public days for direct selling and targeted public promotions targeting. In 2019, ITE had over 11000 buyers and trade visitors in 2 trade days; and over 70000 quality visitors in 2 public days.

Findings of the above survey (*1) reflect well on quality of ITE public visitors who have money to spend (52.8% keep or increase travel budget in coming year) and 76% will spend more for a safer trip! Also, they are mature as 48.6% age between 40 and 59; while 45.9% with university education.

The staging of ITE 2021 as planned, hopefully, serve as a rallying point to boost tourism recovery by bringing travel trade together and they can also promote timely and/or safer post-pandemic travel services to quality travelers who are potential clients. Various measures as described above for exhibitors, hopefully, help reducing their costs and optimize presence in ITE! We invite you to support us by exhibiting or visiting the coming ITE!

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