

## Fifth Wave peaked, Loosening Restrictions boost Local & Outbound Travel Demand

ITE Hong Kong 2022 - August 18 (THU) to 21 (SUN), Halls 3D & 3E, HKCEC

The first Omicron case reported on Dec 30 last year, Hong Kong's 5th wave of Covid-19 peaked at 56827 cases on March 3. Since then, daily new case been dropping! Then on March 21, Hong Kong government announced lifting flight ban and shortening quarantine requirements for returning residents from April 1. Paradoxically, restrictions tightening and loosening both can boost outbound!

To better balance between participants' safety and speeding up recovery, TKS the organizer reschedules ITE Hong Kong 2022, the city's only travel fair with strong international participation, from June to **August 18 (Thu) - 21 (Sun)** in the same year.

### Outbound to Escape the 5<sup>th</sup> Pandemic Wave

To escape this Covid-19 wave, Hong Kong residents made over 71000 departures in February which the highest month since the pandemic. Then some 26000 departures in the first 8 days of March, of which over 70% departing from the airport. In these two periods, Hong Kong still required returning residents to quarantine for 14 days.

On February 22 when the government announced further restrictions which include closing all schools in the city till April, some travel agents reported receiving then many enquiries from parents to book air tickets to, say, Asian destinations which require no quarantine for fully vaccinated foreign travelers!

In fact, survey on ITE 2021 public visitors, which drew 4514 replies, found 21% respondents travel abroad within 1 month and 69% within 6 months after restrictions lifted; 60% respondents will increase or keep their travel budget in coming year; Over 80% of them willing to pay more for a safer holiday!

### 5<sup>th</sup> Pandemic Wave Peaked on March 3

Hong Kong is recovering quickly from the 5<sup>th</sup> wave, dropping from over 55000 cases on March 3 to just over 3700 cases on April 3, of which 1,832 were detected by nucleic acid tests and 1,887 were identified via rapid antigen tests. Accumulated total 1,158,791 confirmed cases

The fall will likely be continued! Experts from the University of Hong Kong predicted the daily new case will drop to triple digits in April then to double digits in May.

TABLE 1: Hong Kong Daily New Cases late Feb to early Mar

DATE	7/3	6/3	5/3	4/3	3/3	2/3	1/3	28/2	27/2
# CASES	25150	31008	37529	52523	56827	55353	32597	34466	26026

TABLE 2: Hong Kong Daily New Cases 22 Mar – 3 Apr

DATE	3-Apr	2-Apr	1-Apr	31-Mar	30-Mar	29-Mar	28-Mar	27-Mar	26-Mar	25-Mar
# CASES	3709	4475	5823	6646	6981	7596	7685	8037	8853	10401

## Flight Bans Lifting and Quarantine Shortening Boost Outbound Demand

On March 21, Hong Kong government announced lifting flight ban and shortening quarantine requirements for returning residents.

Starting April 1, Hong Kong will lift the current flight bans from 9 countries including UK, USA, Canada, Australia, Philippines, France, India, Nepal and Pakistan; and will no longer classify overseas regions / countries into A, B and C risk categories. **This new policy certainly will stimulate more flight resumption.**

From April 1, fully vaccinated Hong Kong residents who also meet other requirements can at arrival choose to stay only for 7 days in a quarantine hotel, then self-monitor at home for another 7 days and during period can conduct business normally.

That mean **a fully vaccinated Hong Kong traveler can, from April, make an outbound trip with only 7 days quarantine**, as many international destinations now waive quarantine for fully vaccinated foreign travelers. In fact, the chairman for the Travel Industry Council of Hong Kong commented recent relaxations of travel restriction for Hong Kong residents would trigger the city's outbound travel demand.

## The Hybrid ITE 2021 Held Successfully Amid Deep Lockdown

in July / Aug 2021, the last ITE drew from 18 countries and regions, some of which in Europe and the Americas, over 100 exhibitors with two-third from outside Hong Kong; and attended by 2544 registered buyers and trade visitors in two trade days, and 27106 public visitors.

New themes launched in ITE 2021 included Glamorous Camping and the Greater Bay Area. Some 50 seminars held physically in purpose-built rooms inside exhibition halls, which were well attended. Also, some exhibitors held zoom meetings or broadcast video at own stands, while some onsite seminars were streamed via Facebook live. **Thus, online can effectively be combined with onsite in ITE 2021!**

## ITE 2022, Another Successful Edition In Pandemic Years

Successfully holding ITE 2021 and encouraging responses from exhibitors and visitors boost our confidence on ITE 2022! In fact, before the current pandemic wave, past and some new exhibitors, official pavilions and individuals, from Asia, Europe and the Americas, confirmed their participations in ITE 2022.

A big difference between this year and last is that far more destinations are reopening borders to foreign travelers, and many removes quarantine requirements on those fully vaccinated travelers.

Again, ITE 2022 exhibitors can enjoy subsidy by the Hong Kong Government! Namely, the Convention & Exhibition Industry Subsidy Scheme (CEISS) which means a maximum of 10% discount for all exhibitors. Hong Kong exhibitors can apply the government's Export Marketing Fund (EMF) subsidy which offers a maximum of 50% rental and incidental expenses or HK\$100,000 whichever the smaller.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong 2022, which incorporate the 36th ITE (Leisure) and the 17th ITE MICE, 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](http://www.itehk.com). For enquiries, please contact TKS via Email: [travel@tkshk.com](mailto:travel@tkshk.com) | Wechat: [itehongkong](#) | Facebook: [itehk](#) | Tel: +852 31550600.

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