



ITE Hong Kong 2022 Boost Tourism Recovery & Proven “Onsite” plus “Online” for Flexibility

The 36th International Travel Expo (“ITE”) will be held from 9 to 12 June 2022. Organized by TKS, ITE continues receiving the strong support from the Ministry of Culture and Tourism of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Hong Kong Exhibition & Convention Industry Association as Supporters.

The four-day annual travel expo ITE 2021 held physically and successfully in late-July at Hong Kong Convention and Exhibition Centre (HKCEC)! Mrs. Carrie Lam, the Chief Executive of Hong Kong SAR, sent her Message to welcome ITE participants. Mr. Edward Yau, Secretary for Commerce and Economic Development of Hong Kong SAR officiated the opening, which attended by many Consul Generals!

Despite pandemic and travel restrictions, ITE 2021 upheld quality though smaller! It drew from 18 countries and regions over 100 exhibitors with nearly two-third from outside Hong Kong; 2544 local buyers and trade visitors, among them 63.7% from travel trade and 36.3% from corporation and MICE; and 27106 public visitors. These figures exclude those attending online. In fact, overseas exhibitors through ZOOM meeting visitors inside fairground, pre-recorded videos playing in scheduled sessions during the Expo or visitors outside fairground watching onsite seminars live-streamed on Facebook etc!

ITE 2021 introduced new themes like Glamorous Camping (display a 4 wheel drive vehicle and a tepee); the “Greater Bay Area” pavilion (info and ad panels, computer quiz, photo-corner and a KOL seminar on gourmet speed train tour there etc); Outdoor, Green and Sport Tourism! There were some 50 well attended seminars, many of them hosted by KOLs. Some exhibitors put up panel ads with QR code and/or 3D background for visitor taking photo, etc.

The success of ITE 2021 was encouraging! TKS will apply proven solutions to help both exhibitors and visitors handling uncertainty of border reopening. With more countries and regions reopening borders and COVID-19 vaccination rate rises, organizing ITE in 2022 would boost the tourism recovery!

Media recently reported expert meetings been held on reopening borders between Hong Kong and mainland China, which making progress! Hong Kong government hope reopening border with mainland China rather substantially in February and fully before Reunion Anniversary on July 1.

Quality visitors preparing in ITE2021 for pent up travel demand! Its public survey, which collected 4514 replies, found once restrictions lifted, 21% will travel abroad within one month and totally 68% within six months; while 60% to spend more or same on travel in coming year and 80% spending more for safer holiday!

Hong Kong market is big, and ranked world’s 12th largest by outbound spending of US\$26.9 billion in 2019. The city often contribute over 40% of (mainland) China’s overnight inbound.

The annual ITE Hong Kong, the city’s only travel fair, will next be held in Halls 1 of the HKCEC. Its first 1.5 days only admit registered visitors and channel sale only. In the remaining days retail sale allowed but exhibitors reminded to comply with the law.

ITE 2022 eligible for government subsidies, and all exhibitors can enjoy a 20% space / booth rental discount if confirm and pay on or before 30 Dec 2021, and thereafter 10% discount. For details, please visit www.itehk.com Inquiry exhibiting, please contact TKS via Email: travel@tkshk.com | Wechat: [ite-hongkong](https://www.instagram.com/ite-hongkong) | Tel: +852 31550600.