

## **ITE Hong Kong 2022 –Available government subsidies to lower exhibiting costs**

The annual ITE, Hong Kong's only travel fair, will next be held from **June 9 (Thu) to 12 (Sun) 2022** in HKCEC. Local exhibitors can enjoy direct and indirect Government subsidies mean possible exhibiting with **60% “discount”** make your booth rental for **9SQM standard booth as low as HK\$14,040**.

Briefly, ITE 2022 again eligible for two government subsidies! TKS will share government's CEISS subsidy so all exhibitors, who confirm and **pay on or before 30 Dec 2021**, get a **20% discount** on space / booth rental; or 10% discount thereafter. The other subsidy of EMF only available to Hong Kong exhibitors, and successful applicant can save maximum 50% rental! For details, conditions and application please [click HERE](#).

ITE 2021 was proven can be held successfully, it make us more confident to hold the next ITE in 2022. With some 65% population fully vaccinated, Hong Kong has one local infection in the past two months, and pace to reopen border with the mainland (China) quicken. More international destinations, where government there actively pushing for vaccination, reopening borders to foreign tourists!

### **Timely ITE 2022**

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. By facilitating businesses and exchanges, hopefully, ITE 2022 can contribute to tourism recovery!

Pent up travel demand strong in Hong Kong which again supported by our latest survey in July and during ITE 2021 received 4514 replies and found 60% plan to spend more or same on travel in coming year, 80% spend more on safer holiday. Once restrictions lifted, 21% will travel abroad within one month and cumulatively 68% within six months.

Thus, ITE 2022 will be good timing to reboot and speed up the recovery of the hard-hit tourism economy and stimulate the travel interest from local and safe destinations.

ITE 2021 drew in 4 days 2544 trade visitors and 27106 public visitors, and over 100 exhibitors with nearly two third from outside Hong Kong. Official participation includes those from China (mainland), Hong Kong, Macau, around 10 Japanese prefectures, Taiwan and Argentina etc.



Theme and special displays on Greater Bay Area, Outdoor Tourism; Glamorous Camping, webinar, 3D photo spots, live-streamed on Facebook etc will be continued displayed in

ITE Hong Kong 2022, which incorporates the 36th ITE (Leisure) and the 17th ITE MICE, keep separate days for trade and public! In the first 1.5 days ITE only admit registered visitors; while the last 2.5 days visitors just pay for admission and exhibitors can retail travel products!

ITE 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 Hong Kong Exhibition and Convention Industry Association as Supporters.

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