

ITE Hong Kong 2022 - the 36th ITE (Leisure) and the 17th ITE MICE Featuring Outbound, Domestic & attractive Theme Travels

To promote tourism **recovery** and **reconnect stakeholders**, ITE - Hong Kong's only travel fair, will be held from 18-21 August 2022 in HKCEC with scale bigger than in 2021! Its first 1.5 days open only to registered trade while in remaining sessions, visitors can pay at entrance for admission. Exhibiting and Visiting are welcome!

Despite increased coverage on local travel, ITE2022 remains highly international! Of its 100 plus exhibitors, which include tourism authorities and enterprises, some 60% from abroad, which still significant but lower than the 85% in pre-pandemic year.

The latest list of participating countries and regions include the mainland, Hong Kong, Japanese prefectures, Macau, Taiwan, Thailand, Canada, South Korea, Iceland, Spain and more.

While some overseas exhibitors will complete quarantine requirement, others will work with local office or agent; build attractively designed pavilion with photo corners; hold informative seminars some will conduct online or broadcast video etc. In fact, ITE2022 again go hybrid.

To enhance attractiveness, local travel highlighted by **theme pavilions!** On displays on **Green and Outdoor** travel are custom fitted vehicle and tent in the **Glamping Pavilion**, and the Winners Display of the First Primary Schools Green Photo Competition etc.

On **Cultural Tourism**, The House of Orient, a tea house which recreate the Comprador Culture through Dim Sum, Tea, china set and rattan decoration, will also highlight in its stand Pop Culture (movie scenes), Art (Graffiti & Gallery), and Historic Streets and Stair Cases in Central District.

New Pavilion by Hong Kong China Tourism Press, will cover interesting museums and **youth innovation zones** from locally, the Greater Bay Area and other parts of China; while **Argentina Tango** be promoted through performances, display and demos where visitors can also take part.

Realistically, far fewer clients are currently interested in holding MICE events abroad! The new initiative of **Domestic MICE Corner**, which showcase MICE events held in Hong Kong preferably in pandemic years, is to remind and/or re-assure them that much can also be done locally!

Visitors are expecting ITE this year! In fact, number of pre-registered trade visitors doubled over same period last year, and our recent public survey collected over 1400 replies within 2 to 3 days!

Though there was a change of government on July 1, Hong Kong continues relaxing restriction! Flight Suspension Mechanism suspended on July 7. The new Secretary for Health mulling to change part of the 7-day hotel quarantine to home isolation, and predict a possible scenario in coming November, when the city host a global summit of bankers, arrivals with PCR tested negative can enter without quarantine.

In fact, Hong Kong on July 10 had 2992 new cases and a 7-day average of 2698 cases, which far lower than say Singapore with corresponding statistics of 6423 and 9010 cases. Thus the organizer confident holding ITE2022 as scheduled.

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