

## **ITE Hong Kong 2022 opens on 18 August (Thu)** **Reconnect in ITE boosting Recovery on Outbound & Domestic Tourism**

The annual ITE, Hong Kong's only travel fair, will this year be held from **August 18 to 21** in Halls 3D & 3E of Hong Kong Convention & Exhibition Centre.

Our honor that Mr. John KC LEE, the Chief Executive (CE) of Hong Kong Special Administrative Region, sent his Message to welcome ITE participants! (Click [HERE](#) for the Message from CE). The Guest of Honor officiating ITE's opening this year on August 18 is Mr YEUNG Yun-hung, Kevin, GBS, JP, Secretary for Culture, Sports and Tourism Bureau of the HKSAR Government! In addition to industry leaders, also attending are media and the diplomatic crop including some Consul Generals.

With specific period, separate promotions and program for trade visitors, in effect, ITE combines a trade and a public fair! Its first 1.5 days open only to registered travel trade and professionals, while in remaining sessions visitors can pay for admission at entrance.

With many international destinations reopening borders and successive rounds of relaxing travel restrictions in Hong Kong, ITE this year not only is bigger but also more international!

Exhibitors from outside and overseas again outnumber and take more space than the local though coverage on domestic travel been expanded, and number of exhibiting countries and regions grew nearly 50%.

Judging from the encouraging responses in recent months to online trade pre-registration and public survey, more visitors are expected this year.

**Reconnect & Recovery** is the main theme this year! ITE bring together various stakeholders from service providers to agents and travelers, thus facilitate tourism recovery!

Organized by TKS Exhibition Services Ltd, ITE 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.

### **More International Exhibitors**

ITE this year will have some 50% more or 27 exhibiting countries and regions than in 2021, not counting those exhibiting online only. Among them 21 national, provincial or municipal tourism boards stage official pavilion or stand.

Specifically, they include Australia, Bhutan, Canada, China (mainland), France, Hong Kong, Iceland, over 10 Japanese regions or prefectures, Macau, Malaysia, Maldives, Mongolia, Morocco, Myanmar, South Korea, St. Petersburg, Taipei, Taiwan and Thailand etc. In fact, outside and foreign exhibitors account for over 50% of ITE 2022!

Though restrictions been further relaxed, overseas exhibitors still need go through mandatory hotel quarantine. Understandably, they take different approaches to attend ITE! Some come directly from abroad and complete the required quarantine. More choose to work with local office or agent while some meet online visitors in fairground.

### **Sampling travel fun through Theme Display, Performance & Photo Booth**

The official pavilion or stand, some of which incorporate photo corner for 3D photo for a taste of travel fun, also hold zoom seminar providing more latest travel info.

After an absence of two years, cultural performances are back to ITE's grand stage! The Hong Kong Dancing Troupe 「AW-FILM」, which sponsored by the Korea Tourism Organization Hong Kong, will perform K-POP HITS including those by IVE, Girl's Generation and TREASURE! In addition to stage performance, visitors can also learn some steps of Argentina Tango in its theme zone.

The HOUSE of ORIENT, a tea house in the Central serving tea and dim sum in colonial style tea set, recreate through its attractively designed pavilion the elegant life style and food culture of Hong Kong's elites in early last century.

The highly popular Glamping will be back with custom fitted vehicle and tent and more activities planned. The repeating GREEN TOURISM this year will display Winners of School Green Photo Competition, while the new CULTURAL TOURISM pavilion present interesting museums and innovation zones in the Greater Bay Area.

The Domestic MICE Corner, which showcase events that been or will be held in Hong Kong, serves as reminder that various MICE functions can still be done locally.

### **Informative & interesting Travel Seminars**

Held in purpose built rooms inside exhibition halls, ITE travel seminars, which total over 50, are often full! Their speakers are either KOL or expert who cover a wide range of topics from popular destinations, attractive travel themes and travel tips, say, on health and safety.

The Japanese regions of San'in and Kita-Kanto and prefectures of Saitama, Hyogo, Nagasaki, Niigata, Yamagata and Kagawa will hold seminars some of which include photo time with mascot.

South Korea engage four KOLs to cover new Kpop movie filming sites and popular cities of Busan, Joenju and Jeju. Taiwan, which recently won international coffee competitions, will introduce the route of coffee through its scenic mountains, while Thailand share the latest eat play fun in cosmopolitan Bangkok!

The seminar on Yellowknife of Canada, where there is 98% chance of seeing aurora when in season, also cover winter activities like Ice Fishing, Snow Mobile and Dog Sledding. Take a great aurora picture! Expert from Astrolink share how to choose equipment, location, celestial target and post-processing techniques which all essential in Astrophotography.

China's high-speed rail are fast and efficient, but many find its ticketing uncertain! KOL Sunny Wong explain how you can use mobile to book yourself short or long haul trip! For the adventurous, trips through Afghanistan and China-Pakistan Highway by veteran Travel Chung definitely not to be missed.

ITE seminar about travel safety too! Nowadays, travelers need to know about Travel Alert, Consular protection and services, registration of travel info and mobile applications etc., and they can learn about them in seminar by the Assistance to Hong Kong Residents Unit of the Hong Kong Immigration Department.

A friendly reminder! Travel does have an intimate relation with Fun, and we hope you also enjoy visiting ITE!

Whether it is for sharing info, planning or booking future holiday, preparing travel products, collecting travel tips, discussing pros and cons, or assessing project viabilities in ITE, all in effect are contributing to tourism recovery, and we wish them every success!

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.