

ITE Hong Kong 2022 opens on 18 August (Thu) Info and Fun on Outbound, Domestic & Theme Travels

ITE, Hong Kong's only travel fair, will next be held from **18-21 August 2022** in HKCEC with a bigger scale than last year! 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 outside and overseas exhibitors occupy more space than the local, ITE this year again highly international and more visitors are expected judging from the strong responses to online registration and surveys!

Reconnect & Recovery is the main theme this year! Hopefully, ITE provides a convenient platform for various stakeholders of the travel industry to reconnect, thus facilitate tourism recovery!

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.

(A) More International Exhibitors

ITE this year will have some 50% more exhibiting countries and regions than in 2021! There will be around 27 exhibiting destinations not counting those exhibiting online only, and among them 21 have official pavilion or stand by national, provincial or municipal tourism board!

They come from neighboring areas, highly popular destinations in NE Asia and SE Asia, Europe and North America etc. By space taken, outside and foreign exhibitors will account for over 50% of ITE2022 which again remain highly international despite enhanced coverage on domestic travel!

They include Bhutan, Canada, China (mainland), Hong Kong, Iceland, over 10 Japanese regions or prefectures, Maldives, Macau, Myanmar, South Korea, St. Petersburg, Taipei, Taiwan and Thailand etc.

As restrictions been relaxed, it still necessary for overseas exhibitors take different approaches to attending ITE this year! 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.

(B) Sampling travel fun through Theme Display, Performance & Photo Booth

Nearly 20 national, regional and municipal tourism boards will stage official pavilion or stand to provide latest travel info. Some of them will incorporate photo corner for 3D photo, or hold zoom seminar for direct interaction between online speaker and onsite visitors.

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.

(C) 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.

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.

2022 Exhibiting countries, regions, city or prefectures (as of 6-8-2022)

Bhutan	Iceland	Maldives	St. Petersburg
Canada	Japan (Chugoku region, Gifu, Hyogo, Kagawa, Ibaraki, Tochigi, Kumamoto, Miyazaki, Nagasaki, Niigata, Yamagata, Saitama and San'in)	Mongolia	Taipei city
China (mainland)		Morocco	Taiwan
France		Myanmar	Thailand
Hong Kong	Macau	S.Korea	

Venue: Hong Kong Convention & Exhibition Centre (Hall 3D-3E)

Date	Opening Hour*	Admission Price	Admission Policy
18 Aug (Thu)	10:00 – 18:00	HK\$70	By Registration only
19 Aug (Fri)	10:00 – 14:00	HK\$30	
	14:00 – 18:00	HK\$30	By Ticket Admission (Octopus / Complimentary ticket)
20 Aug (Sat)	10:00 – 19:00	HK\$20	
21 Aug (Sun)	10:00 – 17:00	HK\$20	

*Admission stop 30 minutes before the announced daily closing time of the Exhibition.