

## **Hong Kong continues relaxing restrictions amid rising Cases ITE 2022 get more confirmations from Exhibitors & Visitors**

Hong Kong saw new cases on May 9 dropped to 233 cases then climbed steadily to 1873 cases on June 27, however continues **the current round of relaxations** that started in last April!

These **relaxations** include, for examples: (a) more residents been going abroad and departures in February total 86434 with over 60% from the airport; (b) the first outbound package tour to Japan departed in June; (c) some 500 local travel agents resume organizing local tour groups in May; (d) fully vaccinated foreigners can enter and 7 days quarantine for all incoming travelers; and (e) Cathay to hire thousands of staff and add flights covering over 60 international destinations by year end.

In fact, experts been commenting this latest rise is expected in view of the ongoing relaxation; has little impact on recovery; and Hong Kong still met the conditions reopening to the world! For reference, Singapore had 5309 new cases on June 27!

### **China (mainland) and Hong Kong to reduce Quarantine**

Significantly, Mr. John Lee, **Hong Kong's incoming Chief Executive** whose term to begin on July 1, recently told media he will quickly **review quarantine requirement** to reduce inconveniences to vaccinated international travelers! In fact, media widely report quarantine will soon be reduced to 5 days in hotel and 2 days at home.

Further, media reported recently some **easing signs in mainland China!** For examples, foreigners applying for working or family visas need no invitation known as "PU Letters"; Air China, China Southern Airlines and Hainan Airlines will in June and July add more international flights to, say, Italy, Belorussia, Central Asia, Turkey and UAE; and China shorten flight suspension mechanism.

Then on June 28, China announced with immediate effect inbound travelers need only to stay in centralized isolation for 7 days and in self-quarantine at home for 3 days!

### **Conditions favorable to holding ITE 2022 in August**

With more international destinations reopening border and offering quarantine free entry to Hong Kong residents, the organizer thus highly confident that **a bigger ITE Hong Kong 2022 will be held as scheduled from August 18 (THU) to 21 (SUN)** in HKCEC!

ITE, Hong Kong's only travel fair! Pre-pandemic, Hong Kong spend over US\$25 billion annually on outbound travel and rank **Asia's 3rd largest market!**

Also, **ITE 2022** getting more confirmations and bookings from past and new **exhibitors** ranging from national and regional tourism boards to companies, for examples, from mainland China, Hong Kong, Macao, Taiwan, Japanese prefectures, Thailand, South Korea, Canada, Iceland, and Spain etc. Significantly, those from outside and overseas will this year like in last year account for some 2/3 of all exhibitors!

ITE 2022 also getting good responses from visitors! Currently, number of online pre-registered **trade visitors** more than doubled than similar period last year! We held a survey on ITE public visitors in late April and received in days over 1400 replies. Thus reasonable expecting more visitors this year!

Our trade visitors still active in travel trade, while the public visitors travel enthusiasts! Likely they can make more contributions to recovery in the early stage of recovery.

Held successfully under epidemic, the hybrid ITE 2021 occupied some 5000 SQM and attended physically by over 100 exhibitors 2/3 from abroad/outside, some 2500 trade and 28000 public visitors, and these numbers exclude those attending online through ZOOM or Live-streaming! Held physically, ITE 2022 will also offer services to those exhibitors or advertisers unable to be present.

Though the 10% early payment discount been expired in June, Hong Kong exhibitors can still apply the government's Export Marketing Fund (**EMF**) subsidy within 60 calendar days after ITE 2022. The EMF offers a maximum of 50% rental and incidental expenses or HK\$100,000 whichever the smaller. For details, please visit SME fund website: <https://www.smefund.tid.gov.hk>

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. In its first 1.5 days ITE only admit registered trade visitors while in remaining 2.5 days visitors can pay for admission.

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.