

## Survey found more Spending on Travel, Keen on Outbound and Take Local Travel

ITE Hong Kong 2022 – August 18 (Thu) to 21 (Sun) - Halls 3D & 3E, HKCEC

The survey, which held in late April on Facebook with invitations sent online mostly to recent past **ITE public visitors who are travel enthusiasts**, collected **1416 replies!** Organized by TKS, the annual ITE Hong Kong is the city's only travel fair!

When many international destinations restarting tourism, Hong Kong emerging from the 5th wave! The survey is to find out what are Hong Kong traveler's preferences in this fluid situation! Do these travel enthusiasts, with outbound severely restricted, turn to local travel? Quarantine for returning Hong Kong residents can cut down to 7 days, how early will they restart outbound? How will they choose destination for the first trip? Costs likely be higher, will they spend more on travel?

Briefly, the survey found some 60% respondents took local travel in past 6 months; nearly 50% to travel abroad within 6 month despite quarantine upon return; 57% will increase travel budget in coming year and more!

The **hybrid ITE 2022**, which will be held from **August 18 (Thu) to 21 (Sun) at HKCEC**, covers both outbound and local travel. Like last year, ITE in its **first 1.5 days** only **admit registered trade visitors** while in **remaining 2.5 days** visitors can pay for admission. ITE 2022 is eligible for subsidies mean lower rental for exhibitors!

### PROFILES

Respondents are mature, have good education and extra money to spend on travel. In short, they are quality travelers with strong interest and pent up demand!

By **age**, the three largest groups are respectively between 40 and 59 at 48.8%, between 25 and 39 at 37.6%, and aged 60 or above at 10.6%. Also, female at 64.6% outnumber male at 35.4%. On **travel spending** in coming year, 57% will increase, 8.8% will not while 34.2% not sure. On **education**, 46.9% have university qualification or above, and another 23.5% with post-secondary qualification.

### OUTBOUND – When, What & Where

Hong Kong cut short quarantine period for returning residents and international destinations are easing entry requirements or quarantine, all affecting Hong Kong residents' preferences, which may change when more flights become available!

On how early to **restart traveling**, findings reveal 4.9% respondents will within one month, 9.7% within 3 months, and 32.4% within 6 months. For the 53% not considering outbound travel now, 79.9% will change if self-testing at home instead of quarantine in designated hotels.

When ranking various **factors affecting choice of destination**, Quarantine and Restrictions at 49.2% still come first, which far higher than Price Concession at 19.6%, Hygiene and Health Measures at 17.1% and Flexible Cancellation and Refund Policy at 14.1%!

When asked specifically how quarantine requirement affect their choice of destination, a big majority of 73.7% choose only destination with no quarantine and 22.2% not sure.

Respondents named two possible **destinations** for first post-pandemic outbound holiday. Again, NE Asia like **Japan** and **South Korea** remains the top choice at 77%; to be followed by the **Mainland China, Macau** and **Taiwan** at 38.2%; **SE Asia** at 26.8%; **N America** and **Europe** at 15.8%; and the Oceania at 6.9% etc.

## LOCAL Travel

Lack of international flights and quarantine requirement mean many Hong Kong residents turning to local travel to meet their travel need! In fact, 58.6% respondents made local travel in the past 6 months, while the remaining 41.4% may either be not able to find their preferred choice in the questionnaire or not taken local travel at all.

The three most popular local travel include **Staycation** chosen by 36.6% respondents; **Local Tour Group** by 14.7%; **Outdoor & Camping** by 26.7% which consist of 4% for Glamorous Camping (Glamping), 5.8% for Regular Camping and 16.9% other Outdoor Activities; and Culture & Heritage Tour at 8.5%!

## Hybrid ITE2021 held successfully amid restrictions

Occupied 5000 SQM and kept separate days for trade and public, the 4 days ITE 2021 physically attended by over 100 exhibitors (two third from abroad) from 18 countries and regions, 2544 registered trade and 27106 public visitors; 50 seminars some live streamed on Facebook; and also zoom meetings by exhibitors connecting overseas speakers with onsite visitors. The successful ITE2021 boost confidence!

## ITE 2022 timed for recovery

Before the end of last year, past and newly exhibiting national and regional tourism boards and companies, for example, from Mainland China, Hong Kong, Taiwan, Japan, Thailand, Canada, Iceland and Europe, confirmed participations in ITE 2022, which rescheduled to August a better timing to boost tourism recovery!

ITE 2022 remains eligible to the Convention & Exhibition Industry Subsidy Scheme (**CEISS**) offered by the Hong Kong Government, and TKS will continue sharing the CEISS subsidy with all exhibitors who pay on or before June 30 can enjoy a 10% discount on rental. While eligible Hong Kong exhibitors can apply the government's Export Marketing Fund (**EMF**) subsidy which offers a maximum of 50% rental and incidental expenses or HK\$100,000 whichever the smaller.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong 2022, which incorporate 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](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.