

Rescheduled ITE Hong Kong 2022 Better timing for Tourism Recovery

Due to the 5th COVID-19 wave, ITE 2022 will be held from **August 18 to 21** instead of June at Hong Kong Convention and Exhibition Centre. Held annually, ITE Hong Kong is the city's only travel fair!

Quality upheld in pandemic Editions

ITE 2021, which held successfully in July 2021 and occupied 5000 SQM, drew over 100 exhibitors with two third from outside, 2544 registered trade and 27106 public visitors. Though smaller, the hybrid and multi-national ITE 2021 boost confidence and its successful practices and more will be adopted in ITE 2022.

For examples, highlight Green, Outdoor and Glamping (Glamorous Camping) Tourism, theme restaurant and shop etc. Some 50 seminars held physically with some live-streamed on Facebook while exhibitors also connected overseas speakers via Zoom with onsite visitors.

Before the 5th wave, 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.

Restrictions & Pandemic Easing

Hong Kong emerges from the 5th wave, reporting on April 18 only 613 cases, which is a drop of over 98% from 56827 cases on March 3. From April 1, Hong Kong lifted flight bans and shortened quarantine period for returning vaccinated residents to 7 days.

Pent-up Travel Demand Strong in Hong Kong

As more international destinations waive quarantine for fully vaccinated international travelers, Hong Kong residents started traveling abroad even before April 1.

For examples, they made over 71000 departures in February; 26000 departures from March 1 to 8 of which over 70% from the city's airport; and in February after government announced closing all schools until April travel agents reported receiving many enquiries for flight booking from parents!

In fact, online survey in ITE 2021 found strong pent-up travel demand. Pre-pandemic, Hong Kong often ranked third in Asia by annual outbound spending of over US\$25 billion, and her citizens on average made over 12 departures annually!

ITE 2022 to Boost Tourism Recovery

Thus, the organizer confident to hold a successful ITE 2022 in August, which a good timing boosting tourism recovery from above signs! In any case, exhibitors' payment will simply be carried forward and will not be required to pay more for joining the postponed ITE.

ITE 2022 will primarily be held physically, but online and its combination with onsite will also be available. For examples, visitors from everywhere can watch a live Facebook seminar by exhibitor who is scheduling a live broadcast or a remote exhibitor can still meet trade or public visitors at the fairground through zoom meeting; and advertiser can stay connect with onsite visitors through demo stands or panels and broadcasting video in scheduled sessions.

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 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.

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