

ITE Hong Kong 2023 - The 37th ITE (Leisure) and the 18th MICE Travel Expo Record Attendances & Wide Media Coverage, Post-pandemic ITE boosts Recovery

ITE Hong Kong 2023 (ITE2023), which was the third live edition since the pandemic, had been successfully held from **June 15 to 18** this year in four halls of Halls 1 of the Hong Kong Convention & Exhibition Centre with two trade days and two public days. Held annually, ITE is Hong Kong's only travel fair.

ITE2023 drew around 62,000 trade and public visitors which more than doubled over last year; while its scale respectively doubled and grew back to around eighty percent of the pre-pandemic 2019 show.

For the first time since the pandemic, regional buyers and trade visitors were coming back to ITE, and travel trade associations from three Guangdong cities organized delegation to visit.

Highly international, ITE2023 was attended by 499 exhibitors from various parts of the world, of which some 90% from outside and overseas. They include official pavilions and stands by national, provincial and municipal tourism boards with their co-exhibitors, and independent exhibitors.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong 2023 which comprises of the 37th ITE (Leisure) and the 18th MICE Travel Expo, is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with the Hong Kong Tourism Board, Macao Government Tourism Office and Travel Industry Council of Hong Kong etc. as supporters.

THE OPENING CEREMONY

Mr. John KC Lee, the Chief Executive of the HKSAR Government, had again sent his message welcoming all ITE participants this year!

Officiating the opening of ITE 2023 was **Mr Kevin Yeung Yun-hung, GBS, JP**, Secretary for Culture, Sports and Tourism of the HKSAR Government. When ceremony started, 17 Consul Generals were invited to go onto the Stage to join our Guests on Stage for a Group Photo. Before his keynote speech, Secretary Yeung and Mr. **Deng Yunfeng**, Vice Governor of Shandong jointly performed the Lion Dance Eye Dotting ceremony.

In all, some 500 guests including tourism officials, diplomatic corps, industry leaders, media, exhibitors and trade visitors attended the Opening Ceremony on June 15.

REGIONAL TRADE & PREMIUM FIT VISITORS

ITE2023 was attended by 5,932 buyers and trade visitors, up 1.2 times over last year and around 55% pre-pandemic. Of whom, 75% from Hong Kong, 16.4% from China (mainland) and 8.6% from overseas. By sectors, 40% from travel agents and 26% from MICE and corporations.

In our analysis, staff shortage in travel trade, tight supply of international flights and high prices are prime factors limiting rebound of trade visitors.

Public visitors totaled 55,925, up 80% over last year, and majority of them are premium FIT. Based on survey held in end April with over 2,100 replies, 40% will take 3 or more outbound holidays and over two third will spend more on traveling in the coming year. Also, some 70% prefer traveling in FIT or private tour group. Also, these support the strong pent-up demand sustainable in Hong Kong!

EXTENSIVE MEDIA COVERAGE

A press conference was held one week before opening, and a media preview in the last move-in day. The opening ceremony and the show period were all well attended by media. These result in extensive reporting, print and online, on newspapers, portals and TV.

EXHIBITING COUNTRIES & REGIONS

Exhibitors covered 59 countries and regions in Asia, Africa, the Middle East, Europe and Oceania etc. The majority have been exhibiting repeatedly or regularly in ITE while some were totally new, and overall 28.8% were from outside Asia.

They include also provinces and municipalities holding its own official pavilions / stands within or without national pavilion. For examples, Sabah of Malaysia, St. Petersburg of Russia, and various Japanese prefectures etc.

TRAVEL THEMES

Supplementing exhibitors' efforts, themes like In-depth, cultural and city travel, eco-tourism and study tour were also promoted through special displays by the organizer, displays of winners of competition by associations, and seminars.

TRADE DAY PROGRAM

In trade days there were large scale presentations by pavilion, seminars by exhibitors, trade seminars by authorities and associations, destination updates by tourism boards and individual meeting scheme managed by the organizer. Also, the organizer often helps exhibitors promote their seminars online.

Importantly, the free flow mode with buyers / visitors walking around booths and stopping at where they feel interested better ensure quality of their discussions with exhibitors. Some seminars conducted in English were still well attended, and overall the exhibitors were happy with quality and quantity of business discussions and responses in ITE this year.

To encourage those who already left the travel trade to consider about re-joining, entrance fees were waived in the afternoon on the second trade day by registration with valid business cards. In counting trade visitors that afternoon, only those registered were included.

PUBLIC DAY PROGRAM

Like many established source markets, Hong Kong is dominated by premium FIT. They visit ITE for collecting information especially those related to the last mile; attending travel seminars to collect ideas for planning future travels as many of them do take multiple holidays in a year; and booking for their summer holidays.

This year, there were over 80 travel seminars which were often well attended, and in particular the most popular ones could draw over 500 audiences including standing and seating. In addition, there were cultural performances too.

Retail selling was allowed in and only in public days of ITE but exhibitors shall check and compile with the related law and regulations of Hong Kong.

ITE HONG KONG 2024

The next edition, ITE Hong Kong 2024 which comprises of the 38th ITE (Leisure) & the 19th ITE MICE, will be held from **June 13-16, 2024** at Halls 1 of the Hong Kong Convention & Exhibition Centre, with two trade days and two public days.

For details, please visit www.itehk.com. For enquiries, please contact TKS via Email: travel@tkshk.com | WhatsApp: +852 69361271 | Wechat: [itehongkong](#) | Facebook: [itehk](#)

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