

ITE Hong Kong 2023 in June well-timed for Bulk of Tourism Recovery *Spring Festival Outbound up 50 Times but Supplies now limit Growth*

From Jan 21 to 25, Hong Kong residents made over 453,000 departures, up 50 times over same period last year, and of which 165,000 to Macau!

The current round of rebound did start in last quarter of 2022. Specifically, in last October they made 36000 to Japan who mainly FIT, 27000 trips to Thailand and a total of 247,290 departures of which 86% via the Airport, up 70% over September.

Outbound tour groups during Christmas fully booked weeks before the holiday! Thus the rebound reached a new height in December when over 600 outbound tour groups departed of which around 30% to non-Asian destinations like Europe and the Middle East, from the Travel Industry Council of Hong Kong.

Above reflect strong pent-up travel demand but rebound limit by supplies such as flights and hotels, and bulk of recovery likely occur in second half of this year. In fact, Cathay will increase passenger carrying capacity, which reached 30% pre-pandemic level by the end of 2022, to 70% by the end of this year.

Pre-pandemic, Hong Kong often ranked Asia's third largest source market after mainland China and South Korea! In 2019, Hong Kong spent US\$26.9 billion on international tourism and ranked the World's 12th largest by total outbound spending. With a far smaller population, Hong Kong has a high per capita spending on outbound travel!

Since January this year, cross border traffic between the mainland (China) and Hong Kong been growing rapidly! For examples, some 250 mainland exhibitors (some 120 from Guangdong) joined a Toy Fair held in the second week of Jan, and mainland residents made 104,000 visits to Hong Kong during the Spring Festival. Far higher traffic expected after further relaxations on Feb 6.

First held over 30 years ago, the annual ITE which Hong Kong's only and Asia's major outbound travel fair, will next be held in Halls 1 of the Hong Kong Convention & Exhibition Centre (HKCEC) from **June 15 (THU) to June 18 (SUN), 2023**, with the first two days for trade and the last two days for public.

ITE 2023, which well-timed for capturing bulk of tourism recovery, will in its first 1.5 days admit only registered trade from tourism and MICE, while in remaining time visitors can pay fee for admission.

Response from exhibitors been very encouraging, thus **a bigger and highly international ITE2023 envisaged**, and more halls been booked. Bigger in scale, a full program, strong pent-up travel demand, and restrictions removed, ITE2023 looks set drawing more visitors.

In 2019, ITE attended by nearly 700 exhibitors from over 50 countries and regions; over 11000 buyers and trade visitors with 60% from Hong Kong, 30% from mainland China particularly Guangdong; and around 80000 quality visitors with over 80% prefer FIT.

Each of ITE2021 and ITE2022, which held physically and successfully, reconnected over 100 multi-national exhibitors with around 30000 visitors from travel trade, MICE and quality FIT travelers.

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

For further details, please visit www.itehk.com. For enquiries, please contact TKS via Email: travel@tkshk.com | WhatsApp: [+852 69361271](https://wa.me/85269361271) | WeChat: [itehongkong](https://www.whatsapp.com/channel/00299163111111111111) | Facebook: [itehk](https://www.facebook.com/itehk)