

A Bigger ITE HONG KONG 2023 onward to Full Recovery

With China and Hong Kong now reopen borders widely, the next ITE Hong Kong in 2023 will be held in a far more conducive environment than editions in the pandemic 2021 and 2022, which nevertheless were held successfully in Hong Kong Convention & Exhibition Centre (HKCEC)!

Comprising the 37th ITE (Leisure) & the 18th ITE MICE, ITE Hong Kong 2023 will be held in Halls 1 of HKCEC, with June 15 (Thu) and June 16 (Fri) as Trade Days, and June 17 (Sat) and 18 (Sun) as Public Days when visitors can pay fee for admission.

However, only registered visitors and buyers will be admitted in the first 1.5 trade days, while in the afternoon on the last trade day visitors can simply pay fee for admission. Hopefully, this flexibility will facilitate those now working in other fields to reconnect in trade day with the travel trade.

Maintain Link with Visitors in Pandemic Years

Held in HKCEC with separate days for trade and FIT visitors, ITE 2021 and ITE 2022 had the theme of "RECONNECT to RECOVER". Each edition reconnect over 100 multinational exhibitors with around 3000 registered trade & MICE visitors and some 30000 quality FIT visitors!

ITE a Leading Outbound Travel Fair in Asia

For nearly two decades, the annual ITE is Hong Kong's only travel fair. With over 30 years of history, it is also the earliest in China. Also, ITE covers Hong Kong and Guangdong which are large source markets!

In 2019, ITE attended by over 11000 buyers and trade visitors, of which 60% from Hong Kong, 20% from Guangdong, and another 10% from other parts of China; and Hong Kong spent on international tourism US\$26.9 billion, up 1.9%, thus ranked the World's 12th largest market by total outbound spending.

A Bigger ITE2023 Envisaged

Globally, countries are reopening borders to foreign tourists though travelers can still find situations fluid or even chaotic! What's more, travel trade in many markets been losing staff in pandemic years! Post-pandemic trade fairs, which been stopped for years, thus seen having the unique advantage of allowing face-to-face contact for sellers reconnecting and networking with, promoting and selling to clients etc.

In fact, responses so far been encouraging and we do project a bigger ITE in 2023! Specifically, we are getting confirmations, bookings and enquiries from repeated pavilions / exhibitors from ITE 2021 and ITE 2022; past exhibitors from ITE2019 and earlier, new exhibitors and new destinations too.

In fact, we start with three halls for ITE 2023, which a 50% increase over 2022, and also have plan for more expansion just in case. Bigger scale, a fuller program, media reporting pent-up travel demand, and visitor capacity restrictions removed, ITE 2023 looks set drawing more visitors.

Mix Pre & Post Pandemic Arrangements for Better Results

Covid-19 impacts may be receding fast but problematic issues like staff rehiring and flight resumption do remain! Successfully organizing ITE 2023 thus require careful mixing of pre and post pandemic arrangements, both of which luckily TKS the organizer has successful experiences!

In 2022, ITE promoted online pre-registration and kept separate sessions for registered trade visitors. At the same time we offered flexibilities to professionals who already left the travel trade in pandemic years, to attract them attending ITE during the trade days. For some who may not able to provide relevant business card, ITE organizer will invite them to complete some simple questions survey once accepted, then they will receive one-off admission code, which allow them enter the exhibition hall on 16 June (Fri) from 14:00. Alternatively, they could simply pay fee for admission. Also, some onsite seminars may arrange live streamed on Facebook. Hopefully, more will as a result rejoin the trade.

Travel restrictions caused us since 2020 to cancel the Hosted Buyer Program and as a result ITE lost all buyers and trade visitors from outside and overseas. It will be resumed for ITE2023.

Comprehensive ITE2022 Program be expanded in 2023

Though smaller in scale, ITE2022 program included successfully invited Message from Hong Kong's new Chief Executive to welcome all participants; held Press Conference week before opening, Media Preview in last move-in day, prestigious Opening Ceremony officiated by Hong Kong's Secretary of Culture & Tourism; some 60 Seminars well attended by trade or FIT visitors, popular Cultural Performances and Photo Booths, concurrent Trade Events and Special Displays on MICE, Glamping and Cultural Tourism etc.

In ITE2022, seminars on short haul and on long haul destinations were all well attended. For examples, seminars on or by Northern Canada, Iceland, St. Petersburg and Maldives were packed each with well over a hundred audiences.

Above reflect well quality of our trade and FIT visitors, and the quality program will not just be kept but expanded in ITE 2023 to cater for more visitors.

Sharing subsidy, Organizer offer Discount

All exhibitors who make full rental payment on or before 15-Mar-2023 can enjoy a 10% discount on space or booth rental. In addition, Hong Kong exhibitors, if eligible can apply for HKSAR government's SME Export Marketing Fund (EMF) for maximum 50% of the total approved expenditure (including space/booth rental and other related costs) incurred by the applicant enterprise or HK\$100,000, whichever is the less.

Strong Supports

Organized by TKS Exhibition Services Ltd., the annual ITE is 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 Wechat: [itehongkong](https://www.instagram.com/itehongkong) | Facebook: [itehk](https://www.facebook.com/itehk)