

## **ITE Hong Kong 2023 Doubling Scale Great for Planning & Booking Post-Pandemic Outbound Travels in Coming Year**

Back to regular arrangements, ITE Hong Kong's only travel fair will this year be held from **June 15 to 18** in 4 halls in Level 1 of Hong Kong Convention & Exhibition Centre (HKCEC), thus doubling scale of ITE2022 edition and about 80% the pre-pandemic ITE2019.

Requiring registration with business card, ITE on June 15 and 16 opens only to trade visitors. Past travel trade can visit ITE in the afternoon of June 16 by paying admission fee with registration waived. Public can pay by Octopus at entrance for admission on June 17 and 18.

Since the end of last year, Hong Kong outbound been growing at greater speed. Around 2.55 million Hong Kong residents departed in nine days Ching Ming & Easter long holiday, which way above the 450,000 in five days of the Spring Festival. With airlines resuming more flights, strong outbound demand expected in the long summer.

Thus, travel enthusiasts are advisable making more preparations, and ITE2023 is well-timed for reconnecting, collecting info, planning and booking of post-pandemic outbound travel for summer and beyond.

ITE 2023 will again be highly international, expecting over 400 exhibitors from some 50 countries and regions including new exhibitors from Cambodia, Czech, Iceland, Mongolia, Philippines, Poland, Papua New Guinea, Ras Al Khaimah of UAE, Switzerland, Tanzania, Turkmenistan and Vietnam.

Nearly all exhibitors in live editions in ITE 2021 and ITE 2022 join again this year such as Hong Kong, Yellowknife from Canada, Taiwan, various prefectures of Japan, St. Petersburg of Russia, etc. In particular China (mainland), Macau, South Korea and Thailand have significant expansion.

Regular exhibitors before pre-pandemic are coming back to ITE 2023, they include High Speed Rail, Nepal, Sabah of Malaysia, Iran, Caucasus regions and more.

In ITE are various in-depth travel products and themes this year include for examples the Greater Bay Cultural Creation Travel, Culture, Honeymoon, Green and Outdoor Tourism. Also, ITE cooperate with Asia Chapter of International Live Events Association (ILEA) to stage the "Youth Study Tour Itinerary Design Competition" and its Prize Presentation will be held in ITE on June 18.

In trade days this year, ITE will resume the Hosted Buyer Program, hold Business Matching for buyers and sellers quick dating, and assist exhibitors holding their trade seminar etc. Packed in public days will be some 70 travel seminars with KOL and expert as speakers, and NTO promoting new travel routes and themes; and cultural performances with troupes from outside and overseas etc.

In addition, many official pavilions will distribute latest travel map; visitors can ask related overseas exhibitor about those "last mile" questions; and some exhibitors will make special offers etc. Not to be missed out, please check from time to time facebook/ITEHK.

Thus, it is expected that ITE 2023 will in 4 days draw a total of around 60,000 quality visitors from regional and local travel trade, MICE professionals and quality FIT travelers, which around 75% the pre-pandemic level.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong 2023, which incorporate the 37th ITE (Leisure) & the 18th ITE MICE, is strongly supported by China's Ministry of Culture & Tourism with Hong Kong Tourism Board, Macau Government Tourism Office, travel and MICE trade associations as Supporters. For details, please visit [www.itehk.com](http://www.itehk.com). For enquiries, please contact TKS via Email: [travel@tkshk.com](mailto:travel@tkshk.com) | WhatsApp: +852 69361271 Wechat: [itehongkong](https://www.instagram.com/itehongkong) | Facebook: [itehk](https://www.facebook.com/itehk)