

## **ITE Hong Kong 2023 – Hong Kong only & Asia major Outbound Travel Fair** Visitors with proven Pent up Demand boosting Tourism Recovery

Held physically in pandemic years of 2021 and 2022, ITE Hong Kong reconnect early multi-national exhibitors, trade and public visitors boosting tourism recovery! Strongly supported by the Ministry of Culture and Tourism of the People’s Republic of China, the annual ITE is Hong Kong’s only travel fair, next to be held from **June 15 to 18, 2023** at Halls 1 Hong Kong Convention & Exhibition Centre.

### **No mandatory quarantine for international arrivals to Hong Kong**

Hong Kong, from September 26, scrap hotel quarantine and only require international arrivals to take PCR test at airport, who then can take public transport to home or hotel; if the PCR test is negative then self-monitor for three days during which can go to work but not to bar nor restaurant. This, in effect, means Hong Kong residents can travel to many international destinations without quarantine!

The above, which was officially announced on September 23, immediately boost the city’s outbound! For example, a travel portal on Sep 26 reported its outbound booking in the following weekend jumped nearly 400 percent over previous weekend! In fact, Hong Kong been cutting down on quarantine and outbound been growing this year, say, from 71000 in January to 147500 in July!

Thus, ITE2023 good timing for tapping into the recovering outbound markets of Hong Kong and more!

### **Hong Kong among Asia’s top markets**

In 2019, Hong Kong spent USD26.9 billion on outbound and ranked third in Asia after mainland China and South Korea! But Hong Kong’s per capita outbound spending at US\$3587 bigger than South Korea at US\$624. The city often rank 11<sup>th</sup> or 12<sup>th</sup> largest market in the world in pre-pandemic years! Details of outbound report click [HERE](#)

Pre-pandemic, ITE drew over 2000 buyers and trade visitors from neighboring cities like Shenzhen and Guangzhou etc., which together with Macau and other Guangdong cities constitute the Greater Bay Area (Bay). The Bay, where live 72 million people, had a combined GDP of US\$1,642 billion in 2018 which put it world’s 12<sup>th</sup> largest economy.

Pre-pandemic, ITE attended also by around 1500 buyers and trade visitors from other provinces of China and other parts of Asia! In fact, ITE is Hong Kong’s only and Asia’s major outbound travel fair!

## Visitors proven with Effective Pent up Travel Demand

Attending ITE2022 were 2752 trade visitors from locally and 31098 public visitors, respectively up 8.2% and 14.7% over 2021, and about 38% and 42% of 2019. Its first 1.5 days only admitted registered trade visitors, and visitors paid for admission in remaining 2.5 days.

The ITE2022 public visitor survey, which collected online 3344 replies, found 55% will increase travel budget for the coming year while 35% uncertain; and 7% respondents will travel abroad within 1 month, 21% within 3 months and 44% within 6 months!

Collaboratively, media reported ITE2022 exhibitors receive 10 times more serious enquiries, believe many in Hong Kong can (afford) and have strong travel interest!

While Northeast Asia remain top choice, significantly, 23% survey respondents picked Europe and North America among preferred post pandemic destinations. Collaboratively, onsite seminars by or on Iceland, Yellowknife in Canada, St Petersburg and Maldives each drew over 100 audiences.

## Outside & Overseas outnumber Local Exhibitors

Of ITE2022's 100 plus exhibitors from 32 participating countries and regions, 71% come from abroad. Some 20 tourism boards from various destinations staged official pavilion / stand! Some nicely decorated while others also incorporated photo booth, video broadcast, zoom meeting, performances, mascot show and games.

There were theme pavilions and special displays covering Cultural, Green and Outdoor Tourism including Glamping, and Domestic MICE; Forum and Prize Presentation, over 60 trade and public seminars, and cultural performances on stage. In ITE, visitors get the latest travel info and taste the fun of travel!

## Flexible Exhibiting Options

ITE Hong Kong 2023, which comprise of the 37th ITE (Leisure) & the 18th ITE MICE, will be held from **June 15 to 18, 2023** at Halls 1 of the Hong Kong Convention & Exhibition Centre, with the first 1.5 days for B2B and remaining 2.5 days B2C. Exhibitor who submit online space application and make full payment before **30-Dec-2022** can enjoy 10% early payment discount for ITE 2023.

Exhibitor can choose renting raw space, package booth from normal to upgraded, display or photo booth; book seminar room inside the exhibition halls to hold event; and our various online services.

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, travel and MICE trade associations as Supporters.

For further details, please visit [www.itehk.com](http://www.itehk.com). For enquiries, please contact TKS via Email: [travel@tkshk.com](mailto:travel@tkshk.com) | Wechat: [itehongkong](#) | Facebook: [itehk](#) | Tel: +852 31550600