

Press Release
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Warm Welcome to Youth Study Tour Itinerary Design Competition ITE Hong Kong 2023 – the 37th ITE (Leisure) & the 18th ITE MICE

Study Tour better students' understanding of local culture and interaction with the locals! By providing opportunity to plan such itinerary, the **2023 Youth Study Tour Itinerary Competition** (*The Competition*) aims to promote study tour to students, nurture their creativity and planning ability etc.

The competition is open to both secondary and primary school students, with sub-categories for short- and long-haul itineraries. Each category will have gold, silver, and bronze awards. Participating schools are welcome to arrange and join briefing and sharing sessions which cover the Competition and will also have industry leaders sharing on itinerary planning.

The submission timeline is from 5 to 15 May 2023. The awards presentation for the competition will be held on 18 June 2023 at the grand stage of ITE, Hong Kong's only travel fair which this year will be held from June 15 to 18 at Halls 1 of the Hong Kong Convention & Exhibition Centre.

The Competition is organized jointly by ILEA Asia, which the Asian chapter of the **International Live Events Association (ILEA)**, the Windshield Charitable Foundation which with several centers in the city provide services on youth and community development, Uni-plannet Travel which a travel agent with Dr. Chloe Lau as director, and the annual Hong Kong **International Travel Expo (ITE)** which been held for well over 35 years.

The Judging panel consists of industry leaders and chaired by Dr. Chloe Lau, who with over 15 years of experience on international exchange and study tour, is currently the President of ILEA Asia and director of Uni-plannet Travel, and formerly Assistant Professor and Programme Leader at the School of Hotel and Tourism Management of the Hong Kong Polytechnic University.

“Focusing on students making their own choice and planning their own itineraries, the Competition responses to the Chief Executive's recent policy address underlining the need to promote more exchange activities through study tours”, commented by Dr. Chloe Lau. Echoing her comment, Mr. KS Tong, Managing Director of TKS which organizes ITE Hong Kong, “welcome cooperation on the timely Competition which focus on an important topic”.

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. Its first two days for trade only and last two days open to the public.

For detail and enquiry of the Competition, please visit <https://www.uni-plannet.com/whats-on> or email to chloe.lau@ilea-asia.org.

For details and enquiry of ITE Hong Kong, please visit www.itehk.com or email: travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | WeChat: [itehongkong](https://www.itehongkong.com) | Facebook: [itehk](https://www.facebook.com/itehk).