



Message

It gives me great pleasure to welcome you to the 38th International Travel Expo (Leisure) and the concurrent 19th MICE Travel Expo.

This year's twin Expos, under the ITE Hong Kong umbrella, welcome more than 500 exhibitors from over 50 countries and regions, including 20 new exhibitors. Not only will the China Pavilion once again be the largest at ITE Hong Kong, but exhibitors from Asia's east and northeast regions will also be the most well-represented. Besides, the Expos' overall theme, "Forward to Full Recovery", presents a wealth of new and emerging trends, from sustainable tourism and night markets to ice and snow tourism, along with spotlights on new destinations, including the Guangdong-Hong Kong-Macao Greater Bay Area.

Hong Kong's tourism industry has recovered strongly this past year, thanks to the joint efforts of Government, industry and the community. Last year, we welcomed 34 million visitors from around the world, far surpassing our forecast. That underscores the resilience of our tourism industry and Hong Kong's position as a much-treasured leisure and MICE destination – the region's hub for travel, tourism and events.

I wish the exhibitors and trade visitors at this year's ITE Hong Kong the best of business at the Expos and a memorable stay in Hong Kong, Asia's global city.

A handwritten signature in black ink, appearing to read 'John KC Lee'.

(John KC LEE)
Chief Executive

Hong Kong Special Administrative Region

