



Rediscover the World in ITE Hong Kong 2024 - 500 Exhibitors from 60 (new 20) Countries & Regions

ITE, Hong Kong's only international and Asia's leading outbound travel fair, will this year add 20 newly exhibiting countries and regions (ECR), half of which from outside Asia. In all, we expect some 500 exhibitors, which include official pavilions and independents and around 80% of them from outside and overseas; and over 60 ECRs. Making headway, ITE this year continues **forwarding to full recovery!**

Comprising the 38th ITE (Leisure) and 19th MICE Travel Expo, ITE Hong Kong 2024 will be held from **June 13 to 16** at Halls 1 of Hong Kong Convention & Exhibition Centre (HKCEC) with first two days for trade and last two for public. Also, ITE2024 will use 5 halls instead of 4 in last year. In fact, it has been its 4th live edition since Covid-19. Again, ITE is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Macao Government Tourism Office etc. as supporters.

ITE 2019 vs 2023

Key Statistic	Exhibitors	Trade Visitors	Premium FIT
ITE 2019	675 (88%)	11613 (37%)	73665
ITE 2023	499 (90%)	5932 (25%)	55925

Notes: % in () from abroad

ITE2024 – Highly International Exhibitors

One major theme of ITE this year is to **<Rediscover the World>**, which well received. The twenty new ECRs this year, which include official pavilion / stand and independent exhibitors, have over half from outside Asia.

The ECRs are **Bulgaria, Croatia (Zagreb), Cuba, Ethiopia, Indonesia, Jordan, Kazakhstan (Almaty), Kenya, Kyrgyzstan, Mariana Islands, Pakistan, Seychelles, South Africa, Slovenia, Spain, Syria, Tajikistan, Turkmenistan, USA and Uzbekistan.**

Many repeating official pavilions and exhibitors, which come mainly from destinations in east and northeast Asia. This year they again will have large presences and their co-exhibitors can include both repeated and new exhibitors.

For example, Mainland China! To better portray their unique offers and attractiveness to travelers, increasingly more provinces and cities of China stage their own pavilions which often differ with each other in highlights and design. Again, the panoramic China Pavilion will be the largest in ITE.

ITE2024 promote In-depth & Theme Travel

ITE been promoting in-depth and various theme travel. This year, themes of **Sustainable Tourism, Ice & Snow Tourism, New Destinations and Night Markets** etc. will be highlighted through, say, specific



Info/Photo Corner. In addition, there are the Winners Display of the Study Tour Itinerary Design Interschool Competition, seminars / booths by NGOs like VOLTRA and CHI HENG FOUNDATION etc.

ITE2024 Trade Day Highlights

Starting the trade days is the Opening Ceremony on June 13 at 11.00 am, which will be officiated by The Secretary for Culture, Sports and Tourism of the HKSAR Government, Mr. Kevin Yeung. However, ITE will open to all trade visitors from 10 am so guests can walk around the pavilions and stands before the Opening Ceremony starts.

Other trade day highlights include **<New Destination Presentations>** by repeating and new official pavilions and/or exhibitors; **<Industry Forum on Technology Propelling Sustainability>** with topic of “The Intersection of Technology and Sustainable Tourism” which features speakers from both corporations and academics; and more.

Relevant to both the travel trade and travelers is the seminar of Major Changes for Travelers crossing EU borders which covers EU’s Entry/Exit System (EES) on registration at the border, and the new European travel authorisation (ETIAS). The speaker, Izabella Cooper, is head of Outreach and Stakeholder Management, ETIAS Central Unit at Frontex - the European Border and Coast Guard Agency.

Seminars in ITE are often free unless stated otherwise! As seating capacity limited, advisable to pre-register first as trade visitor then for seminars of interest to ensure a seat. Requiring registration for admission, travel trade and professionals are invited to pre-register online as buyer or trade visitor, and those successful will be issued badge accordingly for free and multiple admission in trade days.

For many years ITE been adopting a free flow format which mimicking market where sellers meeting buyers / visitors mainly at the booths.

Public Days – Travel Info, Idea, Trip Planning, Great Shopping & Fun

Public visitors of ITE, who many premium FIT, will find our public days a travel extravaganza! Firstly, great shopping as available for choosing are hundreds of exhibitor / service supplier of whom many directly from overseas who thus in good position to provide relevant and the latest info including those about the “last mile”!

The wide varieties of exhibitors thus their travel products and our various special displays etc. can be good sources of interesting and/or new travel ideas!

Held round the clock in the 2 public days and for convenience in several purpose built seminar rooms inside the exhibition halls are informative and interesting travel seminars with speakers either experts or KOLs, which facilitate the travel enthusiasts taking multiple outbound holidays in a year to plan future holidays.

Enjoying travel fun! On and off the purpose built grand stage are cultural performances and mascot shows by exhibitors from outside and overseas. In booths are games or lucky draws to win souvenir, distribution of free travel maps and handy guidebook, and of course face to face Q & A etc. Specially



designed pavilions, special displays and photo booth for great photo! Also, we expect more KOLs to appear in ITE this year.

DETAIL / ENQUIRY: www.itehk.com; email travel@tkshk.com; WhatsApp: +852 6936 1271; | wechat: [itehongkong](#) | Facebook: [itehk](#)

ITE 2024 OPENING HOURS AND ADMISSION

Show Date	Admission	Opening Hours & Admission Fee
Jun 13 (Thu)	Trade / MICE / Corporate only (T)	10:00 – 18:00 (HK\$70)
Jun 14 (Fri)	Pre-register online www.itehk.com/Visitor	10:00 – 18:00 (HK\$35)
Jun 15 (Sat)	Public (P) www.itehk.com/Public	10:00 – 19:00 (HK\$25)
Jun 16 (Sun)	www.facebook.com/itehk	10:00 – 17:00 (HK\$25)

T: Aged 18 or above Trade Travel and Professional who are required to render business card at onsite registration counter. Alternatively, they can visit after 2pm on June 15 simply by paying admission fee without registration.

P: Admission fee to be paid by e-Payment or render complimentary ticket for admission.