

Highly International, ITE combines Regional Trade & Premium FIT Travel Fairs ITE Hong Kong 2024 - the 38th ITE (Leisure) and the 19th MICE Travel Expo

Recent outbound figures reflect Hong Kong, a major source market globally, has strong pent-up travel demand which sustainable too, according to findings of a recent survey with 2157 replies mainly from public visitors of ITE Hong Kong which for many years the city's only travel fair!

Incorporating the 38th International Travel Expo (Leisure) and the 19th MICE Travel Expo, the annual ITE Hong Kong will next be held from **June 13 to 16, 2024** with its first two days for trade only while the last two days open to public. ITE back to June which weeks before the long summer holiday a good timing for promoting and selling travel services.

Expecting a fuller to full recovery, ITE 2024 plans using 5 halls from Hall 1A to 1E of Hong Kong Convention and Exhibition Centre.

ITE A PROVEN PLATFORM FOR INTERNATIONAL TRAVEL TRADE

In Hong Kong, travel interest remaining strong even in the pandemic years, with live ITE being held successfully in 2021, 2022 and 2023!

Significantly, all editions had over 50% of exhibitors from outside and overseas; kept separate days for thousands of trade and tenths of thousands of public/FIT visitors; and held special displays and seminars on trendy travel themes like Eco-tourism and Glamping, etc.

In 2023, ITE start welcoming back regional buyers and trade visitors from mainland China (16.4%) especially its southern province of Guangdong and overseas (8.6%); doubled scale to 14000 SQM over the previous year; and back to around 80% pre-pandemic level by total number of visitors (Table 1); and drew from 59 countries and regions 490 exhibitors of whom 90% from overseas and outside.

Table 1: Key Statistics of ITE Hong Kong 2023 & 2019

TYPE	TRADE VISITORS		PUBLIC VISITORS	EXHIBITORS		
	From	HK		Abroad	Mainly HK	HK
ITE23		4449	1483 ^{*1}	55925	48	451
ITE19		7316	4397 ^{*2}	73665	85	590

^{*1}: 40% Travel Agents and 26% MICE | Hong Kong 75%; mainland China 16.4%; Overseas 8.6%.

^{*2}: Hong Kong 63%; mainland China mainly Guangdong 26%; Overseas 11%



STRONG & SUSTAINABLE TOURISM RECOVERY

In 2023, Hong Kong residents made a total of 28.7 million departures in the first 6 months, and the June outbound figure of 6.03 million almost 4 times that of January! In fact, Hong Kong outbound to Japan in the first five months this year already back to over 81% pre-pandemic, while to Macau for the first 6 months back to 90%!

Also, recovery sustainable and ITE public visitors mainly premium FIT, according to a survey was held jointly by the Travel Industry Council of Hong Kong (TIC) and TKS, organizer of ITE.

In fact, the April public survey found in coming year: (a) 67.8% respondents to spend more on outbound travel with their majority will spend at least 16% more, while only 3.4% will reduce budget; (b) 38.5% made 3 or more outbound holidays per year while only 3.8% will not take any tour after pandemic.

A big and quality source market, Hong Kong in 2019 spent US\$26.9 billion on international travel and ranked World's 12th and Asia's 3rd largest market after mainland China and South Korea, whose per capita outbound spending respectively around 5% and 17% of Hong Kong.

SEPARATE TRADE, PUBLIC & MEDIA PROGRAMS

To optimize exhibitor benefits, ITE combines successfully a regional trade with a premium FIT travel show by maintaining separate days, programs and promotions for trade and public visitors.

ITE's trade program includes free entry in pre-show e-newsletter and online promotion of exhibitor trade seminar, and optional Individual Meeting Scheme (IMS) to facilitate sellers meeting hosted buyers etc.



With majority public visitors taking multiple outbound holidays a year, understandably, travel planning and booking are the two major purposes of ITE's public visitors! Held in the two public days are some 90 travel seminars which often well attended with the most popular one drawing well over 100 audiences.

Exhibitors welcome to apply for free session to hold public seminar and/or using the Grand Stage for cultural performances, both of which purpose built facilities inside the exhibition halls. In fact, ITE's public days are effective platform for selling and promoting travel products to premium consumers.

ITE's media / publicity program includes free publishing of exhibitor's press release on trade website that draw in each month thousands to tenths of thousand visits, and media exposures through pre-show press conference and media preview held respectively week and day before opening etc.

Promoting various theme travels, ITE will continue working with related organizations to stage seminar or special display which often include popular photo booth. Exhibitors if interested welcome to enquire about sponsorship and exposure.

Again, ITE2024 will keep space and booth rental unchanged and offer an Early Payment Discount scheme so exhibitors can share Hong Kong Government subsidy. Exhibitors welcome to choose regular shell, upgraded shell or raw space for own design.

Organized by TKS Exhibition Services Ltd., ITE is strongly supported by the Ministry of Culture & Tourism of China with Hong Kong Tourism Board, Macao Government Tourism Office, and Travel Industry Council of Hong Kong etc. as Supporters.

For details, please visit www.itehk.com. For enquiries, please contact TKS via Email: travel@tkshk.com | WhatsApp: +852 69361271 | Wechat: [itehongkong](https://www.itehk.com) | Facebook: [itehk](https://www.itehk.com)