

ITE Hong Kong 2024 - The 38th ITE (Leisure) and the 19th MICE Travel Expo Covering Regional Trade & Premium FIT from fast Recovering Markets

Canceled in 2020 for Covid-19, live editions of ITE been held each year since 2021 to 2023. Among Asia's earliest and Hong Kong's only travel fair, the annual ITE which was first held some 40 years ago has two trade and two public days.

Held in June this year, ITE2023 grew back on all fronts to around 80% pre-pandemic level! Comparing to last year, specifically, three times more exhibitors (499); twice bigger (14000 SQM); and total number of trade and public visitors (62000) doubled! There were 59 participating countries and regions in and outside Asia like Europe and the Oceania, and some 90% of its exhibitors from abroad.

Regional visitors were coming back to ITE in 2023! Of its 5932 buyers and trade visitors, 75% from Hong Kong, 16.4% from China (mainland) and 8.6% from overseas; and by sectors 40% from travel agents and 26% from MICE etc. Public visitors, who totaled 55925, were mainly premium FIT.

Hong Kong outbound travel has been rebounding strongly! Some 2.55 million departures were made by residents between April 1 and 9, which went up 15 times over the whole month of September last year. A major source market, Hong Kong by international travel spending often ranked World's 11th or 12th and Asia's 3rd or 4th largest market, and spent US\$26.9 billion on outbound in pre-pandemic 2019.

What's more, pent-up demand is strong and sustainable! A survey in end April with over 2100 replies, which mainly covered public visitors of recent ITEs, found respondents in coming year will take 3 or more outbound holidays (40%) but only 6% have no traveling planning; over two third will spend more on traveling; and more value destination attractiveness (86%) than price (77%)!

The Greater Bay Area, which include cities like Hong Kong, Guangzhou and Shenzhen etc., had a combined GDP in 2018 that would have ranked it world's 12th largest economy, consisting of many large and fast recovering markets.

Different days and targeted visitors, separate programs and promotions! In effect, ITE combines a regional trade show with a public travel show.

Our trade programs include Individual Meeting Scheme to facilitate buyers meeting sellers, and helping exhibitors to promote their trade seminars online etc. During the public days, exhibitors can sell travel products to consumers but shall follow related laws; and apply for free travel seminar session which totaled over 80 this year etc.

The next ITE will be held from June 13 to June 16, 2024, which is a proven one-stop platform for exhibitors connecting and conducting business with local and regional travel trade and premium FIT.

Also, ITE2024 will again keep space and booth rental same as in the pre-pandemic year of 2019 and run an Early Payment Discount scheme.

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.

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