

## Highly International, ITE Hong Kong 2025 Great Sourcing Platform for Asian Travel Trade

The annual ITE Hong Kong in 2025 comprises 39<sup>th</sup> ITE (Leisure) and 20<sup>th</sup> ITE MICE, will be held from **June 12 to 15** in Hong Kong Convention & Exhibition Centre, first two days for trade and last two days for public. Named MEGA EVENT by government, **ITE Hong Kong 2025** also its 5<sup>th</sup> live edition since Covid-19.

Highly international, **ITE2024** had 515 exhibitors (87% non- HK) from 68 countries and regions (36% non-Asia); included some 70 NTOs many regularly held official pavilions / stands; and used 5 halls which same as in 2019. Again, mainland China staged ITE's largest pavilion inside which Chinese provinces built own pavilions with unique design.

Among ITE2024's 7023 buyers and trade visitors 46% from outside Hong Kong (Specifically, 30% from mainland China; and 16% from other Asian cities), though the organizer only subsidized buyers and trade delegations instead of fully hosting.



Asian travel trade welcome applying [online](#) for ITE2025's free Trade Visitor Badge. Besides free admission, ITE's subsidy scheme includes free lunch / drink coupon, cloak room services etc., while subsidized visitors shall attend Seller-Meeting-Buyer session.

Attracting more mainland Chinese audiences, this year trade seminar series on "New / Niche Destinations & Products" start having English to Mandarin simultaneous interpretation. Besides NTO presentations, exhibitor's seminars, Meeting KOLs and Industry Forum on Sustainability, themes like Green tourism and Youth Travel will be highlighted.



Positive responses from repeating and new exhibitors, **ITE2025 expecting more non-HK resident exhibitors**. Among the popular NE Asian destinations, South Korea will this year feature two official pavilions, respectively by Korea Tourism Organization and Seoul with a combined 50% expansion. For faraway, new or niche destinations, for examples, there from **EUROPE, AMERICAS & PACIFIC** are Armenia, Bulgaria, Canada, Czech, Georgia, Germany, Iceland, Marianas and Poland; **CENTRAL & WEST ASIA** are Afghanistan, Iran, Kazakhstan, Mongolia, Nepal, Pakistan, Turkmenistan and Uzbekistan; **AFRICA & INDIAN OCEAN** are Ethiopia, Seychelles, Tanzania and Zimbabwe.

ITE public days gather some 60000 premium FIT, who shop around, plan and book holidays online by mobile inside the exhibition halls. Last year 7000 attended 80 seminars. Welcome asking for free tickets.

Organized by TKS Exhibition Services Ltd., ITE strongly supported by Ministry of Culture and Tourism, P.R.China with Hong Kong Tourism Board etc. as Supporters. Details / Registration: <https://www.itehk.com> Contact: [travel@tkshk.com](mailto:travel@tkshk.com) | WhatsApp: [+852 69361271](https://wa.me/85269361271)