

Strong showing of regional visitors ITE2025 forward to Full Recovery

ITE Hong Kong's only and Asia's major international travel fair will next be held from **June 12 to 15, 2025** at Halls 1A to 1E of Hong Kong Convention and Exhibition Centre.

The annual ITE in 2025, its 39th edition since launching and its 5th physical edition since Covid-19, is a proven marketing and selling platform for reaching regional and local trade visitors, and premium FIT in Hong Kong and other cities of the Greater Bay Area. These major markets recovering strongly!

Setting new records, ITE2024 used 5 halls instead of 4 in 2023. Highly **international**, 87% of its 515 exhibitors from outside and overseas, and half of the 20 newly exhibiting countries and regions from outside Asia! Also, it drew more visitors, particularly regional buyers and trade visitors.

Again, Mr. John KC Lee, Chief Executive of Hong Kong SAR sent [message](#) welcoming participants of ITE Hong Kong 2024!



Major Source Markets

Often Asia's third largest source market by outbound spending, Hong Kong residents made 72.2 million departures in 2023 recovering to 76.8% of pre-pandemic 2019; and 2.27 million (30% population) departures in five days of Easter Holiday this year.

Each year, ITE draws thousands of buyers and trade visitors from Guangdong cities in the Greater Bay Area (the Bay), which in 2023 had a combined GDP of US\$1.97 trillion and population of over 86 million. Also, China's major cities of Hong Kong, Guangzhou and Shenzhen are 1 hour away by speed train.

ITE2024 New Records



ITE2024 drew 18.4% more to 7023 trade visitors and 12.7% more to 63027 public visitors. In particular, **24.8% more or 3200 regional buyers and trade visitors** and among them 61% from mainland China who include hosted trade delegations and 39% from other Asia.

The fourth physical edition since Covid-19 which greatly boosted confidence, ITE2024 attended by a highly international exhibitors and significant number of regional trade visitors. On such solid basis, **ITE 2025 to forward to full recovery!**

ITE: Pre-pandemic 2019 vs Post-pandemic 2023 & 2024

Key Statistic	Exhibitors	Trade Visitors	Premium FIT	No. of Halls
ITE 2019	675 (88%)	11613 (37%)	73665	5
ITE 2023	499 (90%)	5932 (25%)	55925	4
ITE 2024	515 (87%)	7023 (46%)	63027	5

Notes: % in () from abroad

Remarkably, ITE2024 managed attracting more trade and public visitors despite being hit repeatedly by rainstorm with the worst day saw three warning signals hoisted!

Though mainly free flow, **Business Matching** held for sellers quick-dating buyers. Held in 4 days were the **KOL Networking Session, industry forums, presentations, and some 100 trade and travel seminars.**

In fact, regional trade visitors and public visitors recovered to 75.2% and 85.6% etc.! ITE public visitors are **premium FIT** who survey found 2/3 to spend more on travel in coming year, and many frequent travelers.

Positive Exhibitors' Comments

Quoting exhibitors, a business daily reported "some cooling (of pent-up demand) this year but results remaining ideal"; and a Japan hotel chain which target B2B and B2C found "results at present deemed exceeding our expectation".

ITE Hong Kong 2025

Organized by TKS Exhibition Services Ltd., the next ITE comprises the 39th ITE (Leisure) and 20th ITE MICE, strongly supported by 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.

With separate days and programs for trade and public visitors, ITE offers B2B which include free online audience promotion for trade seminars, and B2C programs.

To boost recovery, raw space rental of ITE2025 again remain the same as in 2019, and we continue offering early payment discount. For details, please visit: www.itehk.com Exhibiting / Media Inquiry, please contact the Organizer, TKS Exhibition Services Ltd: Email travel@tkshk.com | WhatsApp: [+852 69361271](https://wa.me/85269361271) | wechat: [itehongkong](https://www.itehongkong.com) | Facebook: [itehk](https://www.facebook.com/itehk)

ITE 2024 Photo Album [\[Link\]](#)