

FIT boosts Quality Recovery for ITE & Hong Kong Outbound

Co-locating **39th International Travel Expo (Leisure) and 20th ITE MICE**, the annual **ITE Hong Kong in 2025**, which **named by government as Mega Event**, will be held from **June 12 to 15** in 5 halls at **HKCEC** with 2 days each for visiting **local and regional travel trade** and **premium FIT!** ([Mega Event Calendar Link](#)).

HK Outbound - FIT Main Contributor to Quality Recovery

By international tourism expenditure, Hong Kong ranked Asia's 4th largest market in 2019, and its outbound in 2023 recovered to 84% by **spending (US\$22.7 billion)** and **77% by departures (72.2 million)**. That spending recovering more than departure a reflection of **Quality in Recovery!**

However, **recovery of outbound package tour in Hong Kong**, which as reported in media in March 2024 ([Oriental Daily 20/3/2024](#)) recovered to **around half pre-pandemic level**, far slower than the market! Thus, FIT (Free Independent Traveler) the major contributor of recovery! Also, Hong Kong departures continued rising in the first 10 months of 2024, which **up 52% to 85.1 million** comparing to 2023.

A Quality Recovery also for ITE

ITE held its 4th physical edition since Covid-19 in 2024, occupying the same 5 halls as in 2019, and had a highly international profile of exhibitors, more regional trade buyers (around half buyers and trade visitors coming from mainland China and other Asian cities) while public visitors are mainly premium FIT of whom 59% to increase travel budget in 2024, proving that **ITE has not only an early start, but also a quality recovery!**

ITE 2024 Key Statistics

<i>Exhibitors</i>	<i>Trade Visitors</i>	<i>Premium FIT</i>	<i>Exhibiting Countries & Regions</i>
515 (87%)*	7023 (46%)*	63027 (90% FIT)	68 (Asia 64% non-Asia 36%)

** From outside Hong Kong / overseas*

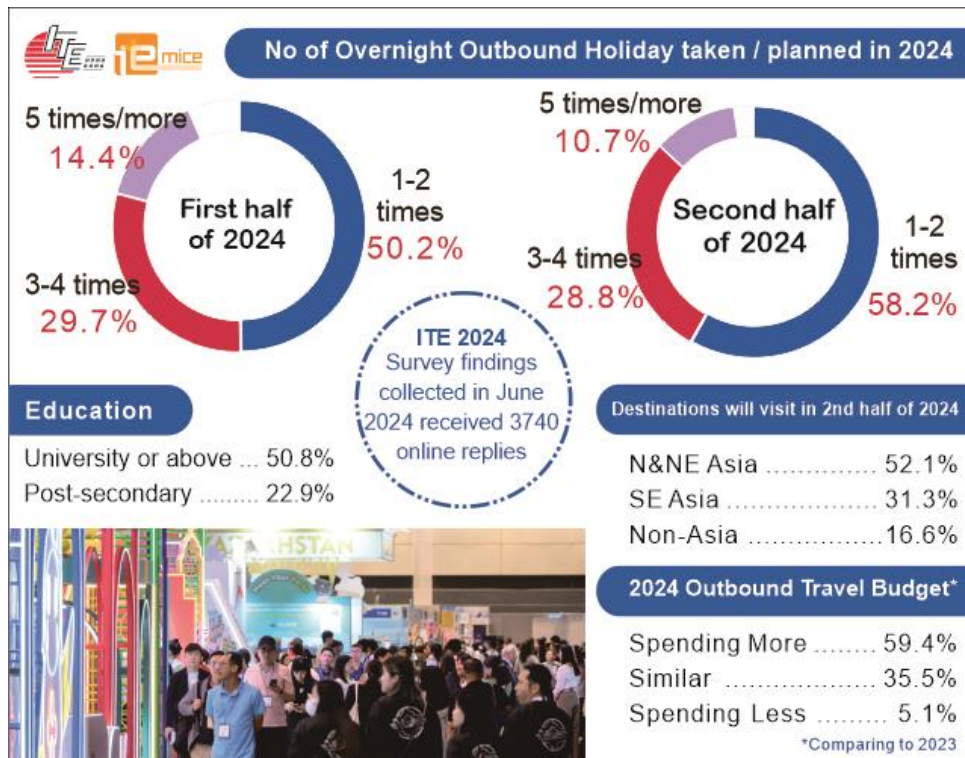
Over 70% of ITE trade visitors and all public visitors came from **the Greater Bay Area**, which includes China's top cities like Hong Kong, Shenzhen, and Guangzhou etc., had in 2023 a combined GDP of USD 1.97 trillion and population of 86 million, and all fast recovering markets.

Premium FIT Brings Huge Business Opportunities for Exhibitors

ITE has conducted a survey in 2024 and collected 3740 replies which found its public visitors overwhelmingly (90%) **Premium FIT** who can include private group too; are in working age as over 85% between 25 and 60; around half with university education who many can speak English; frequent / experienced travelers, and to spend more on travel etc.

In fact, some 7000 of them attended around 80 travel seminars in 2 public days of ITE2024, which reflect well their seriousness!

FIT Profile & ITE2024 Public Visitor Survey



In addition to the above, the wide spread usage of electronic payment even inside the exhibition halls mean **overseas exhibitors can deal directly with these premium FIT**, from answering last mile questions, adapting or custom-made itinerary to accepting booking etc.

Services from Pre to Post Show

Though mainly free flow, ITE also holds effective **B2B** and **B2C programs** such as Buyer's Meeting, Industry Forum, KOL's networking, publicity assistance from pre to post-show which include pre-show press conference and media preview tour, speaking opportunity and assistance in staging seminar etc!

Again, ITE 2025 keeps space and booth rental same as in 2019, and share government subsidy by offering all exhibitors 10% Early Payment Discount on rental payment on or before 31 Jan 2025. [[Space Application Form](#) or [Enquiry](#)]

The annual ITE Hong Kong is strongly supported by Ministry of Culture & Tourism, P.R. China with Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Macao Government Tourism Office etc. as supporters.

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