

ITE Hong Kong (HK) 2025 named MEGA EVENT by Government Business with Premium FIT main Driver of Post-pandemic Outbound



*FIT even more dominant on post-pandemic HK outbound, which fully recovered by end of 2024 while package tour recovery remaining behind the market! ITE organizer welcomes local and non-HK-resident exhibitors (who in this regard may subject to some HK laws) selling direct to ITE public visitors of whom 90% premium FIT. Please note afore mentioned **laws applicable not only to ITE but also to other exhibitions held in Hong Kong.***

Hong Kong's only and Asia's leading international travel fair, **ITE Hong Kong 2025** which comprises 39th ITE (Leisure) and 20th ITE MICE, is also the 5th live edition since Covid-19, will be held from **June 12 to 15** with two days each for trade and public visitors in Halls 1A to 1E of Hong Kong Convention Exhibition Centre.

An early and quality recovery with exhibitors highly international, ITE2024 used 5 halls which same as in 2019, and attracted quality visitors from Hong Kong and beyond.

ITE2024 STATISTICS

- 515 Exhibitors** (87% from overseas / outside Hong Kong)
- 68 exhibiting countries & regions** (Asia 64% | non-Asia 36%)
- 7023 Buyers and Trade Visitors** (Mainland China 28% | Overseas 18%)
- 63027 Public Visitors** (90% - FIT (Free Independent Travelers))

FIT Main Contributor to Hong Kong Outbound Recovery

With residents made 104 million departures in 2024 which up 45% over the year before, **Hong Kong outbound more than fully recovered! Moreover, its outbound spending at 84% in 2023 more recovered than departure at 77%, thus a quality recovery!**

However, HK outbound package tour recovery still below 50% ^(*b1) by March 2024; and business for 2024 Christmas cum New Year season similar to 2023 level ^(*b2), which far below the market! Thus, FIT and private group the main recovery contributor whose importance as prime target market thus greatly enhanced.

^(*b1) Oriental Daily. 2024-0320-03-20 ^(*b2) Oriental Daily. 2024-12-12

Note for Non-HK resident exhibitors

Such **exhibitors**, in ITE or in other HK exhibitions, who **enter the city on visitor visa cannot conduct retailing activities**, but free to distribute discount coupon, promote special offer(s) by QR code, their

products and website etc. For details, please visit the Immigration Department's official website <https://www.immd.gov.hk/eng/services/visas/permisable-activities.html> or

FAQ: <http://www.immd.gov.hk/eng/faq/visit-transit.html>

To conduct retailing activities, non-HK resident exhibitors say can either enter the city with the appropriate visa, hire HK resident to conduct such activities, or work with local business associate or office, etc.

For information, HK residents particularly after the pandemic used to place order and pay online for all kinds of products and services from both local and overseas suppliers; and they do it at home, in coffee shop, and say also in exhibitions etc.

In fact, **some ITE public visitors use mobile to scan exhibitors' code for special offer, book and pay deposit entirely online for local and outbound holiday inside exhibition halls.** This way, no cash involved and not involving physically a credit card in payment, thus convenient to both visitors and exhibitors.

ITE's Premium FIT worthy Targets

ITE 2024 survey, which collected 3740 replies, found ITE public visitors **premium FIT**: 90% prefer travel in FIT / private group; frequent travelers and majority to spend more on travel. Indeed, great potential and strong buying signals.

ITE Public Visitors Travel Frequency & Destination Preferences

# Outbound-holiday in first half of 2024	# Outbound holiday in second half of 2024	Destination(s) in second half of 2024
(5 or more) 14.4%	(5 or more) 10.7%	(N&NE Asia) 52.1%
(3-4) 29.7%	(3-4) 28.8%	(SE Asia) 31.3%
(1-2) 50.2%	(1-2) 58.2%	(Non-Asia) 16.6%

ITE Public Visitor Premium FIT Profile

AGE	EDUCATION	WHY VISIT ITE	TRAVEL SPENDING 2024
85% between 25 to 59	51% University 23% Post-secondary	35% plan holiday 21% book holiday 27% new ideas	60% spend more

Also effectively cover mainland China

From the **Greater Bay Area (Bay)** which include Hong Kong, Shenzhen and Guangzhou etc., came 74% of **ITE trade visitors**; another 10% from other Chinese provinces and 16% from other Asia. By sectors, 28% from MICE industry or corporations.

With a combined GDP of **US\$ 1.97 trillion in 2023**, the Bay would have ranked around world's 11 largest economy! Spending **US\$22.7 billion on outbound travel** in 2023, Hong Kong often ranked Asian's 3rd / 4th largest source market. Thus, ITE covers major source markets.



B2B & B2C Programs in ITE

ITE's **B2B** and **B2C** programs offer free and optional services. For examples. **Buyer Meeting** for sellers meeting buyers though free-flow the main format; assisting exhibitors on pre to post-show publicity like inclusion of exhibitors' press releases in media folder for distribution to pre-show press conference, and holding trade and public seminars and speaking opportunities etc. In ITE2024's two public days were nearly 80 seminars which attended by some 7000 audiences.

ITE been keeping rental unchanged since 2019; and sharing subsidy ITE2025 has Early Payment Discount Scheme which still offer a 5% discount on booth / space rental payment on or before 31 Mar 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 etc. as supporters. To get some idea of last edition (ITE 2024), [click HERE](#) for list of Exhibitors by Countries & Regions, Floor Plan, Video Highlights, Show Report etc.

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](tel:+85269361271) | wechat: [itehongkong](#) | Facebook: [itehk](#)