



The Highly International ITE Hong Kong 2025 named MEGA EVENT Great Sourcing of Products/Suppliers/Ideas for Asian Trade & Premium Travelers

The MEGA EVENT of ITE Hong Kong 2025, which will be held from June 12 to 15 in Hall 1A to Hall 1E of the Hong Kong Convention & Exhibition Centre (HKCEC), will have its first two days for trade and last two days for public visitors. While registration required in the first 1.5 trade day, visitors can in remaining days or sessions pay for admission.

The annual ITE which this year incorporates the 39th ITE Leisure and the 20th ITE MICE, is Asia's leading international travel fair. First held some 40 years ago, ITE in 2025 is also its 5th live edition since the pandemic.

Our Honor! The Honorable Mr. John KC Lee, the Chief Executive of Hong Kong SAR has again sent his Message to welcome all participants of ITE Hong Kong 2025.

Our Guest of Honor, Miss LAW Shuk Pui, Rosanna, JP, Secretary for Culture, Sports and Tourism of the HKSAR Government will officiate the Opening Ceremony of ITE Hong Kong 2025, which will be held on June 12 at ITE's Grand Stage.

A long established tradition, ITE also holds for media two pre-opening events, namely, the Press Conference on June 3 and the Exhibition Preview on June 11.

Highly international exhibitors, ITE2025 also features some 30 concurrent events and seminars in trade days, and some 80 travel seminars in public days.

International Exhibitors Attractive to Asian Travel Trade

After expanding by 1.5 times in past two years, this year ITE stops fast growing and consolidates. Using 5 halls, the highly international ITE2025 has around 60 exhibiting countries and regions with some 30% from outside Asia; some 500 exhibitors and 7500 buyers and trade visitors who respectively have 80% and 50% from outside and overseas.

By geography, roughly, 54% buyers and trade visitors from Hong Kong, 30% from mainland China of which 2/3 from Guangdong, and 16% from other Asia. This year, around 10 trade associations from neighboring countries, cities and districts either help organizing trade delegation or distributing our invitation to members.

New Pavilions target Younger Visitors

Our theme this year is "From Recovery to Development". To develop segments of young travelers and parents, launched this year are new pavilions of Youth and Family Travel. Also, public responses been encouraging! For example, two public online surveys held in May drew a total of over 3000 replies. Accordingly, a 10% increase of public visitors to over 70,000 projected.

To better serve buyers and trade visitors from mainland China, this year, some ITE seminars will be equipped with AI simultaneous interpretation (English/Chinese subtitles).

The B2B Program this year also include Business Matching for buyers meeting sellers though free-flow is ITE's main format; speaking opportunity on some travel themes; free pre-show online promotion for exhibitor's seminar; hold the Niche / New Destinations & Products seminars, and group visit of Guangdong trade delegates to some pavilions will be arranged.

There is also the Industry Forum organized by the Hong Kong Metropolitan University on <The sustainable shift: Where purpose meets profit> which features speakers from corporations and academic but will for the first time include Gen Z voice too; and various KOL functions like Tour for KOL and Networking with KOLs etc.

New travel themes highlighted this year are the Family Travel which targeting young parents features activities like Kids' Cosplay Catwalk with pre-show online and onsite polling and game requiring holders of ITE to visit checkpoints located in various parts of the exhibition; and the Youth / Gen Z Travel Pavilion which embedded a market where with products on display developed from idea or insight during holiday.

For B2C Program, highly popular is the Public Travel Seminar which total about 80 this year, and they drew 7000 audiences last year. In addition to attractively designed pavilions, there in the exhibition halls are also photo booths, travel theme and cultural display, demos, mascots, games and souvenirs etc.

Indeed, ITE is a great sourcing platform for travel products, suppliers, trends and ideas for travel trade, premium FIT and package tour travelers etc. Since the pandemic, more public visitors use their mobiles inside the exhibition halls to book and pay online for holidays.

Selling to Public Visitors

To push for more onsite sale, exhibitors advisable to facilitate visitors making online purchases in the exhibition halls. While organizer welcomes exhibitors selling direct to public visitors, however, exhibitors are reminded to comply with related laws in Hong Kong.

Again, ITE Hong Kong 2025 is strongly supported by Ministry of Culture & Tourism, P.R. China with Hong Kong Tourism Board, Macao Government Tourism Office, Travel Industry Council of Hong Kong etc. as supporters For details and enquiry about ITE Hong Kong, please visit www.itehk.com or email: travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | Wechat: [itehongkong](https://www.whatsapp.com/channel/00299171111111111111) | Facebook: [itehk](https://www.facebook.com/itehk)

Link: [Message by the Chief Executive of Hong Kong SAR](#)



Link: [ITE 2025 Opening Hours and Admission](#)



Link: [ITE2025 Exhibiting Countries & Regions](#)

