

28 April 2025
Press Release

The New “Youth Travel Zone” in ITE Hong Kong 2025 Welcoming “VolTra Market” for Young Generation to Reimagine Possibilities of Travel

Core of the “Youth Travel Zone” (hereafter called “the Zone”) is the VolTra Market (hereafter called “the Market”) which has stalls showcasing the multifaceted connections between travel, culture, creativity, and lifestyle. The stall owners have diverse background but all with rich travel experiences, who will each design own stall with unique features and display products inspired by personal journeys.

The Market aims to offer visitors a refreshing and inspiring experience, encouraging the public—especially the younger generation—to reimagine the meaning and possibilities of travel from new perspectives. With the theme of “**The Possibilities of Travel**” this year, the Market is organized by VolTra. In addition, VolTra will have its own booth next to the Zone, where it will present more its programs, services, and activities.

Established in 2009, VolTra is a registered charitable organization that promotes action learning through international voluntary service, experiential travel, community participation, and gamified interaction. It designs and organizes a wide range of local and international volunteer and educational programs, aiming to broaden participants’ global awareness. By inspiring individuals to turn ideas into action and make positive changes in their communities, VolTra works toward the vision of “Everyone takes part in glocal action.”

“Each stall in the VolTra Market Zone tells a story, not just of where someone has been, but how those experiences sparked creativity, purpose, and action. There, young visitors can be inspired to explore the world not just for leisure, but as changemakers in their communities and beyond”, said Olivia Ma, Executive Director of VolTra.

For further sharing especially with more participants and interactions, there will also be a Workshop Area in the Zone. TKS, the organizer will further expand the Zone by locating other related exhibitors, displays and seminars close to the Zone.

“Our warm welcome to the highly inspirational VolTra Market Zone which show visitors especially the younger generations how to get more from traveling! We are excited some stall owners actually develop travel inspirations into products then start own business”, said KS Tong, Managing Director of TKS, the organizer of ITE.

Highly international, ITE2024 had 515 exhibitors (87% non- HK) from 68 countries and regions (36% non-Asia); included some 70 tourism organizations of which many regularly held official pavilions / stands. Positive responses from exhibitors, ITE2025 expecting more non-HK resident exhibitors. For example, South Korea which exhibit regularly will this year feature two official pavilions, one by Korea Tourism Organization and another by Seoul.

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.

Named **MEGA EVENT** by government, **ITE Hong Kong 2025 will take place from 12 to 15 June at Halls 1A–1E, Hong Kong Convention & Exhibition Centre (HKCEC)**. The annual ITE is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong etc. as supporters. The first two days are reserved for trade professionals, while the final two days are open to the public

For details and enquiry about ITE Hong Kong, please visit www.itehk.com or contact the organizer, TKS Exhibition Services Ltd via email: travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | Wechat: [itehongkong](https://www.whatsapp.com/channel/00299171111111111111) | Facebook: [itehk](https://www.facebook.com/itehk)