



## ITE's 40th Anniversary Realize Time Travel by AI Photo

**TKS**, the organizer, warmly welcomes **Beaxar Technology Ltd.**, which is making a significant contribution to ITE Hong Kong 2026 with two new activities: **Realizing Time Travel by AI Photo (TTAI)** and **ICE/SNOW TRAVEL by AI Photo (ISAI)**.

Celebrating its 40th Anniversary, ITE Hong Kong 2026 will be held from **June 11 to 14, 2026**, at the **Hong Kong Convention and Exhibition Centre**, Halls 1C, 1D, and 1E, with two days each for trade and public visitors.

ITE2026 is an international sourcing fair for the Asian travel trade and affluent FITs in the Greater Bay Area. It will feature **over 400 international exhibitors**, with **80% from outside Hong Kong**, and **66 exhibiting countries and regions** (including 7 with representatives present), of which 62% are from Asia.

Despite the Middle East conflict, this year the returning China (Chinese Mainland) Pavilion will **expand by 30%**. New official pavilions/stands are coming from Africa, Asia, and the Americas, and a **new ICE/SNOW TRAVEL** pavilion has been launched.

TTAI and ISAI are integral parts of our 40th Anniversary program. In TTAI, a visitor selects a background and then takes a photo. One example of the backgrounds available for selection is the Hong Kong Bank Building in the 1970s.

The output photo shows the visitor not only in the selected background but also with **clothing adjusted to match that era**. Visitors can keep the photo by scanning a QR code.

For ISAI, the technology and arrangement are similar to TTAI, but with ice and snow clothing and backgrounds that can include, for example, an Ice Sculpture Exhibition, aurora, and skiing field.

Both TTAI and ISAI are powered by Beaxar Technology Ltd., a startup that seamlessly integrates **generative AI and professional computer graphics (CG)** to create high-end visual experiences.

In fact, Beaxar aims to connect technology and creativity through visual intelligence, empowering creators to produce exceptional visual works and defining a new future for visual intelligence.

**ITE Programs & Visitor Information:** ITE's B2B & B2C programs include: Business Matching, KOL networking, an Industry Forum on Sustainable Tourism, over 100 trade and public seminars, special displays on Family Travel and Eco-tourism, presentations, and cultural performances, among others.

**Travel trade** members are welcome to apply for a **free Trade Visitor Badge**, which allows multiple entries over the two trade days. Register at: [www.itehk.com/Visitor](http://www.itehk.com/Visitor) During the last 2.5 days, visitors can pay an appropriate fee for admission. **See you at ITE Hong Kong 2026!**

For more info on ITE, include opening Hours, admission & more: Website: <https://www.itehk.com> Enquiry, contact the Organizer: TKS Exhibition Services Ltd via WhatsApp: [+852 94008444](https://wa.me/85294008444) Email: [travel@tkshk.com](mailto:travel@tkshk.com) Wechat: ite\_hongkong | Facebook: [itehk](https://www.facebook.com/itehk)