



## ITE's 40th Anniversary Tai Yip Cultural Group Brings "Tour Through 1936 Hong Kong"

**TKS**, organizer of ITE Hong Kong, warmly welcomes **Tai Yip Cultural Group (Tai Yip)** will serve as a key participant empowering the upcoming "**Tour Through 1936 Hong Kong**" event, a special program celebrating ITE Hong Kong's 40th Anniversary in 2026.

ITE Hong Kong 2026 – the 40th ITE-Leisure and 21st ITE-MICE – 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.

**About ITE 2026:** An international sourcing fair for the Asian travel trade and affluent FITs (Free Independent Travelers) in the Greater Bay Area, will showcase around 400 international exhibitors, with 80% coming from outside Hong Kong. Representing over 60 countries and regions across Africa, Asia, Europe, Oceania, and the Americas, the fair continues to demonstrate strong global participation despite the ongoing Middle East conflict.

Highlights for ITE 2026 include: the recurrent China (Chinese Mainland) Pavilion expands by 30%, again becoming the largest pavilion; A new Ice/Snow Travel Pavilion; New official pavilions and stands from Africa, Asia, and the Americas; The return of the Europe Pavilion, which debuted successfully in 2025.

**Featured Exhibit: "Tour Through 1936 Hong Kong"** : Curated by Tai Yip, this special exhibit will be housed in the "Time Tunnel" at ITE 2026. The display features items from private collections that are rarely exhibited to the public.

The story begins in 1936, when a Belgian couple, on their round-the-world journey, stopped in Hong Kong for three days. They explored bustling streets, a lively fish market, a modern department store, and popular attractions such as Victoria Peak and the Star Ferry.

Remarkably, they left behind their "**travel diary**", which consists of three photo albums showcasing Hong Kong scenes, handwritten notes, shopping receipts, boarding documents, and more. These will be on display.

Visitors, by following "fragments" of the Belgian couples' footsteps, will be "touring" Hong Kong from almost a century ago, through the eyes of tourists.

**About Tai Yip Cultural Group:** Founded in 1975 as Tai Yip Art Bookshop in Hong Kong, the Tai Yip Cultural Group specializes in Oriental art and antique books. From 2019, it became a space dedicated to art and culture, offering curated selections beyond popular trends. The Group also collaborates with photographers and local artists to showcase Hong Kong's heritage and creativity, enriching the local art scene with diverse experiences.

**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](tel:+85294008444) Email: [travel@tkshk.com](mailto:travel@tkshk.com) Wechat: ite\_hongkong | Facebook: [itehk](https://www.facebook.com/itehk)