



## Highly attractive, ITE Hong Kong 2026 packed with Quality Visitors

International Sourcing Fair for Asian Travel Trade & GBA Affluent Travelers

ITE Hong Kong 2026, the 40<sup>th</sup> ITE-Leisure and 21<sup>st</sup> ITE-MICE, was successfully held from **June 11 to 14, 2026** in Halls 1C, 1D and 1E of the Hong Kong Convention and Exhibition Centre with separate **B2B** and **B2C** days and programs.



Despite significant headwinds, including the Middle East conflict and the discontinuation of government venue rental subsidies, ITE2026 achieved remarkable growth:

- Exhibitors increased by **19.9%**
- Buyers and trade visitors rose by **10.7%**
- Public visitors grew by **5.6%**
- Exhibiting countries and regions expanded by **7.8%**

Furthermore, ITE hosted **127** trade and public seminars (held in the organizer's facilities, excluding those conducted at exhibitor booths), alongside business matching sessions and exhibitor presentations. Total attendance for these activities substantially exceeding **10,000**.

### ITE2026: SUMMARY STATISTICS

	Exhibitors	Buyers & Trade Visitors	Public Visitors	Exhibiting Countries & Regions
Quantity	602	8442	74170	69
% Non-Hong Kong	94.2%	53.7%	N/A	40% Non-Asia

### Strong Official Supports

**The Honorable Mr. John KC Lee, the Chief Executive of Hong Kong SAR** again sent his Message to welcome all participants of ITE Hong Kong 2026!

**China's Ministry of Culture and Tourism** this year again organized the China (Chinese Mainland) Pavilion, which expanded by **30%** and remained the largest at ITE. The pavilion featured participation from 20 provinces and municipalities, including Beijing and Shanghai, as well as many other cities like Guangzhou.

ITE2026 was also supported by the Hong Kong Tourism Board and the Travel Industry Council of Hong Kong.

## Opening Ceremony

The Opening Ceremony was officiated by **Guest of Honor Mr. LAU Chun, Raistlin, JP, Under Secretary for Culture, Sports and Tourism Bureau of the HKSAR Government, and Guest of Honor Ms. Jiang Erxiong, Vice Governor of the Fujian Provincial People's Government.**

Group photos were taken with the Guests of Honor, Diplomatic Corps, Travel Trade Leaders and other dignitaries. Overall, the ceremony was attended by over **300 guests**, including media from locally and overseas.



## Pavilions & Exhibitors

With **567** non-Hong Kong exhibitors coming from 68 countries and regions from different parts of the world, **35** Hong Kong exhibitors, and plenty seminars and presentations, the highly international ITE2026 served as a premier platform for sourcing products, suppliers, ideas, and destinations.

New official pavilions this year are Uganda, Mongolia, and Peru, while the Belarus pavilion is returning for the second time. In addition, new exhibitors also featured destinations including Albania, Azerbaijan, Moldova, Romania, and Palau.

The majority of ITE exhibitors participate as part of official pavilions. Recurrent pavilions are also major contributors of new exhibitors. For example, the China Pavilion this year featured hundreds of co-exhibitors, many of whom were new.

## B2B: More Quality Trade Visitors

The **8,442** buyers and trade visitors comprised both individual attendees and trade delegations from several Guangdong cities. Registration was mandatory for the first 1.5 trade days; however, visitors could pay appropriate fee for admission in the last 0.5 trade day.

By **origin**, 46% of buyers came from Hong Kong, approximately 20% from Guangdong, 16% from other parts of China, and 17% from other parts of Asia. In other words, nearly 70% originated from the Greater Bay Area (including Hong Kong, Shenzhen, and Guangzhou). By industry sector, 54% were from travel agencies or operators, 22% from the MICE or corporate sector, and 6% from media.

While the main format was **free-flow**, the organizer offered a complimentary **Business Matching (BM)** service for exhibitors. In these sessions, buyers were seated by their target destinations, and sellers moved around to meet them without the need for pre-appointments, meaning sellers "walked the last step" themselves. The BM program, which is not fully hosted, ITE targets those buyers who anyway already planned to attend ITE; providing them some subsidy and requiring only a portion of their time to attend our activities, leaving them ample time for their own business.



Another highlight of the B2B program is **KOL (Key Opinion Leader) Networking**, which allowed KOLs to meet exhibitors in a social environment, and **KOL Tour**, which brought them to visit some exhibitors at their stands. In all, over **50 KOLs** attending ITE2026, and many also holding travel seminars during ITE's public days.

Hundreds of trade visitors attended presentations, seminars and even business matching held by exhibitors who rented facilities inside the exhibition halls from the organizer, which offered free online and onsite promotions.

Of wide common interest, for examples, were the presentation on China's various visa-free policies by **Asia Tourism Exchange Center** (the local arm of China's Ministry of Culture & Tourism); and the **Sustainability Industry Forum** by the Hong Kong Metropolitan University.

### **B2C: Frequent & Affluent Travelers**

ITE survey conducted in March 2026 (after the outbreak of the Middle East conflict), which collected 688 replies, revealed that half of ITE's public visitors hold a university degree. They are also **affluent** (63% plan to increase their travel budget this year despite rising costs) and **frequent** (75% having taken multiple outbound holidays in 2025) travelers. Obviously, these demographics make them highly valuable targets for many exhibitors.

A signature feature of ITE is the large number of well-attended seminars on public days, which serves as a **strong buying signal**. Some local travel agents hosted seminars at their own booths, often drawing queues for bookings. This year, one exhibitor even booked additional onsite space to handle the volume of travelers making reservations.

In fact, 43% of public visitors expressed interest in booking onsite, and they often complete transactions online via their own mobile devices, just as they would at home or in a café.

## Travel Themes & Special Displays

Targeting well off young parents who can afford providing all round education and experience to children, **Family Travel** promoted by staging the “**Junior Travelers’ Catwalk show**”. This year saw a 50% increase, with over 30 participants and online + onsite polling. As a result, parents actively rallied for votes on social media. A parade was also held inside ITE for these junior travelers.

New this year was the theme pavilion of ICE / SNOW TRAVEL. It featured exhibitors not only from the Chinese Mainland—including the Winter Olympic co-host district of Chongli and others—but also from Japan and the West!



## ITE: 40th Anniversary Celebration

The 40th-anniversary celebration featured a "time travel" theme with two special displays. "Realizing Time Travel by AI Photo" allowed visitors to have their photos taken against a chosen historical background, such as Hong Kong Harbor 50 years ago. "Tour Through 1936 Hong Kong" displayed an old photo album and AI-remastered images, inviting visitors to retrace the footsteps of a Belgian couple who visited Hong Kong nearly 90 years ago.



**Our motto! More than a great international sourcing and booking platform, visitors can also taste travel fun at ITE Hong Kong, effectively combining under one roof a B2B with a B2C international travel fair.**

### **ITE Hong Kong 2027**

**ITE Hong Kong 2027**, the **41<sup>st</sup> ITE-Leisure** and **22<sup>nd</sup> ITE-MICE**, will be held from **June 10 to 13, 2027** at the Hong Kong Convention and Exhibition Centre (HKCEC), with the first two days for trade and last two days open to public. Again, ITE will run separate B2B and B2C programs.

TKS, a caring organizer, frozen space rental for the seven years from 2019 to 2025 although various costs been registering cumulatively mid to high double digit increase. Starting from 2021, TKS been holding each year live edition of ITE.

#### **ITE raw space rental at US\$ per SQM in Recent Years**

<b>PERIOD</b>	<b>2019 - 2025</b>	<b>2026</b>	<b>2027</b>
<b>Space Only (US\$ / SQM)</b>	\$460	\$470	\$480

For details, please visit ITE website: <https://www.itehk.com>

For enquiry, please 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)

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