

EXPO NEWS

Below share some ITE recent developments, which can include achievements, changes in policy and their backgrounds, etc.

A. Subsidies to Exhibition Industry Ending / Tightening!

Government subsidy to organizers on **venue rental will officially end by 30 June 2026**, “while the money last”! Also, events in two other venues becoming eligible! Frankly, great uncertainty if ITE2026 can enjoy it!

For decades before Covid-19, **ITE been running successfully without subsidy!** Post-pandemic, live edition held each year since 2021, and **ITE already back to reasonable size** (over 500 exhibitors) since 2024.

Also, government subsidy (**SME Market Export Fund “EMF”**) to Hong Kong companies exhibiting in locally held exhibition already cut down from 50% to 25% since March 2025. However, it has little impact on ITE as only a very small portion of our exhibitors applying for it.

Overall, for ITE the above **hurt but not fatal**, and our investment to enhance quality will be continued. Certainly, measures have to be taken, and more details in Section C below.

B. Big Jumps in Trade Website Traffic

From July to October this year, ITE’s trade website: www.itehk.com received a total of **312,476** visits. This represents a **3.8 times** increase over the same period in **2024** and a **4.4 times** increase compared to **2019**! Accordingly, the **monthly average** for this four-month period was **78,119 visits**.

This surge in web traffic certainly boost ITE’s international influences, possibly attracting more exhibitors, buyers and trade visitors; and enhancing ITE’s attractiveness which thus ultimately benefiting all participants.

TABLE: MONTHLY WEB TRAFFIC of www.itehk.com

Month	2019 # visit	2024 (vs 19)	2025 (vs 19 // vs 24)
July	15,198	19,218 (+26.5%)	103,844 (+583% // +440%)
August	13,479	17,115 (+27.0%)	53,387 (+296% // +212%)
September	16,266	15,368 (-5.5%)	64,920 (+299% // +322%)
October	12,814	13,702 (+6.9%)	90,325 (+605% // +559%)
Jul-Oct total	57,757	65,403	312,476 (+441% // 378%)

What's more, the July visit total of 103,844 a new record! Going into summer, web traffic dropped in August, started climbing in September, and upward trend continuing into October which with 90325 visits make it the second highest month.

The July hike probably a direct result of our international publicity campaign in that month to announce ITE2025 result and details of ITE2026. In the round on East Asia, for example, our press release was published by 528 media which generated over 360,000 journalist views in 30 days. Likely, some viewers chose to also visit our trade website. (We engage an international PR agency to help distribute our press releases with no guarantee provided.)

Also, we carried out similar campaign in Asia in April this year to promote more regional buyers and trade visitors for ITE2025 with comparable positive results. The results, over half of ITE2025 buyers and trade visitors came from outside Hong Kong.

C. Prices & Discounts

In fact, TKS in pandemic years been facing cost hikes from, say, venue rental, cleaning and security, international promotions to contractor charges etc., and size of increase ranging from mid to high double digits; and many of them not covered by government subsidy which will end soon!

Consequently, the **raw space rental for ITE 2026 will increase to US\$470 per SQM** from US\$460, which had been held unchanged from 2019 to 2024. The new \$10 increase amounts to a total rise of only 2.17% over the eight-year span from 2019 to 2026, averaging a minimal 0.27% per year.

In 2026, the **Early Payment Discount** will, however, be continued but the maximum be lowered to 10% instead of 15% last year. Further, the extra fee for adding a co-exhibitor to a standard booth will be waived.

Anyway, we ask for your understanding and support for the above changes!

D. Hong Kong Outbound Market Update (Nov 2025)

The latest report covers the latest outbound travel statistics for Hong Kong residents and the Dominance of Free Independent Travel (FIT) in Hong Kong and Chinese Mainland. For details, please visit www.itehk.com

About ITE HONG KONG

Asia's leading Int'l travel fair, **ITE2026** incorporates **40th ITE Leisure & 21st ITE MICE** will be held from **11-14 June** at halls 1 of Hong Kong Convention & Exhibition Centre, annually held with two days for trade and two days for public. First launched 40 Years ago, the annual ITE had also an early start on recovery with ITE 2025 its 5th live edition since 2021. Expo's website: www.itehk.com or inquiry contact TKS via WhatsApp: [+852 94008444](tel:+85294008444) Email: travel@tkshk.com Wechat: [ite_hongkong](https://www.whatsapp.com/channel/00299a00000000000000000000000000) | Facebook: [itehk](https://www.facebook.com/itehk)