



Editor Note: This is a full version of our press release dated Apr 8, 2026, thus including more related data, tables and details.

ITE Hong Kong 2026 – 40th ITE Leisure & 21st ITE MICE Affluent FIT Travelers Face Rising Costs from Geopolitical Uncertainties by Spending More

HONG KONG - The 40th ITE Leisure & 21st ITE MICE will be held from June 11–14, 2026 at HKCEC Halls 1. It is a proven international sourcing platform for Asia travel trade and affluent travelers, with separate days, promotions and programs for trade and public.

Highly successful, ITE2025 drew 502 **exhibitors** from 64 countries and regions (1/3 from outside Asia); 7626 **buyers & trade visitors** (33% from Chinese Mainland, 20.2% overseas) and 70212 public visitors (80% prefer traveling **FIT or Private Tours**).

Each year, China’s official pavilion, which organized by Ministry of Culture and Tourism of P.R. China and includes many provinces and cities, remains the largest.

Also, ITE draws **70% of its trade buyers from the Greater Bay Area (GBA)**, including Guangdong cities’ trade delegations and individuals. In 2024, **GBA had a combined GDP of US\$2.09 trillion** – comparable to the Tokyo Bay Area and larger than San Francisco – and a combined population of over 87 million.

Hong Kong, with 7.5 million people, was the **world’s 14th largest outbound travel market** by spending in 2024 (US\$28.9 billion). **Resident departures** totaled 117 million in 2025, up 12.3%, and reached 3 million during the 2026 Spring Festival, up 22%.

Impacts of Geopolitical Uncertainties

How do ITE visitors react to the Geopolitical Uncertainties? ITE’s mid-March online survey, which collected 688 replies, found that when facing rising costs, ITE visitors choose not to cut back but to spend more on travel – though fewer will take long-haul travel. Understandably, visitor sentiment may change if the crisis deepens.

- 74.6% took **multiple outbound holidays** in 2025
 - **62.5% plan to increase travel budget**; 25.3% maintain, only 12.2% reduce
 - 42.3% will **avoid affected areas**; 29.7% may do so when planning 2026 holidays
 - Only 9.6% will travel to outside Asia this year, but 15.8% did so in 2025.
 - They are frequent and affluent travelers, as 74.6% had **multiple outbound holidays** in 2025, and over half are **university educated**.
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ITE covers Buyers & Trade Visitors from Major Markets

ITE been keeping its trade website open even in all pandemic years. In fact, its website traffic been increasing from an average of over 80000 visits in latter part of 2025 to over six digits in 2026.

Global Traffic of ITE Trade Website (www.itehk.com)

PERIOD	JUL-DEC 2025	JAN 2026	FEB 2026
No. of Visits	504,408 84068 per Month	126,418	139,558

ITE Visitors: Affluent Travelers in Hong Kong

ITE visitors are Hong Kong's most affluent travelers. A comparison of surveys shows ITE visitors ahead in two ways: a higher percentage spending more and a lower percentage spending less. This clearly reflects their travel spending power ranking high even in an affluent market like Hong Kong.

Travel Spending in Hong Kong – Public Surveys in 2025 & 2026

Survey	Period	Spend More	Spend Less
ITE (Jun 2025)	For Next 12 months	39.3%	9.2%
General HK Survey 1	For Xmas 2025 & New Year	25%	42%
General HK Survey 2	For Xmas 2025 & New Year	24%	30%
ITE (Mar 2026)	During Middle East conflict	62.7%	12.3%

Even during the Middle East conflict, 62.7% of ITE visitors plan to spend more on travel – versus just 12.3% spending less. Over half are university educated.

Business Opportunities in ITE Public Days Too

Affluent FIT visitors show strong buying interest on the two public days. At ITE2025, over 10,000 visitors attended 100+ public seminars, and a survey found that 43% were interested in on-site booking, often via mobile – strong buying signals. To generate more revenue, exhibitors can promote discount codes, encourage and facilitate online booking, or work with local partners.

B2B and B2C Programs

ITE offers free and optional **B2B/B2C** services like **Business Matching** for seller quick-dating buyer; assisting exhibitor hold **trade seminar; speaking opportunity; KOL Networking, Public Seminars and Pre/Post Show Promotion** etc.

TKS, a caring organizer, has held ITE space rental frozen between 2019 and 2025, increase just 2.19 % to **US\$470 per SQM** for **ITE2026**.

ITE Raw Space Rental in Recent Years

Period	2019 – 2025*	2026
Raw Space Rental (US\$ / sqm)	\$460	\$470 (+2.17%)

*ITE2020 canceled & live ITE each year since 2021

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NOTE: Public Survey on Geopolitical Uncertainties to be published Soon