



ITE Hong Kong 2026 March Survey: Middle East Conflict Affecting Outbound Choices

Quality Travelers Choose to Increase Travel Budget

To better understand how the Middle East conflict is impacting Hong Kong residents' outbound travel plans this year, ITE Hong Kong conducted an online survey from March 18 to 24, inviting its public visitors and fans to participate. It collected 688 effective replies.

Few Respondents Directly Affected

As the conflict began shortly after the Spring Festival holiday, the survey found that only 11% of respondents had been directly affected. Among those affected, 41% experienced flight delays, 45% had to change their plans, 43% incurred extra expenses, and 23% had their trips cancelled. (Notes: Multiple answers were allowed.)

Safety and Cost Dominate Travel Decisions

The survey found that a large majority (72%) of respondents will avoid areas affected by the conflict, including transit points. Meanwhile, 86.5% expressed that rising airfares will affect their travel planning. As a result, 40% fewer respondents plan to travel outside Asia in 2026 compared with last year.

On travel budget for this year, 62.5% of respondents said they will **"increase"** their budget, while 25.3% will keep it **"unchanged"**. This reflects that residents expect travel costs to rise and are responding by increasing their travel spending.

This finding is consistent with the ITE public visitor survey conducted in mid-2025, which collected 4,242 replies. That survey also found that nearly 90% of respondents would increase or maintain their travel budgets.

"Travelers who make these choices are primarily high-quality travelers — people who love to travel and have greater spending power," commented Mr. KS Tong, Managing Director of TKS, the organizer of ITE Hong Kong.

The March survey shows that respondents come from more affluent groups. The two largest age groups are 40–59 (49.9%) and 25–39 (33.2%). Over half (51.2%) had a university education or above. In 2025, 75% took multiple holidays, 74% had a longest holiday of 5 days or more, and 16% traveled outside Asia.

About ITE Hong Kong 2026

Now in its 40th anniversary year, ITE Hong Kong will be held from **June 11 to 14** at Halls 1 of the Hong Kong Convention and Exhibition Centre. As a leading international travel fair in Asia, ITE brings together hundreds of exhibitors from around the world. The official pavilion organized by the Ministry of Culture and Tourism of P.R. China — featuring over 100 booths from various provinces and cities — is again the largest at ITE. Other pavilions or stands will represent Asia, Africa, and Latin America. More than 100 B2B and B2C activities will be held during ITE 2026.

For details or inquiry, please visit www.itehk.com or contact the organizer TKS via following:
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