



40th Anniversary, ITE Hong Kong 2026 promotes New & Popular Themes

International Sourcing Fair for Asian Travel Trade & GBA Affluent Travelers

ITE Hong Kong 2026, the **40th ITE-Leisure** and **21st ITE-MICE**, will be held in Halls 1C, 1D and 1E of the Hong Kong Convention and Exhibition Centre from **June 11 to 14, 2026** with the first two days for trade and last two days open to the public. Again, ITE will also run separate B2B and B2C programs.

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

Opening Ceremony

Our **Guest of Honor, Mr. LAU Chun, Raistlin, JP, Under Secretary for Culture, Sports and Tourism Bureau of the HKSAR Government**, and our **Guest of Honor, Ms Jiang Erxiong, Vice Governor, Fujian Provincial People's Government** will officiate the Opening Ceremony of ITE Hong Kong 2026, which will be held on June 11 at ITE's Grand Stage.

Other attending Hong Kong VIPs include **Ms Joanne Chu, JP, Acting Commissioner for Tourism**, Tourism Commission, Culture, Sports and Tourism Bureau, HKSAR Government; **Dr Peter Lam Kin-ngok, GBM, GBS, Chairman**, HK Tourism Board; and the **Hon Yiu Pak-leung, JP, MH, Legislative Councilor**, Legislative Council, HKSAR, and other industry leaders etc.

Also attending are 9 VIPs from China provinces and municipalities of Fujian, Hunan, Guizhou, Ningxai, Shanghai, Guangdong and Anhui; Nansha District of Guanzhou and Asia Tourism Exchange Centre.

During the Opening, the Guests of Honor and Guests on Stage will take two **group photos**, first with 18 **Consul Generals** then with 19 **leaders from tourism trade**.

ITE 2026 Overview

Despite the Middle East conflict which seriously affect global tourism, attending ITE2026 is expected to feature **over 500 exhibitors** with over 80% from outside Hong Kong; and **68 exhibiting countries and regions** (including 7 presented by representative) with 60% from Asia.

This year, among the recurrent pavilions, **China (Chinese Mainland)** will have major expansion with also more exhibiting provinces and municipalities, while **Belarus** from Europe, which was new in 2025, will repeat their presence. New this year are the official stand of **Peru** from Latin America, and pavilions of **Mongolia** from Asia and **Uganda** from Africa.

Importantly, **visiting the Uganda Pavilion in ITE2026 is safe!** In fact, the Ugandan Embassy in Beijing, which organizes the Ugandan Pavilion this year, confirmed in writing on May 26, **“We will only have people from the embassy and within China participating in the expo (ITE). No travelers from Uganda will participate.”** Our deep appreciation to Uganda for their speedy action!

Celebrating its **40th anniversary**, ITE continues making advancements in quality! Besides promoting recurrently themes of **Sustainable Tourism** and **Family Travel**, for examples. Newly launched include **ICE/SNOW TRAVEL theme pavilion**, and special displays such as **“Realizing Time Travel by AI Photo”**, and **“Tour Through 1936 Hong Kong”**, etc. which are also parts of the anniversary celebration; innovative and interesting exhibits and products.

Visiting ITE2026 is expected to attract some **8000 Buyers and Trade Visitors** of whom around 20% from Guangdong, 10% from other Chinese provinces, and 20% from other parts of Asia; and **74,000 public** – frequent and affluent travelers with over 80% who prefer traveling via **FIT / private tour**.

In addition to individual buyers and trade visitors, there are also visiting trade delegations organized by travel trade associations of following Guangdong cities of Jiang Men, Foshan, Zhongshan and districts of Nanhai, Panyu and Shunde.

Media, travel trade and professionals are welcomed to apply for a **free Trade Visitor Badge** which offers multiple entries during trade days. In short, admission in the first 1.5 days is only by registration, while visitors can pay appropriate fee in the remaining 2.5 days for admission.

Pavilions & Exhibitors – New & Popular Offers

Following **30% expansion**, the recurrent **China (Chinese Mainland) Pavilion** will include **20 provinces and municipalities** of which are some new to ITE. Geographically, they range from Xinjiang in the northwest, top cities like **Beijing** and **Shanghai** in the East, the highly popular **Guangdong** with many GBA cities, to **Hainan** in the South!

Exhibitors of the China Pavilion will hold presentations, performances, seminars, demos and also activities inside their stand, and bringing interesting products like **“Panda Theme Train from Sichuan to Xinjiang”**, for example.

Again organized by the **China Ministry of Culture & Tourism**, the China pavilion is not only ITE’s largest but likely also among the largest Chinese pavilions outside the Mainland.

Majority of exhibitors belong to some official pavilions, however, the number of **independent exhibitors** been rising. Significantly, more now also include **FIT products** in their portfolio, in view of **FIT / Private Tour’s** growing dominance not only in Hong Kong but also in the Mainland which has been confirmed in recent surveys*.

**NOTE: Survey (1) ITE2025 public survey found 72% prefer FIT for long haul travel, and preferred by 88% for short haul. Survey (2) Dragon Trail Int'l, a digital marketing agency, held in September 2025 a survey on China outbound travelers and found among those plan traveling abroad during the National Day Golden Week in October, 17% of respondents prefer private tour and over half prefer FIT.*

Besides direct promotion to quality travelers, non-Hong Kong exhibitors and local travel agents alike, can also boost turnover during ITE public days which gather **tens of thousands** of frequent and affluent travelers, as **43%** of public visitors express interest in booking in exhibition halls who often using own mobile to start and complete transaction online.

B2B and B2C programs

For decades, ITE been maintaining separate **B2B days and programs**, including:

- **Media Preview** (held onsite late afternoon on the last move-in day)
- **Business Matching** for quick buyer-seller meetings
- **Networking with KOLs**, who play an increasing role in tourism promotion
- **Industry Forum on Sustainability** to foster exchanges among academics, trade professionals, and authorities
- **Presentations** (including one on the afternoon of June 11 covering China's latest visa policy for foreigners)
- **Exhibitor's seminars**, and more

Many of the above are **free to attend**.

The highlight of public days, no doubt, is the **travel seminars** which often total around **80 seminars** with many hosted by KOL. To ensure quality, public seminar session are not available for hiring, and exhibitors can apply with details for free session.

Each year, ITE's quality public seminars are attended by some **10,000 attendees**. In fact, many of our visitors travel frequently thus have great need for travel ideas, info and offer etc.

Held in **public days (B2C)** are cultural performances, prize presentations, **catwalk show by young travelers**, photo sessions with mascot, booth games, souvenirs, and more. Among the specially designed pavilions and special displays are photo corner, and possibly chance for meeting with your favorite KOL etc.

40th Anniversary Celebration

Our celebration program will be held in an area dubbed the **Time Tunnel**, which include a brief timeline of ITE's **40-years history**, and the following two displays which in some ways also involving traveling in / to other era.

"Tour Through 1936 Hong Kong": A Belgian couple who visited Hong Kong in 1936 left behind photo albums filled with scenes of Hong Kong, personal notes and receipts etc. Thus, visitors can in this display follow "fragments" of the couple's footsteps to discover the Hong Kong as they saw it some 90 years ago.

"Realizing Time Travel by AI Photo": For AI Photo, visitor first select a background (say, the Peak 80 years ago), then take a photo, and the output AI photo will come out as a QR code. The photo will show the selected background, and visitor's clothing will also be adjusted to match the era selected.

Travel Themes & Special Displays

Info and photo booth etc. are held to attract visitors who are the prime target for some travel themes. Promoting **Family Travel**, a **Young Travelers' Catwalk** will be held which last year drew over 20 participants, and hundreds of visitors in online and onsite polling.

In particular, the **ICE/SNOW Travel pavilion** include exhibitors from northern Canada and Iceland covering aurora, glacier tour etc.; and new Chinese exhibitors from Heilongjiang and Xinjiang, Beijing - Winter Olympics host city and co-host district of Chongli, which famous for ICE/SNOW sports.

Incorporating technologies of Augmented and Virtual Reality, the high-tech exhibit and Hong Kong first **Immersive Horizons: XR 6D Multi-Sensory Movie** which uses dynamic seating, offer Sight, Sound, Touch, Smell for multi-sensory experience. Thus enabling tourism board to offer highly attractive preview to help travelers to select destinations etc.

The wide range of choices in products and suppliers, and plenty networking opportunity available in ITE are only possible by the significant contributions of our business partners and associates, exhibitors, supporters and visitors! **Our deep appreciation to all!** TKS Exhibition Services Ltd., the organizer, would extend our warm welcome to all ITE2026 participants! **See you in ITE Hong Kong 2026!**

For more information on ITE, include Opening Hours & Admission, Exhibiting Countries & Regions, latest exhibitors list & more, visit ITE website: <https://www.itehk.com> Enquiry, contact the Organizer: TKS Exhibition Services Ltd via WhatsApp: [+852 94008444](tel:+85294008444) Email: travel@tkshk.com Wechat: ite_hongkong | Facebook: [itehk](https://www.facebook.com/itehk)

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