



Plenty of Bright Spots in ITE Hong Kong 2026 Great Sourcing & Networking for Asian Travel Trade and Affluent FIT

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

Ranked World's 14th largest market; Hong Kong spent **US\$28.9 billion** on outbound travel in 2024 despite a population of only **7.5 million**. Residents made **117 million departures in 2025 – 23.2% higher** than in 2019!

Great networking and sourcing! ITE 2025 featured **88%** exhibitors from outside Hong Kong; **34%** of its 64 exhibiting countries / regions from outside Asia; Its buyers and trade visitors (BTV): **46.8%** from Hong Kong, **33.0%** from Chinese Mainland, **20%** from other Asian markets; and **70212 public visitors** – most quality FIT.

Including Hong Kong and several Guangdong cities, China's **Greater Bay Area (GBA)** contributed around **70% of ITE2025's BTV**. The GBA's combined GDP in 2024 was **US\$2.09 trillion** – **larger than the San Francisco Bay Area**. Indeed, ITE truly covers major markets.

Visitors Undaunted by Middle East Conflict

- **ITE's trade website monthly traffic** has grown steadily from an average of **84,000** visits in late 2025 to **168,939** this March – a **100% increase**. Such strong growth reflects Asian travel trade interest in ITE.
- **ITE's March public visitor survey (688 replies)** found that amid rising costs, **62.5% will increase** and **25.3% will maintain** their travel budget for 2026. **75% had multiple holidays in 2025** – confirming ITE visitors are affluent and frequent travelers.
- **ITE 2025 survey** found **43% of public visitors** were interested in booking onsite, often via their own mobile phones. Thus, exhibitors can generate revenue by promoting their own e-booking sites and **Special Offer QR Codes** at ITE to facilitate online bookings.

We project **ITE 2026** will feature **55 exhibiting countries/regions** over **400 exhibitors** and **8,000 BTVs** – with **85%** and **50% respectively from outside Hong Kong** and **74,000 public visitors**.

Despite the Conflict, Plenty of Bright Spots in ITE 2026

- **New official pavilions/stands** – e.g., from **Uganda (Africa)**, **Mongolia (Asia)**, and **Peru (the Americas)**
- **35% expansion** of the **China Pavilion** – with **21 participating Mainland provinces and cities**
- **New Ice/Snow-Travel Pavilion** – featuring overseas and Chinese Mainland exhibitors
- **Industry Forum on Sustainable Tourism, Special Displays** on Family Travel, In-depth Travel, Eco-tourism, etc.
- **B2B and B2C programs** include: Business Matching; KOL Networking; Exposure in Special Displays; Presentations and Cultural Performances; Trade and Public Seminars (including speaking opportunities and assistance to exhibitors holding their own trade seminars); and pre-show online promotions.



The new Ice/Snow-Travel Pavilion includes returning exhibitors from northern Canada, Iceland and Nepal, which have been offering products such as aurora viewing, glacier tours, alpine travel and polar cruises. New overseas exhibitors come from Antarctica and the USA. New Chinese exhibitors from the northern provinces of Heilongjiang and Xinjiang, as well as Beijing – the Winter Olympics host city – and the co-host district of Chongli. All are famous for ice and snow sports.

The panoramic China Pavilion also incorporates pavilions from individual provinces and cities, often each with their own unique design. There will be official presentations, cultural performances, and co-exhibitors promoting special products such as the "Panda Theme Train from Sichuan to Xinjiang".

ITE Public Days constitutes a Travel Fair for Affluent FIT

FIT (including private tours) has dominated Hong Kong's outbound market for a decade, and has also been growing fast in the Chinese Mainland in recent years!

Among ITE public visitors, **FIT was preferred by 88% of visitors for short haul and 72% for long haul travel**. Further, over half had university education and **76% were aged between 25 and 59** – educated and mature. How serious are they? At **ITE2025**, over **10000 visitors** attended some **100 travel seminars**.

Travel Trade Welcome to Pre-register Online for Free Admission

Asian travel trade are welcome to apply online for **ITE 2026's complimentary Trade Visitor Badge**, which allows multiple entries on June 12 & 13 (trade days).

Instead of full hosting, **ITE offers subsidies to buyers** – targeting those who will attend ITE for their own business. By sparing just **2 hours** to join our functions like Business Matching, **Subsidized Buyers** receive: Free coupon for lunch/drink in exhibition halls, cloakroom services, and cash subsidy covering local transport, etc.

Qualified outbound travel agents are welcome to join our **Business Matching** for speed-dating with interested exhibitors, and to apply for our **Buyer Subsidy Scheme**. For details, please visit www.itehk.com/Buyer

The **first round of ITE2026 Exhibitor List** has been published on our trade website: www.itehk.com. Already-registered trade visitors and buyers can access the list to look for and make appointments to meet at ITE. Also, those participating in our trade seminars can get a **free public day ticket**.

More details of **ITE Hong Kong 2026**, including trade and public programs, will be published in due course on our trade website – already open for registration, latest market info, and enquiries.

Organized by TKS Exhibition Services Ltd., ITE Hong Kong will celebrate its 40th Anniversary in 2026. Hope to see you in ITE2026! For exhibiting / visiting / registration, please visit www.itehk.com or contact TKS via WhatsApp: [+852 94008444](tel:+85294008444) Email: travel@tkshk.com Wechat: ite_hongkong | Facebook: [itehk](https://www.facebook.com/itehk)

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