

40th Anniversary - ITE Hong Kong 2026 Trade Visitor Pre-registration Now Open

The annual International Travel Expo Hong Kong (ITE), dedicated to serving Asia's tourism industry and premium FIT (Free Independent Traveler), will next be held from **11 to 14 June 2026** at Hall 1 of the Hong Kong Convention and Exhibition Centre. It comprises the 40th ITE Leisure and the 21st ITE MICE, features separate B2B and B2C programs; have the first two days are for Asian travel trade and the last two days for public visitors who Premium FIT.

At the forefront of the market, for examples, ITE first held live edition in 2021 with international exhibitors and trade days; and in ITE2025, the KOL Networking attended by over 50 KOLs of whom many also held public seminars; and its 130+ trade and public seminars drew over 9000 seated audiences.

Pre-register Now for a Complimentary Trade Visitor Pass

Tourism / MICE professionals are invited to pre-register online (<https://www.itehk.com/Visitor>) for a Complimentary Trade Visitor Access on 11-12 June 2026, for great international sourcing, face to face with global suppliers, discovering emerging trends, and expand your professional network.

Successful registrant can enjoy a range of benefits including:

- ✓ **Participate Industry Forums and Seminars:** Gain insights into the latest market trends and developments
- ✓ **Exhibitor Seminars/Events:** Explore global supplier resources in depth.
- ✓ **Specialty Themed Zones:** Discover emerging segments such as youth travel, family travel, and more
- ✓ **Complimentary Public-Day Tickets:** Over 100 travel talks (many by KOLs) and experience the vibrancy of the high-end FIT market firsthand



Exhibiting is Also Welcome

Named MEGA EVENT by HKSAR Government, ITE 2025 gathered **502 exhibitors** (88% from outside Hong Kong) representing **64 countries and regions**, attracting **7,626 buyers and trade visitors** (approximately 70% from the Greater Bay Area, 20% from overseas). The Public Days recorded **70,212 visitors**, mainly premium FITs.

In 2024, **GBA's combined GDP totaled US\$2077 billion** (world's 12th largest economy); while **Hong Kong** alone made **104.7 million departures** and **spent US\$28.9 billion** thus ranked **world's 14th largest** market! Participating in ITE connecting with these quality visitors.

Travel-related suppliers are welcome to exhibit at ITE 2026 to tap into the Greater Bay Area, overseas markets, and the premium FIT segment.

Enjoy our Early Payment Discount, e.g. **5% discount** for full payment on or before **14 Feb 2026**; book early for priority in securing good location and to early enjoy promotional opportunities on ITE's social media platforms.

ITE 2025 Key Statistics

Exhibitors	Buyers/Trade Visitors	Public Visitors	Seminars & Audience
502 (88%*) from 64 countries & regions (1/3 from non-Asia)	7626 (53.2%*)	70212 (80% FIT)	135 seminars, 9224 seated audience

(*) From Outside Hong Kong / Overseas

ITE's comprehensive B2B & B2C Programs include:

- **Business Matching:** Facilitated meetings with pre-qualified buyers
- **Hold own trade or public seminars** with free pre-show online audience promotion, speaking opportunity in, say, Niche/New Destination or theme travel seminars
- **KOL & Media Engagement:** KOLs networking, press events held before and during show
- **Theme Pavilions:** Gain exposure in specialized zones like the Youth and Family Travel Pavilions, Niche / New Destination, etc.
- **ITE's public days** are good for **face-to-face promotion** to quality visitors; and **plenty sale opportunities** as **43% of public visitors interested in booking on-site**. As many often book and pay using own mobile inside exhibition halls, exhibitors advisable promoting own portal with QR code for special offer.

Supporters

ITE is strongly supported by the Ministry of Culture and Tourism, P.R. China (which stages the largest pavilion), other supporters include Hong Kong Tourism Board, Macao Government Tourism Office and the Travel Industry Council of Hong Kong etc.

For details and booking, please visit www.itehk.com or contact the organizer TKS Exhibition Services Ltd via Email: travel@tkshk.com | WhatsApp: [+852 94008444](tel:+85294008444) | WeChat: [ite_hongkong](https://www.whatsapp.com/channel/00299171111111111111)