



ITE Hong Kong 2026: Proven Sourcing Platform More Visitors from Asian Travel Trade & Premium FIT

Incorporating the **40th ITE Leisure & 21st ITE MICE**, **ITE Hong Kong 2026** will be held from **11 to 14 June 2026** in Halls 1 of Hong Kong Convention and Exhibition Centre with **two days each for trade and public visitors**, which an arrangement maintained in all its pandemic live editions.

ITE Hong Kong is Asia leading international Travel Fair. To cover effectively travel trade (long established channel) and premium FIT (a fast growing global trend) in one exhibition and under the same roof, additionally, ITE has also separate B2B and B2C programs and promotions.



Highly International Exhibitors in ITE 2025

First launched 40 Years ago, the annual ITE had also an early start on recovery with ITE 2025 its 5th live edition since 2021.

For ITE 2025, the Honorable Mr. John KC Lee, the Chief Executive of Hong Kong SAR sent [welcoming Message](#); and our Guest of Honor, Miss LAW Shuk Pui, Rosanna, JP, Secretary for Culture, Sports and Tourism, HKSAR, officiated its opening!

ITE 2025 Summary

Exhibitors	Buyers & Trade Visitors	Public Visitors	Countries & regions
502 (87.8%*)	7626 (53.2%*)	70212	64 (1/3 outside Asia)

**From Outside Hong Kong / Overseas*

Held successfully, **ITE 2025** used 5 halls (same as in 2019); drew 8.6% more trade and 11.4% more public visitors; had 33% **Buyers & Trade Visitors** from mainland China, and 20.2% other Asia. By sectors, 45.7% travel agents / operators and 15.3% Corporations & MICE. Serious visitors, its 135 trade and public seminars drew 9228 audiences.

ITE also effectively covered the Guangdong-Hong Kong-Macao Greater Bay Area (**GBA**) from which came over 70% of its buyers and trade visitors. Including Hong Kong, Guangzhou, Shenzhen, Macao and

other Guangdong cities, **GBA** in 2024 had a combined GDP of US\$ 2077.4 billion which about world's 12th largest economy, and population of 87.4 million.

Hong Kong: Big & Quality Source Market

Hong Kong (HK) outbound fully recovered in 2024, ranked **world's 14th largest** by international tourism spending of US\$28.9 billion (107% recovered); and made 104.7 million departures (111%) which in first 4 months of 2025 grew 17%! Pre-pandemic, **HK ranked Asia's 3/4 largest market**. (Refer to Table 1)¥

In 2023, HK reopened borders in March, and by year end outbound recovered to 84.4% by spending which more recovered than departure at 77%! Thus a speed and quality recovery.

Table 1: **Hong Kong Outbound has been fully recovered in 2024**

Year	Total number of Departures (million)	International Tourism Expenditure (USD billion)
2024	104.7 (110.6%*)	\$28.9 (107.4%*)
2023	72.2 (76.2%*)	\$22.7 (84.4%*)
2019	94.7	\$26.9

NOTE: (*) Recovery Percentage against 2019^ Source: UNWTO Tourism Barometer • May 2025

Reflecting quality travelers from Hong Kong, Trip.com reported last year in December more HK residents explore niche destinations; pay more for flexibility such as cancellation, and prefer quality lodging etc.; and in July Hong Kong bookings to Paris during summer, when Olympics was held, more than doubled.

From **UBS 2025 Report**, it ranked **Hong Kong (US\$601,295) third in the world** by adults' average wealth after Switzerland (US\$687,166) and USA (US\$620,654); and the city had 647,000 millionaires averaging about one per every ten adults.

From Recovery to Developments

Going beyond recovery, **ITE developments** in 2025 included launching the **Youth and Family Travel Pavilions** to attract more **Gen Z and Young Parent** visitors; successfully invited some 50 **KOLs** joining **Networking** and **Guided Tour** in trade days and held seminars in public days; and **New / Niche Destination** trade seminars had **AI-simultaneous interpretation** for convenience of trade visitors from Guangdong, etc.

B2B & B2C Programs

Our **B2B Program** also included **free** services like **Business Matching** (BM) though free-flow main format; pre-opening promoting exhibitor's seminars, and speaking opportunities, etc.!



In ITE's **Business Matching**, exhibitors moved around while buyers seated by interested market. That participants stayed on beyond stipulated time reflect BM been effective! Post-pandemic, ITE stops hosting buyers, instead subsidies buyers who any way planned visit ITE.

Months before opening, ITE be promoted extensively to Asian travel trade as an international sourcing platform, and liaise with regional travel associations on inviting buyers trade visitors. In fact, ITE2025 again **hosted trade delegations** from various cities in Guangdong. The result, we drew more regional buyers trade visitors.

For **B2C Program**, also **free** is our pre-show promotions, and exhibitors can apply for free public seminar session of 25 minutes, which the most popular one attracting some 400 audiences, etc.

Public Visitors Educated & Frequent Travelers

Survey found majority of **ITE public visitors** are **FIT (Free Independent Traveler)**, who often travel in group of friends or families. Specifically, 87% prefer FIT in short-haul and 72% in long-haul holidays.

As premium FIT, they travel frequently with 48.2% had three or more outbound holidays in first half of 2025 (Refer to Table 2). Also, over 90% keep or increase (39.3%) travel spending; educated as half had university and another 23% post-secondary education.

Even for exhibitors not yet ready to handle FIT directly, promotions in ITE public days likely targeting quality travelers.

Table 2: **ITE 2025 Public Visitor Survey* on Travel Frequency**

No of Outbound Holidays (2025)	Jan–Jun	Jul-Dec
3 or more	48.2%	40.5%
1 – 2	45.7%	54.5%
zero	6.2%	2.7%

NOTE: * Based on full survey with 4242 replies

The cosmopolitan Hong Kong includes both Chinese and English as its official language, with English being widely used in business and in universities. Indeed, many ITE public visitors can speak English, book and pay online.

Thus, **for more onsite selling to public visitors**, exhibitors shall also promote own portal in fairground and facilitate visitors book and pay online by mobile which convenient all.

Space rental of ITE, which has been frozen between 2019 and 2025 despite years of inflation, will go up by 2% on [all booth types](#) in 2026.

Organized by TKS Exhibition Services Ltd., again, ITE Hong Kong is strongly supported by Ministry of Culture & Tourism, P.R. China with Hong Kong Tourism Board, Macao Government Tourism Office and Travel Industry Council of Hong Kong etc. as supporters.

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