



## ITE Hong Kong 2026: Asia's Leading International Travel Fair Proven Sourcing Platform for Asian Travel Trade & Premium FIT

Incorporating the **40<sup>th</sup> ITE Leisure & 21<sup>st</sup> 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.

To effectively covering travel trade and premium FIT under same roof, ITE has **two days each for trade and public visitors**, each has separate B2B and B2C programs and promotions, such arrangement maintained even in all pandemic editions.

First launched 40 years ago, the annual ITE also starting early on recovery and had in 2025 its 5<sup>th</sup> live edition since 2021 and held another successfully edition, **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.

Also, ITE effectively covered the The Guangdong-Hong Kong-Macao Greater Bay Area (**GBA**) which from there came over 70% of its BTV. Including Hong Kong, Guangzhou, Shenzhen, Macao and other large cities in Guangdong, **GBA** had in 2024 a combined GDP of US\$ 2077.4 billion which about world's 12<sup>th</sup> largest economy, and population of 87.4 million.

### ITE 2025 Summary

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

*\*From Outside Hong Kong / Overseas*

**Hong Kong (HK) outbound fully recovered in 2024:** ranked **world's 14<sup>th</sup> largest** by international tourism spending of US\$28.9 billion (107%); 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**.

### Hong Kong Outbound has been fully recovered in 2024

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

**NOTE:** (\*) Recovery Percentage against 2019

^ Source: UNWTO Tourism Barometer • May 2025

Hong Kong is a quality outbound market too! Trip.com reported in December 2024 more **HK** residents explore niche destinations; pay more for flexibility such as cancellation, and prefer quality lodging etc.

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 **Grand 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.

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.! 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.

Survey found **ITE public visitors** are **Premium FIT: frequent travelers** who 48% had three or more outbound holidays in first half of 2025; and over 90% keep or increase (39.3%) travel spending. Also, **educated** as over half had university and another 23% had post-secondary education.

The cosmopolitan Hong Kong includes both Chinese and English as its official language, with English being widely used in business and in universities. In fact, many ITE public visitors communicate directly with foreign exhibitors, 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 2025 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.

For detail or enquiry, please visit or contact us at the followings: website [www.itehk.com](http://www.itehk.com); email [travel@tkshk.com](mailto:travel@tkshk.com); WhatsApp: [+852 94008444](tel:+85294008444); | Wechat: [itehongkong](#) | Facebook: [itehk](#)

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