

Press Release  
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## ITE 2026 Industry Forum on ‘Tourism is Everywhere’: Charting Hong Kong’s future in cultural, eco and inclusive tourism

How relevant are cultural conservation, ecological preservation, and social inclusion for echoing our city’s call for a ‘*Tourism is Everywhere*’ approach? How effective can they be in driving the growth of sustainable tourism in Hong Kong? And what more can we achieve together?

Building on the successes of previous years, from tech-driven sustainability in 2024 to purpose-led growth in 2025, the 3<sup>rd</sup> edition of the HKMU / ITE Forum in 2026 will spotlight cross-sector collaboration as the essential key to unlocking Hong Kong's full tourism potential.

*“The concept of ‘Tourism is Everywhere’ challenges us to look beyond the usual tourist hotspots,”* said Professor Matthew Lee, Acting Dean of the HKMU Business School. *“This forum serves as a vital platform where the private sector, academia, and the community converge to co-create innovative solutions for a tourism industry that is inclusive, culturally vibrant, and future-ready.”*



Organised by the “HKMU Business School” and co-organised by ITE Organizer “TKS Exhibition Services Ltd” and an eco and sustainable tourism multimedia platform “HK Discovery”, the forum will unite industry practitioners, academic experts, NGOs, and government leaders. By bridging diverse perspectives, the event is designed to break down silos and build actionable solutions to collectively reshape Hong Kong's tourism landscape.

