



ITE Hong Kong 2027 One-Stop Platform Covering Major Markets & Sectors

ITE Hong Kong 2027, the **41st ITE-Leisure** and **22nd ITE-MICE**, will be held in Hall 3 of the Hong Kong Convention and Exhibition Centre (HKCEC) from **June 10 (Thu) to 13 (Sun), 2027**. It is a proven sourcing platform for Asian travel trade professionals and quality FITs—frequent and affluent travelers mainly from the Greater Bay Area (GBA).

ITE2027 will again dedicate its first two days to trade professionals and the final two days to the general public, with separate **B2B** and **B2C (quality FIT)** programs and promotions.

Nevertheless, ITE trade visitors and quality FIT travelers share common interests, including sourcing ideas and suppliers for future travel itineraries and engaging in face-to-face discussions. In fact, **ITE2026 featured over 100 seminars**, which attracted **10,000 public visitors**.

Celebrating its 40th anniversary, **ITE2026 recorded that 94% of exhibitors and 54% of Buyer Trade Visitors (BTV) came from outside Hong Kong**; around **40%** of its Exhibiting Countries and Regions (ECR) were from outside Asia; and approximately **80% of Public Visitors (PV) preferred travelling in FIT**.

ITE 2026: SUMMARY STATISTICS

Exhibitor; Countries & Region	Buyers & Trade Visitors	Public Visitors	No. of Seminars & Audience
602 (+20%); 69 (+8%)	8,442 (+11%)	74,170 (+6%)	127 seminars 8,500+ audience

Note: Percentages in brackets represent growth versus the previous year.

ITE Covers Major Outbound Source Markets

ITE2026 Visitor Profile:

- **Trade Buyers:** The majority (**54%**) came from travel agents and operators, followed by the MICE/corporate sector (**22%**) and media (**6%**).
- **Public Visitors:** According to ITE2026's March survey, they are both frequent and affluent—**75%** took multiple outbound holidays in 2025, while **62.5%** expect to raise their travel spending in 2026.
- **Market Reach:** Hong Kong, the **world's 15th largest outbound market**, recorded **US\$30.3 billion** in outbound expenditure in 2025, a **6.3%** increase from the previous year.

Hong Kong Residents Departures & Outbound Spending

Year	2019	2023	2024	2025
Total Departures (million)	94.7	72.2	104.7 (+45%)	117.4 (+12%)
Spending* (US\$ billion)	\$26.9	\$22.7	\$28.5 (+25.6%)	\$30.3* (+6.3%)

*Source: UNWTO World Tourism Barometer, May 2026

Greater Bay Area Dominance

In 2026, **66% of ITE's Buyer Trade Visitors originated from China's Greater Bay Area (GBA)**, which comprises Hong Kong, Shenzhen, Guangzhou, and other neighboring cities. The GBA's economic scale is noteworthy: its **combined GDP reached US\$2.15 trillion** in 2025—a figure that exceeds that of the San Francisco Bay Area.

ITE2026: Sources of Buyers Trade Visitors

Source	Hong Kong	Guangdong*	Other China	Other Asia
Percentage	46%	20%	16.3%	17.4%

* Including individuals and trade delegations

ITE's B2B & B2C Programs

While maintaining a free-flowing exhibition format, ITE's **B2B program** features a **Business Matching** session in which sellers move freely to meet buyers seated according to their market interests. It also offers **KOL Networking and Tours**, which exhibitors can apply for free participation. Additionally, exhibitors may rent purpose-built facilities within the exhibition halls to host presentations and trade seminars, etc.

The **ITE B2C program** includes travel seminars, many of which are held by KOLs covering a diverse range of travel themes. Exhibitors are also welcome to apply for a complimentary 25-minute session.

It is worth noting that 43% of public visitors intend to book onsite, often completing transactions via their own mobile devices—a practice that does not appear to contravene **immigration laws**. However, exhibitors are advised to review the **Travel Agent Law**, particularly the **"Actively Markets"** clause, and are encouraged to conduct their own due diligence.

Rental & Early Payment Discount

A caring organizer, TKS has frozen space rental for many years despite rising costs—from venue rental to subcontractor charges—and has held live editions annually since 2021.

ITE raw space rental at US\$ per SQM in Recent Years

PERIOD	2019 - 2025	2026	2027
Space Only (US\$ / SQM)	\$460	\$470	\$485

Equipped booth starts at **US\$530/sqm OR US\$4,770** ([Click here](#) for various booth options)
Exhibitors are also welcome to inquire about our **Early Payment Discount**.

For info and enquiry, please visit www.itehk.com. Welcome contacting TKS, the Organizer via WhatsApp: [+852 94008444](tel:+85294008444) Email: travel@tkshk.com Wechat: ite_hongkong | Facebook: [itehk](#)

Explore more:

- ITE2027 Show Information ([Link](#))
- ITE2026 Post-show Press Release ([Link](#))
- ITE2026 News clippings ([Link](#)) - *currently available; being updated regularly*
- ITE2026 Photo Album ([Link](#))