



THE 35th INTERNATIONAL TRAVEL EXPO

THE 16th MICE TRAVEL EXPO

ITE HONG KONG 2021 SHOW REPORT
29 July – 1 August 2021
Hong Kong Convention & Exhibition Centre (Hall 1B-1C)

ITE Hong Kong, the city’s only travel fair, held this year successfully as scheduled from July 29 to August 1 at halls 1B & C of the Hong Kong Convention & Exhibition Center (HKCEC)! Despite closed borders, it managed having more outside and overseas exhibitors than the local; new themes, exhibitors and special displays; separate trade and public days; and some 50 seminars by experts or KOLs! Though smaller, relatively, it was rather well attended by trade and quality public visitors with one exception-no outside or overseas visitors who cannot come due to border restriction.

1. Gross Exhibition Space (SQM)5200

2. Total number of Exhibitors & co-exhibitors103

Exhibitors – by Geography	%
Abroad	64.1%
Hong Kong	35.9%

3. No of Participating Countries & Regions.....18

Hong Kong, mainland China, Macau, Taiwan, Japan prefectures of Hyogo , Tokushima, Fukuoka, Nagasaki, Toyama, Kumamoto, Miyazaki, Chugoku Region and Nagano, Argentina, Bulgaria, Canada, Iran and Castilla-la Mancha –Spain.

4. No of Trade / Corporate Visitor in trade days (29/7 – 30/7).....2544

By Business Sectors	Numbers
Travel Trade (include Press)	1620
Corporate Visitors	924

5. No of Visitors in public days (30/7PM – 1/8)27106

6. No. of Trade Seminars: 13

7. No. of Public Seminars: 38

8. List of Co-organizing events / theme pavilions:

- “Applying local resources for post pandemic MICE” by International Live Event Association (ILEA) Asia Chapter
- “Colorful Hong Kong Photo Competition” by Hong Kong Discovery
- Glamorous Camping (Glamping) - vehicle display by a cycling expert, Alan Ho
- The Greater Bay Area (GBA) zone by Hong Kong China Tourism Press

