



THE 38th INTERNATIONAL TRAVEL EXPO THE 19th MICE TRAVEL EXPO

ITE HONG KONG 2024 SHOW REPORT
13 – 16 June 2024
Hong Kong Convention & Exhibition Centre (Hall 1A-1E)

1. **Gross Exhibition Space (SQM).....14200 (+1.4%)**
2. **Total number of Exhibitors & co-exhibitors515 (+3.2%)**

Exhibitors – by Geography	Number (%)
Outside Hong Kong (Mainland China, overseas, etc.)	447 (86.8%)
Hong Kong	68 (13.2%)

3. **No of Participating Countries & Regions68 (+15.3%)**

Click [HERE](#) for the list of participating countries & regions
 Click [HERE](#) for the list of exhibitors

4. **No of Trade / Corporate Visitor in trade days (13-14/6)7023 (+18.4%)**

By Location	%
Hong Kong	53.6%
Mainland China	28.2%
Overseas, etc.	18.2%

By Business Sectors	%
Travel Agents / operators	45.1%
MICE & Corporate	27.7%
Other tourism industries	27.2%

5. **No of Visitors in public days (15-16/6)63027 (+12.7%)**

6. **No. of Trade & Public Seminars: 109 (13 special events / performances)**

7. New Trade Events :

- Industry Forum on Technology Propelling Sustainability by Hong Kong Metropolitan University
- Major Changes for Travelers crossing EU borders by FRONTEX - the European Border and Coast Guard Agency
- Networking with KOL by Guru Online
- Digital Marketing seminars by IAB Hong Kong

8. Themes / Special Displays:

- Greater Bay Area by Hong Kong China Tourism Press
- Night Market, Ice & Snow and Sustainable Tourism
- Winner Display-2024 Youth Study Tour Itinerary Design Competition by ILEA (Asia Chapter)
- Winner Display- 2024 Hong Kong Biodiversity Photography Competition by HK Discovery





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9. ITE 2024 Opening Ceremony

Guests-of Honour: Ms. Joanne CHU, Acting Commissioner for Tourism, Tourism Commission · Culture, Sports and Tourism Bureau of Hong Kong SAR Government

Another VIP tour was held at noon time the same day for Mr. Raistlin LAU. JP · Under Secretary for Culture, Sports and Tourism · Culture, Sports and Tourism Bureau of Hong Kong SAR Government

Guest-on-Stage List:

张维国 先生	中外文化交流中心	主任
Mr Zhang Dong 张栋 先生	Asia Tourism Exchange Center, Ministry of Culture and Tourism of the People's Republic of China 中华人民共和国文化和旅游部 亚洲旅游交流中心	Director 主任
刘鹏飞 先生	内蒙古自治区文化和旅游厅	副厅长
张奕民 先生	广东省文化和旅游厅	副厅长
袁艺 女士	四川省文化和旅游厅	副厅长
吴筠 女士	深圳市政府	副秘书长
慕享宏 女士	文化和旅游部港澳台办港澳台综合事务处	处长
Mrs Gianna Hsu 徐王美伦 女士	Travel Industry Council of Hong Kong 香港旅遊業議會	Chairman 主席
Ms Becky Ip 葉貞德 女士	Hong Kong Tourism Board 香港旅遊發展局	Deputy Executive Director 副總幹事
Mr Stanley Mok 莫兆光 先生	Macao Government Tourism Office – HK Representative 澳門特別行政區政府旅遊局 (香港代表)	General Manager 總經理
Ms Serena Moon	Korea Tourism Organization Hong Kong Office 韓國觀光公社香港支社	Executive Director 支社長
Ms Ms. Phornmon Chansri	Tourism Authority of Thailand, Hong Kong 泰國政府旅遊局 香港辦事處	Director 處長

List of Consulate Generals joined the Opening Ceremony

ORGANIZATION (By alphabetical order)	Name	Title
Consulate General of the Argentine Republic in Hong Kong	Mr. Gonzalo Sabaté	Consul General
Consulate General Of Belarus in Hong Kong	Ms Tatyana Kharlap	Consul General
Consulate General of the Czech Republic in Hong Kong	Mrs KLARA JURCOVA	Consul General
Consulate General of Colombia in Hong Kong	Mr Luis Fernando OROZCO BARRERA	Consul General
Consulate General of Cuba in Guangzhou	Ms. Marina Benignovna Domenech Mylnikova	Consul General
Consulate General of Egypt	Mr Baher Sheweikhi	Consul General
Consulate General of the Islamic Republic of Iran in Hong Kong	Mr Alireza Esmaeil Zadeh	Consul General
Consulate-General of Japan	Mr OKADA Kenichi	Consul General
Consulate General Of Kazakhstan in Hong Kong	Mr Almas Seitakynov	Consul General
Consulate General Of Laos in Hong Kong	Mr Ammala Saenchonghack	Consul General
Consulate of Republic of Mali	Mr Jason Wong	Honorary Consul
Consulate General of Mexico	Mr Pablo Macedo	Consul General
Honorary Consulate of Mozambique	Mr Samuel HO	Honorary Consul
Consulate General of Panama in Hong Kong	Mr Jaime Andres Campuzano	Consul General
Consulate General of Qatar	Mr Nasser Saleh H. A. Al-Abdulghani	Acting Consul General
Consulate General of Spain in Hong Kong	Mr Miguel AGUIRRE DE CARCER	Consul General
Consulate General of Russia in Hong Kong	Mr Anatoly Kargapolov	Consul General

