ITE HONG KONG
香港國際旅遊展
11-14 JUNE 2020
Trade Day: 11-12 Jun  Public Day: 13-14 Jun
1 Comprehensive Show
2 Distinct Periods of Trade and FIT days
3 Market Segments: Trade, MICE & FIT
www.itehk.com
Venue: Hong Kong Convention & Exhibition Centre (Hall 1A-1E)

Organizer
TKS Exhibition Services Ltd.

Supporters
Ministry of Culture and Tourism of the People’s Republic of China 中華人民共和國文化和旅遊部
HONG KONG TOURISM BOARD 香港旅遊局

Of the 11613 regional buyers and visitors attending 2 trade days of ITE 2019:
63.0% from Hong Kong & Macao;
21.7% from Guangdong, PR China;
4.4% from other parts of China;
10.9% from Abroad

Hong Kong - World 11th & Asia 3rd largest & a quality Source Market
Hong Kong, with international tourism expenditure in 2018 totaling US$26.5 billion, up 4.3%,
leads by per capita expenditure among world’s eleven largest markets! (See below)

<table>
<thead>
<tr>
<th>MARKET</th>
<th>2018 Expenditure (USD Billion)</th>
<th>World Rank</th>
<th>Asia Rank</th>
<th>Population (Million)</th>
<th>Expenditure (USD per Capita)</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>277.3</td>
<td>1</td>
<td>1</td>
<td>1430</td>
<td>193.9</td>
</tr>
<tr>
<td>USA</td>
<td>144.2</td>
<td>2</td>
<td>-</td>
<td>327</td>
<td>441.0</td>
</tr>
<tr>
<td>Germany</td>
<td>94.2</td>
<td>3</td>
<td>-</td>
<td>83.1</td>
<td>1133.6</td>
</tr>
<tr>
<td>S. Korea</td>
<td>32.0</td>
<td>9</td>
<td>2</td>
<td>51.2</td>
<td>625</td>
</tr>
<tr>
<td>Hong Kong (China)</td>
<td>26.5</td>
<td>11</td>
<td>3</td>
<td>7.4</td>
<td>3581.1</td>
</tr>
</tbody>
</table>

Source: UNWTO World Tourism Barometer May 2019

Hong Kong - Market distinct from Mainland China with own Passport etc.

<table>
<thead>
<tr>
<th>CHARACTERISTICS</th>
<th>Mainland China</th>
<th>Hong Kong SAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular Travel Mode</td>
<td>Package Tour</td>
<td>FIT</td>
</tr>
<tr>
<td>Holiday Seasons</td>
<td>Golden Weeks</td>
<td>Annual Leaves</td>
</tr>
<tr>
<td>Official Language</td>
<td>Chinese</td>
<td>Chinese &amp; English</td>
</tr>
</tbody>
</table>

Many destinations group arrivals from Mainland China and Hong Kong SAR together, but some have published separate figures i.e. Japan in 2018, visitor arrival from Mainland China (8.4 million) and Hong Kong SAR (2.2 million)!
ITE Hong Kong 2019 Profiles – Quality VISITORS & International EXHIBITORS

VISITORS – Hong Kong & China (GBA)

The Greater Bay Area (the Bay), which includes Hong Kong, Macao and 9 major Guangdong cities interlinked by high speed train, express ways and the Mega Bridge across Pearl River, has a cumulative GDP of US$1.69 trillion and population of 68 million. Of ITE’s 11613 buyers and visitors in two trade days many from GBA cities in Guangdong.

Some GBA cities (%of Buyers/Trade Visitors):
- Shenzhen (10.7%)
- Guangzhou (8.4%)
- Zhuhai (3.0%)
- Dongguan (1.9%)
- Foshan (1.3%)

TRADE / MICE

2 Trade Days

11613 Visitors

Register with business card
81.2% from Travel Trade
18.8% from MICE/Corporates

Geography
63.0% from Hong Kong
26.1% from Mainland China
10.9% from Overseas

PUBLIC / FIT

2 Public Days

73665 Visitors

85% FIT / Private Tours
Well educated
43% University or above
34% Post-secondary

No. of Outbound Holidays in past year
6 or above: 13.2%
3 – 5 times: 47.3%
1 – 2 times: 37.1%

Held as planned with no exhibitor withdrew despite citywide protests on different days before opening and on closing day, ITE 2019 attended by more buyers and trade visitors from Mainland China and overseas, but fewer local trade and public visitors. Our regular updates before opening probably result in many from abroad keeping their schedule to attend ITE this year!

EXHIBITORS – Highly International

675 Exhibitors
(141 contains MICE)

87.5% Mainland China + International

56 Countries & Regions

32 Official Pavilions / Stands

12.5% Hong Kong

ASIA (39%): Bhutan, Cambodia, China, Hong Kong, India, Indonesia, Japan, Almaty-Kazakhstan, Macao, Sabah-Malaysia, Maldives, Ulaanbaatar-Mongolia, Myanmar, Nepal, Pakistan, S. Korea, Singapore, Taiwan, Taitung-Taiwan, Alishan-Taiwan, Thailand, Vietnam

EUROPE (29%): Armenia, Croatia, Zagreb-Croatia, Cyprus, Czech Republic, Finland, France, Georgia, Iceland, Russia, St. Petersburg-Russia, Moscow-Russia, Spain, Catalonia-Spain, Switzerland, United Kingdom

AMERICAS / OCEANIA (18%): Argentina, Australia, Canada, Colombia, Ecuador, Peru, Fiji, Guam, USA, Northern Marianas-USA

AFRICA / MIDDLE EAST (14%): Botswana, Egypt, Iran, Morocco, Madagascar, Somalia, South Africa, Tunisia

Notes: Bold Font - Official pavilion/stand | Some destinations may appear twice if there are separate official pavilions/stands
ITE Hong Kong – Effectively combining **Trade + MICE + Public / FIT Fairs** by

- separate days and admission policy for trade/professionals and public/FIT;
- separate B2B (TRADE & MICE), B2C programs and seminars;

### B2B – Highlights
- Admission require registration with business card;
- Over 50% trade visitors from travel agents;
- Business Matching for sellers & buyers quick-dating;
- Online pre-show registration for exhibitor’s workshop or trade seminars;
- Online promotions, web, email, wechat, facebook, etc

![Business Matching facilitate sellers and buyers quick-dating](image1)

### MICE – Highlights
- MICE day on 2nd Trade Day;
- 8 seminars on MICE / Corporate Travel;
- 52% MICE visitors interest in outbound Incentive Tour;
- 33% in O/S Business Meeting;
- Supported by MICE association;
- Chambers & Professional Bodies help inviting their members;

![Own Trade Seminar or speak in joint seminars on theme/destination](image2)

### B2C – Highlights
- 84% visitors FIT/private tour;
- Some 100 seminars max over 100 audiences;
- Stage for performances/ceremony;
- Promoting to frequent travelers face to face;
- Opportunity for direct-sale/booking;
- Pre-show online, print & onsite promotions

![Public seminars are often full with some 100 audiences](image3)

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**THEME TRAVELS**  popular with Luxury tours, quality FIT, private tours & even MICE

<table>
<thead>
<tr>
<th>No of Exhibitors#</th>
<th>INTERESTED THEMES/EXPERIENCE (Listed by Alphabetical order)</th>
<th>Trade</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>Art &amp; Entertainment</td>
<td>34.8%</td>
<td>n/a</td>
</tr>
<tr>
<td>138</td>
<td>Carnival / Festival / Special Events</td>
<td>34.9%</td>
<td>n/a</td>
</tr>
<tr>
<td>118</td>
<td>Driving Tour</td>
<td>25.7%</td>
<td>31.0%</td>
</tr>
<tr>
<td>223</td>
<td>Family Holidays</td>
<td>38.9%</td>
<td>16.8%</td>
</tr>
<tr>
<td>177</td>
<td>Gourmet Tour</td>
<td>39.1%</td>
<td>57.1%</td>
</tr>
<tr>
<td>157</td>
<td>Green/ Eco-Tourism</td>
<td>32.3%</td>
<td>33.6%</td>
</tr>
<tr>
<td>204</td>
<td>In-depth, Culture &amp; History</td>
<td>34.9%</td>
<td>50.8%</td>
</tr>
<tr>
<td>129</td>
<td>Sport Tourism</td>
<td>21.7%</td>
<td>23.7%</td>
</tr>
<tr>
<td>132</td>
<td>Study Tour</td>
<td>29.9%</td>
<td>8.7%</td>
</tr>
<tr>
<td>147</td>
<td>Travel Photography</td>
<td>26.2%</td>
<td>35.0%</td>
</tr>
</tbody>
</table>

# Top Ten

n/a – not applied to public survey
Exhibiting Packages

Shell Standard

A

(US$500/m²)
9 m² at US$4,500*

Space Only

B

(US$520/m²)
9 m² at US$4,680*

Corner Upgrade

(US$460/m²)
18 m² at US$8,280*

(US$570/m²)
18 m² at US$10,260^*

Surcharge applies to booth / space requests for A / B / Raw Space
* 2-side open +5% | 3-side open +7.5% | 4-side open +10%
For Corner Upgrade
^ each additional side +2.5% frontage surcharge

Strong Supports

ITE Hong Kong is supported by the Ministry of Culture and
Tourism of the People’s Republic of China, Hong Kong Tourism
Board, Macao Government Tourism Office, Travel Industry
Council of Hong Kong, MICE and trade associations etc.

Sponsorship / Advertising

Sponsorship – Title, Lanyard, Grand lucky draw etc
Advertising – Online, onsite and print
i.e. Catalogue, feel free to contact us for details.

Organizer

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