



ITE HONG KONG 2022

The 36th ITE (Leisure)& The 17th ITE MICE

9 - 12 JUNE 2022 Trade Days: 9-10 JUNE
Public Days: 11-12 JUNE

Hall 1, Hong Kong Convention & Exhibition Centre

The annual ITE Hong Kong is the city's only travel fair! Its 2020 edition canceled due to pandemic. Amid closed international borders, ITE 2021 held as scheduled but with reduced scale. However, it maintains its international character and have some 50% exhibitors from outside the city and overseas; launch new events and themes like Glamorous Camping; and hold some 50 trade and public seminars many by KOLs.

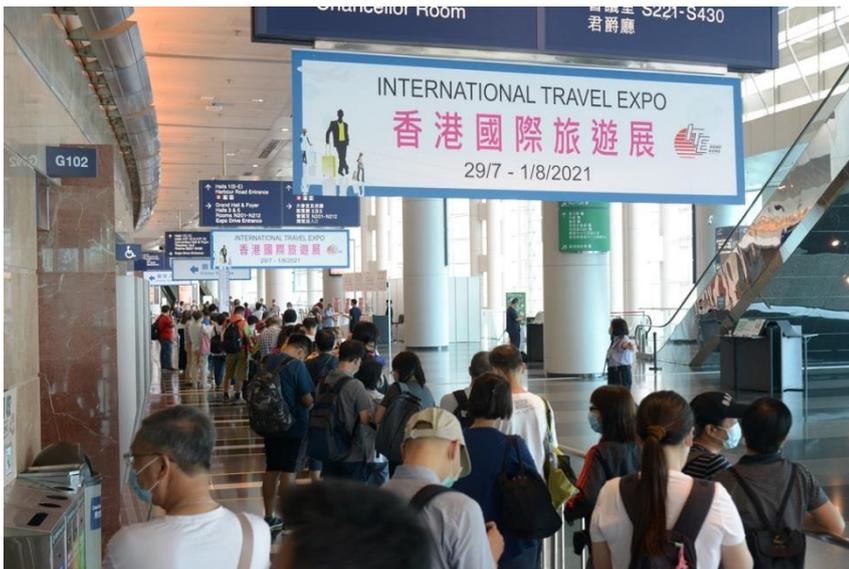
MARKET More relevant showing data **before the pandemic**. The year 2019, which for most part the city been affected by frequent protest marches, saw a smaller increase.

Table 1: Hong Kong Outbound Travel Expenditure by Year (pre-pandemic)

Year	Expenditure (US\$BN)	% Change
2019	26.9	+1.9%
2018	26.4	+3.9%
2017	25.4	+5.4%
2016	24.1	+4.3%

Post pandemic survey in May 2021 found **pent up travel demand strong** in Hong Kong! Collected nearly 1400 replies largely from ITE public visitors, it found 52.8% will not cut or even increase travel spending in coming year, 76% will pay more for a safer holiday; and 44% will travel abroad within 3 months after restrictions lifted.





ITE 2021

The first post pandemic edition, ITE2021 drew 2544 local buyers and trade visitors (no outside buyers due to closed borders) with 63.7% from travel trade and 36.3% from corporation and MICE; and 27106 public visitors; exhibitors come from 18 countries and regions, which are Hong Kong, mainland China, Macau, Taiwan, Japanese prefectures of Hyogo, Tokushima, Fukuoka, Nagasaki, Toyama, Kumamoto, Miyazaki, Nagano and Chugoku Region, Argentina, Bulgaria, Canada, Iran and Castilla-la Mancha -Spain; totally 103 exhibitors with 36% from local and 64% from outside and overseas.

Organized by TKS, the annual ITE continues receiving the strong support from the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong etc. as Supporters.

For ITE 2021 show report, other detail or enquiry, please visit www.itehk.com or contact TKS

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ITE 2019 Figures

Total 675 exhibitors with 87.5% from outside Hong Kong, and they come from 56 countries and regions roughly half from outside Asia. Protest marches on previous Sunday, the day before opening and the last day of ITE 2019 affected attendance, respectively down 6.8% to 11613 visitors in two trade days and down 18% to 73665 visitors in two public days.

Among the buyers and trade visitors, 63% from Hong Kong, 22% from Guangdong, 4% from other Chinese provinces, and 11% from other Asia. Among the public visitors, 85 percent prefer **FIT or private tours**; more than 60% had three or more holidays and 37% had one to two holiday in past year; 43% with university education and 34% post-secondary; while female outnumber male by 3 to 2.