

Post-pandemic ITE 2021 held amid closed borders & social distancing

More overseas exhibitors than local, new theme Glamorous Camping (Glamping) pavilion, over 29,000 visitors, and some 50 seminars, the 4 days exhibition upheld quality!

It was our honor that Mrs. Carrie Lam, the Chief Executive (CE) of Hong Kong Special Administrative Region, again sent her Message to welcome ITE 2021 participants!

Visit www.itehk.com for the CE Message



Mr. Edward Yau, Secretary for Commerce and Economic Development of HKSAR Government officiated ITE 2021 opening.



VIP Group Photo: Guests on Stage & over 10 Consul Generals



Photo on Great Wall in China (Mainland) Pavilion



Vehicle displayed in Glamping Pavilion

Of course, ITE in a normal year is much bigger and exhibitors also highly international.

	ITE19	ITE21
Trade Visitors		
# Local	7,316	2,544
# Regional	4,297	Border closed
Exhibitors		
# Local	84	37
# Mainland China + International	591	66
Total	675	103
Public Visitors		
	73,665	27,106

Exhibiting Package

Shell Standard A



9m² at US\$4,500*
(US\$500/m²)

Shell Standard B



9m² at US\$4,680*
(US\$520/ m²)

Space Only



18m² at US\$8,280*
(US\$460/ m²)

Corner Upgrade



18m² at US\$10,260^
(US\$570/ m²)

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 Update

^each additional side +2.5% frontage surcharge

Online, onsite and hybrid proven in 2021 edition available in ITE 2022

Our **Online, onsite and hybrid solutions** proven in its 2021 edition will also be available in ITE 2022, which accordingly can be a far safer bet for exhibitors as uncertainty still with us!

- Holding seminar in your own stand or equipped seminar room via Zoom
- Live streaming on Facebook
- Advertising Panel with QR code for visitor to scan your contact
- Video broadcast in scheduled sessions
- Attractive 3D photo spots



Scan QR code to learn more

Organizer



TKS Exhibition Services Ltd

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The 36th ITE (Leisure)



The 17th MICE Travel Expo

ITE HONG KONG

香港國際旅遊展

18 - 21 AUGUST 2022

Trade Days: 18 - 19 AUG Public Days: 20 - 21 AUG

Hong Kong Convention & Exhibition Centre (Hall 1)

Proven Platform
Covering Safe &
Big Source Markets

www.itehk.com



Organizer



Strongly supported by
the Ministry of Culture
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MACAO GOVERNMENT TOURISM OFFICE

Pre & Post-pandemic, ITE Hong Kong proven platform covering safe and big markets

First held over 30 years ago, the annual ITE Hong Kong which highly international is the city's only travel fair also well cover South China! Its two trade days require registration for admission while last two days open to public.

Safe Market: Confirmed cases, cumulatively, fewer than 12,100 in Hong Kong by end August 2021.

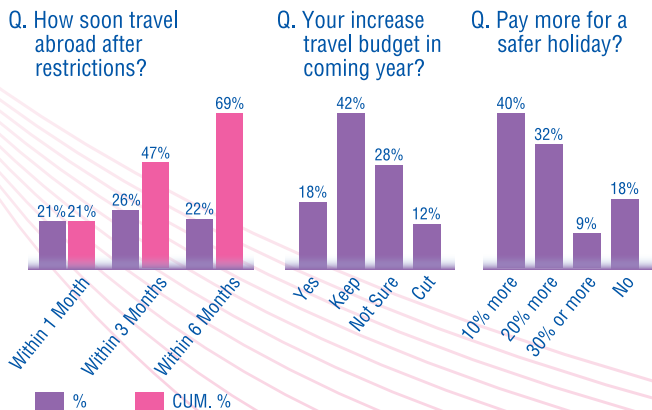
Big Market: Hong Kong ranked worlds' 11th or 12th largest by outbound travel expenditure.

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

Source: UNWTO World Tourism Barometer

China's Greater Bay Area had combined GDP of US\$1.67 trillion in 2020 would have made it the world's 9th largest economy. The Bay includes Hong Kong and some Guangdong cities from where came nearly 20% of ITE's trade visitors in 2019!

Strong pent up travel demand, from survey on ITE 2021 public visitors which collected 4,514 replies!



Outlook for ITE 2022, more positive! Why?

More destinations reopening to foreign tourists to revive economy! More vaccinations! Hong Kong and neighboring cities are safe and big markets with strong pent up demand! Sure, not sure when border uncertainty over, but likely much reduced than in 2021!

Your presence most welcomed but we also serve those who cannot!

Both exhibitors and visitors can be affected! In 2021, we helped an NTO invited over 100 trade visitors to attend Webinar months before opening. In ITE, different seminars in ITE share facilities to live stream on Facebook! In next ITE, clients can book session to hold Zoom meetings. More below proven in 2021!



Unable to send more staff from abroad to ITE?



China (Mainland) Pavilion work with Hong Kong Travel Agents



Staff from local office help operating Japanese booths



Speakers in Taiwan interact with onsite visitors through zoom meetings in Taiwan Pavilion

For those who could not be present in ITE 2021:



Photo spot in the Greater Bay Area Zone



Regular Video Broadcast in Trade Seminar Sessions



Advertising panels with QR Code