



THE 36th INTERNATIONAL TRAVEL EXPO

THE 17th MICE TRAVEL EXPO

ITE HONG KONG 2022 SHOW REPORT
18 – 21 August 2022
Hong Kong Convention & Exhibition Centre (Hall 3D-3E)

1. **Gross Exhibition Space (SQM).....5580 (+7.3%)**
2. **Total number of Exhibitors & co-exhibitors107 (+3.9%)**

Exhibitors – by Geography	Number (%)
Mainland China + International	76 (71%)
Local	31 (29%)

3. **No of Participating Countries & Regions32 (+77.8%)**

Australia; Bhutan; Canada; China (mainland); France; Hong Kong SAR; Iceland; Japanese regions and prefectures of Chugoku region, Gifu, Hyogo, Kagawa, Ibaraki & Tochigi, Kumamoto, Miyazaki, Nagasaki, Niigata, Yamagata, Saitama and San'in; Macau SAR; Malaysia; Maldives; Mongolia; Morocco; Myanmar; St. Petersburg; S.Korea; Spain (online only); Taiwan, Taipei city and Thailand

4. **No of Trade / Corporate Visitor in trade days (18-19/8)2752 (+8.2%)**

By Business Sectors	Numbers (%)
Travel Trade	1805 (65.6%)
Corporate Visitors	947 (34.4%)

5. **No of Visitors in public days (19/8 PM – 21/8)31098 (+14.7%)**

6. **No. of Trade & Public Seminars: 62**

7. **No. of Performances: 7**

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

- On GREEN Tourism, the Winners Display of “Tai Po Kau Eco-Tourism Photography Competition” and On OUTDOOR Tourism including Glamping, custom fitted vehicle etc. both of which in cooperation with HK Discovery
- CULTURAL TOURISM - Interesting museums and innovation zones in the Greater Bay Area by Hong Kong China Tourism Press
- DOMESTIC MICE Cornder by ILEA (Asia Chapter), MIX Meetings and ITE





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9. ITE 2022 Opening Ceremony

Guests-of Honour:

The Honorable Mr Yeung Yun-hung, Kevin, GBS, JP, Secretary for Culture, Sports and Tourism Bureau of Hong Kong SAR Government

Guest-on-Stage List:

ORGANIZATION	Name	Title
Culture, Sports and Tourism Bureau Tourism Commission, HKSAR Government	Ms Vivian Sum, JP	Commissioner for Tourism
Asia Tourism Exchange Center Ltd	Ms Suxiang Cui	Director
Legislative Council, HKSAR	Hon Pak-leung, MH Yiu	Legislative Councilor
Hong Kong Tourism Board	Mr Dane Cheng	Executive Director
Travel Industry Council of Hong Kong	Mr Tommy Tam	Deputy Chairman & Director
Macao Government Tourism Office – HK Representative	Mr Stanley Mok	General Manager
Korea Tourism Organization Hong Kong Office	Ms Serena Moon	Executive Director
Tourism Authority of Thailand Hong Kong Office	Ms Naparat Vudhivad	Director

List of Consulate Generals joined group photo on stage

ORGANIZATION (By alphabetical order)	Name	Title
CONSULATE GENERAL OF ARGENTINA	Mr. Gonzalo Sabate	CONSUL GENERAL
CONSULATE GENERAL OF CHILE	Mr. Osvaldo-Patricio Alvarez-Perez	CONSUL GENERAL
CONSULATE GENERAL OF COLOMBIA	Mr. Luis F. Orozco B.	CONSUL GENERAL
CONSULATE GENERAL OF CZECH REPUBLIC	Mrs. Klára Jurčová	CONSUL GENERAL
CONSULATE GENERAL OF DOMINICAN REPUBLIC	Mr. Eduardo Alvarez	CONSUL GENERAL
CONSULATE GENERAL OF ISRAEL	Mr. Amir Laty	CONSUL GENERAL
CONSULATE GENERAL OF JAPAN	Mr. Okada Kenichi	CONSUL GENERAL
CONSULATE GENERAL OF MEXICO	Mr. Pablo Macedo	CONSUL GENERAL
CONSULATE GENERAL OF MYANMAR	Mr. Han Win Naing	CONSUL GENERAL
CONSULATE GENERAL OF NIGERIA	Dr. Adeyemi E. Adebayo	CONSUL GENERAL
CONSULATE GENERAL OF PANAMA	Mr. Jaime Andrés Campuzano	CONSUL GENERAL
CONSULATE GENERAL OF QATAR	Ms. Maryam Ahmad Al-Shibi	DEPUTY CONSUL GENERAL
CONSULATE GENERAL OF SAUDI ARABIA	Mr. Hamad Aljebreen	CONSUL GENERAL
CONSULATE GENERAL OF SLOVAK REPUBLIC	Mr. Willy Lin, GBS, JP	HONORARY CONSUL
CONSULATE GENERAL OF SWEDEN	Mr. Per Augustsson	CONSUL GENERAL
CONSULATE GENERAL OF THAILAND	Mrs. Nuttha Soontrapa	DEPUTY CONSUL GENERAL
CONSULATE GENERAL OF UNITED ARAB EMIRATES	Mr. Shaikh Saoud Almualla	ACTING CONSUL GENERAL
CONSULATE GENERAL OF UNITED KINGDOM	Mr. Corin Wilson	ACTING DIRECTOR GENERAL, TRADE & INVESTMENT
CONSULATE GENERAL OF VENEZUELA	Ms. Ana Dubraska Garcia	CONSUL GENERAL
CONSULATE GENERAL OF VIETNAM	Mr. Pham Binh Dam	CONSUL GENERAL