



The 37th ITE (Leisure) & The 18th ITE MICE

ITE HONG KONG 2023

香港國際旅遊展

Hong Kong's only &
Asia's major Outbound Travel Fair

15-18 JUNE 2023

15-16 June (Trade / MICE) 17-18 June (FIT)

Hong Kong Convention & Exhibition Centre
香港會議展覽中心 (Hall 1)



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Organizer



Strongly supported by the
Ministry of Culture and Tourism
of the People's Republic of China

Supporters



Hong Kong scrap almost all Covid-19 restrictions from 13-Dec-2022



“0+0” for Arrivals which mean no mandatory quarantine and no amber code for arrivals who tested negative shortly before departure. Stop categorizing “close contacts” and no mandatory quarantine. Scrapping Vaccine Pass Requirement and other social distancing measures but will still require wearing mask.

China relax Inbound Requirements in Jan 2023

From Jan 8, 2023, China will only require incoming travelers be PCR tested negative within 48 hours before departure; restart processing mainland travelers to apply Exit-Entry Permit to travel to Hong Kong and Macau; and remove various restrictions on international flights. Also, mainland and Hong Kong border will reopen on Jan 8.



Hong Kong see Big Surge in Outbound immediately after “0+0”

Between December 15 and 20, a daily average of 22843 Hong Kong residents departing from the airport, up 3 times over the average in October. Significantly, the city's residents made 70% more departures in Oct than the month before. In fact, travel trade commented outbound business this Xmas back to around 30% to 50% pre-pandemic level.



For example, Cathay plans to resume flights about one-third by year end, then to 70% by the end of 2023. Likely, flight resumption happen mainly in second half of 2023, thus next ITE in June 2023 in well timed.

Info updated on: 6-Jan-2023

ITE's Trade (including MICE) and FIT Visitors in Recent Years

ITE	2022	2021	2020	2019
TRADE (local)	2587	2544	Cancelled	7316
TRADE (overseas)	165	Border closed		4297 (over 3000 from Mainland China)
FIT	31098	27106		73665



ITE HONG KONG 2022 HIGHLIGHTS:

- 32 participating countries and regions;
- 107 exhibitors with 71% from outside and overseas;
- Over 20 tourism boards staged official pavilion / stand;
- Special displays include Domestic MICE Corner, School Green Photo Competition; Outdoor & Glamping, and the Cultural Tourism Pavilion.
- Some 70 trade and public seminars; cultural performances.

List of Participating Countries / Regions

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

Survey found ITE-Visitors with Strong Effective Pent-up Travel Demand

Collected 3344 replies, ITE2022 FIT **survey found Quality Visitors**

- 55% will spend more travel in coming year;
- 21% will travel abroad within 3 months and 44% within 6 months
- 81% FIT or joining private tour
- 48% - University or above & 23% - Post-secondary

Exhibitors' comments positively in interview by TV

"Receiving serious and ten times more enquires"

"Many in Hong Kong have the interest and can afford traveling"

ITE ~ Effective platform covering major Markets

Recent easing in mainland China **highly positive to ITE Hong Kong** which regularly draw from there the largest official pavilion and also thousands of buyer and trade visitor!

By its own outbound spending, say, of US\$26.9 billion in 2019, Hong Kong often rank Asia's 3rd or 4th largest market. Together with China's major cities of Shenzhen and Guangzhou etc., they constitute the Greater Bay Area (the Bay) which had a combined GDP in 2020 of US\$1, 669 billion or equivalent to world's 11th/12th largest economy.

The annual ITE Hong Kong, which the city's only travel fair, is also the earliest travel fair in the Bay. Pre-pandemic, ITE in each year had 2000 buyers/trade visitors from the Bay's cities in Guangdong. Thus ITE well positioned capturing these major outbound markets.

Border between the Mainland and Hong Kong to reopen on Jan 8, 2023

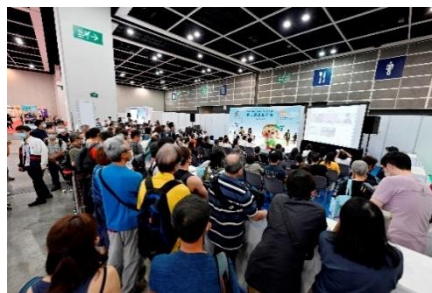
According to the Chief Secretary on Jan 1, Hong Kong been actively preparing to reopen border with the mainland on Jan 8. Initially, there will be an appropriate daily quota for these travelers who must beforehand be PCR tested negative. Meanwhile, will also increase step by step frequency of air, sea and land transport so as to reach the final objective of fully reopening the border.

Info updated on: 6-Jan-2023

Various services available to exhibitor reaching travel trade and high quality FIT



BUSINESS CONTACTS



POPULAR SEMINARS



TRENDY THEMES



PHOTO CORNER



STAGE PERFORMANCE



WORKSHOPS

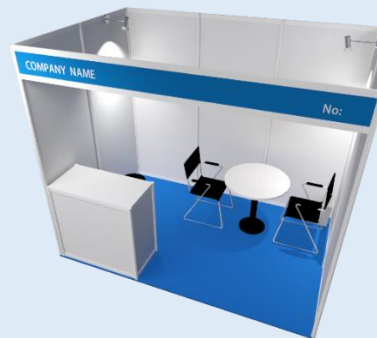
Exhibiting Package

Shell Standard A



(US\$500/m²)
9 m² at US\$4,500*

Shell Standard B



(US\$520/ m²)
9 m² at US\$4,680*

Space Only



(US\$460/ m²)
18 m² at US\$8,280*

Corner Upgrade



(US\$570/ m²)
18 m² at US\$10260^

Frontage surcharge applies to Shell A/ B / RAW SPACE :

* 2-side open +5% | 3-side open +7.5% | 4-side open +10%

Frontage surcharge apply to 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.

Advertising

Sponsorship – Title, Lanyard, Souvenir, lucky draw etc

Advertising – Online, onsite and print i.e. Catalogue

Feel free to contact us for details!

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Organizer



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