



The 38th ITE (Leisure) & The 19th ITE MICE

Meet Regional Trade & Premium FIT from
Fast Recovering & Major Source Markets

in

ITE HONG KONG

香港國際旅遊展

13-16 JUNE 2024

Hong Kong Convention & Exhibition Centre (Hall 1A-1E)

www.itehk.com



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Organizer



Strongly supported by the
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ITE HONG KONG AT A GLANCE

In ITE, exhibitors meet in separate day thousands of regional travel trade and tenths of thousand premium FIT mainly from Hong Kong and mainland China. With FIT / private group dominate outbound especially among up market travelers, to exhibitors, `ITE's high quality public visitors are prime targets and the public days for direct marketing and promotion and for direct selling too.

Live ITE been held in 2021, 2022 and 2023 which back to 80% of pre-pandemic ITE2019 that drew some 3000 buyers & trade visitors from China with 2000 from Guangdong



Table 1: Key Statistics of ITE Hong Kong 2023 & 2019

TYPE	TRADE VISITORS		PUBLIC VISITORS	EXHIBITORS	
	From	Abroad		Mainly HK	HK
ITE23	4449	1483 ^{*1}	55925	48	451
ITE19	7316	4397 ^{*2}	73665	85	590

*1: 40% Travel Agents and 26% MICE | Hong Kong 75%; mainland China 16.4%; Overseas 8.6%.

*2: Hong Kong 63%; mainland China mainly Guangdong 26%; Overseas 11%



ITE2023 Public Visitor Survey* found Premium FIT & Recovery Sustainable

Survey Questions

Higher Travel Spending in Coming Year	67.8%
Same Travel Spending in Coming Year	28.7%
3 or more Outbound Holiday in coming Year	38.5%

Travel Mode		Education	
FIT only	70.1%	University	45.8%
FIT & Package Tour	22.0%	Post-secondary	23.6%

*Notes: Joint survey with Travel Industry Council Hong Kong with 2157 replies



HONG KONG OUTBOUND

Into 2023, Hong Kong outbound recover strongly as residents made **28.73 million departures** in the first 6 months, which 10 times the whole year figure of 2022 (Tables 1 & 2).

Table 1: Hong Kong Resident Departure (million) by month in 2023

MONTH	JAN	FEB	MAR	APR	MAY	JUN	Total (Jan-Jun)
# DEPARTURS	1.66	3.61	5.33	6.36	5.74	6.03	28.73 million

Table 2: Hong Kong Outbound to some Asian Destinations in 2023

PERIOD	DESTINATION	2019 LEVEL
Jan – May	Japan	81%
Jan – June	Macau	90%

ITE covers major markets of Hong Kong (World's 12th largest) and the Greater Bay Area which also include Guangzhou and Shenzhen etc. With GDP total USD 1,669 billion in 2020, the Bay would have ranked the World's 14th largest economy.

Pre-pandemic, Hong Kong often ranked World's 11th /12th largest and Asia's 3rd / 4th largest source market by total international travel spending, and with very high per capita outbound spending (Tables 3).

Table 3: World's / Asia's Top Markets by Outbound Spending in 2019

World Ranking & Market	Int'l Tourism Expenditure		Population (Million)	Expenditure per capita	
	US\$ Billion	Asia Ranking		US\$	Ratio
1 st China	254.6	1 st	1421.8	179.1	1.0
9 th South Korea	32.3	2 nd	51.8	623.6	3.5 times
12 th Hong Kong (China)	26.9	3 rd	7.5	3586.7	20.0 times

Like real market, ITE visitors move around booths and stop where of interest. For optimal result, we hold Press Con 7 to 10 days before opening; Media Preview in last Move-in day; and offer free and optional B2B and B2C programs before opening and at fairground.

Media Preview: A free service, exhibitors can apply and be included in program distributed to attending media for interview or filming in the afternoon of last move in day.

Practical B2B Program, for example, includes:

- ✓ Free entry in pre-show e-newsletter to pre-registered trade visitors and media;
- ✓ Exhibitor can rent purpose built seminar rooms inside exhibition halls to hold own trade seminar;
- ✓ Free online promotion of exhibitor's own trade seminar before opening;
- ✓ Speaking opportunity in Theme Travel Seminar;
- ✓ Sponsorship/advertising in Special Display on certain Theme Travel in fairground;
- ✓ Optional Business Matching for official pavilion.

B2C: Public Days gather tenths of thousand Premium FIT

- ✓ Worthy targets whose pent-up demand strong and sustainable - 70% choose only FIT; in coming year 68% to spend more on travel and 50% take 3 or more outbound holiday.
- ✓ They visit ITE to plan and/or book outbound holidays in coming months.
- ✓ Cost Effective Public Promotions – convert area for meeting in trade days for panel display with QR Code, photo cell or video show in public days.
- ✓ Can sell direct to consumers in public days (check related laws).
- ✓ Held around 90 seminars in public days with many full and most popular one drew nearly 200 audiences. Exhibitors welcome to apply for free seminar session.

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, Seminars, 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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