

Program & Services



- Promotion and Publicity reaching both Travel Trade, Corporate and FIT – possible highlights in ITE official social media, press release, e-Newsletter, fairground, etc
- Exhibitor listing online for registered buyers and trade visitors to be reached out via portal
- Showcase opportunities like MICE, Youth, Family Travel etc
- Exhibitor can rent seminar rooms inside halls to hold own trade seminar / event in B2B days or apply a free session (25 min.) in B2C days.

What's More!

Exhibitors can ride on following to enhance your visibility and presence:

Business Matching



Sellers approach Buyers who seated by interested market.

Press Events



Welcome to participate ITE pre-show Press Conference / Media Preview Tour

KOL Networking



Get together with KOLs who also tour exhibitor stands. Over 50 KOLs / Bloggers, many held seminar / workshop

Trade Delegations (Incl. Networking, Group Visits)



Trade delegations from different Guangdong GBA cities



Speaking Opportunities



Quality visitors, popular seminars each drew over 100 audiences

Record-Breaking ITE25

No. of Trade & Public Seminars Held: **135**

No. of Audiences Attended: **9224**

Exhibiting

Raw Space @US\$470/m²
min. 18m²

18m² (2-side open) i.e.
US\$470 x 18m² x 1.05*
= US\$8,883

Shell Scheme Options

Standard A



@US\$510/m² *

Standard B



@US\$530/m² *

* Frontage surcharge (Raw space / Standard booths applied):
2-side open +5% | 3-side open +7.5% | 4-side open +10%

For more details, please visit: www.itehk.com



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40 Years of Togetherness



ITE HONG KONG

Great Int'l Sourcing for
Asian Trade & Premium FIT

~ Global Exhibitors | Separate Trade & Public Days | KOL Networking ~

The 40th ITE (Leisure) & The 21st ITE MICE

11-14 JUNE 2026

B2B : 11-12 JUNE | B2C: 13-14 JUNE

Hong Kong Convention & Exhibition Centre (Hall 1)



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



Supporters



First launched 40 years ago, ITE started since Covid-19 holding live edition in 2021. With international exhibitors ITE drew Asia travel trade and premium FIT in separate trade and public days.

ITE 2025 had 88% exhibitors and 53% buyers trade visitors (including trade delegations) from outside and overseas.



Exhibitors

Int'l Exhibitors attract Regional Trade Visitors

502 Exhibitors (88% from non-Hong Kong)

64 Exhibiting countries & regions

Asia	42
Europe / Americas / Pacific	15
Africa / Indian Ocean / Middle East	7

Buyers / Trade Visitors

2 Trade Days (B2B)

7626 Buyers & Trade Visitors (53% from non-Hong Kong)

by Geography

Hong Kong	46.8%
Mainland China	33.0%
- Guangdong Province (20%)	
- Other provinces (13%)	
Overseas, etc	20.2%

by Sectors

Travel Agents /	45.7%
Tour Operators/OTA	
Other Tourism Sectors ...	32.9%
MICE / Corporate	15.3%
Media	6.1%

Public Visitors

2 Public Days (B2C)

70212 Mainly Premium FIT (Free Independent Traveler)

Frequent travelers; 91% keep/higher travel spending

ITE Survey 2025 collected 4242 replies.

Frequency of Outbound Overnight Leisure Holiday in 2025

Number of Holidays	First half of 2025	Second half of 2025
3 times or more	48.2%	42.8%
1 - 2 times	45.7%	54.5%
Zero	6.2%	2.7%

ITE HONG KONG 2026 covers GBA & Other Asia

The **Greater Bay Area (GBA)** has 11 Chinese cities like:
1. Guangzhou 2. Hong Kong 3. Macao 4. Shenzhen

70% ITE trade visitors from GBA - World's 12th largest economy



Guangdong-Hong Kong-Macao Bay Area

HK Outbound (OB) Fully Recovered in 2024

Ranked **World's 14th largest** by OB spending in 2024. Quality Recovery, spending more recovered than departure in 2023.

Year	OB Spending US\$ (Billion) **	Number of Departures (Million)
2024	28.9 (107.4%)*	104.7 (110.6%)*
2023	22.7 (84.4%)*	72.2 (76.2%)*
2019	26.9	94.7

NOTE: (*) Recovery Percentage against 2019 **Source: UNWTO Tourism Barometer May 2025

Trip.com: Quality travelers from HK

- Booking to Paris for Summer 2024 (Olympics) doubled;
- Explore niche destinations and prefer quality lodging in 2024.



Great Business in ITE!

Onsite Booking / Purchase**43%**
Source Niche/New Destination.....**53%**
Attend Onsite Seminar**31%**

Many to book / pay via mobile



Interested / Planned Destinations for Second Half of 2025

Mainland China + Macao + Taiwan	57%
North & North East Asia	57%
South East Asia	27%

Central & West Asia	5%
Outside Asia	32%

Educated & Mature

University or above**50%**
Post-secondary**23%**
Working Age (25 – 59yrs old) ...**76%**

