

ABOUT ITE Hong Kong

Int'l Sourcing Platform for Asian Trade & GBA's Quality FIT

Annual travel exhibition features separate B2B and B2C days & programs, with **94% of exhibitors** and **54% of buyer trade visitors** from outside Hong Kong.

ITE2026: Key Figures

Exhibitor	Exhibiting Countries & Regions
602	69
Buyers & Trade Visitors	Public Visitors
8,442	74,170

B2B - Trade Visitors Profile

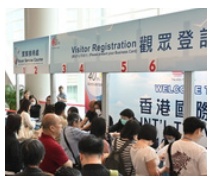
Hong Kong - 46.3%
Mainland China - 36.3%
Overseas - 17.4%

BY
Origin



Travel Agents / Operators - 53.9%
MICE / Corporate - 21.9%
Other Tourism Industries - 18.1%
Press / Media - 6.1%

BY
Sector



B2C - Public Visitor Profile

- 70%** took multiple outbound holidays in 2026
- 91%** keep / increase their travel budget in 2026

Frequent
& Affluent
Travelers

Short Haul 86% prefer FIT
Long Haul 69% prefer FIT

Greater Bay Area (GBA) WEALTHY MARKETS

GBA—an economic powerhouse that includes China's top cities such as Hong Kong, Shenzhen and Guangzhou....had a combined GDP of **US\$2.15 trillion** — ranking as the world's 10th largest economy—and a **population of 87 million**.

China's Wealthy Regions

- High-Net-Worth (HNW):**
Families with a total net worth of **RMB 10 million** or more
- China's Top Three Cities by HNW Families** (each with over 200,000 HNW families)

TOP 3

- Beijing,
- Shanghai,
- Hong Kong**

Source: Bank of East Asia (BEA)•Hurun Wealth Report 2025

Region	% of China's population	% of China's HNM families
Hong Kong	0.53%	10%
GBA	6.3%	25%

HK OUTBOUND MARKET LARGE & QUALITY

In 2025, HK ranked the **world's 15th largest market;** and generated **US\$30.3 billion** in outbound spending. Residents driven an averaged **15.65 departures** per person with high per capita outbound spending.

Year	Total Departures (Million)	Int'l Tourism Expenditures (US\$ Billion)*
2019	94.7	26.9
2023	72.2	22.7
2024	104.7 (+45.0%)	28.5 (+25.6%)
2025	117.5 (+12.2%)	30.3 (+6.3%)

**HK Residents:
Departure & Outbound Spending**

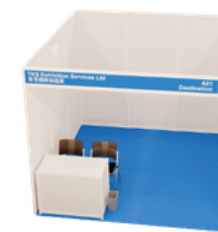
* Source: UNWTO World Tourism Barometer • May 2026



Exhibiting Packages



Raw Space @US\$485 /SQM*



Standard Shell A

@US\$530/SQM*



Standard Shell B

@US\$550/SQM*

* **Frontage Surcharge:**

2-side open + 5%; 3-side open + 7.5%; 4-side open + 10%

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MEET BOTH B2B TRADE & PREMIUM FITS AT ITE

Offers dedicated **B2B** and **B2C** sessions to ensure **high-quality attendance**. While B2B **trade networking** remains essential, the growing **dominance of FITs** and private tours are impossible to ignore.

B2B Programs

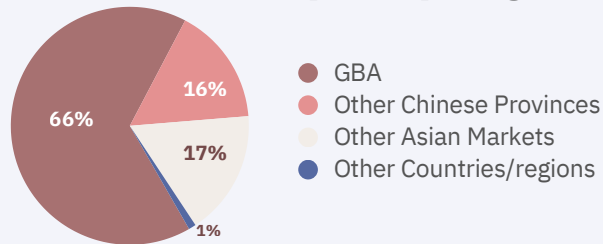
Trade Buyers from Multiple Asian Markets

Facilities in Halls

1 Main Stage

4 Seminar Rooms

ITE2026 Trade Buyers by origin



Special Pavilions / Programs to attract Target Clients



Junior KOL Catwalk
Targeting Affluent Parents



ICE & SNOW Pavilion

Exhibitors may apply for
25 Minutes Free Session

2026 MAR-JUL ITE Website Traffic

Total	Monthly Average	June Traffic
881,000+	176,000+	290,000+

Exhibitor held Workshop / Seminar in Halls

Exhibitor held Presentation/Performance

KOL Tour around Exhibitor's Stands

Held 3 Business Matchings

Free Flow, Buyer meet Seller at Stand

B2C Programs

Visitors are Frequent & Affluent Travelers

120+
Seminars

10,000+
Audiences

Public Visitor Profile



Mature

79% aged 35-59



Well-educated

52% University educated

43%

Interested in Onsite Booking* with mobile

*Exhibitors must ensure compliance with local sales regulations.

International Travel Expo
ITE HONG KONG
香港國際旅遊展

ie mice
travel expo
商務會獎旅遊展

The 41st Hong Kong International Travel Expo
& The 22nd MICE Travel Expo



ITE HONG KONG

10-13 JUNE 2027

B2B: 10-11 June B2C: 12-13 June

Hon Kong Convention & Exhibition Centre (Halls 3)

www.itehk.com

Ministry of Culture and Tourism, P.R. China organizes the largest official pavilion in ITE, with tents of provinces and municipalities, and hundreds of exhibitors

Organizer

TKS
Exhibition Services Ltd.
匯眾

Supporters

HONG KONG
TOURISM BOARD
香港旅遊發展局

ITC
TRAVEL INDUSTRY COUNCIL
OF HONG KONG