

Warm Welcome to the 2nd Youth Study Tour Itinerary Design Competition ITE Hong Kong 2024 – the 38th ITE (Leisure) & the 19th ITE MICE

Study tour better students' understanding of culture and interaction with the locals. Via implementing the itinerary help not only in deepening such understanding but also developing planning skills!

On the success of its first competition last year, the organizer of ITE Hong Kong, TKS and ILEA Asia Chapter will again cooperate to hold the **2024 Youth Study Tour Itinerary Competition (The Competition)** which will have its Awards Presentation Ceremony in ITE Hong Kong 2024 at Hall 1A-1E of Hong Kong Convention and Exhibition Centre (HKCEC).

The 1st Youth Study Tour Itinerary Design Competition in 2023, which opened to both secondary and primary schools, been a big success! It drew 66 teams with over 200 students and teachers, and its Award Presentation Ceremony was well attended also by parents etc.

While further details will be announced in due course, the 2024 Competition will have awards for different categories covering both short-haul and long-haul itineraries. There will be sessions for briefing on the Competition and for sharing on itinerary planning by industry leaders, which participating schools are welcome to join.

The submission timeline of the Competition will be around end April / early May while the Awards Presentation and winner displays will be happening during ITE Hong Kong 2024.

The Competition is organized jointly by ILEA Asia, which the Asian chapter of the International Live Events Association (ILEA), the Windshield Charitable Foundation which with several centers in the city provide services on youth and community development, Uni-plannet Travel which a travel agent with Dr. Chloe Lau as director, and the annual Hong Kong International Travel Expo (ITE) which been held in June for well over 35 years.

The Judging panel consists of industry leaders and chaired by Dr. Chloe Lau, who with over 15 years of experience on international exchange and study tour, is currently the President of ILEA Asia and director of Uni-plannet Travel, and formerly Assistant Professor and Programme Leader at the School of Hotel and Tourism Management of the Hong Kong Polytechnic University.

“Focusing on students making their own choice and planning their own itineraries, the Competition responses to the Chief Executive’s recent policy address underlining the need to promote more exchange activities through study tours”, commented by Dr. Chloe Lau. Echoing her comment, Mr. KS Tong, Managing Director of TKS which organizes ITE Hong Kong, “welcome cooperation on the timely Competition which focus on an important topic”.

ITE Hong Kong 2024, which incorporate the 38th ITE (Leisure) & the 19th ITE MICE will be held from June 13 to 16 at HKCEC, is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board, Macao Government Tourism Office, travel and MICE trade associations as Supporters. Its first two days for trade only and last two days open to the public.

For detail and enquiry of the Competition, please visit <https://www.uni-plannet.com/whats-on> or email to chloe.lau@ilea-asia.org.

For details and enquiry of ITE Hong Kong, please visit www.itehk.com or email: travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | WeChat: [itehongkong](https://www.itehongkong.com) | Facebook: [itehk](https://www.facebook.com/itehk).