

ITE Hong Kong 2024 Forwarding to Full Recovery Rediscover the World

The highly international cover Leisure & MICE Travels

Separate quality B2B & B2C Programs for Regional Trade Professionals & Premium FIT

ITE, Hong Kong's only international and Asia's leading outbound travel fair, will this year add 20 newly exhibiting countries and regions (ECR) half of which from outside Asia! Indeed, ITE gets even more international in 2024 while last year, it drew nearly 500 exhibitors from 59 countries and regions. Theme for ITE this year is **<Forwarding to Full recovery>**!

Comprising the 38th ITE (Leisure) and 19th MICE Travel Expo, ITE Hong Kong 2024 will be held from June 13 to 16 at Halls 1 of Hong Kong Convention & Exhibition Centre (HKCEC) with first two days for trade and last two for public. In fact, ITE2024 will also be bigger, using 5 halls instead of 4 in last year. Each year since 2021, physical ITE been held in HKCEC and ITE2024 will be its 4th post-pandemic edition.

Again, ITE is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board and Macau Government Tourism Office etc. as supporters.

ITE 2019 vs 2023

Key Statistic	Exhibitors	Trade Visitors	Premium FIT
ITE 2019	675 (88%)	11613 (37%)	73665
ITE 2023	499 (90%)	5932 (25%)	55925

Notes: % in () from abroad

ITE2024 – Highly International Exhibitors

One major theme of ITE this year is **<Rediscover the World>**, which well received. The twenty new exhibiting countries and regions (ECRs) this year, which include official pavilion / stand and independent exhibitors, have over half from outside Asia.

ITE has many repeating official pavilions and exhibitors, some of which kept the presence even in the pandemic years. In particular, those from neighboring countries and regions, and northeast Asian destinations will again maintain their significant presences in ITE2024, both by scale and by number of co-exhibitors.

To better portray their unique offers and attractiveness to travelers and reflect regional differences, provinces and cities of China increasingly stage their own pavilions each of which often has its own design that can be completely different from others. The panoramic China Pavilion, which again the largest in ITE, will likely stage more cultural performances too.

The new ECRs include official pavilion / stand and independent exhibitors, and over half of them from outside Asia. They are **Bulgaria, Cuba, Ethiopia, Germany, Iceland, Iran, Indonesia, Jordan, Kazakhstan, Kyrgyzstan, Kenya, Mariana, Pakistan, Poland, Seychelles, South Africa, Spain, Slovenia, Syria, Tajikistan, Tanzania, Turkmenistan, Uzbekistan, and Zagreb of Croatia.**

Overall, we are expecting over 500 exhibitors from over 60 countries and regions, which include official pavilions and independents, with some 80% from outside and overseas.

ITE2024 promote In-depth & Theme Travel

ITE been promoting in-depth and various theme travel. This year, themes of **Sustainable Tourism, Ice & Snow Tourism, New Destinations** and **Night Markets** etc. will be highlighted through, say, specific Info/Photo Corner. In addition, there are the Winners Display of the Study Tour Itinerary Design Interschool Competition, seminars / booths by NGOs like VOLTRA and CHI HENG FOUNDATION etc.

ITE2024 Trade Day Highlights

Starting the trade days is the Opening Ceremony on June 13 at 11.00 am, which will be officiated by Mr YEUNG Yun-hung, Kevin, GBS, JP, Secretary for Culture, Sports and Tourism Bureau of the HKSAR Government. However, ITE will open to all trade visitors from 10 am so guests can walk around the pavilions and stands before the Opening Ceremony starts.

Other trade day highlights include **Destination presentations** by repeating and new official pavilions and/or exhibitors; **<Industry Forum of Technology propelling Sustainable Tourism>** which features speakers from corporations and academics; and others on theme travel etc.

The official seminar of **<Major Changes for Travelers crossing EU borders>** in the **Entry/Exit System (EES)** and the **European travel authorisation (ETIAS)**, perhaps, is the first of its kind in post-pandemic Asia! In the seminar, audience can find out what they mean for travellers and the entire tourism industry; learn why the changes are made; how to apply; how they affect operators, agents and carriers; possible scams and how better avoiding them, and source for further info. **Izabella Cooper**, who is head of Outreach and Stakeholder Management, **ETIAS Central Unit at Frontex - the European Border and Coast Guard Agency**, will be the **speaker**.

Seminars in ITE are often free unless stated otherwise! As seating capacity limited, advisable to pre-register first as trade visitor then for seminars of interest to ensure a seat at www.ithek.com.

In the first 1.5 days, travel trade and professionals are required to register for admission. Successfully pre-registered online can enjoy free admission. For many years ITE been adopting a free flow format which similar to live market sellers meeting buyers and visitors mainly at the booths.

Public Days – Travel Info, Idea, Trip Planning, Great Shopping & Fun

Public visitors of ITE, who many are premium FIT, will find in our public days a travel extravaganza with many items or programs coming from abroad and not normally available in Hong Kong!

For examples! **Great shopping** as available for choosing are hundreds of exhibitor / service supplier of whom many directly from overseas who thus in good position to provide relevant and latest last mile info! Or gathering **new travel ideas / products** by inspecting the exhibits, talking to exhibitors from different parts of the world, and visiting special theme displays!

Inside the exhibition halls are several purpose built seminar rooms and held there in 2 public days are 80 o 100 informative and interesting travel seminars with speakers either experts or KOLs. For the travel enthusiasts who take multiple outbound holidays in a year, these seminars can be great help for **planning future holidays**.

Enjoying travel fun! On and off the purpose built grand stage are cultural performances and mascot shows by exhibitors from outside and overseas. In booths are games or lucky draws to win souvenir, distribution of free travel maps and handy guidebook, and of course face to face Q & A etc. Specially designed pavilions, special displays and photo booth for great photo! Also, we expect more KOLs to appear in ITE this year.

DETAIL / ENQUIRY: www.itehk.com; email travel@tkshk.com; WhatsApp: +852 6936 1271; | wechat: [itehongkong](#) | Facebook: [itehk](#)

ITE 2024 OPENING HOURS AND ADMISSION

Show Date	Admission	Opening Hours & Admission Fee
Jun 13 (Thu)	Trade / MICE / Corporate only ^(T)	10:00 – 18:00 (HK\$70)
Jun 14 (Fri)	Pre-register online www.itehk.com/Visitor	10:00 – 18:00 (HK\$35)
Jun 15 (Sat)	Public ^(P) www.itehk.com/Public	10:00 – 19:00 (HK\$25)
Jun 16 (Sun)	www.facebook.com/itehk	10:00 – 17:00 (HK\$25)

T: Aged 18 or above Trade Travel and Professional who are required to render business card at onsite registration counter. Alternatively, they can visit after 2pm on June 15 simply by paying admission fee without registration.

P: Pay by Octopus or render complimentary ticket for admission.