



ITE Covers Major Source Markets of Hong Kong and Mainland China

The Greater Bay Area, (GBA) which includes China's 11 major cities like Hong Kong, Shenzhen and Guangzhou etc., has combined population of 86 million and GDP of US\$1.9 trillion (comparable to world's 10th largest economy).

In the first eight months of 2023, Hong Kong residents made 42.66 million departures, the city in 2019 spent US\$26.9 billion on outbound travel and ranked world's 12th largest source market.

ITE 2019 had 11613 buyers and trade visitors in two trade days, many of them from GBA cities in Guangdong.



Visit www.itehk.com for latest outbound news / survey reports

EXTENSIVE MEDIA COVERAGE

Pre-show press conference, Press Preview and show period were well attended by media result in extensive reporting, print and online, on newspapers, portals and TV.



EXHIBITING PACKAGES



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)
18m² at US\$8,280*

* Frontage surcharge:
2-side open +5% | 3-side open +7.5% | 4-side open +10%

Special Package for Promoting Theme Travel

ITE been promoting various theme travel effectively say by seminars and special display, which exhibitors can take part through following package which on occasion may also be open to application by non-exhibitors who shall pay an extra premium.



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



ITE HONG KONG

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

13-16 JUNE 2024

B2B: 13-14 JUNE | B2C: 15-16 JUNE

Hong Kong Convention & Exhibition Centre (Hall 1)



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ITEHK



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

Organizer
TKS 匯眾
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Supporters



Reconnecting the Post-Pandemic Travel Worlds

Among Asia's earliest, the annual ITE Hong Kong will hold its **38th edition in June 2024**.



A proven platform, it been holding post-pandemic live editions since 2021. Its 2023 edition, which occupied 14000 sqm of space and back to around 80 percent pre-pandemic 2019, attended by local and regional travel trade and premium FIT in separate days.

2023
VS
2019

Live ITE been held in 2021, 2022 and 2023 which overall back to 80% pre-pandemic level.

Key Statistics Exhibitors Trade Visitors Premium FIT

ITE 2019 675 (88%) 11613 (37%) 73665

ITE 2023 499 (90%) 5932 (25%) 55925

Notes: % in () from abroad

No. of Participating Countries & Regions: **59**

Geographic Breakdown

Asia	71%
Europe	15%
Africa / Middle East	7%
Americas / Oceania	7%



ITE 2023
Figures

Combining Trade, MICE & Premium FIT by Separate Days & Promotions

2 Trade Days

Meet Regional trade
from various markets and sectors
Requires registration

By Geography



By Sectors



By Interest on Destination



Flexible and Effective Trade Program

In trade days are for examples trade seminars of which some co-hosting with trade associations; and meetings between buyer and seller etc. Exhibitors can rent seminar room inside exhibition halls for own trade seminar and enjoy free pre-show online promotions by the organizer. Modeling on free market for effectiveness, ITE now adopt a free-flow format.



2 Public Days

Meet Premium FIT
who book and/or plan Future Holidays

Education	
University or above	46%
Post-secondary	24%
Travel preference	
FIT	70%
Package Tour	8%
Fifty-fifty	22%

“ 2023 Survey confirmed ITE's public visitors are of high quality with absolute majority to spend more on travel and take multiple holidays in coming year. ”

No. of outbound holiday in coming year	
1-2 times	58%
3 times or above	39%

Travel Spending in coming year	
Increase spending	68%
Same spending	29%



For premium FIT, June date of ITE good for booking summer holiday.



ITE 2023 were over 80 travel seminars, the most popular ones could draw over 500 audiences including standing and seating.