

## Get useful tips and great ideas from KOLs at the ITE Travel Expo

Local | 11 Aug 2022 8:00 am



In addition to collecting useful information and enjoying cultural performances, visitors to this year's International Travel Expo (ITE) can gather practical tips and up-to-date data from the assembled experts and KOLs.

Organized by TKS Exhibition Services Ltd., ITE 2022 will be held from August 18 to 21 at Halls 3D-3E of the Hong Kong Convention & Exhibition Centre.

This year's ITE features exhibitors from some popular destinations including Japan, South Korea, Taiwan, Thailand, the mainland, Macau and Hong Kong. At their travel seminars, KOLs and veteran travelers will share their valuable experience and expertise on must-see attractions and trendy activities.

Fancy touching base with South Korea to explore K-pop culture and enjoy great food? Join the host of seminars featuring popular KOLs including Lillian Sze, Jade Chin, Celia and Suki Yeung, organized by the Korea Tourism Organization Hong Kong Office. The knowledgeable KOLs will show you what to explore in Busan, Joenju and Jeju, including new K-movie filming sites, underrated attractions and photo spots, as well as newly-discovered delicacies.

Taiwan has recently won accolades in a number of international coffee competitions, so coffee lovers must make a point of visiting its pavilion for coffee-themed seminars where experts will show you how to follow coffee fragrance to scenic mountain plantations.

Those on the hunt for the elusive Aurora Borealis (the Northern Lights) are in luck as there is a 98% chance of seeing this natural wonder in Yellowknife Canada! Polar travel information will also be introduced, including winter activities like ice fishing, snow mobile and dog sledding. Learn how to capture the exciting lights on camera from Astrolink's experts; they will teach the essentials in astrophotography - equipments, filming locations, celestial targets and post-processing techniques.

With the well-developed high-speed rail network on the mainland, Sunny Wong, the travel agent turned KOL, will share tips on mobile-ticketing for short and long rail trips, while adventure-seekers will be thrilled by Travel Chung's talk on Afghanistan and the China-Pakistan Highway.

For more, visit the numerous prefectures featured in the Japan pavilion - Saitama, Hyogo, Nagasaki, Niigata, Yamagata and Kagawa, along with regions of San'in and Kita-Kanto, and take photos with the adorable mascots stationed there. Missing Bangkok for its vibrancy, tasty eats and great fun? Check out KOL Boris Li's sharing session for a glimpse of what Bangkok has in store these days!

It's always a good idea to pay attention to travel safety. Before heading off, travelers must learn about travel alert, consular protection and services, registration of travel info and mobile applications. All of these items and more will be discussed in the seminar by the Assistance to Hong Kong Residents Unit of the Hong Kong Immigration Department.

Only registered visitors can visit the travel fair on Aug 18 and on the morning of Aug 19, while for the remaining days and sessions, visitors can buy tickets at the entrance for admission.

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**Hong Kong Convention & Exhibition Centre (Hall 3D-3E)**

18 Aug (Thu) | 10:00 – 18:00 | HK\$70 | By Registration only

19 Aug (Fri) | 10:00 – 14:00 | HK\$30 | By Registration only

19 Aug (Fri) | 14:00 – 18:00 | HK\$30 | By Ticket Admission (Octopus / Complimentary ticket)

20 Aug (Sat) | 10:00 – 19:00 | HK\$20 | By Ticket Admission (Octopus / Complimentary ticket)

21 Aug (Sun) | 10:00 – 17:00 | HK\$20 | By Ticket Admission (Octopus / Complimentary ticket)

*\*Admission stop 30 minutes before the announced daily closing time of the Exhibition.*