

## News Clipping 新聞剪報

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### Exciting travel destination galore at ITE Hong Kong 2019 Trade and MICE Seminars



Combining the 33rd ITE (leisure) and 14th ITE MICE, ITE Hong Kong 2019 will be held from June 13 to 16 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre in Wan Chai. The first two days of the exhibition will be available for trade and professionals only, whilst the public can visit the exhibition on the last two days.

The seminar series on June 13 and 14 will cover various topics, including Destination, Theme & Traveling Tips; MICE & Corporate; and Social Media & Content Marketing; and more. Visitors can look forward to seminars on the topics of the trending themed destinations which are ideal for travellers who wish to combine work and leisure, or MICE travellers.

Don't miss out on the Spanish pavilion which will present a bounty of brand new itineraries, as well as Moscow pavilion which will showcase the city's beauty of traditions and modernity. Immerse yourself in the magic of aurora in Lapland, Finland and Murmansk, Russia. Indulge in the once in a lifetime experience of savouring Arctic seafood such as king crab under the backdrop of the majestic aurora in Murmansk, Russia.



Another highlighted in-depth seminar is the 'Forbidden City' seminar presented by Chinese National Geography. Visitors will be amazed by its Chinese oriental and exceptional architecture, and presentation of royal life from the aspects of food to daily living.

Visitors who want to add an extra spice to your journey, don't miss out on Adventure in Somalia. While security in Somalia has been improved since 2002, travellers can visit war relics including the world-famous Black Hawk Down site, and be immersed in the country's culture and its beautiful coastline.

For those who want to go green, try visiting Madagascar, the world's 4th largest island off Africa, for her unique fauna and flora including cute lemurs, fascinating chameleons, Baobab trees and more. Or visit Myanmar, Mongolia and Cambodia for their great heritage and history.

Want to know Japan's latest travelling trends? The Japan seminars will fill you in with every new trends that you need to know, such as the hottest destinations like Okinawa and the Yaeyama Islands which are known for their clear water,

as well as the entertainment aquarium near Haneda Airport, while JNTO introduces new flights and new destinations in the country.

A close-to-home MICE destination is Macau. The Macau seminar will cover the destination's new hotels, team building activities, incentive entertainment, event venues and government incentives to incentive travel.

To enter the huge China market, learn how Chinese acquire info and build travel branding with popular bloggers. In the seminar, speakers will explain on how to work with travel channels in Chinese TV stations to attract tourists

For those who are interested in combining corporate responsibility with incentive trips, Chi Heng Foundation will explain its Walk for Chalk fundraising event and various Volun-tourism programs at the foundation's seminar.

Want an exciting new venue? Don't look further as Dream Cruises and its experienced team will show you their incredible array of facilities on board events, available for groups of 8 and up to 999 guests. For more local insights, Hong Kong Discovery will share their experience on how activities outdoors can facilitate trainees to exercise on what they have learnt about team building in the classroom environment.

In ILEA green travel forum, MIX, Asia's creative meetings magazine, and distinguished panels will share their views and experiences on how operators can leave a positive legacy with local communities at their chosen destinations.

#### ITE HONG KONG

<b>Venue</b>	Hall 1A-1E, Hong Kong Convention and Exhibition Centre
<b>Date</b>	13-16 June, 2019
<b>Trade only</b>	13-14 June 1000-1800
<b>General public</b>	15 June 1000-1900, 16 June 1000-1700 (visitors can purchase tickets at the entrance)
<b>Website</b>	www.itehk.com (Trade) www.travelexpo.com.hk (Public)