

Happy globetrotting at ITE

Those with itchy feet and camera-ready must not miss the city's most colorful and definitive travel fair, the International Travel Expo (ITE) Hong Kong, to be held from June 13 to 16 at halls 1A to 1E of the Hong Kong Convention & Exhibition Centre in Wan Chai.

Spanning some 150,000 square feet in area, the travel extravaganza is a goldmine of information and entertainment hub for vacationers. It is open to trade and professionals only on the first 2 days from June 13 to 14, and to the public on June 15 and 16 when tickets can be purchased at the entrance.

Organized by TKS Exhibition Services Ltd., ITE is supported by China's Ministry of Culture and Tourism, Hong Kong Tourism Board, Macao Government Tourism Office, the Travel Industry Council Hong Kong, and other tourism boards and associations of the travel and MICE trade.



Informative and entertaining

Business matching for quick dating between sellers and buyers will be organized for June 13 and 14. Professionals can look forward to forums on MICE, including 'The business case for green travel & events' organized by MIX, a creative meetings magazine for Asia, and ILEA (International Live Events Association) Hong Kong Chapter; a trade forum on the subject of 'One Belt One Road' by The Commercial Daily; plus a host of other specialist seminars.

There will be trade seminars on new destinations and travel themes. June 14 is designated as MICE Day when seminars will cover various topics such as volunteering tourism.

On June 15 and 16, public visitors can take part in a lucky draw with the fabulous Grand Prize of two round trip economy class tickets to Mauritius by Air Mauritius, paired with 2 nights at Constance Belle Mare Plage and 2 nights at Constance Prince Maurice for a total worth of over HK\$65,000.

The 4-day carnival will feature as many as 680 exhibitors with 85% from abroad, covering 57 countries and regions from Asia, Africa, Europe, the Americas and Oceania. Visitors planning for their next vacation will find a treasure trove of information to help make up their mind. They will also be entertained by a kaleidoscope of spectacular programs, including seminars by popular travel hosts sharing their interesting experiences or tips, as well as cultural performances from abroad.





Alluring destinations

Many popular destination exhibitors are back in force with new attractions and innovative travel products this year at ITE Hong Kong, including Mainland China with over 100 booths, followed by Japan with 80 booths. Other active participants include Egypt, Hong Kong, Indonesia, Macau, South Korea; Taiwan and Taitung; Thailand; and many more.

Those looking for fresh ideas and exciting itineraries should keep an eye open for new destination participants, including Botswana, Madagascar, Somalia, Morocco and Tunisia in Africa; Colombia, Ecuador and Peru in Latin America; Moscow, Spain, Cyprus and the Czech Republic in Europe; Guam in the Pacific; and India and Myanmar in Asia.

The pavilion of mainland China offers an incredible array of choices with over 110 booths covering various provinces and cities. Look out for what the new China's High Speed Rail has to offer, as well as exhibitors and products from the Greater Bay Area. Public visitors should seize the many opportunities for special deals if they book tours on the spot on Saturday and Sunday.

The Japan pavilion comprises exhibitors from various prefectures, and as usual, they will be presenting a great variety of theme travel products many of which are tailored for FIT. Be sure to take part in games and activities organised on a mini stage at the corner of the pavilion.



Theme travel and exhibit highlights

Specially crafted for high-end travelers, in-depth and theme travel products include tours to the Galapagos Islands with the highlight on wildlife; Amazon expeditions for its biodiversity; Ice & Aurora tours in the Finnish Lapland; great train journeys through Russia's Siberia; visits to the Rescue Elephant Centre in Thailand; and Trekking in the Himalayas.

Archaeology enthusiasts can soak in the Mycenaean Greek culture in Cyprus. For a unique experience off the beaten track, try the snow-capped mountains, turquoise lakes in canyons and dunes of the great steppe around Almaty of Kazakhstan.

As a pioneer in Asia promoting theme travel, ITE helps spice up your travels by offering ten popular travel themes, such as cruising, green and sports tourism, culture and gourmet.

Immerse in educational fun while travelling. For greater sharing of travel experiences and more effective study tours, ITE is holding an Oxford Primary English Writing Competition 2018/19 in co-operation with the Oxford University Press (China), as well as a Chinese travel writing competition in collaboration with the travel magazine of China Travel.



ITE HONG KONG

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