

Huge Outbound Market, ITE Hong Kong 2024 draws Quality Visitors

ITE Hong Kong 2024 - 38th ITE (Leisure) & the 19th ITE MICE, which strongly supported by the Ministry of Culture & Tourism of China, will be held from **June 13 to 16** at Hong Kong Convention & Exhibition Centre (HKCEC).

Since 2021, physical ITE been held successfully each year in HKCEC. Specifically, ITE 2023 which used 4 halls of HKCEC already recovered to 80% pre-pandemic level.

ITE2023 drew 500 exhibitors with 90% from abroad; 6000 buyers and trade visitors with 1500 from mainland China and abroad and 56000 public visitors. Also, China (mainland), which took 150 booths thus 1.5 times pre-pandemic scale, staged the largest pavilion and there came some 1000 buyers and trade visitors.

Targeting full recovery, ITE 2024 will use 5 halls of Hall 1A to 1E of HKCEC, with its first two days only for local and regional trade (travel / MICE) while last two days for public who mainly premium FIT.

Hong Kong Outbound Growing ^(*1) From January to October 2023, Hong Kong air-tickets sales totaled HK\$15.1 billion while residents made 56 million departures, respectively 1.9 times and 70% pre-pandemic!

A Hong Kong survey conducted in November 2023 collected 4874 replies, found 72% respondent plan traveling abroad in the coming 6 months! During Christmas, Hong Kong travel agents staged 1400 outbound tour groups and northern Europe among the popular destinations.

Quality Market! Recent report of a survey which interviewed over 3,500 travelers from Asia Pacific found Hong Kong skiers spend an average of 588 EUR per day per person in skiing holiday, which the highest in the region. From recent Hurun Report, China has 2.11 million families with net worth of or above RMB 10 million. Over 10% of them lived in Hong Kong which has only 0.54% China's population.

Premium FIT in ITE ^(*2) Survey of ITE2023 public visitors with over 2000 replies found over 80% prefer traveling in FIT; 68% to increase travel budget and 39% to take 3 or more outbound holidays in coming year. In fact, they are mature and well educated.

Buyers & Trade Visitors from China ^(*3) The pre-pandemic ITE2019 drew some 2000 buyers and trade visitors from major Guangdong cities in China's Greater Bay Area (the Bay) and around 1000 from other parts of China. The Bay has a combined population of 86 million and GDP of US\$1.9 trillion which roughly world's 10th largest economy.

To be held in June, ITE good timing for selling travel products for summer and winter. While mainland China more concentrates in the Golden Weeks, Hong Kong's peak travel seasons are summer holiday, Christmas and Spring Festival.

ITE 2024 offers **B2B** and **B2C programs** each with optional and free services including assistance to hold trade / public seminar; pre-show and onsite publicity which include the pre-opening Press Conference held around 7 to 10 days before opening and Media Preview held in the afternoon of the last move in day; and Theme Travel promotions etc.; and 10% discount for payment before end February 2024.

This year, themes of Sustainable/Eco, Ice/Snow Tourism, Gourmet Tour, Arts & Culture, Destination Weddings, Youth Tour, Night Market, MICE and the Greater Bay Area etc. will be promoted for examples through trade forum/seminar, special display/education corner, public competition and winner display; and related social media promotion campaigns.

Organized by TKS Exhibition Services Ltd., the annual ITE has Hong Kong Tourism Board and Macao Government Tourism Office etc. as Supporters. For details, please visit www.itehk.com. For enquiries, please contact TKS via Email: travel@tkshk.com | WhatsApp: [+852 69361271](tel:+85269361271) | Wechat: [itehongkong](https://www.wechat.com/p/itehongkong) | Facebook: [itehk](https://www.facebook.com/itehk)

FOOTNOTE

(*1) Hong Kong Resident Departure (million) by month in 2023

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	ACCU.TOTAL
# departures	1.66	3.61	5.33	6.36	5.74	6.03	6.81	7.16	6.31	6.96	55.96

(*2) More on ITE2023 Public Visitors Survey

GENDER		AGE		EDUCATION	
Female	62.3%	Under 24	4.0%	University or above	45.8%
Male	37.7%	25 – 39	32.9%	Post-Secondary	23.6%
		40 – 59	48.8%		
		60 or Above	14.3%		

(*3) ITE2019: Regional Buyers & Trade Visitors

