



# 12-15 JUNE 2025

B2B : 12-13 JUNE | B2C: 14-15 JUNE  
Hong Kong Convention & Exhibition Centre (Hall 1)

## ITE HONG KONG

The 39th ITE (Leisure) & The 20th ITE MICE



### Hong Kong's only & Asia's Major International Travel Fair

## 2024 Overview

<b>Exhibitor</b>	<b>Buyers &amp; Trade Visitor</b>
<b>515</b>	<b>7023</b>
<b>Countries &amp; Regions*</b>	<b>Premium FIT</b>
<b>67</b>	<b>63027</b>

#### \*By Geography

Asia	64.2%
Europe	16.4%
Africa / Middle East	13.4%
Americas / Oceania	6.0%

The annual ITE, which in 2025 has its 39th edition since launching and the 5th physical edition since Covid-19, is a proven one-stop marketing and selling platform covering Hong Kong and other cities in the Greater Bay Area.

Highly international, ITE in 2024 drew 515 exhibitors (+3.2%) from all over the world with 87% from outside and overseas; kept separate days for regional trade and public (premium FIT) visitors which respectively 7023 (+18.4%) and 63027 (+12.7%); and used 5 halls.

Majority of the regional trade visitors were from China (mainland), particularly Guangdong cities in the Greater Bay Area. There were 20 new exhibiting countries and regions with around half from outside Asia. In fact, ITE Hong Kong more focus on outbound.



#### 2019 vs 2023 & 2024

Key Statistics	Exhibitors	Trade Visitors	Premium FIT	No. of Halls
ITE 2019	675 (88%)	11613 (37%)	73665	5
ITE 2023	499 (90%)	5932 (25%)	55925	4
ITE 2024	515 (87%)	7023 (46%)	63027	5

Notes: % in ( ) from outside Hong Kong

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Organizer

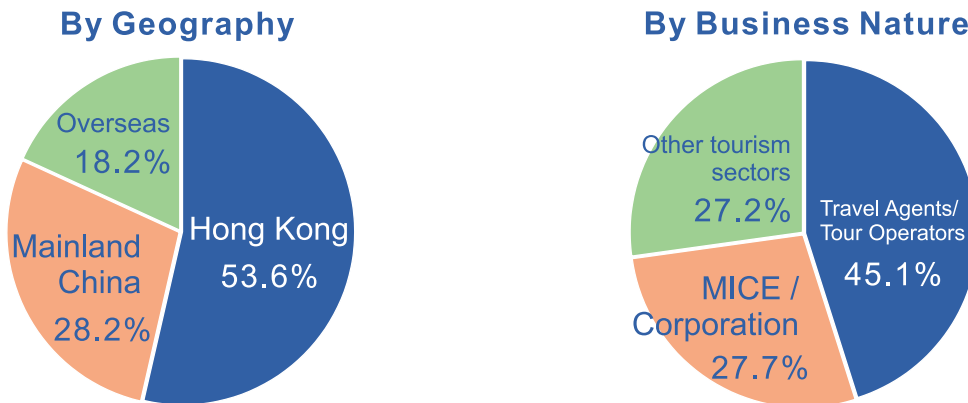


Strongly supported by the Ministry of Culture and Tourism of the People's Republic of China

Supporters



*Held in the two trade days (B2B)* were Business Matching to facilitate buyers quick dating with sellers though Free Flow remain the main format; **Industry Forum on Technology Propelling Sustainability**; **Presentations by destination**; **Seminar on Major Changes for Travelers crossing EU Borders**; and **Networking with KOLs** etc.



*Highly popular with ITE public visitors*, who mainly premium FIT, were the 80 travel seminars, which often well attended with some drew well over 100 audiences. Among the speakers were around 16 popular KOLs.

These premium FIT are highly educated, as survey found some 45% with university and another 20% post-secondary qualification; and nearly 70% to spend more on outbound travel in coming year.

In short, ITE public days (B2C) offer visitors, for examples, great shopping of travel products and ideas with hundreds of international exhibitors to choose from. Also, transactions can be settled by credit card, various types of electronic and online payment.

And offer great travel fun too as inside the halls were attractively decorated pavilions, photo booths, mascot shows, performances, lucky draw in booths, souvenirs and travel maps etc.



All photos are taken at ITE24



# EXTENSIVE MEDIA COVERAGE



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HONG KONG

ITE 2024 well attended media, and the result more extensive media coverage too, before and during the show period! For example, our pre-opening Press Conference held one week before opening was attended by a record of some 30 media around 40 reporters and journalists from TV and Radio stations, Dailies and Tabloids, and Social Media etc., resulting in extensive coverage.

# EXHIBITING PACKAGES

To help boosting recovery, rental of ITE 2025 remain at US\$460 per SQM for Raw Space so no change from 2019 to 2025.



**Shell Standard A**  
(US\$500/m<sup>2</sup>)  
9 m<sup>2</sup> at **US\$4,500\***



**Shell Standard B**  
(US\$520/m<sup>2</sup>)  
9 m<sup>2</sup> at **US\$4,680\***

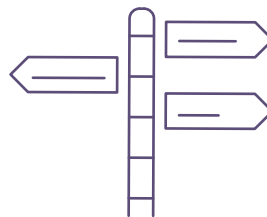


**Space Only**  
(US\$460/m<sup>2</sup>)  
18m<sup>2</sup> at **US\$8,280\***

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

# SPECIAL PACKAGES AVAILABLE

- Trade Seminar Package
- Themes Corner Sponsorship
- Special event on stage, etc



Contact us  
for more details!

Organizer



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