

LARGE & FAST GROWING MARKETS

HONG KONG

A quality market! Asia's 3rd / 4th largest market by pre-pandemic outbound spending and in 2023 recovery by spending higher than by departure.

Hong Kong Residents Outbound by Spending & Departure

Period	Spending US\$ (Billion)	Number of Departures (Million)
Jan-Dec 2023	22.7 (84%)*1	72.2 (77%)*1
Jan-Jun 2024	N/A	49.5 (+73%)*2

NOTES: *1 – comparing to 2019; *2 – comparing to 2023



Also, **bookings to Paris** and **five-star hotel** there by Hong Kong residents in 2024 summer respectively **doubled** and **up 32%** over 2023!

GBA

Including China's top cities like Hong Kong, Shenzhen and Guangzhou, the **Greater Bay Area**, which account 72% trade visitors, had combined GDP of USD 1.97 trillion and 86 million people in 2023.



<< Scan QR code / visit www.itehk.com for latest outbound news / survey reports

EXTENSIVE MEDIA COVERAGE

Well attended media before and during the show period result in more extensive media coverage too! For example, ITE 2024 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.



ITE 2024 Pre-show Press Conference was well attended by media



EXHIBITING PACKAGES

Raw space options with your own construction start from 18sqm



Space Only

(US\$460/m²)
18m² at **US\$8,280***

Standard package includes furniture, carpet, fascia board, spot light with electricity connection.



Shell Standard A

(US\$500/m²)
9 m² at **US\$4,500***



Shell Standard B

(US\$520/m²)
9 m² at **US\$4,680***

* **Frontage surcharge** (Raw space / Standard booths applied):
2-side open +5% | 3-side open +7.5% | 4-side open +10%

ADVERTISING / SPONSORSHIP

- ◆◆ Featured Destination
- ◆◆ Theme Corner Sponsor
- ◆◆ Networking Sponsor
- ◆◆ Print / Onsite / Onsite Advertising
- ◆◆ Official Status Partnership
- ◆◆ B2B / MICE / B2C Seminars Sponsor



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Asia's Leading International Travel Fair for Regional Trade & Premium FIT



ITE HONG KONG

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

12-15 JUNE 2025

B2B : 12-13 JUNE | B2C: 14-15 JUNE

Hong Kong Convention & Exhibition Centre (Hall 1)



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



Supporters





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.

ITE 2024 HIGHLIGHTS

STRONG REGIONAL VISITORS

Buyers & Trade Visitor	7023	Mainland & Foreign Visitors	46.4%
Premium FIT (Free Independent Traveler)	63027	Plan / Arrange Trips Independently	89.7%
Media Visitors	280+		

HIGHLY INTERNATIONAL EXHIBITORS

515 Exhibitors from 68 countries & regions*

- 87% non-Hong Kong
- Official pavilions from major NE Asia Destinations: Mainland China, Hong Kong, Japan, Macau, S Korea and Taiwan

*Exhibiting Countries & Regions

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

ITE MICE 2024 HIGHLIGHTS

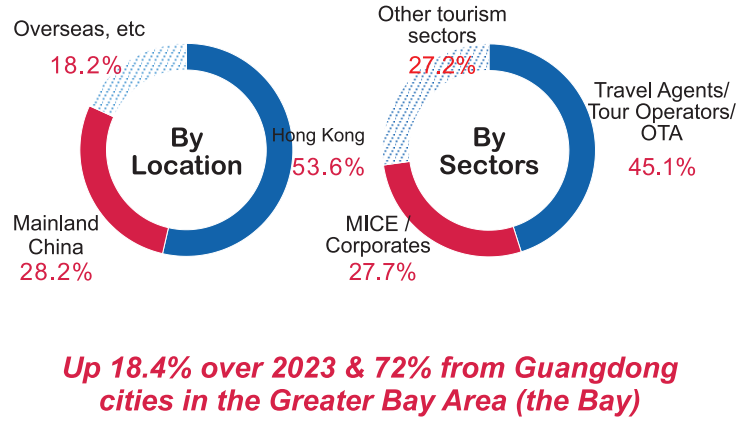
The 20th MICE Travel Expo co-location brings synergy beneficial to MICE exhibitors.

MICE Seminars | **Extra Promotions**

Related Exhibitors | **80**

MICE / Corporate Visitors | **1945**

Regional Buyers & Trade Visitors | **2 Trade Days** | **7000+**



Up 18.4% over 2023 & 72% from Guangdong cities in the Greater Bay Area (the Bay)

Hosted trade delegations from several Bay cities with 400 delegates

TRADE Events Highlights

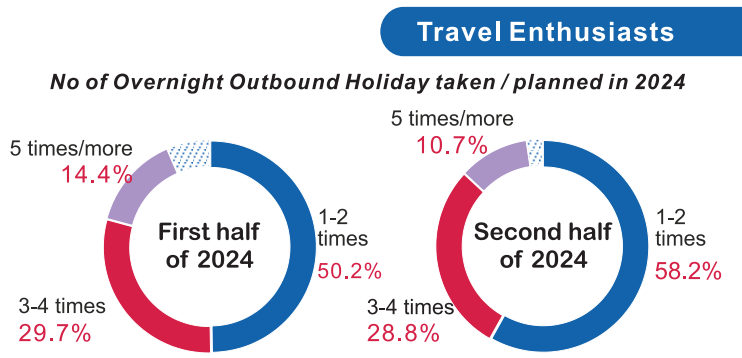
- >> Opening Ceremony
 - >> Business Matching
 - >> Trade Seminars on "New Destinations, New Policy, Travel Trend, Themes, etc"
 - >> Digital Marketing
 - >> KOL's Networking
 - >> Press Conference
 - >> Product Launch, etc
-

HONG KONG Premium FIT | **2 Public Days** | **63000+**

Besides of travel trade, ITE offers exhibitors "Unique Platform" to sell and/or promote directly to quality public visitors.

FIT also include private tour!

*Survey found ITE public visitors are mature with majority in working age with good education, travel enthusiasts taking multiple outbound holidays and well off with more money to spend on future travel!



Educated & Mature

60% plan to spend more on traveling

University or above	50.8%
Post-secondary	22.9%
Age 25 - 39	39.1%
Age 40 - 59	46.3%
Age 60 or above	9.6%

*Survey findings collect in June 2024 received 3740 online replies.

80+ Seminars in 2 public days

Most popular ones each drawing over 100 audiences.