

THE 23rd INTERNATIONAL TRAVEL EXPO THE 4th MICE & BUSINESS TRAVEL EXPO

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【11 – 14 Jun 2009】

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【11 – 13 Jun 2009】

Hong Kong Convention & Exhibition Centre

Key Statistics

1. **Gross Exhibition Space (sqm) 16000 (+6.7%)***

* Significant expansion by past exhibitors e.g. 11 official pavilions had expansions of double to triple digits.

2. **Total number of Exhibitors & co-exhibitors..... 610 (-6.9%)**

Hong Kong	20%
Abroad	80%

3. **Exhibitors – by Sectors**

Tourism Authorities	18%
Travel Agents / Tour Operators	20.5%
Business / MICE Travel	17%
Hotel / Accommodation Provides	14.5%
Information Technologies for Travel Industry	4.5%
Mean of Transportation / Carries	4%
Special Themes / Tourist Attractions	8%
Travel Publications	10%
Others	3.5%

4. **No of Participating Countries & Regions 44 (-12%)**

Asia	36.3%
Europe	29.5%
Americas & Oceania	16%
Middle East	11.4%
Africa	6.8%

5. **No of Trade & Corporate Visitors in trade days (11-12 Jun)..... 11240 (-12.8%) ***

* Jun 12 was more affected as UNWHO announced raising swine flu alert to the highest level on Jun 11.

(a) By Geography		(b) By Business Sectors	
China	14.3%	Travel Agents / Operators	54%
Hong Kong	77.5%	Corporate	18%
Abroad	8.2%	Media	6.6%
		Others	21.4%

6. No. of Hosted buyers 200 (from 15 countries / regions)

Asia & beyond	45.5%
China	54.5%

7. No. of Media 744

(a) By Geography		(b) By Type	
China	14%	Printed	57%
Hong Kong	82.3%	TV / Radio	17%
Abroad	3.7%	Online	10%
		Others	16%

8. No of Visitors in public days (13-14 Jun) 64400 (+12%)

9. List of Participating Countries / Territories

ABU DHABI*	CHILE	INDIA*	MALDIVES*	TAIWAN * (2)
ARGENTINA*	CZECH REPUBLIC*	INDONESIA*	PERU*	TANZANIA*
AUSTRALIA	DUBAI*	IRAN	PHILIPPINES*	THAILAND*
AUSTRIA	EGYPT*	ITALY	RUSSIA*	TURKEY*
AZERBAIJAN*	FIJI*	JAPAN*	SINGAPORE	UNITED KINGDOM
BHUTAN	FRANCE*	JORDAN	SOUTH AFRICA*	USA*
BRUNEI*	GREECE*	KOREA*	SPAIN*	VIETNAM*
CAMBODIA*	HONG KONG*	MACAU*	SWITZERLAND*	YEMEN*
CHINA*	HUNGARY	MALAYSIA*	SYRIA	

* Official participations (Total: 34)

10. ITE & ITE MICE 2010

Dates: 10 - 11 Jun 2010 TRADE only
12 - 13 Jun 2010 PUBLIC

Venue: Hong Kong Convention & Exhibition Center, Hong Kong (Hall 1A-1E)



TKS Exhibition Services Ltd 匯眾展覽服務有限公司

Room 601, Stanhope House, 734 King's Road, Quarry Bay, Hong Kong 香港鯉魚涌英皇道 734 號樂基中心 601 室

Tel 電話: (852) 3155 0600 Fax 傳真: (852) 3520 1500 Email 電郵: travel@tkshk.com

ITE Website 香港國際旅遊展網址: www.itehk.com ITE MICE Website: 商務及會獎旅遊展網址: www.itehk mice.com