



獻辭 MESSAGE



I am delighted to extend my warmest congratulations on the successful launch of the International Travel Expo (ITE) Hong Kong 2026 and its twin expos — the 40th International Travel Expo (Leisure) and the 21st MICE Travel Expo.

Over four decades, the ITE has continuously grown and evolved to establish itself as a premier sourcing fair for the industry and a must-attend event for premium travellers. This milestone not only showcases the Expo's outstanding achievements forged over decade, but also underscores Hong Kong's pivotal role as a world-class tourism and business hub.

This year's ITE brings together over 400 exhibitors from more than 50 countries and regions, showcasing innovative and diverse travel ideas for buyers and public visitors from home and abroad. The China pavilion is once again the largest at ITE. New exhibitors from Africa, Asia and Latin America are also participating, fully leveraging this year's programme which features over 80 exciting events including seminars, presentations, networking sessions, and business-matching opportunities, as well as the unrivalled business opportunities abound.

As one of the world's leading travel destinations, Hong Kong welcomed nearly 50 million visitor arrivals last year, representing an increase of 12 % growth over the previous year. We look forward to welcoming more inbound visitors in 2026. The Government will continue to enhance tourism offerings to deliver diverse, high quality experiences, showcasing Hong Kong's uniqueness as Asia' World city and a dynamic cultural gateway between East and West to visitors worldwide.

I wish the ITE another year of achievements and all our visitors a memorable stay in Hong Kong.



(John KC LEE)
Chief Executive
Hong Kong Special Administrative Region

