



## **PRESS RELEASE**

For Immediate Release

# **Global Travel Industry Professionals To Convene At The 14<sup>th</sup> Edition Of ITE HCMC**

*The largest and most established annual international travel trade event in the Mekong sub-region returns, with tens of thousands of travel buyers, exhibitors, and visitors under one roof to network and discover new business leads.*

**HANOI**, Friday, March 30, 2018 – With strong support from multiple organisations, companies and the public, the International Travel Expo, Ho Chi Minh City (ITE HCMC) is proud to return for the 14<sup>th</sup> year this September 6 – 8.

To be held at the Saigon Exhibition & Convention Center, the event is the largest and most established annual international travel trade event in the Mekong sub-region, featuring services and products for both inbound and outbound markets.

### **Returning Exhibitors**

This year's edition boasts a long list of returning exhibitors, including Ben Thanh Tourist; Department of Tourism Danang; Department of Tourism Hue; Department of Tourism Quang Nam; Fidi Tour; Korea Tourism Organization (KTO); Ministry of Information, Culture and Tourism, Lao PDR; Ministry of Tourism Cambodia; Ministry of Tourism of Republic Indonesia; Muong Thanh Hospitality Group; Myanmar Tourism; Penang Global Tourism; Philippines Tourism; Prince Hotels Thailand; Saigon Tourist; Taiwan Tourism; Thailand Authority Tourism; TravelTek Australia; Vietravel, and many more.

With various customised programmes for all participants, the event gives industry players and leading brands the opportunity to showcase their latest tourism products and services; source for quality agents and distributors; and expand their business into Vietnam and the Mekong sub-



region. Attendees will also find ample opportunities to build contacts, foster new relationships, and discover new business leads.

### **A Trove Of Networking Opportunities**

Since its inaugural expo in 2005, international and regional sellers, buyers, trade professionals, and media partners have convened at this hotspot to stay updated with the latest developments in the travel industry through comprehensive seminars as well as a bevy of business and social networking opportunities.

Throughout the three-day event this year, travel trade professionals can expect activities and networking opportunities like the glitzy Grand Opening Ceremony and Gala Dinner; exclusive buyer-seller meetings; business matching and online pre-appointments; as well as seminars on key tourist markets and other tourism-related topics.

### **International Hosted Buyers & Hosted Media Programme**

This year, the International Hosted Buyers Programme, a long-standing and prominent feature in ITE HCMC, will invite around 300 international buyers to the exhibition. Similarly, they would be able to make meeting appointments with sellers online, conduct buyer-seller meetings, and attend various networking functions.

All hosted buyers, from leisure, corporate, MICE, luxury, and special interest travel companies, are carefully selected and approved by an Advisory Committee comprising of travel industry professionals from independent parties in the region.

Additionally, the hosted buyers, as well as about 30 international hosted members of the media from prominent travel, lifestyle, tourism, and broadcast platforms, will also enjoy carefully curated pre- and post-show tours to enjoy the best of Vietnam.

### **Great Deals for Public Visitors**

The last day of the event, September 8, is open to the public as the Travel Fun Fair Day, and visitors will be enthralled by various attractive travel packages, performances, and games.



## **Vietnam – A Fast-Growing Travel Destination**

Beautiful and exciting Vietnam continues to be one of the most alluring countries to visit, with over 2.86 million foreign visitors landing on its shores in the first two months of 2018, an increase of 29.7 per cent over the same period last year, according to statistics released by the Ministry of Culture, Sports & Tourism.

The United Nations World Tourism Organization also published a report in June ranking Vietnam's tourism growth at seventh globally; it was the only destination in Southeast Asia to make the top 10.

## **A New Travel-Centric Future for Vietnam**

"The government and different departments of tourism in the country are all working hard to showcase our beautiful country, rich cultural traditions, exciting activities, as well as flavourful cuisine, to the world. I am certain the upcoming ITE HCMC 2018 will be a very rewarding experience for all exhibitors, buyers, and visitors. Ho Chi Minh City, as the host for the event, welcomes all with open arms," a spokesperson from the Ho Chi Minh City Department of Tourism said.

Mr Jack Wei, General Manager of Informa Global Exhibitions (Asia), added: "Vietnam is a gem that is just beginning to be discovered by the world. The current travel statistics are increasing rapidly, but we believe this is just the tip of the iceberg. The travel industry in Vietnam is changing, and we are proud to be a part of it."

## **The Only Travel Event Endorsed by the Tourism Alliance**

Organised by the Vietnam National Administration of Tourism, Ho Chi Minh City Department of Tourism, VINEXAD Trade Fair & Advertising JSC, and Informa Exhibitions, ITE HCMC is the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong sub-region.

This includes the support from the Ministry of Tourism, Cambodia; the Ministry of Information, Culture and Tourism, Lao PDR; the Ministry of Hotels & Tourism, Myanmar; and the Ministry of Tourism and Sports, Kingdom of Thailand. It is also endorsed by the Ministry of Culture, Sports & Tourism, Vietnam; and the People's Committee of Ho Chi Minh City.



*ITE HCMC will be held September 6 – 8 at the Saigon Exhibition & Convention Center. Please visit <http://www.itehcmc.com> for more information.*

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**About ITE HCMC**

The event, established in 2005, is the key international tourism event in Vietnam, and the largest event of its kind in the Mekong subregion for both inbound and outbound markets, attracting hundreds of international exhibitors and hosted buyers. Recognised as Vietnam's one and only National Tourism Event by the Ministry of Culture, Sports & Tourism, it is also the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong Region.

Trade and public visitors totaled over 30,000 in the last edition held in 2017. ITE HCMC 2018 is organised by the Vietnam National Administration of Tourism; Ho Chi Minh City Department of Tourism; VINEXAD Trade Fair & Advertising JSC; and Informa Exhibitions. Please visit <http://www.itehcmc.com> for more information.

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