



PRESS RELEASE

For Immediate Release

ITE HCMC, Vietnam's Premier International Travel Trade Event, Returns To Impact World's Travel Patterns For 14th Edition

As the largest and most established international travel trade event in the Mekong sub-region, the three-day event will bridge more than 300 local and international travel companies and brands with 300 carefully selected international Hosted Buyers, to drive the thriving inbound and outbound tourism industry.

HO CHI MINH CITY, Thursday, September 6, 2018 – The 14th edition of the International Travel Expo, Ho Chi Minh City (ITE HCMC) is back! Dubbed the definitive international travel trade event in the Mekong sub-region, this year's edition aims to expand the market share of international visitors in four key areas: Northeast Asia, North America, Europe, and Southeast Asia to create a breakthrough in tourism promotion in the period 2018 to 2020.

The three-day expo features more than 300 companies and brands from industries like airlines, hotels and resorts, travel agents, large corporations, and travel representatives from Australia, Bhutan, Brunei, Cambodia, Germany, India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, the Netherlands, the Philippines, Russia, Singapore, South Africa, Taiwan, Thailand, Turkey, the United Arab Emirates, and Vietnam.

Also participating in the expo are over 36 Departments of Tourism (DOTs) from Vietnamese provinces and cities like An Giang, Ben Tre, Binh Dinh, Binh Duong, Ca Mau, Can Tho, Da Nang, Dak Lak, Dak Nong, Dien Bien, Dong Nai, Dong Thap, Gia Lai, Ha Tinh, Hai Phong, Hanoi, Hau Giang, Thua Thien Hue, Khanh Hoa, Kien Giang, Kontum, Lai Chau, Lam Dong, Long An, Ninh Binh, Ninh Thuan, Phu Tho, Quang Binh, Quang Nam, Thanh Hoa, Tien Giang, Tra Vinh, Tay Ninh, Vinh Long, Ba Ria - Vung Tau and Yen Bai.



Always A Reason To Visit Vietnam

Tourism is one of the fastest growing industries in Vietnam, with more than 9 million international visitors arriving on its shores in the first seven months of 2018, an increase of 25.4 per cent over the same period last year. In addition, the outbound tourism market is also growing each year with a robust 7.5 million Vietnamese travelling abroad in 2017.

“Next year would be especially exciting with the Vietnam Tourism Year 2019,” a spokesperson from VNAT said.

“Many special festivals, events, and activities will be organised country-wide, and visitors will get an authentic taste of the different Vietnamese culture, traditions and of course, sights and scenery. We have also recently turned our attention to driving luxury MICE tourism and dental tourism, so there are ever more reasons to visit Vietnam.”

Creating Precious Memories In HCMC

Mr Bui Ta Hoang Vu, Director of the Department of Tourism Ho Chi Minh City, shared: “We bid everyone a warm welcome to Ho Chi Minh City! It is such an honour and delight for us to play host to so many of our counterparts from all over Vietnam, as well as over 300 travel companies and brands from around the world.

“Ho Chi Minh City is an intoxicating mix of traditional and modern, quiet and bustling, but a few things remain unchanged: the city is all heart and soul, and the people always warm and friendly. We hope our visitors will have a very fruitful time here, and also create wonderful experiences and precious memories in their time here.”

Mr Jack Wei, General Manager of Informa Exhibitions Asia, added: “Tourism is an ever-evolving industry; you can create new experiences even at the same location. ITE HCMC is in its 14th edition, and every year, we have new exhibitors, returning exhibitors with new tricks up their sleeves, new tourism trends and packages, etc.



“Our strong exhibitor, Hosted Buyer and Media numbers are testimony to the attractiveness of Vietnam as a travel destination and to the caliber of the event. We thank them for their continuous support.”

Visit Booths By NTOs & TPOs From Asia

Apart from the Vietnamese DOTs, various National Tourism Organisations (NTO) and Tourism Promotion Organisations (TPO) from top travel destinations in Asia have also set up booths at the event to showcase distinctive travel ideas.

These exhibitors include India Tourism; Japan National Tourism Organization; Korea Tourism Organization; Malaysia Tourism Promotion Board; Ministry of Information, Culture and Tourism, Laos; Ministry of Tourism of Cambodia; Ministry of Tourism of Republic Indonesia; Myanmar Tourism; Nagoya City; Penang Global Tourism; Taiwan Tourism Bureau Bangkok Office; Tokyo Convention & Visitors Bureau; and Tourism Authority of Thailand (HCMC Office).

A Wide Array Of Local & International Travel Solutions

This year, the expo welcomes companies from the tourism hotspots of Australia, Bhutan, Brunei, Cambodia, Germany, India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, the Netherlands, the Philippines, Russia, Singapore, Taiwan, Thailand, Turkey, the United Arab Emirates, and Vietnam.

Offering a wide array of travel locations and services, these exhibitors include Ben Thanh Tourist Services JSC; Cu Chi Tunnel; Fidi Tour; FVG; Good Time Travel Taiwan; Kansai Airports; Lac Viet Travel; Muong Thanh Group Joint Stock Company; Prince Hotels (Thailand) Co., Ltd; Saigon Tourist Holding Company; South Pacific Travel; Sungroup, Traveltek Australia Ltd; Tugo Travel; VIAGS VNA; Viet Princess Cruise; Vietmap Travel; Vietjet; Viet Travel; Vinpearl and many more.

Hosted Buyers & Media Programme

One of the long-standing features of ITE HCMC is the Hosted Buyers & Media Programme.

This year, 300 carefully selected Hosted Buyers from more than 35 countries, including outbound travel agents from over 40 key international markets, as



well as 25 acclaimed Hosted Media from 15 countries consisting of Trade and Lifestyle Media, Bloggers, and TV Broadcasters, will also be present at the expo.

Buyers and exhibitors can make use of the business matching service and B2B Buyer-Seller meetings to network and explore new business leads.

More than 4,300 online appointments have already been made between buyers and sellers on the ITE Online Matching System, which benefits both parties by allowing them to connect quickly and conduct their meetings efficiently.

After the event show days, the Hosted Buyers and Media will explore several key tourist destinations in Vietnam.

Special Events & Informative Business Seminars For Invited Guests

Apart from the Grand Opening Ceremony, Gala Dinner, B2B Buyer-Seller meetings, business matching, and various networking functions, the Ministry of Information, Culture and Tourism of Laos will also hold the Lao Tourism Night event, and the Ministry of Tourism Cambodia, the Cambodia Tourism Night event.

Invited participants can attend on-trend business seminars organised by the Vietnam National Administration of Tourism (VNAT) and the Department of Tourism Ho Chi Minh City.

Six seminars have been lined up this year:

1. Introducing Exciting Destinations of Vietnam;
2. ASEAN Tourism Award;
3. Vietnam – China Tourism Cooperation;
4. Innovation in Tourism Products – From Ideas To Business Reality;
5. Seminar on Vietnam – Japan Tourism;
6. Advancing the Vietnam Travel and Tourism Sector – Enhancing Data Driven Decision Making and Using Blockchain.



Largest Travel Trade Event In The Sub-Region

ITE HCMC 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, attracting hundreds of international exhibitors and hosted buyers. Since 2009, it has been recognised as Vietnam's one and only National Tourism Event.

It has become an important tourism event not only in Vietnam but also internationally, leaving a special impact on regional tourism and contributing to promoting and attracting tourists to Vietnam and the region.

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.

The Only Travel Event Endorsed by the Tourism Alliance

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

This includes 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.



Event Details

Event Dates : 6 & 7 September - For trade visitors only
8 September 2018 - For Both Trade and Public Visitors

The last day is open to the public as the Travel Fun Fair Day, with various attractive travel packages, discounted air tickets, performances, and games to excite visitors. Shuttle bus services will be provided from District 1 to SECC for public visitors.

Exhibition Hours: 9am - 5pm

Venue : Saigon Exhibition & Convention Center (SECC)
799 Nguyen Van Linh Street, District 7, Ho Chi Minh City,
Vietnam

For more press information and images, please contact the following:

Ms Violet Yong

Exhibition Director

Informa Exhibitions

Phone: +65 6411 7709

Email: violet.yong@informa.com

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.