



# THE 19<sup>TH</sup> INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

HỘI CHỢ DU LỊCH QUỐC TẾ THÀNH PHỐ HỒ CHÍ MINH LẦN THỨ 19



**04 ► 06.09.2025**

SAIGON EXHIBITION & CONVENTION CENTRE (SECC), HO CHI MINH CITY, VIETNAM  
TRUNG TÂM HỘI CHỢ VÀ TRIỂN LÃM SÀI GÒN (SECC), QUẬN 7, TP. HỒ CHÍ MINH

**Endorsed by:**

Ministry of Culture, Sports and Tourism  
Ho Chi Minh City People's Committee

**Organized by:**

Vietnam National Authority of Tourism  
Ho Chi Minh City Department of Tourism



[www.itehcmc.travel](http://www.itehcmc.travel)



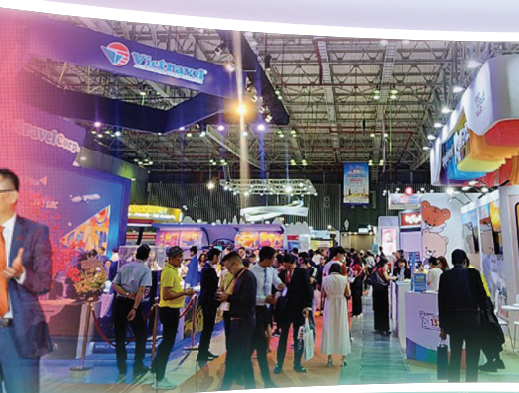


# ITE HCMC 2025

The most important annual international travel event in Vietnam and the Lower Mekong region.

The only expo in Vietnam offering an onsite business matching program with hundreds of quality international buyers. Through 17 years of successful organization, ITE HCMC has cemented its brand and has become a trade bridge for tourism promotion between Vietnam and countries around the world.

With great successes over the past years, ITE HCMC is considered an important annual international travel event on a large scale, bringing numerous benefits and values to the tourism industry of Vietnam and the region. The event gathers domestic and foreign companies, as well as international pavilions, to showcase the best tourism products and services.



14,150 Trade visitors



12,108 Public visitors



Asia's  
Best MICE Tradeshow  
for ITE HCMC

ITE HCMC HONORED AS  
"ASIA'S BEST TRADE SHOW"  
AT WORLD MICE AWARDS 2024.

The largest and only inbound Expo in Vietnam directly bringing hundreds of potential international buyers to participate in networking activities

More than 3500 buyers including 220 hosted buyers are invited to attend



100% of appointments are scheduled in advance

Guaranteed 1:1 ratio between buyers and sellers

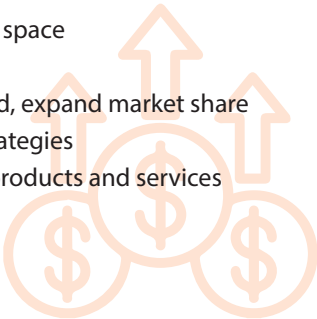
80% of buyers are introduced by trustworthy partners of the Expo

88% of participants are decision-makers



# SIXFOLD BENEFITS FOR EXHIBITORS

- Access** to target customers, and a source for new potential customers
- Professional** exhibition space
- Generate** sales leads
- Capture** market demand, expand market share
- Optimize** marketing strategies
- Promote** new tourism products and services



## Buyer Decision-Making Levels

- 12%** Middle-level managers/ Influential people
- 88%** Decision-makers



# ENGAGING ACTIVITIES AT ITE HCMC 2025



- 1 B2B MEETINGS** between over 250 International Buyers and exhibiting companies
- 2 SPECIALIZED TOURISM FORUMS AND CONFERENCES** throughout the days of the Expo
- 3 WELCOME DINNER** for International Buyers & Media
- 4 TRAVEL FUN FAIR DAY** (for Consumers) with numerous unique and appealing programs from the Organizing Board and exhibitors
- 5 PERFORMANCES TO INTRODUCE TOURISM CULTURAL IDENTITY** Showcase new products of domestic and international exhibitors



## INTERNATIONAL BUYER REVIEWS OF ITE HCMC 2024

The event provided an outstanding platform to connect with key players in the tourism industry across the region. The diverse range of exhibitors created valuable opportunities for business growth, and the networking sessions were highly productive. "ITE HCMC 2024 is a must-attend for anyone looking to expand their footprint in Vietnam and global tourism markets."

**FLIGHT CENTRE GROUP (AUSTRALIA)**

It has been a great pleasure to be in Vietnam for the first time at this travel show, which I found to be truly amazing. The event was exceptionally well organized, and the Sellers I met were the best I've ever encountered. I'm confident that our Brazilian visitors will fall in love with what they see here.

**ASIA TOTAL WHOLESALE TOUR OPERATOR (BRAZIL)**

"This was my first time attending ITE HCMC and I was impressed by the overall layout and organization of the event. It was set in a perfect venue and location, with an open floor layout that encouraged conversations and created networking opportunities with a wide range of business suppliers and partners. We are very much looking forward to attending ITE HCMC in 2025!"

**INTREPID TRAVEL (UNITED STATES)**







**Become our sponsor**

**LET YOUR BRAND SHINE!**

**SPONSORSHIP OPPORTUNITIES ARE ALWAYS OPEN!**

- ✓ Promote your brand, build trust, enhance brand awareness, and make a difference through various sponsorship packages.
- ✓ ITE HCMC 2025 is a great opportunity for businesses to approach leading tourism partners, buyers and potential customers.
- ✓ Customized sponsorship packages guarantee to meet all promotional needs and budgets of businesses.
- ✓ Contact us now to seize the opportunity for sponsorship and brand promotion!

**\*Scan QR code to download  
ITE HCMC 2024 Post Show Report**



ITE HCMC 2024 Show Report

## ITE HCMC 2025



Logo & information of the company are displayed in the exhibitors section of the Expo's official website.



Business matching with International Buyers, view profile and book appointments with Buyers through ITE Business Matching System.



When registering for a physical booth, the exhibitor will receive 01 free 2D online booth, which remains continuously active for 1 year.



1 free page listing company and product information in the Show Directory.



Complimentary Show Directory (limited edition), including information of International Buyers, Exhibitors, Sponsors, Media Partners, etc.



### Exhibitor Testimonials at ITE HCMC 2024



This is the second consecutive year the Group has participated in ITE HCMC, and the scale and grandeur of this year's event have surpassed previous editions. It is anticipated that next year's event will be even more remarkable and leave an even greater impression.

**BEL GROUP HOSPITALITY (VIETNAM)**

This marks the first participation of our organization at ITE HCMC. The enthusiasm in the organization and the significant investment from various countries and cities are evident here. Additionally, we have received tremendous support from the Organizers during this event.

**BANGKOK METROPOLITAN ADMINISTRATION (THAILAND)**



Hokkaido is proud to participate for the first time in ITE HCMC. We are eager to present our region's unique offerings, characterized by breathtaking landscapes, exquisite cuisine, and vibrant cultural experiences. We look forward to meaningful connections and collaborative opportunities at this esteemed event, which has provided us with an opportunity to promote DASTA and showcase our achievements

**JAPAN NATIONAL TOURISM ORGANIZATION (JNTO-JAPAN)**



**Register for your booth now  
for the best location!**

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

✉ [www.itehcmc.travel](http://www.itehcmc.travel)

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