



THE 18TH INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY



SUSTAINABLE TRAVEL CREATING FUTURE

Show Report

05 ► 07.09.2024

SAIGON EXHIBITION & CONVENTION CENTRE (SECC),
HO CHI MINH CITY, VIETNAM

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
C.I.S Vietnam Advertising & Exhibition JSC
Le & Brothers Company Limited (Le Bros)



www.itehcmc.travel

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ITE HCMC 2024
5-7 September 2024

Saigon Exhibition & Convention Center (SECC)
Ho Chi Minh City Vietnam
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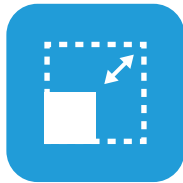
Asia's
Best MICE Tradeshow
for ITE HCMC

ITE HCMC HONORED AS “ASIA’S BEST TRADE SHOW” AT WORLD MICE AWARDS 2024



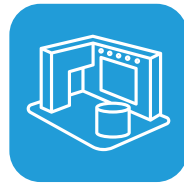


ITE HCMC 2024 AT A GLANCE



8,000sqm

Exhibition Space



322

Exhibition Booths



480

Participating Companies
and Brands



16

International Units
from Countries & Territories



42

Cities and
Provinces of Vietnam



220

Hosted Buyers



26,258

Visitors from 45 Countries
& Territories, 50 Provinces



2,700+

Article Links



54

International News Agencies
from **10** Countries & Territories



11,460

B2B Business Meetings



09

Forums and Specialized
Conferences



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MEDIA PARTNERS



SUPPORTING AIRLINES



SUPPORTING HOTELS



SPONSORS IN KIND





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EXHIBITOR ANALYSIS

480 Exhibiting Companies and Brands

8,000sqm Exhibition Space

322 Booths from the Tourism Sector

100 Booths featured at Ho Chi Minh City Exhibition for Souvenir and Gift 2024 - Gifts Show HCMC 2024.

16 International Units from Countries & Territories

India
Cambodia
Taiwan (China)
South Korea

Laos
Malaysia
Myanmar
Japan

Russia
Thailand
Uruguay...

42 Cities and provinces of Vietnam

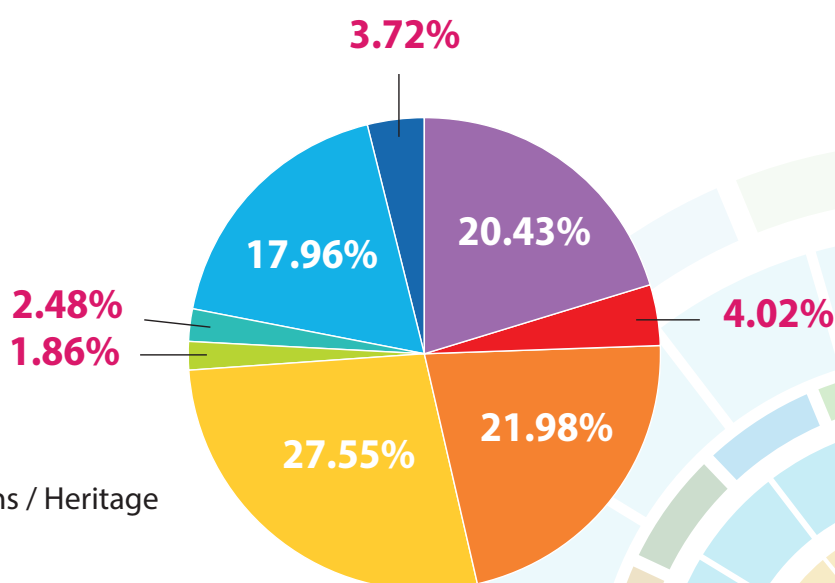
An Giang
Ba Ria - Vung Tau
Bac Lieu
Ben Tre
Binh Dinh
Binh Phuoc
Ca Mau
Can Tho
Da Nang
Dak Lak
Dak Nong

Dong Nai
Dong Thap
Gia Lai
Ha Giang
Ha Tinh
Hai Phong
Hanoi
Hau Giang
Ho Chi Minh City
Kien Giang
Kon Tum

Lai Chau
Lam Dong
Lang Son
Lao Cai
Long An
Nha Trang - Khanh Hoa
Ninh Binh
Ninh Thuan
Quang Binh
Quang Nam
Quang Ninh

Quang Tri
Soc Trang
Son La
Tay Ninh
Thanh Hoa
Thua Thien Hue,
Tien Giang
Tra Vinh
Vinh Long.

Exhibitor Profiles





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Exhibitor Evaluation of ITE HCMC 2024

79% Exhibitors intended to exhibit at ITE HCMC 2025

96% Exhibitors positively evaluated the quality of the exhibition

94% Exhibitors were satisfied with the quality of potential visitors and effective networking activities

90% Exhibitors were likely to recommend ITE HCMC to their friends and colleagues

90% Exhibitors were satisfied with the Organizers

85% Exhibitors trusted the return on investment at ITE HCMC

40% Exhibitors made on-the-spot sales

39% Exhibitors had orders under negotiation

86% Exhibitors established new potential customers

FEEDBACK FROM OUR SATISFIED EXHIBITORS

“

This year marks the 18th time Vietravel has participated in ITE HCMC. This year's event is on a grand scale, showcasing many destinations as well as specialties and unique features from various regions across Vietnam. We have welcomed numerous customers from countries such as India, Indonesia, Thailand, China, and partners from Europe at our booth. We will certainly continue to participate in ITE HCMC next year.

Vietravel (Vietnam)

”

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)

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.

Hokkaido Tourism Organization (Japan)

”

Our first experience at this exhibition was remarkable. We were impressed by the excellent organization, vibrant atmosphere and the significant number of attendees. The engaging content provided us with an opportunity to promote DASTA and showcase our achievements.

Designated Areas for Sustainable Tourism Administration (Thailand)

”

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)

“

ITE HCMC 2024 provided BenThanh Tourist with a great opportunity to connect with various travel service providers, including tour operators, hotels, and tourism promotion organizations from different countries. What impressed us the most was the professionalism in the organization and the enthusiasm of the participants. We not only gathered valuable information but also gained a comprehensive understanding of emerging trends such as sustainable tourism, wellness tourism, and local experiential tourism, which are increasingly receiving attention and investment.

BenThanh Tourist (Vietnam)

”





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BUYER ANALYSIS

Buyer Profiles

MICE Organizations
Event Planners
International Associations
Travel Agencies

Tour Operators
Online Tour Operators
Tourism Investors
Corporate Travel Managers

FIT Organizers
GIT Organizers
Meeting Planners
Incentive Houses

Highlight Figures

220 Hosted Buyers **11,460** Business Meetings **97%** Countries and Territories

29 Countries and Territories

Eruope:

Czech Republic, France
Germany, Italy, Lithuania,
Netherlands, Poland,
Portugal, Russia,
United Kingdom.

Asia:

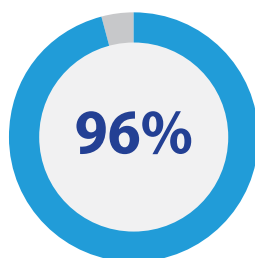
Bangladesh, Cambodia, China, Hong Kong,
India, Indonesia, Japan, Kuwait, Pakistan,
Philippines, Singapore, South Korea,
Taiwan, Thailand, UAE.

America:

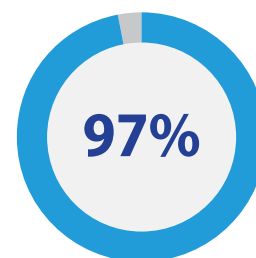
Brazil, United States.

Oceania:

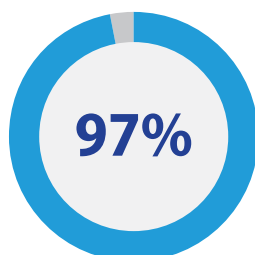
New Zealand, Australia.



Buyers reported achieving their objectives
when participating in ITE HCMC 2024



Buyers rated the importance to attend
ITE HCMC for their business



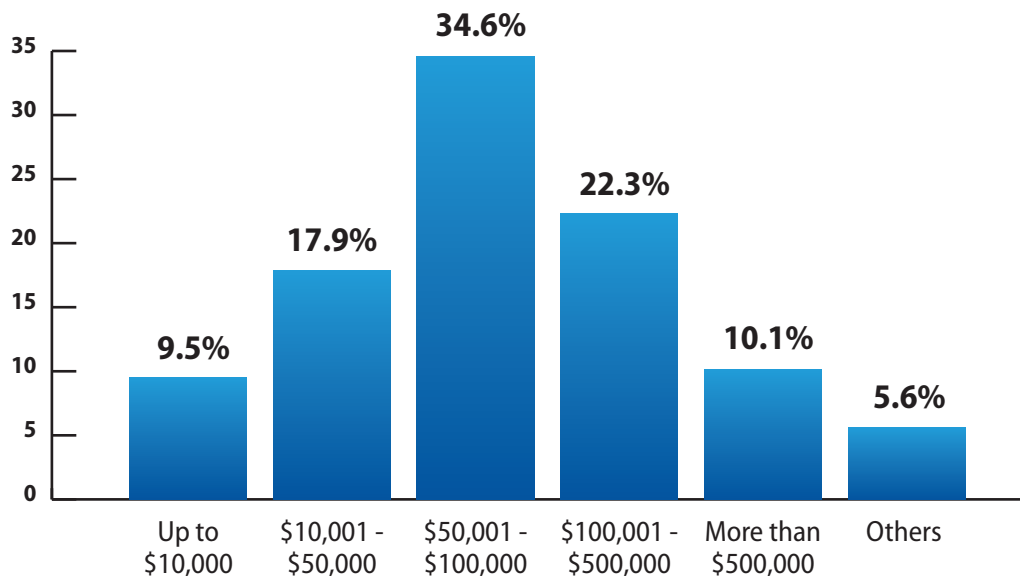
Buyers would like to recommend ITE HCMC
to their friends and colleagues



Buyers would like to come again as
Hosted Buyer at ITE HCMC 2025



Buyers expected to spend over the next 12 months with the Exhibitors as a result of their visit to ITE HCMC 2024



FEEDBACK FROM OUR SATISFIED HOSTED BUYERS



My experience meeting with Sellers from across the region was truly incredible. The quality of the Sellers was very top-notch, showcasing their expertise and professionalism. Each meeting provided valuable insights, and I look forward to returning as a Hosted Buyer at ITE HCMC 2025.

Remote Lands (United States)

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 Wholesaler 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)



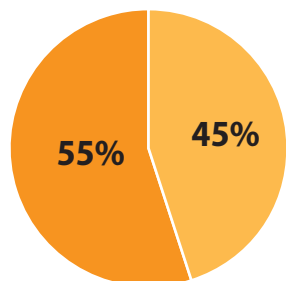
The event provided an outstanding platform to connect with key players in the tourism industry across the region. The diverse range of exhibitors created valuable opportunities for business growth, and the networking sessions were highly productive. ITE HCMC 2024 is a must-attend for anyone looking to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

Flight Centre Group (Australia)





VISITOR ANALYSIS



26,258 visitors

14,150 trade visitors

12,108 public visitors

45

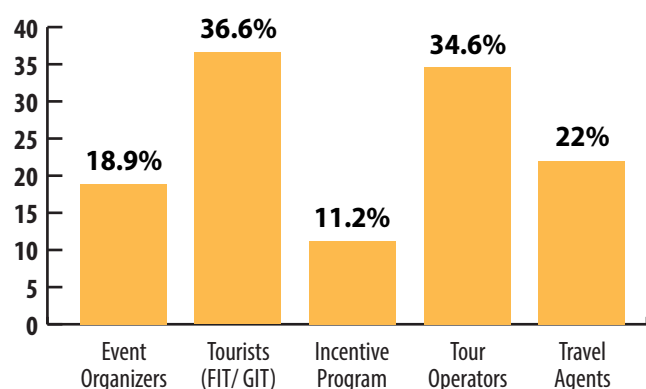
Countries & Territories

50

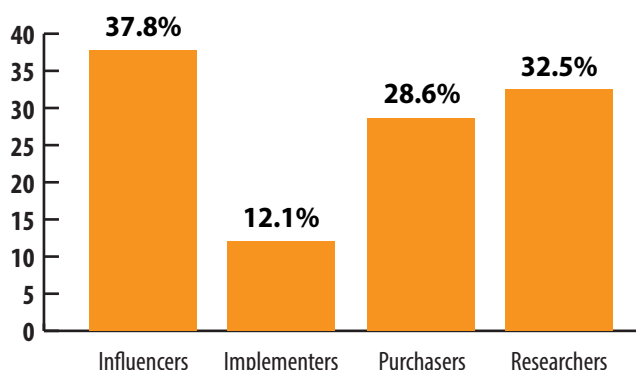
Provinces of Vietnam

Trade Visitor Profiles

NATURE OF BUSINESS



JOB RESPONSIBILITY



Main interests in ITE HCMC

Associations	43.2%	Luxury Travel	27.0%
Attractions & Leisure	27.9%	Medical Tourism	12.7%
Business Travel	31.5%	Tour Operator	41.5%
Eco Travel	28.8%	Tourism Organization	35.9%
Educational Travel	22.4%	Training Provider	10.8%
Exhibition Organizer	15.8%	Transportation	16.9%
Incentive House/ Agency	10.9%	Travel Services	34.9%
Hotel	37.1%	Travel Technology	22.1%
Golf Travel	16.4%	To get expert business advice	10.5%

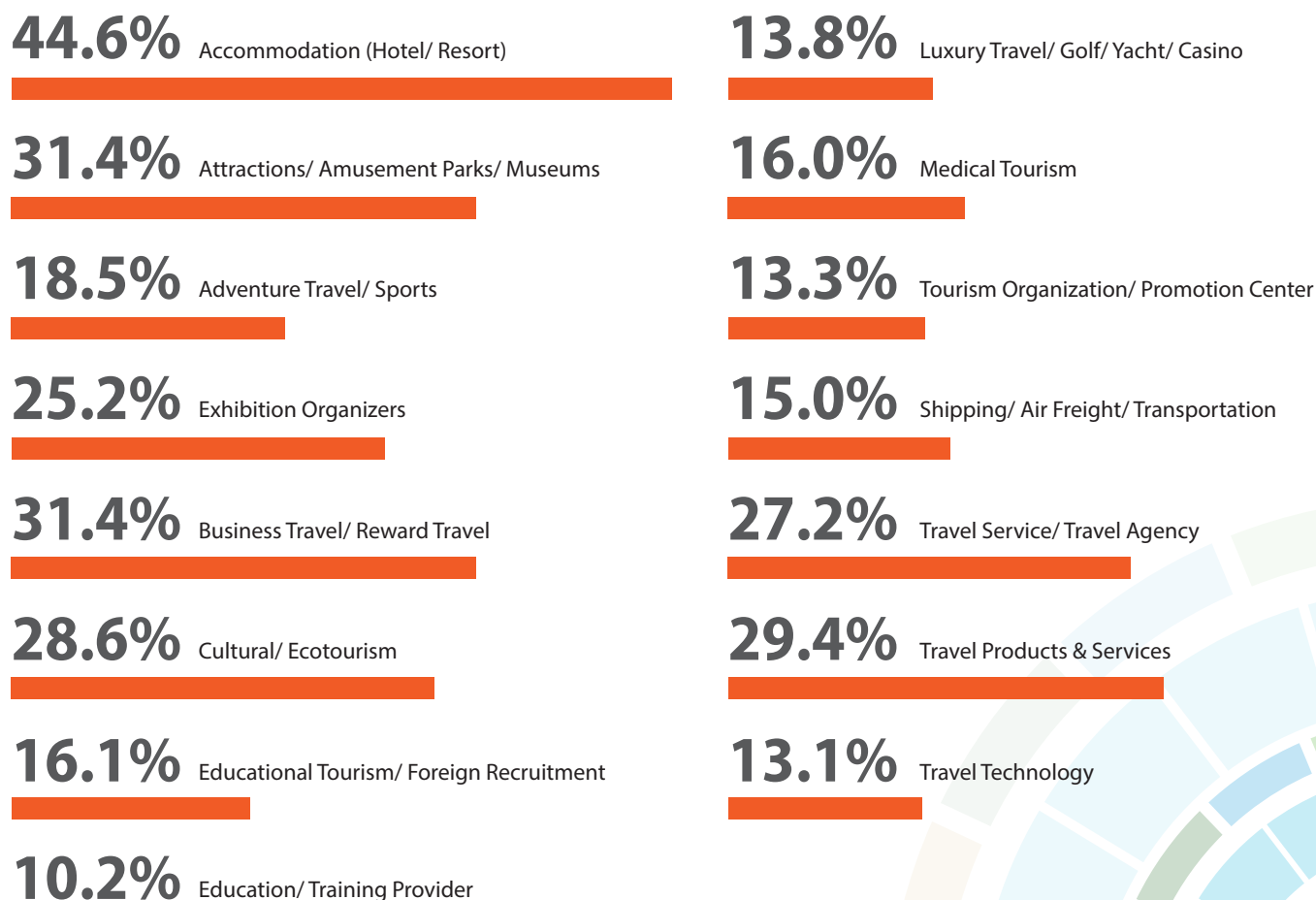


Markets trade visitors plan to develop

Europe	29.4%	East Asia	21.7%
Africa	9.5%	Russia/ Scandinavian/ Commonwealth of Independent States (CIS)	10.9%
Australia/ New Zealand/ Micronesia/ Cook/ Pacific	24.0%	Middle East	21.7%
Canada/ United States	22.0%	South Asia	50.3%
Caribbean/ South America	7.7%	Southeast Asia	45.0%

Public Visitor Profiles

Main interests in ITE HCMC





Regions public visitors plan to visit

Africa	9.8%	Europe	37.2%
Canada/ United States	30.3%	Russia/ Scandinavian/ Commonwealth of Independent States (CIS)	9.6%
Australia/ New Zealand/ Micronesia/ Cook/ Pacific	30.4%	Middle East	10.4%
Caribbean/ South America	10.7%	South Asia	43.9%
East Asia	24.4%	Southeast Asia	38.8%

FEEDBACK FROM OUR SATISFIED VISITORS

“

This is my second time attending the travel fair, and I am very impressed by the variety of booths and the many engaging activities. As a student in the tourism field, I find events like this to be very beneficial, allowing me to learn a lot of new things related to my studies.

Tourism Student (Hoa Sen University)

My experience at the ITE HCMC 2024 has been truly remarkable. The event's impressive scale and organization have exceeded my expectations, showcasing a wide array of opportunities in the tourism industry. This event is an excellent platform for networking and discovering new possibilities in travel.

VNGroup Tourist

”





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EXHIBITION HIGHLIGHTS

Welcome Dinner “Ho Chi Minh City Night”
03.09.2024 | Ben Thanh Princess Cruise





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ITE HCMC 2024 Vietnam Night - Gala Dinner “Vibrant Ho Chi Minh City” 04.09.2024 | GEM Center





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Ribbon Cutting Ceremony 05.09.2024 | Saigon Exhibition & Convention Center (SECC)





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ITE HCMC 2024 Thank You Party 06.09.2024 | Le Méridien Saigon





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Buyers-Sellers Speed Dating





Conferences & Seminars

- Seminar on Leveraging AI for International Communication and Sustainable Tourism
- Seminar on Net Zero Tourism Practice Database and Criteria
- High-level Tourism Forum “Green Transformation, Net-Zero Travel and Tourism - Creating Future”
- Seminar on Empowering Local Communities through Sustainable Tourism
- Workshop on Promoting Responsible Tourism Associated with Wildlife Protection and No Ivory Trade
- Seminar on Halal Friendly Services - Where The Global Halal Travel Meet
- Seminar on Enhancing India Tourism through Culinary and Cultural Experiences
- Seminar on Approaching Sustainable Tourism Development through ESG
- Seminar on The Power of Communication in Fostering Sustainable Development
- A Courtesy Call on Ho Chi Minh City Tourism Association and Western Sydney Tourism Taskforce NSW INC
- Recycled Bag Sewing Workshop





Post-show Tours for Hosted Buyers & International Press





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GRATITUDE TO ACTIVELY PARTICIPATING ORGANIZATIONS





Well-designed Booths





Most Attractive Booths





TRAVEL FUN FAIR DAY FOR PUBLIC VISITORS



SEE YOU AGAIN

**THE 19TH INTERNATIONAL
TRAVEL EXPO HO CHI MINH CITY**



04 ► 06.09.2025

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HO CHI MINH CITY, VIETNAM**



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