



MINISTRY OF CULTURE, SPORTS
& TOURISM, VIETNAM



HO CHI MINH CITY
PEOPLE'S COMMITTEE



ITE HCMC



www.itehcmc.travel



THE 19TH INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

ITE

HCMC

**Your Gateway
to Asia's Top Travel
and Tourism Showcase!**





Asia's
Best MICE Tradeshow
for ITE HCMC

ITE HCMC honored as "Asia's Best Trade Show" at World MICE Awards 2024.



Vietnam's top international travel expo, connecting inbound and outbound markets across the Mekong sub-region.



Experience significant growth in scale, exhibitors, and top-quality travel products and services.



Discover exceptional destinations and premium services showcased by top exhibitors from Vietnam, Southeast Asia, and beyond.



The only travel expo in Vietnam and the CLMT region for Buyers to pre-schedule meetings, engage in business matchmaking and exclusive networking events.





Impressive Figures at ITE HCMC 2024

PARTICIPATION & EVENT SCOPE

480

Participating
Companies and Brands

42

Cities and
Provinces of Vietnam

45

Countries
and Territories

ATTENDEES & MEETINGS

220

International
Hosted Buyers

11,460

B2B
Business Meetings

26,258

Visitors

MEDIA, FORUMS & SPEAKERS

2,700+

Article Links

9

Forums, Conferences,
and Workshops

55

Speakers from Domestic
and International
Tourism Leaders and Experts



HOSTED BUYERS FROM 29 COUNTRIES AND TERRITORIES



Top 10 Countries & Territories

| | |
|-----------------|-----------|
| 1 st | India |
| 2 nd | Thailand |
| 3 rd | China |
| 4 th | Australia |

| | |
|-----------------|-------------|
| 5 th | Philippines |
| 6 th | Indonesia |
| 7 th | Singapore |
| 8 th | France |

| | |
|------------------|----------------------|
| 9 th | United Arab Emirates |
| 10 th | Poland |



Buyer Profiles



MICE & EVENT PLANNERS

MICE Organizations
Event Planners
Meeting Planners
Incentive Houses



TOUR OPERATORS & TRAVEL AGENCIES

Travel Agencies
Tour Operators
Online Tour Operators
FIT Organizers
GIT Organizers



CORPORATE & INVESTMENT

Corporate Travel Managers
International Associations
Tourism Investors



Hosted Buyer Eligibility Criteria

- Have purchasing authority or strong influence in the decision-making process.
- Represent a well-established travel business with a proven international track record and significant procurement volume in travel services.
- Show a genuine interest in developing business partnerships in Vietnam and the Mekong sub-region.
- Buyers who have attended ITE HCMC will be assessed based on their previous participation and performance with partners at the event.
- Only one representative from each company will be hosted to ensure equal opportunities for all participants.





Benefits for Hosted Buyers

Tailored B2B Meetings:

Connect with high-quality exhibitors and pre-schedule productive business appointments.

Exclusive Networking

Events: Meet with key players in the global travel industry.

Return Economy Air Tickets

with designated flight routes (only for approved Fully Hosted Buyers).

Accommodation:

Enjoy a complimentary 4-night stay.

Meals: All meals will be provided during your stay.

Transportation: Airport pickup, in-city shuttle service, and tour options.

Dedicated event assistants allocated.

Networking Functions:

Welcome Dinner, Gala Dinner – Vietnam Night, Luncheons, Tourism Nights, and more.

All-inclusive post-show tour (optional, FOC):

Enjoy a unique cultural exploration of Vietnam's hidden gems.



Hosted Buyers Program

EXCELLENT MEETINGS,
EXCLUSIVE INSIGHTS
AND NETWORKING OPPORTUNITIES

- **Welcome Dinner**
for Hosted Buyers
& Media

- **BUYERS – SELLER
SPEED DATINGS**
and **Gala Dinner**
Vietnam Night

- **BUYERS – SELLER
B2B MEETINGS**
(Pre-scheduled)

- **BUYERS – SELLER
B2B MEETINGS**
(Pre-scheduled)
- **Thank you party**

- **Post-show Tours**
(FOC & Optional)

Important Dates

REGISTRATION

OPEN UNTIL THE END OF
JULY 2025.

APPROVAL

FROM FEBRUARY
TO JULY 2025.

LOGISTICS ARRANGEMENT DISCUSSION

FROM JULY TO
AUGUST 2025.



Post-show tour

The program showcase Vietnam's rich cultural heritage, breathtaking landscapes, and unique travel experiences.

Enjoy a unique cultural exploration of Vietnam's hidden gems.





This was my first experience at ITE HCMC, and I was impressed by the event's professional layout and organization. The open floor design effectively facilitated conversations and networking with diverse business suppliers and partners. We are looking forward to participating in ITE HCMC 2025!



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



ITE HCMC 2024 has strengthened our connections, helping us engage with potential partners in Vietnam and appreciate its rich culture. This journey has deepened our love for the warmth of Vietnamese hospitality, reminding us we are here to love and be loved.



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.



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.





**Scan the QR code to apply for
the Hosted Buyer Program at ITE HCMC 2025!**

For more information, please visit our official website or contact
our Hosted Buyer Team at buyer@itehcmc.travel

Be part of the ultimate travel experience at ITE HCMC 2025!

