



HỘI CHỢ DU LỊCH QUỐC TẾ TP. HỒ CHÍ MINH LẦN THỨ 17

THE 17TH INTERNATIONAL TRAVEL EXPO HCMC

07 ▶ 09.09.2023

LIÊN KẾT - PHÁT TRIỂN - BỀN VỮNG

CONNECTIVITY - GROWTH - SUSTAINABILITY

POST SHOW REPORT



Đơn vị chỉ đạo / Endorsed by:

Bộ Văn hóa, Thể thao và Du lịch / Ministry of Culture, Sports & Tourism, Vietnam
Ủy ban nhân dân Thành phố Hồ Chí Minh / Ho Chi Minh City People's Committee

Đơn vị tổ chức / Organized by:

Tổng cục Du lịch / Vietnam National Administration of Tourism
Sở Du lịch Thành phố Hồ Chí Minh / Ho Chi Minh City Department of Tourism
Công ty QC & HC Triển lãm CIS Việt Nam / C.I.S Vietnam Advertising & Exhibition JSC
Công ty TNHH Lê và Anh em (Le Bros) / Le & Brothers Company Limited



[HTTPS://ITEHCMC.TRAVEL](https://itehcmc.travel)

EVENT FACT SHEET

Show dates:

07 - 09 September 2023

Venue:

Saigon Exhibition and Convention Center (SECC)

Ho Chi Minh City, Vietnam

Total Exhibition Space:

8,800 sqm

No. of Exhibitors:

408 Participating Companies and Brands

No. of Buyers:

199 Hosted Buyers

Participating Countries:

42 countries and territories

Armenia, Australia, Austria, Azerbaijan, Belgium, Bulgaria, Cambodia, China, Croatia, France, Germany, Greece, Hungary, India, Indonesia, Israel, Italy, Japan, Kuwait, Latvia, Macedonia, Malaysia, Mexico, New Zealand, Philippines, Poland, Portugal, Qatar, Romania, Russia, Singapore, South Africa, South Korea, Spain, Taiwan, Thailand, The Netherlands, Turkey, United Arab Emirates, United Kingdom, United States, Vietnam.

46 cities and provinces of Vietnam

An Giang, Ba Ria - Vung Tau, Bac Lieu, Ben Tre, Binh Dinh, Binh Duong, Binh Phuoc, Ca Mau, Can Tho, Da Nang, Dak Lak, Dak Nong, Dong Nai, Dong Thap, Gia Lai, Ha Giang, Ha Noi, Ha Tinh, Hai Phong, Hau Giang, Ho Chi Minh City, Kien Giang Province, Kon Tum, Lai Chau, Lam Dong, Lang Son, Lao Cai, Long An, Nghe An, Nha Trang – Khanh Hoa, Ninh Binh, Ninh Thuan, Phu Tho, Phu Yen, Quang Binh, Quang Nam, Quang Ninh, Quang Tri, Soc Trang, Son La, Tay Ninh, Tien Giang, Thua Thien – Hue, Tien Giang, Tra Vinh, Vinh Long.

No. of Visitors:

25,000 visitors



352 Exhibition Booths

408 Participating Companies and Brands

25,000 Visitors

199 Hosted Buyers

42 Countries & Territories

46 Cities & Provinces of Vietnam

9,025 B2B Business Meetings

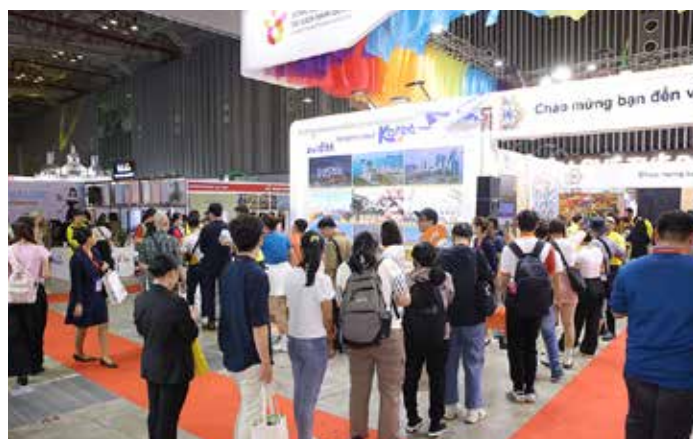
21 Hosted Media

155 Local Reporters

600+ Articles Links

10,000+ Fanpage Followers

600,000+ Tiktok Views



OUR SPONSORS



DIAMOND SPONSORS OFFICIAL AIRLINE



DIAMOND SPONSORS OFFICIAL AIRLINE



GOLD SPONSORS



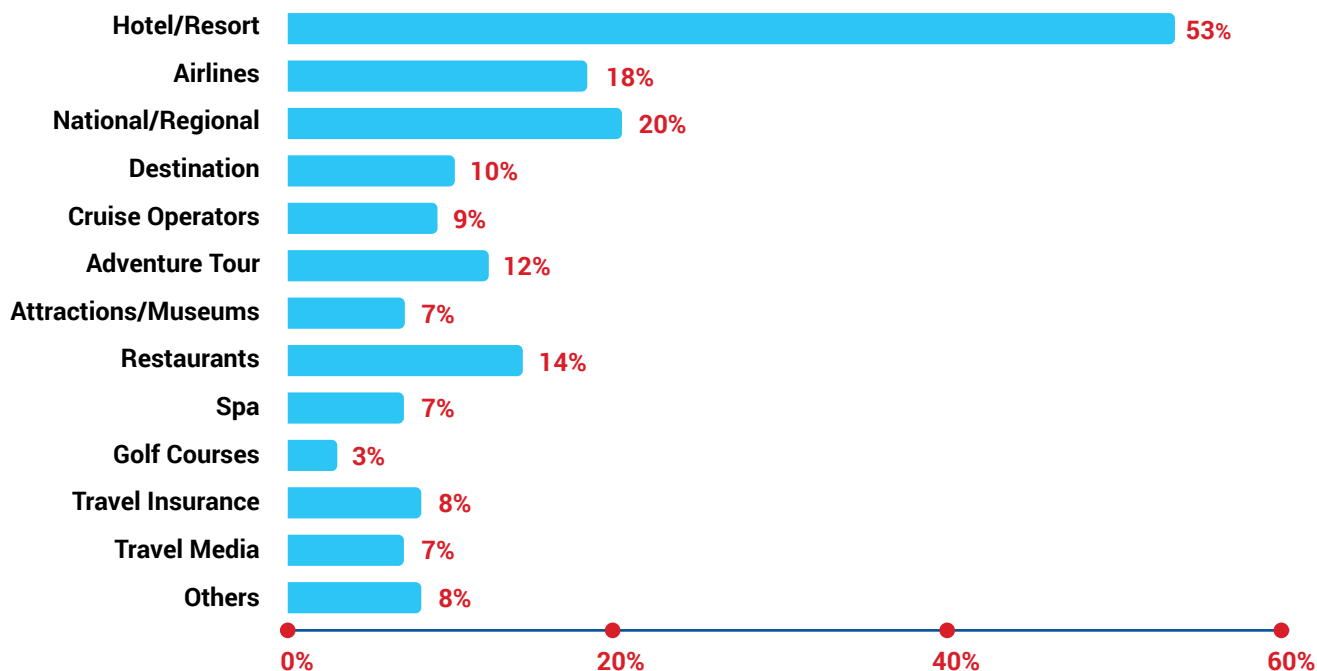
SILVER SPONSORS



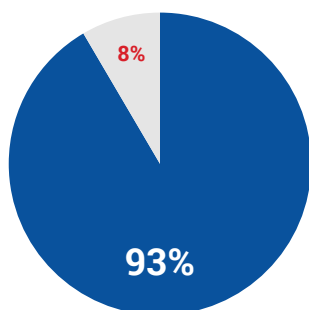
OTHER SPONSORS



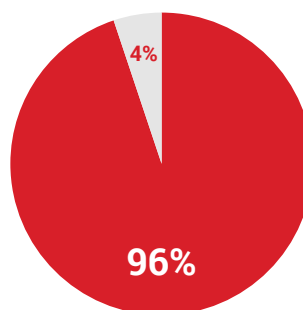
EXHIBITOR PROFILES



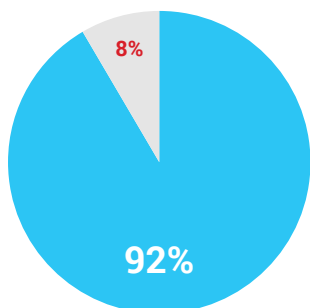
EXHIBITORS WERE SATISFIED WITH THE QUALITY AND QUANTITY OF VISITORS



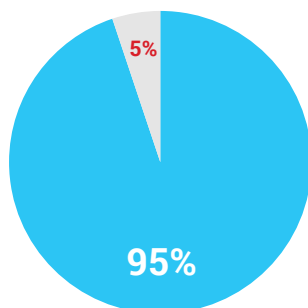
Quantity



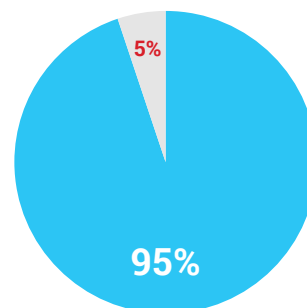
Quality



Exhibitors evaluated the rate of achieving their objectives for exhibiting at ITE HCMC 2023



Exhibitors intend to continue participating in ITE HCMC 2024



Exhibitors are likely to recommend ITE HCMC to their friends or colleagues in the future

SACO TRAVEL: During our participation in ITE HCMC 2023, we have the opportunity to introduce our premium products and unparalleled services to both local and international customers. We are thrilled to have the chance to showcase our top-notch services to both our esteemed partners and valued customers.

ST. PETERSBURG: This is not my first time attending ITE HCMC. We have started our business very well here for many years because the connection between Russia and Vietnam is very good. Therefore, we can work, communicate and understand each other. We will definitely come back next year.

SEOUL TOURISM ORGANIZATION: Vietnam is a very important tourism market in Seoul, Korea. Recently, it has been observed that Vietnamese tourists have a higher average spending per person than Chinese and Japanese tourists. I'm extremely pleased to have the opportunity to promote Seoul in such an important market as Vietnam.

TAIWAN TOURISM ADMINISTRATION: ITE HCMC 2023 was a very good opportunity for enterprises in the tourism industry to interact with each other. We have met a lot of qualified hosted buyers from all over the world and have had the chance to seek new partners and potential cooperation. The activities at the event were also actively organized, and bustling with many presents.



BUYER PROFILES

MICE Organizations
Event Planners
International Associations
Travel Agencies

Tour Operators
Online Tour Operators
Tourism Investors
FIT Organizers

GIT Organizers
Incentive Houses
Meeting Planners
Corporate Travel Managers

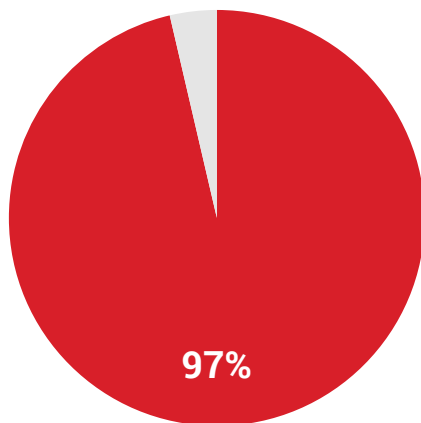
HIGHLIGHT FIGURES

199

Hosted Buyers

9,025

Business Meetings



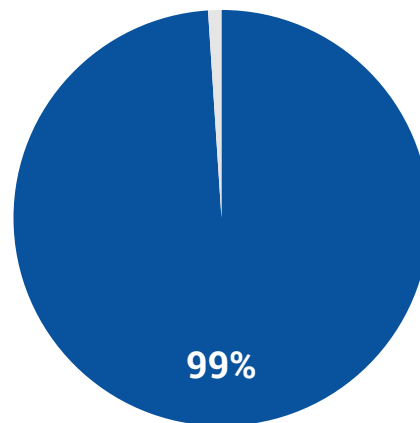
Buyers would like to come again as
Hosted Buyer at ITE HCMC 2024

42

Countries & Territories

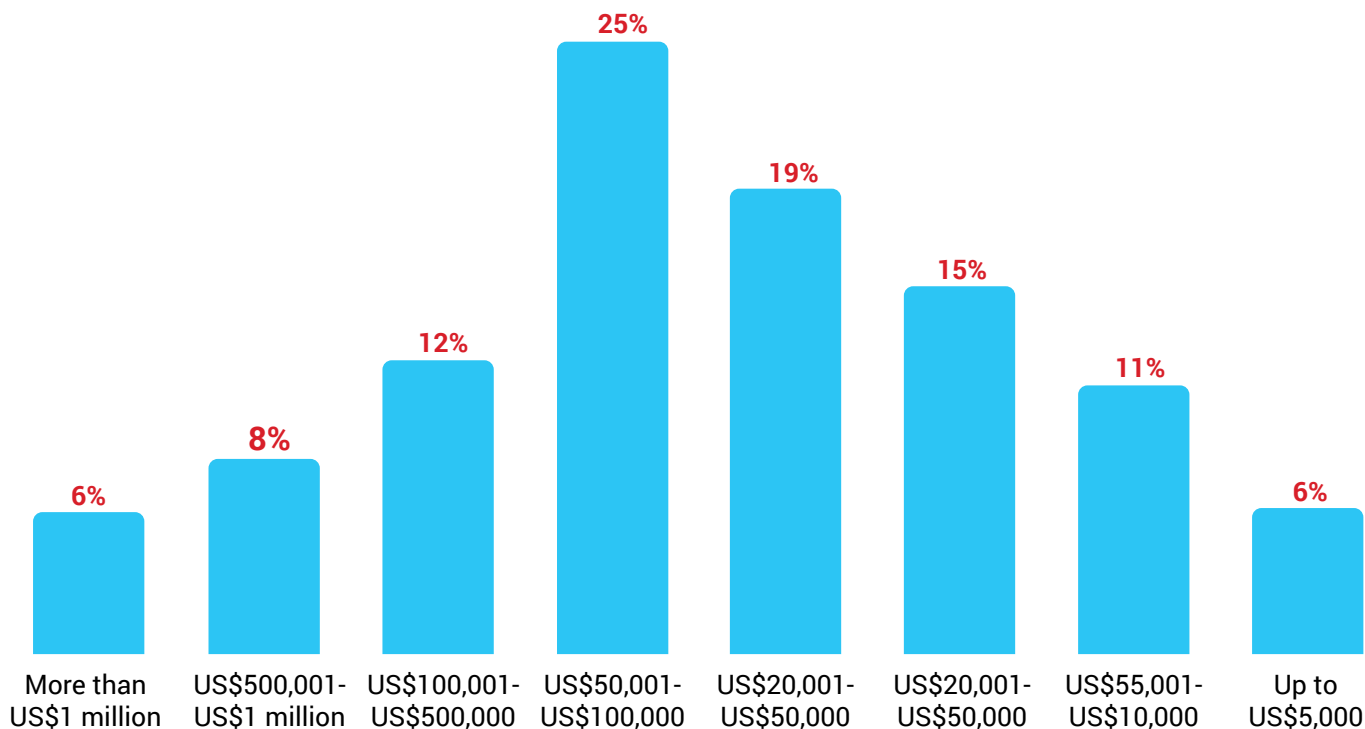
96%

Satisfied with ITE HCMC 2023



Buyers rated the importance
to attend ITE HCMC for their business





**Buyers expect to spend over the next 12 months
with the exhibitors as a result of their visit to ITE HCMC 2023**

“ GOVIA TRAVEL (Hungary):
During my time at ITE HCMC 2023, I had the chance to learn about the country's rich traditions and natural beauties, always accompanied by the warmth and hospitality of the wonderful people. I am certain that I will attend ITE HCMC again next year. **”**

“ NEW WAVE HOLIDAYS (Bulgaria): I'm delighted to participate in ITE HCMC 2023 as I had the unique opportunity to meet colleagues from all over the world and force business relationships that would be of extreme benefit for the future. **”**

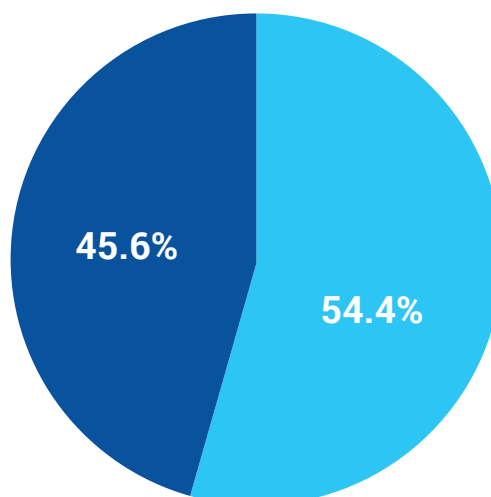
“ TRAVEL @WORLD (Turkey): ITE HCMC is organized very well with high-quality sellers and new possibilities. Without a doubt, ITE HCMC is the best event to reach the right products for Vietnam and the Indochina region. **”**

“ MY OVERSEAS WEDDING (Australia): This is our first time attending ITE HCMC. We have worked with many luxury 4-star and 5-star hotels. Moving forward, I will invest more time in product development with my partners. There will definitely be business deals after ITE HCMC 2023. **”**

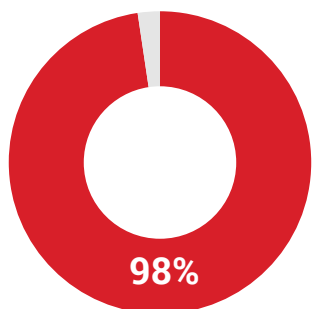
VISITOR ANALYSIS

25,000 visitors;
13,600 trade visitors &
11,400 public visitors

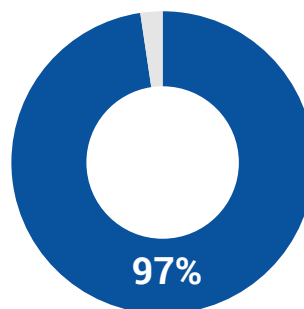
- Trade Visitor
- Public Visitor



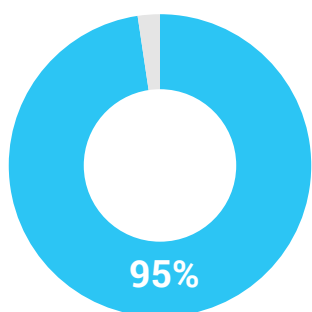
MAIN INTERESTS IN ITE HCMC



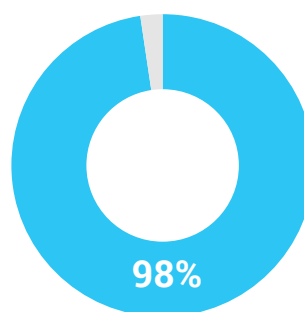
Visitors would visit ITE HCMC again



Visitors would likely to recommend
ITE HCMC to their friends and colleagues

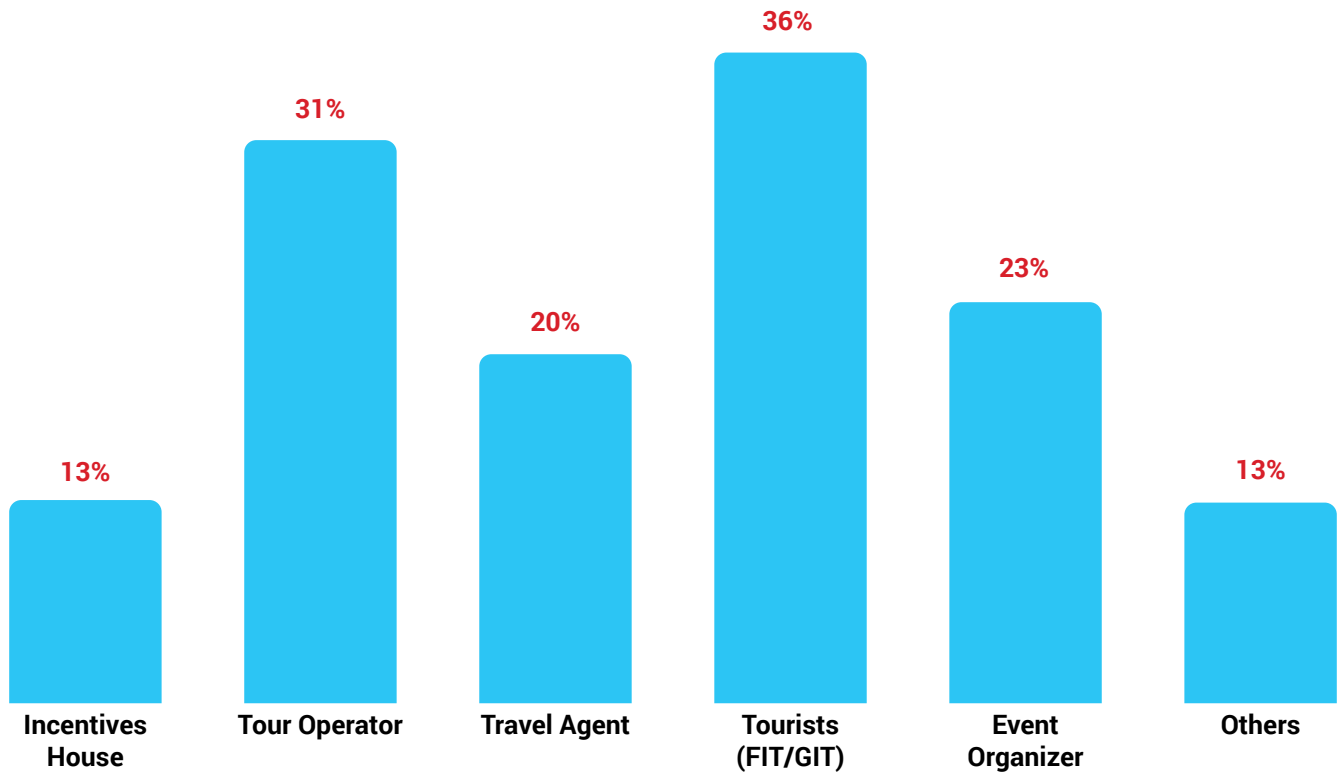


Visitors met their objectives
for visiting ITE HCMC 2023



Visitors were satisfied with their
experience at ITE HCMC 2023

NATURE OF BUSINESS



VISITOR'S TESTIMONIALS

“

ITE HCMC 2023 was a great platform for us to update the tourism industry in Asia region and meet new potential suppliers for our future development in Vietnam.

Grand Booking Group

“

The event was crowded with a lot of interesting activities. We met some good partners here and would visit again next year.

Unseen Vietnam Tours Limited Company

“

It was good to attend this year's ITE HCMC as **it gave us a chance to meet our partners and extend more networking.**

IASEA Travel Marketing

“

This was not my first time visiting ITE HCMC, but it was the largest one in the recent years. Though the tourism industry was not fully recovered after Covid-19, the event created many opportunities for both inbound and outbound enterprises to reconnect and seek new potential partners. I hope to make more positive cooperation after ITE HCMC 2023, and would definitely come back next year.

Myhistourism Adventure



WELCOME DINNER "HO CHI MINH CITY NIGHT" 05.09.2023 | Indochina Queen Dinner Cruise



ITE HCMC 2023 VIETNAM NIGHT - GALA DINNER "SHAPE OF VIETNAM" 06.09.2023 | GEM Center



RIBBON CUTTING CEREMONY
07.09.2023 | Saigon Exhibition & Convention Center (SECC)



ITE HCMC 2023 THANK YOU PARTY
08.09.2023 | Mai House Saigon Hotel



CONFERENCES & SEMINAR

- High-level Tourism Forum “Digital Transformation Driving Tourism Development”
- Specialized Conferences: Conference on Communication and Marketing Strategy to Attract International Tourists
- Conference on Tourism and Hospitality Industry - Vietnamese Resort Tourism - Opportunities & Challenges
- Specialized Conferences: Services provided for Halal Tourists
- Specialized Conferences: An Introduction to Chile Tourism in Ho Chi Minh City
- Specialized Conferences: An Introduction to Korea Tourism
- Specialized Conferences: An Introduction to Japan Tourism
- Punch Needle Workshop
- The 4th Asean PR Conference 2023
- Conference on Kien Giang Tourism Connection
- Specialized Discussion: Sports Tourism
- Specialized Discussion: Medical Tourism Development in Vietnam - Ho Chi Minh City
- Specialized Conferences: MICE Tourism Development in Vietnam - Ho Chi Minh City



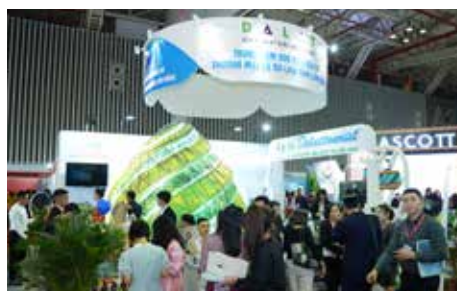
BEST BOOTH DESIGN AWARD



SUPPORTER AWARD



ITE PARTNER AWARD



MOST ATTRACTION BOOTH



TRAVEL FUN FAIR DAY FOR PUBLIC VISITORS



Hẹn gặp lại - See you again



HỘI CHỢ DU LỊCH QUỐC TẾ THÀNH PHỐ HỒ CHÍ MINH LẦN THỨ 18

THE 18TH INTERNATIONAL
TRAVEL EXPO HO CHI MINH CITY

09.2024

Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC), TP. HCM
Saigon Exhibition & Convention Centre (SECC), HCMC

ĐƠN VỊ TỔ CHỨC
ORGANIZED BY

C.I.S vietnam

LeBros

<https://itehcmc.travel>

