



THE 19TH INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY



SUSTAINABLE TRAVEL VIBRANT EXPERIENCE

Post show report

04 ► 06.09.2025

SECC, TAN MY WARD, HO CHI MINH CITY, VIETNAM

Endorsed by:

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

Organized by:

Vietnam National Administration of Tourism
Ho Chi Minh City Department of Tourism
C.I.S Vietnam Advertising & Exhibition JSC



www.itehcmc.travel





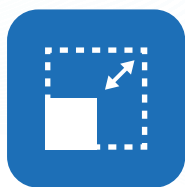
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ITE HCMC 2025 AT A GLANCE



9,000sqm

Scale



402

booths



500+

exhibitors



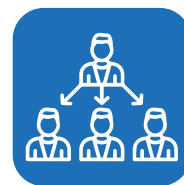
22

international exhibitors
from various countries
and territories



256

international hosted buyers
from 32 countries and territories



33

international delegations
from Mekong downstream
countries and other regions



60

international media representatives,
KOLs, and TikTok content creators
from 20 countries and territories



28 out of 34

provinces and cities of
Vietnam participated
with exhibition booths



26.055

visitors from 45 countries
and territories and 34 provinces
and cities nationwide



20.050

business meetings between
hosted buyers and exhibitors



09

forums and in-depth
conferences



30.285+

media coverage pieces,
including articles and images
about the event



OUR SPONSORS

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OFFICIAL AIRLINE



DIAMOND SPONSOR



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PREMIUM PARTNER HOTEL

S O F I T E L
SAIGON PLAZA

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OFFICIAL EXHIBITION VENUE



THANK YOU PARTY VENUE



OFFICIAL GALA DINNER VENUE



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STRATEGIC AIRLINES



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ITE HCMC 2025
04-06 September 2025
SECC, Tan My Ward, Ho Chi Minh City, Vietnam
www.itehcmc.com

SPONSOR IN KIND



MEDIA PARTNERS



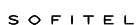
SPONSOR HOTELS IN POST SHOW TOUR



SUPPORTING HOTELS



OUR ADVISORY BOARD





GALA DINNER ITE HCMC 2025: **"THE FLOW OF QUINTESSENCE"**





THEME: “SUSTAINABLE TOURISM – LIVING EXPERIENCE”

- Integrating two key trends: developing eco-friendly tourism and creating unique, emotional experiences for travelers.
- Reaffirming Vietnam’s commitment to responsible tourism development, and the preservation of culture and nature.



VIETNAM’S LARGEST INBOUND -FOCUSED TRADE SHOW

- 256 Hosted Buyers from over 32 countries participated.





CROSS-SECTORAL SYNERGY

- The Opening Ceremony was held in conjunction with the Export Forum 2025 and the “International Supply Chain Connection” Event.



For the first time, Ho Chi Minh City also hosted the 12th General Assembly of the Tourism Promotion Organization for Asia Pacific Cities (TPO), under the theme **“Shaping the Future of Tourism: Towards Digital and Green Transformation.”**





CULTURAL EXPERIENCE ZONE

- Featuring traditional handicrafts, Vietnamese coffee culture, and folk art performances.





ENHANCED MEDIA AND PROMOTIONAL OUTREACH

- Participation of 60 international journalists, travel bloggers, and KOLs significantly amplified promotional impact.
- Destination familiarization trips were organized for Hosted Buyers and media representatives, providing firsthand experiences and showcasing a vibrant image of Vietnam





EXHIBITOR ANALYSIS

506 Exhibitors

9.000sqm of exhibition space

400 Booths

22 International Exhibitors from countries and territories including

Azerbaijan
Bhutan
Brunei
Cambodia
China
Germany
India
Indonesia

Japan
Korea
Laos
Malaysia
Myanmar
Nicaragua
Philippines
Russia

Singapore
Taiwan (China)
Timor-Leste
United Kingdom
United States

28 out of 34 provinces and cities of Vietnam participated with exhibition booths, including

An Giang
Ca Mau
Can Tho
Dak Lak
Da Nang
Dong Nai
Dong Thap

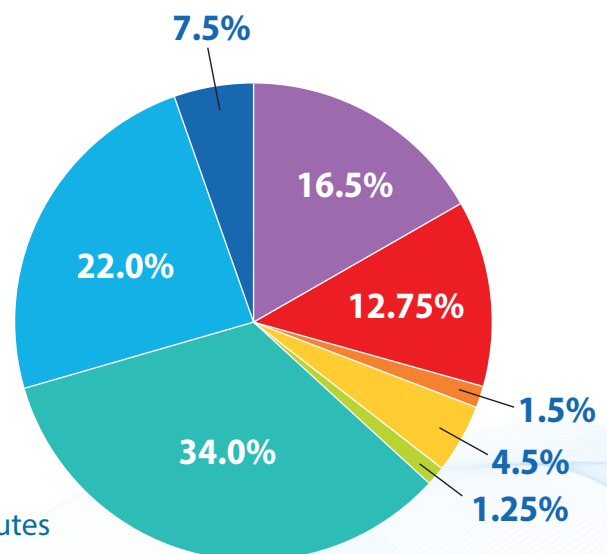
Gia Lai
Ha Tinh
Hanoi
Ho Chi Minh City
Hue
Hung Yen
Khanh Hoa

Lai Chau
Lam Dong
Lang Son
Lao Cai
Ninh Binh
Phu Tho
Quang Ngai

Quang Ninh
Quang Tri
Son La
Tay Ninh
Thanh Hoa
Thai Nguyen
Vinh Long

Exhibit Sectors

- Accommodation
- Travel Agencies
- Travel Technology
- Airlines, Cruise Lines, Transportation
- Entertainment, Attractions, Heritage Sites
- International Organizations
- Departments, Provincial Tourism Promotion Centers, Institutes
- Others





ITE HCMC 2025
04-06 September 2025

SECC, Tan My Ward, Ho Chi Minh City, Vietnam
www.itehcmc.com

Exhibitors' Evaluation of ITE HCMC 2025

79% will continue to participate in ITE HCMC 2026

88% rated the exhibition quality as good

90% rated the quality of potential buyers and effectiveness of business matching as good

90% would recommend the exhibition to others

92% were satisfied with the Organizer

85% trusted in the return on investment at ITE HCMC

45% made on-the-spot sales

50% had orders under negotiation

92% of exhibitors generated new potential customers

NHẬN XÉT CỦA NHÀ TRƯNG BÀY

“

ITE HCMC 2025 is not merely a trade promotion event but a symbol of the resilience, strength, and creativity of Vietnam's tourism industry in a time of transformation filled with both challenges and opportunities for redefinition. Vietnam Airlines is proud to have accompanied the exhibition for 19 consecutive years, as a testament to our brand commitment and a reaffirmation of our pioneering role in connecting destinations, fostering tourism and economic cooperation, and promoting the image of Vietnam to the world.

Vietnam Airlines (Vietnam)

”

ITE HCMC 2025 is not only a trade fair but also a strong kick-off for the peak travel season at the end of the year.

Saigontourist (Vietnam)

The year 2025 marks our largest-ever participation at ITE HCMC. The event serves as an excellent opportunity to promote Visit Malaysia 2026, showcase our unique destinations, and attract more visitors. Vietnam is one of our key markets, and through the exhibition, we have met many potential buyers to expand partnerships. We look forward to continuing our collaboration with ITE HCMC 2026.

Malaysia Tourism Promotion Board (Malaysia)

”

“

We have participated in ITE HCMC for more than 10 years and have always regarded it as an exceptional and large-scale event that creates valuable opportunities for international tourism businesses, buyers, and exhibitors to connect, network, and explore business cooperation. The hosted buyers attending the show are consistently evaluated as high-quality and full of potential. We are committed to continuing our partnership with ITE HCMC to promote and strengthen awareness of Thailand's tourism among visitors.

**Tourism Authority of Thailand
Ho Chi Minh City Office**





ITE HCMC 2025
04-06 September 2025

SECC, Tan My Ward, Ho Chi Minh City, Vietnam
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This is our fourth time participating in ITE HCMC, and also the first time we have exhibited with our own booth. We highly appreciate the enthusiasm of visitors and partners at the event. The scale of the exhibition continues to offer numerous networking opportunities, both inbound and outbound, with remarkable business development potential.

Focus Travel Group (Vietnam)



ITE HCMC provides an excellent opportunity for BenThanh Tourist to introduce new products, stimulate domestic tourism demand, and expand our international market. This year, we are especially delighted to welcome more international buyers from promising markets such as Russia and Poland.

BenThanh Tourist (Vietnam)



Joining JNTO this year are many partners from local governments, travel agencies, and accommodation providers in Japan. Our goal is to showcase the most captivating aspects of Japan to Vietnamese travelers. At the same time, we hope to further develop travel programs exploring destinations in Vietnam, helping more Japanese visitors discover the beauty, people, culture, and cuisine of this country.

Japan National Tourism Organization – JNTO (Vietnam Office)



This year's exhibition stands out for its increasingly diverse range of buyers, along with a professionally organized and effective appointment system. The event provides an important opportunity for us to focus on the domestic market while expanding connections with partners across Southeast Asia and beyond. We will certainly continue to accompany ITE HCMC in the years to come.

The Ascott Limited (Singapore)



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

256 Hosted Buyers

20,050 Business Meetings

97% Satisfied with
ITE HCMC 2025

32 Countries & Territories

Asia

Armenia, China, India, Indonesia,
Japan, Philippines, Singapore,
South Korea, Taiwan, Thailand

Europe

Austria, Azerbaijan, Czech Republic,
Denmark, France, Germany, Italy,
Lithuania, Poland, Portugal, Slovakia,
Spain, Switzerland, United Kingdom

Americas

Brazil
Canada
United States

Middle East

Oman, Qatar, Türkiye

Africa

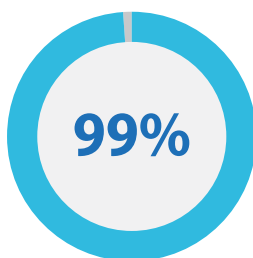
Tunisia

Oceania

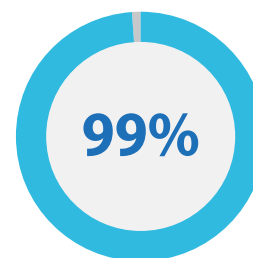
Australia



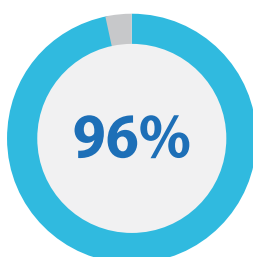
Asia	59.5%
Europe	22.6%
Oceania	11.9%
Americas	5.6%
Africa	0.4%
Middle East	1.2%



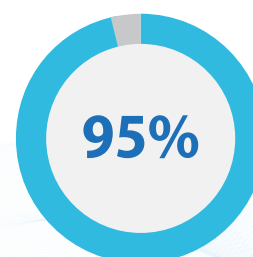
Buyers reported achieving their objectives
when participating in ITE HCMC 2025



Buyers rated attending ITE HCMC
as important for their business



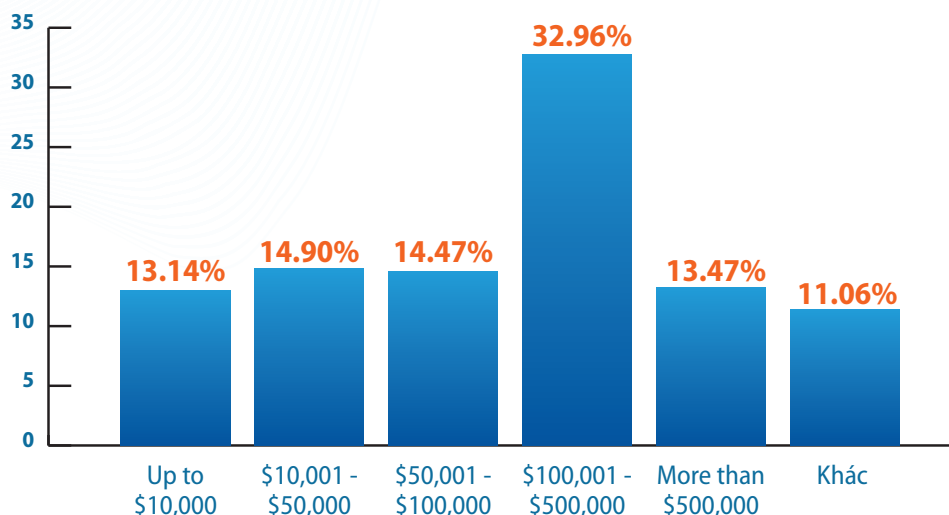
Buyers would like to recommend ITE HCMC
to their friends and colleagues



Buyers would like to come again
as Hosted Buyer at ITE HCMC 2026



BUYERS EXPECTED TO SPEND OVER THE NEXT 12 MONTHS WITH THE EXHIBITORS AS A RESULT OF THEIR VISIT TO ITE HCMC 2025



FEEDBACK FROM OUR SATISFIED HOSTED BUYERS

“

It was a great opportunity to meet others in the industry, discover like-minded organizations to follow up with, and gain valuable learning experiences. The venue and setup were well arranged, and the organized events outside of the main travel mart were both entertaining and enriching. Truly a wonderful chance to network and connect within the industry!

Inside Travel Group (United Kingdom)

”

The event was very well-organized, creating a smooth and enjoyable experience. I particularly appreciated the event app and file handling system, which made participation seamless and efficient.

Thomas Cook (India)

”

The entire event was a fantastic experience — well-organized and highly valuable. Beyond the impressive execution, it proved to be a truly vital platform for our business, offering valuable opportunities to connect with the right partners, strengthen existing relationships, and explore new collaborations.

Flight Centre Travel Group (Australia)

”

This was my first visit to ITE HCMC, and it turned out to be a truly rewarding experience. It was a great opportunity not only to meet our partners in person but also to discover new trends shaping the travel industry. The event created meaningful connections and provided fresh insights that will support our future growth.

Travel Edge (Canada)

”

ITE HCMC 2025 brought together highly knowledgeable sellers and offered the chance to discover new products with real potential. These insights will not only support our current work but also open up promising opportunities to develop our future business.

G Adventures (United States)

”

This was my very first time attending ITE HCMC 2025, and it went far beyond my expectations. What stood out most was how the exhibition not only highlighted Vietnam as a vibrant destination but also connected international exhibitors across the region, proving its strength as a genuine global business platform. The entire experience was smooth, professional, and truly memorable — I left with valuable partnerships and lasting impressions, and I look forward to returning in the years to come.

Paula & Co. DMC (Thailand)

”

ITE HCMC 2025 featured an excellent selection of exhibitors, impressive not only in number but also in diversity. It provided a rare opportunity to meet suppliers that are not often present at other shows in EMEA or Asia. The event proved to be a highly productive platform for meaningful connections and future collaborations.

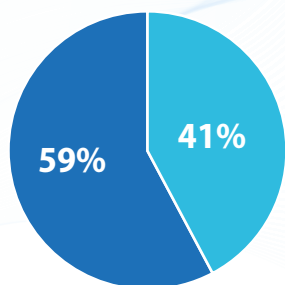
AmexGBT (Singapore)

”





VISITORS

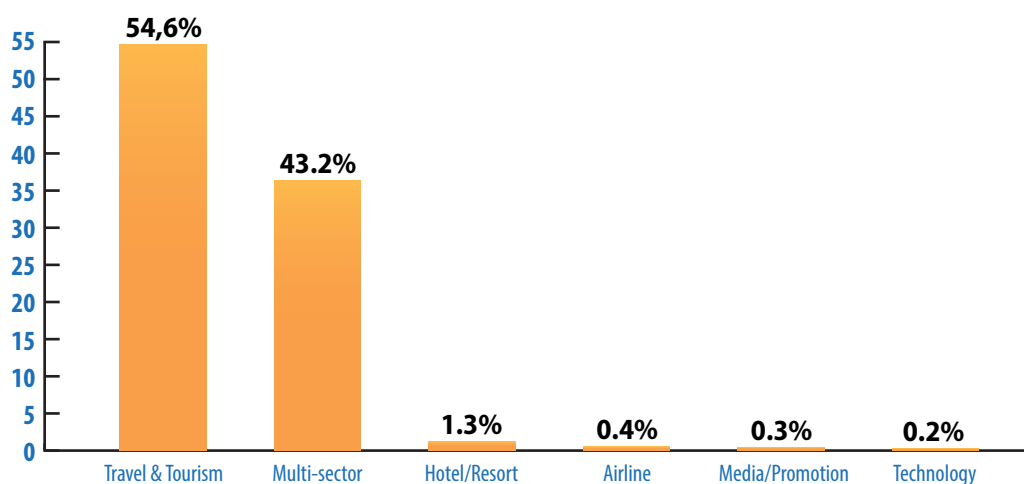


26,055 total visitors

■ **15,500** trade visitors
■ **10,555** public visitors

From **45**
countries and territories
and **34**
provinces and cities

Trade Visitors by Sector



FEEDBACK FROM OUR SATISFIED VISITORS

“

I am truly honored to visit and experience the Ho Chi Minh City International Travel Expo – ITE HCMC 2025. The event brings an energetic and vibrant atmosphere, attracting a large number of city residents as well as international friends. It is a special opportunity for cultural exchange and connection among nations, while also showcasing the unique and captivating beauty of Vietnam to the world.

Ms. Nguyen Hoang Phuong Linh
(Miss Cosmo 2025)

This is my second time attending ITE HCMC. Compared to last year, this year's exhibition is much larger and more impressive, featuring a diverse range of booths from domestic and international exhibitors, as well as neighboring countries such as Cambodia, Laos, Thailand, Malaysia, and Indonesia. I will definitely return next year and look forward to introducing the exhibition to even more friends and colleagues.

Mr. Dang Phat (Hanh Trinh Viet Tourist)

”

“

I participate in ITE HCMC every year as a business visitor because it's a special occasion to meet partners from across Vietnam and neighboring countries like Laos and Cambodia. The exhibition is always lively, large-scale, and offers numerous opportunities for product exchange and international tourism development planning. For us, this is an unmissable annual event.

Ms. Yen Nguyen (Liberty Vietnam & Indochina)

This is our first time joining the exhibition in Ho Chi Minh City, and we found the event truly amazing — large in scale and featuring many international participants. We will certainly return next year, along with more representatives from Thailand

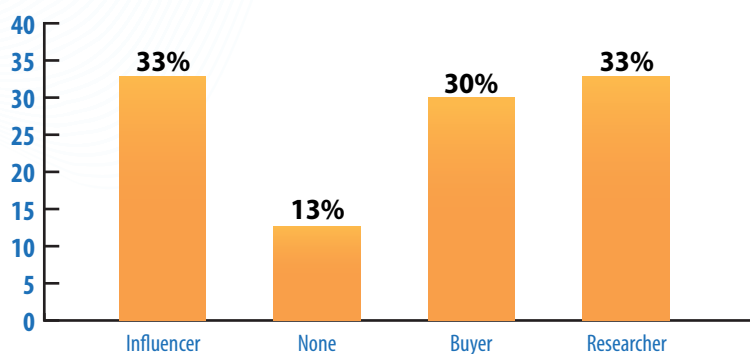
Mr. Keith (Thailand)

”

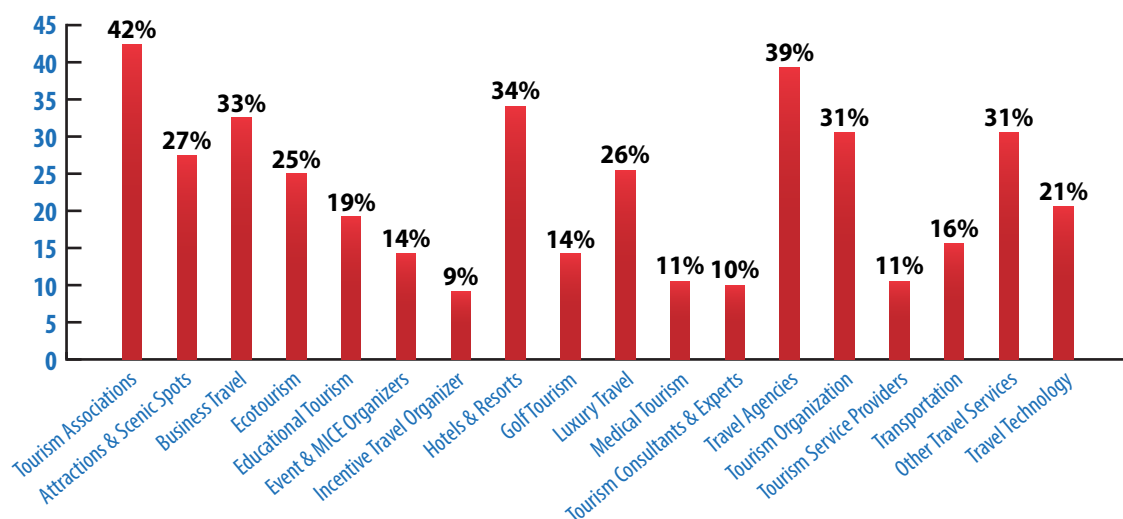


TRADE VISITOR SURVEY

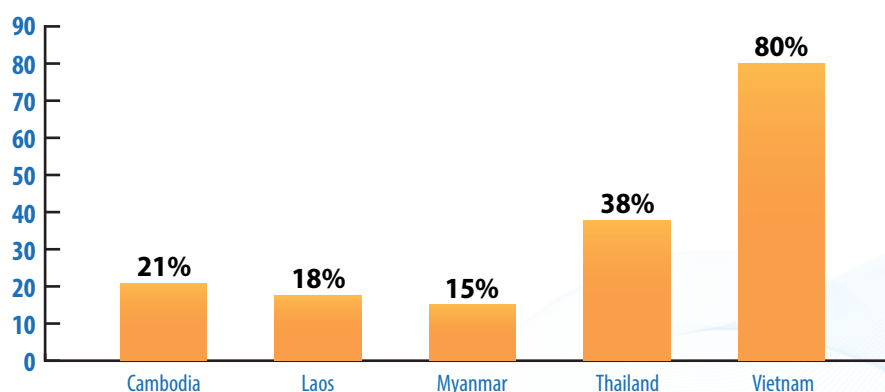
Main job responsibilities



You would like to meet suppliers/ look for products

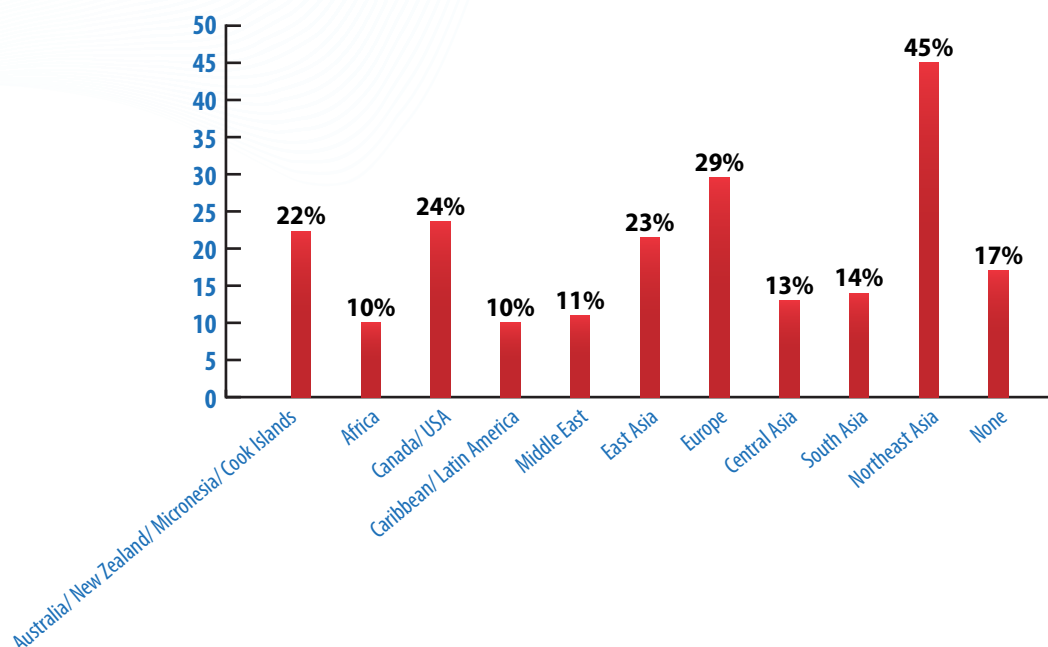


You purchase from the following market





From which markets would you like to purchase, other than Cambodia – Laos – Myanmar – Thailand?



Trade Visitor Feedback

99% of trade visitors expressed interest in returning to ITE HCMC 2026

90% rated the quality of exhibition booths as excellent

95% found potential partners or new business opportunities at the show

93% are willing to recommend ITE HCMC to colleagues and other businesses

SEE YOU AGAIN

THE 20TH INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY



27 ► 29.08.2026

**SAIGON EXHIBITION AND CONVENTION CENTER (SECC)
TAN MY WARD, HO CHI MINH CITY, VIETNAM**



www.itehcmc.travel