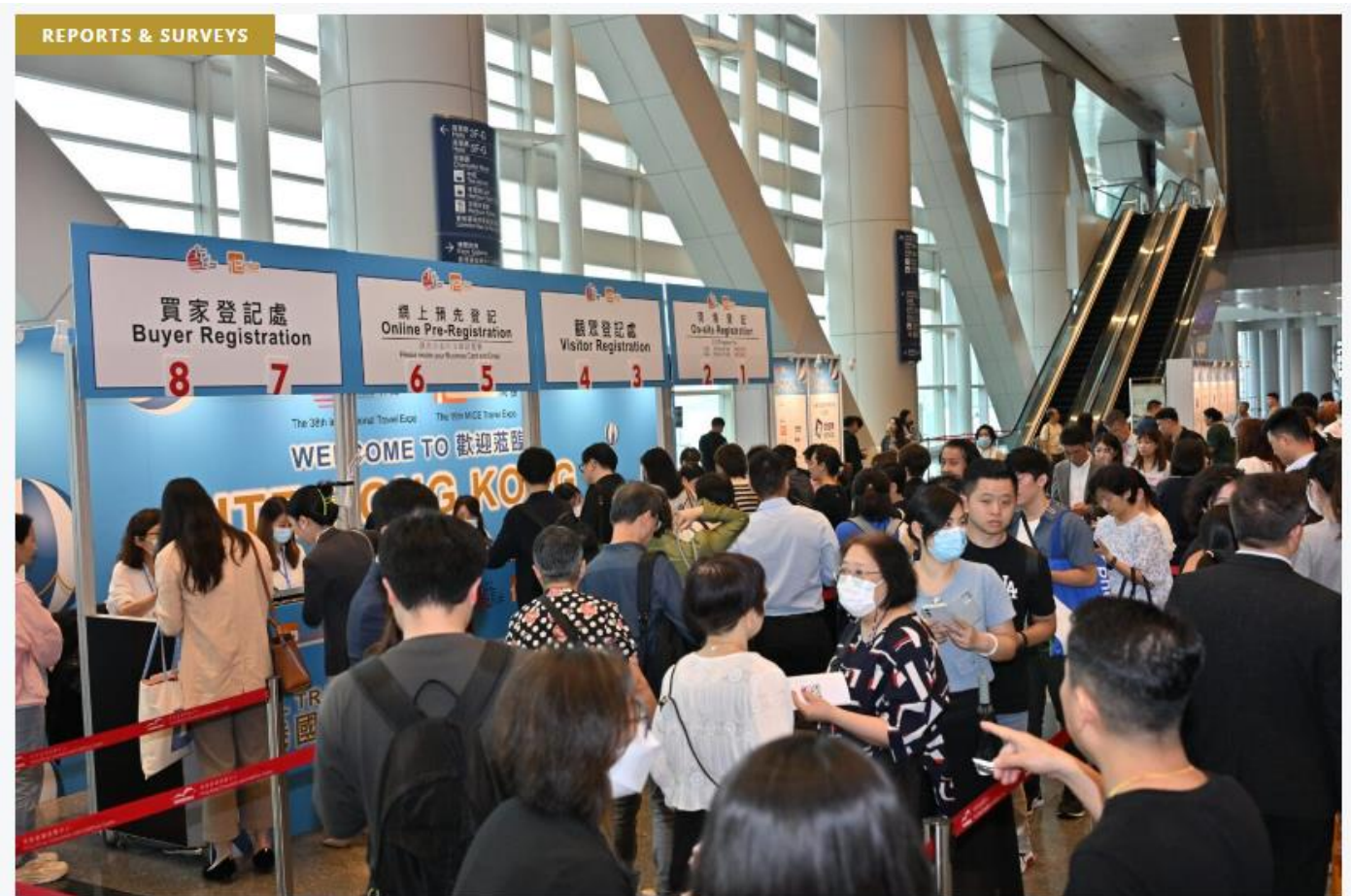


## SURVEYS

# ITE Hong Kong's MICE survey highlights slow post-pandemic recovery

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ITE Hong Kong's 2024 MICE survey shows 60% of organizations have restarted outbound MICE, with full recovery expected by mid-2025.

For many years, **ITE Hong Kong** has been the city's only and Asia's leading international travel fair. Since 2021, **TKS**, the event's organizer, has held annual physical editions of ITE, with over half of the exhibitors from outside Hong Kong. In 2024, TKS conducted two surveys focusing on tourism recovery. The first survey, published in July, focused on public visitors, while this report focuses on **MICE** visitors and the recovery of outbound MICE (Meetings, Incentives, Conferences, and Exhibitions).

## Survey Methodology

Between March and May 2024, TKS sent online invitations to MICE visitors from ITE, including professionals from Hong Kong and neighboring cities. The International Live Events Association (ILEA) Asia Chapter contributed professional input during the survey's preparation. A total of 131 organizations participated, representing a diverse range of sectors and geographical locations.



## Findings Summary

Though a late start in 2023 compared to the public, by mid-2024 some 60% of MICE survey respondents restarted recovery while nearly 70% expect full recovery by mid-2025. While there certainly are attempts to control costs, around half of respondents will keep or spend more. With say flight costs yet to go back to the pre-pandemic level, organizations are realistic on per capita spending. While the majority think there will be a new normal in post-pandemic O/B MICE, sustainability remains highly important. Likely, negative impacts focus on holding fewer activities with fewer participants.

## (A) RESPONDENTS

The respondents are familiar with O/B MICE. In fact, a total of 131 organizations/companies replied, of whom 82% have held such activities in pre-pandemic years. (A1)

A significant portion of them have outside origin, as 22% of respondents have their head office outside Greater China which includes mainland China, Hong Kong, Macau and Taiwan. By size, slightly over half are SMEs with 56% having fewer than 25 staff, while over one-third have 50 or more. (A2 & A3)

<b>(A1) How frequent holding Outbound MICE in a pre-pandemic year?</b>		<b>(A3) Location of Head Office</b>	
None	18%	Greater China	78%
1 to 2 times	41%	South & SE Asia	6%
3 to 4 times	18%	NE Asia	5%
5 times or More	23%	Europe	4%
		Africa & Middle East	2%
		Oceania	2%
		North Americas	2%
		South Americas	1%

<b>(A2) Size of organization (Number of employees)</b>	
Below 25	56%
26 – 50	8%
51 – 100	17%
Over 100	19%

## (B) RECOVERY

Around 60% of respondents replied their organization had already re-started O/B MICE, and specifically, 25% in 2023 though flights then costly and limited, and 34% in 2024. (B1 & B2)

Comparatively, MICE recovery according to this survey far slower than Hong Kong's which by outbound spending (\*1) and departure (\*2) in 2023 already recovered respectively to 84% and 77%.

<b>(B1) Restarted Outbound MICE</b>		<b>(B2) When to Restart Outbound MICE?</b>	
Yes	60%	2023 or earlier	25%
No	40%	2024	34%
		1 <sup>st</sup> half of 2025	6%
		Further Beyond	5%
		Not Sure	30%

*\*Remarks: Hong Kong residents in 2023 spent US\$ 22.7 billion (\*1) on outbound and made 72.2 million departures (\*2), respectively 84% and 77% return to pre-pandemic levels.*



### **(C) POST-PANDEMIC OUTBOUND (O/B) MICE**

As many as 76% of respondents agree there will be a “new normal” for post-pandemic outbound MICE. Coincidentally, the same percentage of 76% of respondents expect full recovery by mid-2025 and perhaps use the perceived new normal as a yardstick. (C1 & C2).

<b>(C1) New normal in Post Pandemic O/B MICE</b>		<b>(C2) When a full recovery for your organization?</b>	
<b>Yes</b>	<b>76%</b>	<b>1<sup>st</sup> half of 2024</b>	<b>12%</b>
<b>No</b>	<b>24%</b>	<b>2<sup>nd</sup> half of 2024</b>	<b>35%</b>
		<b>1<sup>st</sup> half of 2025</b>	<b>29%</b>
		<b>Further beyond</b>	<b>24%</b>

Compared with pre-pandemic, 21% hold fewer activities and 19% more; 23% have fewer participants and 20% more; while 15% reduce per capita spending and 30% to increase. (C3, C4 & C5). Adding up percentages of “same” and “more”, C3 total 48 (29 + 19), C4 total 53 (33 + 20) and C5 total 60 (30 + 30). Overall, findings indicated cut back in total will more likely be small.

<b>Post-pandemic Outbound MICE</b>	<b>Fewer ò</b>	<b>Same –</b>	<b>More ñ</b>	<b>Not Sure</b>
<b>C3: # of Outbound MICE activities</b>	21%	29%	19%	41%
<b>C4: # of Participants</b>	23%	33%	20%	24%
<b>C5: Average Per Capita Spending</b>	15%	30%	30%	25%

However, C3 and C4 also indicated respondents try holding down the total cost with fewer activities and participants. Rather contradictory in C5 as there is more to increase per capita spending than cutting back which would have boosted the total cost per activity! We believe it is the result of realistic planning as flight costs are still higher than pre-pandemic. In other words, per capita cost is less controllable than a number of delegates and a number of activities.

For reference, Table C6 below on pre-pandemic per capita spending and C7 on interested post-pandemic destinations are enclosed. With only 3% not considering this factor, sustainability is another important factor in post-pandemic O/B MICE (C8).

**C6: Per capita per day spending (inclusive) in pre-pandemic O/B MICE**

<b>Below HK\$1000</b>	<b>HK\$1001-3000</b>	<b>HK\$3001-5000</b>	<b>Over HK\$5000</b>
21%	44%	20%	15%

### C7: Post-pandemic O/B MICE Interested Destination(s)

<b>Greater China</b>	<b>69%</b>	<b>Europe</b>	<b>24%</b>	<b>North Americas</b>	<b>10%</b>
<b>South &amp; SE Asia</b>	<b>58%</b>	<b>Africa + Middle East</b>	<b>7%</b>	<b>South Americas</b>	<b>1%</b>
<b>NE Asia</b>	<b>27%</b>	<b>Oceania</b>	<b>13%</b>	Notes: Multiple answers so total over 100%	

### C8: When sourcing suppliers, how important (as a primary criterion) is sustainability?

<b>Preferred but not compulsory</b>	<b>Important</b>	<b>Not Important</b>
51%	46%	3%

## Next ITE Hong Kong

ITE Hong Kong 2025, which comprises of the 39th ITE (Leisure) and the 20th ITE MICE, will be held from 12 to 15 June 2025 in 5 halls from Halls 1A to 1E of Hong Kong Convention and Exhibition Centre.

Again, ITE2025 is supported by the Ministry of Culture and Tourism of the **People's Republic of China** with the **Hong Kong Tourism Board**, Travel Industry Council of Hong Kong and **Macao Government Tourism Office** etc. as supporters.

Travel Daily News: <https://www.traveldailynews.asia/reports-surveys/ite-hong-kongs-mice-survey-highlights-slow-post-pandemic-recovery/>