



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO  
Global  
Geoparks



GLOBAL  
GEO PARKS  
NETWORK



APGN  
ASIA PACIFIC GEO PARKS NETWORK



中國國家地質公園  
NATIONAL GEO PARK OF CHINA



HONG KONG  
GEO PARK  
香港地質公園



# POST EVENT REPORT

## 展後報告

**INTERNATIONAL TRAVEL EXPO HONG KONG 2018**  
**香港國際旅遊展 2018**

**The 32<sup>nd</sup> ITE & The 13<sup>th</sup> ITE MICE**  
**第32屆香港國際旅遊展及第13屆商務會獎旅遊展**

**14 - 17 JUNE 2018**

**Hong Kong Convention & Exhibition Centre**



The 32<sup>nd</sup> Int' Travel Expo  
第32屆香港國際旅遊展



The 13<sup>th</sup> MICE Travel Expo  
第13屆商務會獎旅遊展



## International Travel Expo Hong Kong 2018 Post Event Report

### About ITE Hong Kong 2018

International Travel Expo (ITE) Hong Kong, the city's only travel fair, highlights in-depth and theme travel to better serve the regional travel trade, high-quality MICE events and FIT travellers. It attracts a wide range of visitors of all ages and from all walks of life, thus generating good results on many fronts for the exhibitors, including the UNESCO Global Geoparks.

Supported by the China National Tourism Administration, the Hong Kong Tourism Board, and trade associations in the region, ITE Hong Kong 2018 was held at the Hong Kong Convention & Exhibition Centre. The first two days were open only to the trade and professionals, and the last two days were also open to the public.

Officiated by Mr. Edward Yau, Secretary of Commerce and Economic Development of the Hong Kong SAR Government, Prof. Setsuya Nakada, Elected Chair of the Advisory Committee of the Global Geoparks Network (GGN), Dr. Leung Siu-fai, Director of the Agriculture, Fisheries and Conservation Department (AFCD), ITE Hong Kong 2018 opened on 14 June 2018.



Before the opening, Mrs. Carrie Lam, Chief Executive of the Hong Kong SAR Government, sent a Message welcoming all ITE participants.





## Message

A warm welcome to the 32<sup>nd</sup> International Travel Expo Hong Kong and 13<sup>th</sup> MICE Travel Expo.

For more than three decades now, the International Travel Expo has served as one of the region's leading travel exhibitions, drawing a high percentage of international exhibitors. Last year's event featured some 645 exhibitors from 56 countries and regions, attracting more than 12 300 buyers. In addition, about 90 000 visitors flocked to the event during its two public days.

Highlights this year include first-time exhibitors from Egypt, Fiji, Greece, Kazakhstan, Malaysia, Nepal, Spain and Vietnam, along with such new theme areas as Green Tourism and Gourmet Travels.

Hong Kong, of course, is one of the world's premier travel destinations, welcoming more than 58 million visitors last year. To ensure its continuing success, the Government, last October, launched a Development Blueprint for the Tourism Industry. Among the Blueprint's strategies is to enhance Hong Kong's competitiveness as a major MICE tourism destination.

In this regard, the 13<sup>th</sup> ITE MICE Travel Expo, held alongside the International Travel Expo, is a great help as an annual showcase of Hong Kong's MICE strengths and advantages to the region, and the world.



I wish this year's ITE Hong Kong a great success and its exhibitors and buyers the best of business at the fair.



*Carrie Lam*

( Mrs Carrie Lam )  
Chief Executive  
Hong Kong Special Administrative Region



## First Exhibition in Asia Featuring UNESCO Global Geoparks

The GGN, Gold partner of the World Tourism Organization (WTO) for the International Year of Sustainable Tourism, continues its global efforts to create new contacts with the International Tourism Market and raise the visibility of the 140 UNESCO Global Geoparks as high-quality, "green" and sustainable tourism destinations!

Committed to promoting sustainable tourism, the UNESCO Global Geoparks participated in ITE Hong Kong for the first time, making Hong Kong UNESCO Global Geopark (HKUGGp) an exchange and promotion hub for the Asia Pacific Region this year. HKUGGp, with the strong support of its management authority, the AFCD, our counterparts from Messel Pit World Heritage Site, the GGN, the Asia Pacific Geoparks Network (APGN), the Lions Nature Education Foundation and the L'Hotel Management Company Limited, took the lead in organising the event and co-ordinating the participation of geoparks in the region.



ITE Hong Kong, an annual exhibition now in its 32nd edition, is well-known for attracting international exhibitors, the regional travel trade, and visitors with high spending power. The fair was held from 14 to 17 June at the Hong Kong Convention & Exhibition Centre. The UNESCO Global Geopark brand was recognized as one of the highlights of the travel fair this year. It successfully attracted over 12,460 visitors from the travel sector and the region during the two trade days and 90,055 visitors during the two public days.

## Exhibition Design and Content

The UNESCO Global Geopark pavilion showcased all the 140 UNESCO Global Geoparks and the regional geopark networks. Thirteen new UNESCO Global Geoparks, located in Asia, Africa, Europe and North America, were also highlighted at the exhibition.







## 聯合國教科文組織世界地質公園 為您提供世界級的

UNESCO Global Geoparks offer  
**40 個旅遊勝地！**  
world class travel destinations!



## 什麼是聯合國教科文組織世界地質公園？ What is a UNESCO Global Geopark?

聯合國教科文組織世界地質公園是根據全球地質遺產的價值，以及其獨特的自然景觀，在良好的管理下與自然環境、社區發展和可持續發展相結合，以保護其地質遺產、促進其可持續發展、提高公眾對地質遺產的認識、產生社會經濟效益。

UNESCO Global Geoparks are single, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. The creation of innovative local enterprises, new jobs and high-quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.

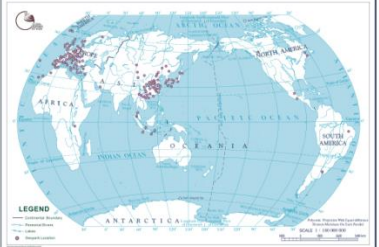
目標：世界地質公園增加人類對聯合國教科文組織地質遺產、地質科學和地質遺產的認識；提高公眾對地質遺產的認識；產生社會經濟效益。

A UNESCO Global Geopark is a prestigious designation at the same level as a World Heritage Site or a Biosphere Reserve. This comparatively new brand promises visibility and a stamp of quality.

### 聯合國教科文組織世界地質公園 UNESCO Global Geoparks

38  
國家  
Countries

140  
成員  
Members



設立地質公園的目的是讓我們更好地了解自然遺產，並將其與社會和經濟發展相結合。地質公園是將地質遺產、自然遺產和人類遺產融為一體，從而實現了地質遺產與人類遺產的有機結合。

世界地質公園網絡是在聯合國教科文組織的支持下於2004年建立的。2024年共有140個地質公園加入該網絡。該網絡由140個地質公園組成，分布在38個國家。

### 聯合國教科文組織世界地質公園的目標 Focus Areas of UNESCO Global Geoparks

- 1 自然科學遺產 Natural Resources
- 2 提高公眾對地質遺產的認識 Geopark Awareness of Geological Heritage
- 3 關注氣候變化 Care About Climate Change
- 4 普及地球科學知識 Popularize Earth Science
- 5 促進科學研究 Promote Scientific Research
- 6 保護文化遺產 Preserve Cultural Heritage
- 7 改善婦女地位 Empower Women
- 8 推廣可持續發展 Promote Sustainable Development
- 9 保護傳統知識 Preserve Local and Indigenous Knowledge
- 10 保護地質遺產 Preserve Geological Heritage


## 2018 聯合國教科文組織 世界地質公園新成員 Newly Designated UNESCO Geoparks




<p><b>比利時 Kamenna-Andenna</b> 聯合國教科文組織世界地質公園 Kamenna-Andenna UNESCO Global Geopark, Belgium</p>	<p><b>加拿大 Percé</b> 聯合國教科文組織世界地質公園 Perce UNESCO Global Geopark, Canada</p>	<p><b>中國光復山-武夷山</b> 聯合國教科文組織世界地質公園 Guangfushan-Wuyishan UNESCO Global Geopark, China</p>	<p><b>中國黃南-大勃山</b> 聯合國教科文組織世界地質公園 Huangnang-Daboshan UNESCO Global Geopark, China</p>
<p><b>法國 Bascaïde</b> 聯合國教科文組織世界地質公園 Bascaïde UNESCO Global Geopark, France</p>	<p><b>日本伊豆半島</b> 聯合國教科文組織世界地質公園 Izu Peninsula UNESCO Global Geopark, Japan</p>	<p><b>韓國靈鷲山山城</b> 聯合國教科文組織世界地質公園 Munsungwan Area UNESCO Global Geopark, Republic of Korea</p>	<p><b>西班牙 Corca de Tromp</b> 聯合國教科文組織世界地質公園 Corca de Tromp UNESCO Global Geopark, Spain</p>
<p><b>印尼巨港</b> 聯合國教科文組織世界地質公園 Palembang UNESCO Global Geopark, Indonesia</p>	<p><b>印尼巨港</b> 聯合國教科文組織世界地質公園 Palembang UNESCO Global Geopark, Indonesia</p>	<p><b>西班牙</b> 聯合國教科文組織世界地質公園 Cazorla UNESCO Global Geopark, Spain</p>	<p><b>越南高平</b> 聯合國教科文組織世界地質公園 Cao Bang UNESCO Global Geopark, Vietnam</p>




## UNESCO Global Geoparks of Japan 日本的聯合國教科文組織世界地質公園



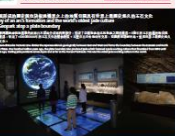
**Unzen Volcanic Area**  
鳥居平島地質公園




**Oki Islands**  
隱岐群島地質公園




**Itoigawa**  
糸魚川地質公園




**Toga Caldera and Usu Volcano**  
吾妻火山口和  
吾妻火山地質公園




**Izu Peninsula**  
伊豆半島地質公園




**Aso**  
阿蘇地質公園




**San'in Kaigan**  
山陰海岸地質公園



**Muroto**  
室戶地質公園



**Mt. Apo**  
阿波地質公園



## 地質公園網絡 Geopark Networks

網絡地質公園是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

### 區域地質公園網絡 Regional Geopark Networks

區域地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

**73 個成員**  
GCM members

**歐洲地質公園網絡**  
European Geoparks Network

歐洲地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

**58 個成員**  
GCM members

**亞太地質公園網絡**  
Asia-Pacific Geoparks Network

亞太地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

**4 個成員**  
GCM members

**拉丁美洲與加勒比海地質公園網絡**  
Latin America and Caribbean Geoparks Network

拉丁美洲與加勒比海地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

**2 個成員**  
GCM members

**非洲 Africa**

非洲地質公園網絡是地質公園發展的重要平台，地質公園網絡是地質公園發展的重要平台...

## 中國 China

### 世界地質公園名單 Global Geoparks

中國於2004年正式加入聯合國世界地質公園組織，目前已有37個地質公園被列為世界地質公園名單。

美麗風景盡在  
中國聯合國教科文組織  
世界地質公園  
Magnificent UNESCO  
Global Geoparks of China

中國2004年正式加入聯合國世界地質公園組織，目前已有37個地質公園被列為世界地質公園名單。









































# Let's Go! 香港聯合國教科文組織世界地質公園

## Hong Kong UNESCO Global Geopark

### 西貢火山岩區

#### Sai Kung Volcanic Rock Region



### 新界東北沉積岩區

#### Northeast Sedimentary Rock Region



**A 高流島 High Island**  
 高流島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**B 雙洲雙潭 Double Haven**  
 雙洲雙潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**C 西貢群島 Sai Kung Group**  
 西貢群島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**D 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**E 雙洲雙潭 Double Haven**  
 雙洲雙潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**F 高流島 High Island**  
 高流島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**G 西貢群島 Sai Kung Group**  
 西貢群島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**H 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**I 雙洲雙潭 Double Haven**  
 雙洲雙潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**J 高流島 High Island**  
 高流島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**K 西貢群島 Sai Kung Group**  
 西貢群島是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**L 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是西貢火山岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**A 高流島 High Island**  
 高流島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**B 雙洲雙潭 Double Haven**  
 雙洲雙潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**C 西貢群島 Sai Kung Group**  
 西貢群島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**D 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**E 雙洲雙潭 Double Haven**  
 雙洲雙潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**F 高流島 High Island**  
 高流島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**G 西貢群島 Sai Kung Group**  
 西貢群島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**H 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**I 雙洲雙潭 Double Haven**  
 雙洲雙潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**J 高流島 High Island**  
 高流島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**K 西貢群島 Sai Kung Group**  
 西貢群島是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

**L 東門東潭 East Dam of High Island Reservoir**  
 東門東潭是東北沉積岩區內最壯麗的島嶼之一。島上有一條由天然岩石形成的「高流」，這是一條由天然岩石形成的「高流」。

Panel 1

Panel 2




## Our Supporters and Partners

ITE Hong Kong was supported by the Ministry of Culture and Tourism of the People's Republic of China, the Hong Kong Tourism Board, the Macao Government Tourism Office, the Travel Industry Council of Hong Kong, MICE and trade associations, and others.

Regarding the UNESCO Global Geopark pavilion, representatives from the GGN, the APGN, the European Geoparks Network (EGN), the Chinese Geoparks Network (CGN), the Japanese Geoparks Network (JGN) and the Hong Kong Geopark team were stationed at the Expo, where they effectively promoted the UNESCO Global Geopark brand, as well as the visitor services the various geoparks offer.

In addition to these parties, our media, trade and geopark partners shared their insights and support with ITE Hong Kong visitors, which contributed to making ITE Hong Kong the first and one of the most influential platforms for promoting UNESCO Global Geoparks in Asia.

Here is what some of our supporters and partners said:

	<p>“Hong Kong is one of the world’s favourite tourist destinations. I am so happy to see Hong Kong UNESCO Global Geopark represented here. I understand this year the exhibition has a record 670 exhibitors from 55 countries, as well as 180 MICE trade participants. This is the result of the combined efforts of many people in the trade from cities and countries around the world.”</p> <p><i>Mr. Edward Yau, Secretary for Commerce and Economic Development</i></p>
---	---



“A warm welcome from ITE Hong Kong, the city’s travel fair, to UNESCO Global Geoparks, which are closely related to the travel themes of Adventure and Travel Photography, both of which are popular with our fair visitors, so their presence this year is timely.”

***Mr. KS Tong, organiser of ITE Hong Kong***



“A UNESCO Global Geopark is a prestigious designation at the same level as a World Heritage Site or a Biosphere Reserve. This comparatively new brand promises visibility and a stamp of quality. I look forward to the successful participation of UNESCO Global Geoparks in ITE 2018 Hong Kong for the first time in Asia.

***Professor Patrick Mckeever, Head of the UNESCO Global Geopark programme***

“UNESCO Global Geoparks use geological heritage, in connection with other aspects of an area’s natural and cultural heritage, to enhance awareness and understanding of key issues facing society in the context of the dynamic planet we all share and depend on. We are excited to promote our 140 members from 38 countries as sustainable tourist destinations at ITE 2018 Hong Kong.”

***Professor Nickolas Zouros, President of the Global Geoparks Network***





‘Since the establishment of the first batch of eight global geoparks from China in 2004, the country’s geoparks have undergone robust development. At present, there are 37 UNESCO Global Geoparks in China. The 2018 International Tourism Expo in Hong Kong is a very good publicity platform, allowing the worldwide promotion of the UNESCO Global Geopark brand, together with diverse geological heritage, beautiful landscapes, rich cultural heritage, and delightful ecological environment of our geoparks. We are very pleased to see the active participation of UNESCO Global Geoparks in this event and look forward to the success of this travel expo.’

***Professor Jin Xiao-chi, Vice President of the Global Geoparks Network***

“Geoparks and related activities are very popular in Japan and in some other countries in Asia. We look forward to promoting our geoparks and related activities as sustainable tourism destinations through ITE 2018 Hong Kong.”

***Toru Yoneda, President of the Japanese Geoparks Network***





“On behalf of the European Geoparks Network (EGN), it is a pleasure to support your great work for UNESCO Global Geoparks and sustainable tourism during the important ITE tourism fair in Hong Kong in June 2018. Promoting the network, UNESCO Global Geoparks and the Asia Pacific Geoparks at an important venue like ITE 2018 is a great opportunity for us all. We wish you great success, and are sure that the geoparks will achieve huge results during and after the fair.”

***Dr Kristin Rangnes, Coordinator of the EGN***

“The Latin America Geoparks Network (LAGN) is the newest UNESCO Global Geoparks network. It includes Araripe, in Brazil, Grutas del Palacio, in Uruguay, and Mizteca Alta and Comarca Minera, in México. We are proud of our natural and cultural heritage and keen to developing sustainable tourism. Our participation in ITE 2018 Hong Kong will contribute tremendously to our global visibility.”

***Dr. Chulepin Helga, from the LAGN***





## Visitor Profile

ITE Hong Kong 2018 drew 12,460 visitors on the two trade days, up 1.2 percent, from Hong Kong and neighbouring markets.

Geographically, 9,083 (72.9%) visitors were from Hong Kong, 2,654 (21.3%) were from mainland China, and 723 (5.8%) were from abroad. By sector, 9,893 (79.4%) were from the travel trade, including the press, and 2,567 (20.6%) were from MICE-related organisations and corporations.

There were 90,055 public visitors, up 0.3 percent, of whom around 84% prefer traveling in FIT or private tours. They are well educated, with 42% having a university education and 32% post-secondary education. Only 2.5% had not taken an overnight holiday in the past year, while 13.3% had six or more, and 44.4% had 3 to 5 holidays. They are frequent travellers, and in effect the ITE public days constitute a FIT travel expo.

### No. of trade / corporate visitors in trade days (14-15 Jun)

By business sectors	Numbers
Travel trade (include press)	9893 (79.4%)
Corporate visitors	2567(20.6%)
By geography	
Hong Kong	9093 (72.9%)
China	2654 (21.3%)
Abroad	723 (5.8%)
<b>Total</b>	<b>12460</b>

### About the Exhibitors and Themes

This year, ITE Hong Kong featured around 666 exhibitors, up 3.2%, including the UNESCO Global Geoparks pavilion. Of these, 87% were from abroad, from 52 participating countries and regions, with around half from outside Asia. Some 187 exhibitors targeted MICE business, and there were at least 27 official pavilions or stands organized by tourism bureaus or related authorities, including the first-ever UNESCO Global Geoparks pavilion. The event therefore served as the ideal platform to promote the UNESCO Global Geopark brand, as well as its in-depth, geopark-themed travel products, not only to the tourism sector and the public, but also to other exhibitors.

## List of Participating Countries / Regions

Argentina*	Croatia (Zagreb*)	Iceland	Laos	Nepal	Switzerland*	USA(The Marianas*)
Armenia	Egypt*	India	Macao*	Pakistan	Taiwan*	Uzbekistan
Australia	Fiji*	Indonesia*	Malaysia (Sabah*)	Russia (Saint Petersburg *)	Taiwan (Taitung*)	Vietnam
Bhutan	Finland	Iran	Malaysia (Selangor*)	South Korea*	Tajikistan	Vietnam (Danang)
Cambodia*	France*	Italy	Maldives	Singapore	Thailand*	
Canada	Georgia	Japan*	Mexico*	South Africa	Turkey*	
China*	Greece*	Kazakhstan*	Mongolia*	Spain (Catalonia *)	Turkmenistan	
Croatia	Hong Kong*	Kyrgyzstan	Myanmar	Sri Lanka	United	

### Notes:

- Each of the above may include official pavilion (\*), stand or only individual exhibitor
- Some destinations may appear twice if there are separate official pavilions / stands

## Seminars and Programmes

ITE functions like a marketplace, with visitors walking from booth to booth introducing themselves in stands with interesting travel products that suit their business and are potential partners. Exhibitors also have the opportunity to take part in functions such as forums, targeting both the trade and the public.

For instance, Hong Kong Geopark staged an international forum titled “UNESCO Global Geoparks – Sustainable Tourism Destinations” on 14 June, a trade day, and a public seminar on 16 June.



Prof. Setsuya Nakada, Elected Chair of the Advisory Committee of the GGN, Dr. Marie L. Frey, member of the GGN Executive Board and Managing Director of the Messel Pit World Heritage Site, Dr. Wang Lulin, of Arxan UNESCO Global Geopark, Ms. Kana Furusawa, Vice Secretary General of the JGN, and other geopark managers from Japan and China delivered talks on UNESCO Global Geoparks and promoted them as green, sustainable tourism destinations.





# ITE HONG KONG 國際旅遊展

14-17.6.2018



The forum and public seminar attracted ~ 400 audience, including ~30 Recommended Geopark Guides, ~50 representatives from geopark partners and ~320 from the general public. The HKUGGp team and their colleagues from Arxan, Yanqing, Bergstrasse-Odenwald, Oki and Izu UNESCO Global Geoparks served throughout the entire expo. This allowed geopark managers and partners to communicate directly and exchange best practices with visitors, media representatives and tour operators.



## ITE Hong Kong - Event Programme

14.6.2018 (Thu)	
09:30 – 11:00	Registration
09:45 – 10:30	Tea Reception and Cultural Performance
10:30 – 11:00	Opening Ceremony – Pro. Setsuya Nakada and the Director of the AFCD
11:00 – 11:15	VIP Tour
10:00 – 18:00	Exhibition booths open for trade visitors
<b>14:30 – 17:30</b>	<b>Trade Forum / Seminar</b> <b>UNESCO Global Geoparks - Sustainable Tourism Destinations</b>
14:30 – 15:00	Prof. Setsuya Nakada, Elected Chair of the GGN Advisory Committee <b>UNESCO Global Geoparks – Sustainable Tourism Destinations</b>
15:00 – 15:30	Dr. Marie Luise FREY Managing Director of Messel Pit UNESCO World Natural Heritage Site, Germany <b>UNESCO – Global Geoparks Network &amp; World Heritage Sites &amp; Geoparks: Geotourism &amp; Sustainable Development</b>
15:30 – 15:40	Break
16:10 – 16:40	Dr. WANG Lulin, Arxan UNESCO Global Geoparks, China <b>Chinese UNESCO Global Geoparks - Sustainable Tourism Destinations</b>
16:40 – 17:10	Ms. Kana FURUSAWA

	Vice Secretary General of the JGN <b>Geoparks in Japan</b>
17:10 – 17:30	Discussion Session
<b>15.6.2018 (Fri)</b>	
09:45 – 17:30	Registration for the press, buyers, and trade and corporate visitors
10:00 – 18:00	Hall opens for all trade visitors
11:00 – 17:30	Themed Travel Series Seminars
<b>16-17.6.2018 (Sat-Sun)</b>	
09:00 – 19:00	Hall opens for exhibitors
10:00 – 19:00	Hall opens for all public and trade visitors
11:00 – 19:00	Travel Seminars by exhibitors, travel writers and celebrities
<b>16.6.2018</b> <b>12:30-13:00</b>	<b><i>Where Dinosaurs Walked About – Yanqing UNESCO Global Geopark – by Mr. ZENG Guang-ge</i></b>
11:00 – 18:30	Cultural Performance

### **Press Coverage**

ITE Hong Kong was publicized in the GGN newsfeed and on a considerable number of social media platforms, creating a wide marketing impact. On top of the 100,000 visitors, it is believed that ITE Hong Kong reached a local and global audience of over 500 thousands individuals via both print and digital media.

By attaining mass global recognition, this first ever regional trade show effectively promoted the 140 UNESCO Global Geoparks as world-class, green, sustainable tourism destinations and helped bring the momentum from ITB Berlin 2018 to the Asia Pacific Region.

Please see attached some of the media reports on the Expo.

[<http://globalgeoparksnetwork.org/wp-content/uploads/2018/06/ITE-2018-HK-Newscoverage-red.pdf>]

### **Next ITE Hong Kong**

The next ITE Hong Kong will be held from 13 to 16 June 2019 at the Hong Kong Convention & Exhibition Centre. For further information on ITE Hong Kong 2018, please visit: <https://www.travelexpo.com.hk>

- **END** -





United Nations  
Educational, Scientific and  
Cultural Organization



Hong Kong  
UNESCO  
Global Geopark

JUNE 2018