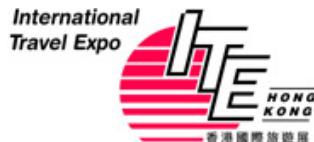


**Press Release**  
**February 8, 2007**



**ITE MICE & ITE07 The 21st International Travel Expo Hong Kong  
Guangdong Association to join force in new Hot Spring & Spa Pavilion**

Guangdong Hot Spring & Spa Association will organize its members and also invite some related enterprises from some other provinces of China to take part in the new Hot Spring & Spa Pavilion in the Travel Expo held in June in Hong Kong. The Association will also work closely with TKS, organizer of ITE and ITE MICE, to promote and invite related visitors to visit the new Hot Spring & Spa Pavilion.

Established in September 2004 as a non profit making organization, the Guangdong association has now 41 members comprising mainly of large and medium size hot spring resorts in the province. However, the Association will also invite established spa and water treatment centers in the province to apply for membership.

The Guangdong Association is the only of its kind in China, reflecting its importance and also the leading position of the province in hot spring. It appoints China's leading hot spring and spa portal, China Spring Online "http://www.18.com", as its official portal, which forms strategic partnership with other leading travel portals in China and supplies them with content on hot spring. Official portal of the Association will also help in promoting the pavilion.

The Guangdong association expects to bring in at least 20 participants. Besides exhibitors from the Association, TKS will also invite hot spring and spa exhibitors from other countries and regions to take part in the pavilion. Related seminars have also been planned to enhance the overall attractiveness.

"We are particularly pleased with the cooperation with the Guangdong Association! Popularity of hot Spring and spa has been growing fast and from strength to strength. Therefore, it is timely to hold the pavilion, to respond to market demand and to further developing hot spring and spa. By focusing on specific sector, the pavilion also complement well our travel expos which is largely being organized geographically as we have around 50 official pavilions by tourism authorities from all over the world", said KS Tong, Managing Director of TKS.

The next ITE which covers mainly leisure travel will be held from June 14 to 17 this year at halls 1A, B & C, and hall 2B of the Hong Kong Convention & Exhibition Centre, while ITE MICE which covers business and MICE travel from June 14 to 16 at hall 2B of the same center.

ITE & ITE MICE are being organized by TKS Exhibition Services Ltd., and supported by China National Tourism Administration, Hong Kong Tourism Board, Macau Government Tourist Office and the Travel Industry Council of Hong Kong. Official Airlines, Cathay and Dragonair, and Official Rail, KCRC, sponsor our hosted buyer program. In addition, ITE MICE is also being supported by the Hong Kong Exhibition & Convention Industry Association, chambers of commerce / CCPIT of Guangzhou, Dongguan and Shenzhen.

For further details, please visit the official website of ITE MICE: [www.itehkmice.com](http://www.itehkmice.com) / ITE: [www.itehk.com](http://www.itehk.com) or contact us by Tel (852) 3155 0600 / Fax (852) 3520 1500 / email [info@tkshk.com](mailto:info@tkshk.com), or [CLICK HERE](#) for exhibiting enquiry.

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