



第十四屆澳門國際旅遊（產業）博覽會  
14.<sup>a</sup> Expo Internacional de Turismo (Indústria) de Macau  
14<sup>th</sup> Macao International Travel (Industry) Expo

澳門威尼斯人 - 金光會展 - 展館ABC  
The Venetian Macao - Cotai Expo - Hall ABC

10 - 12/4/2026



# Exhibition Guide

## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

## Enquiry

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Official  
Website



WeChat



Facebook



## Organizer



澳門特別行政區政府旅遊局  
DIRECÇÃO DOS SERVIÇOS DE TURISMO  
MACAO GOVERNMENT TOURISM OFFICE

In accordance with Macao Special Administrative Region (Macao SAR) Government's strategy of positioning and developing Macao as a World Centre of Tourism and Leisure, Macao Government Tourism Office (MGTO) serves as the public entity responsible for implementing, analyzing and assisting in formulating the tourism policies of the Macao SAR to enhance Macao's reputation as a quality destination.

Together with local trade, MGTO promotes Macao's tourism products and services not only in the leading and emerging tourism markets but also evaluates and seeks to develop potential markets to attract diverse visitor sources for Macao.

The Office works hard to strengthen its connections with overseas travel trade as well as regional and international tourism organizations to achieve Macao tourism development.

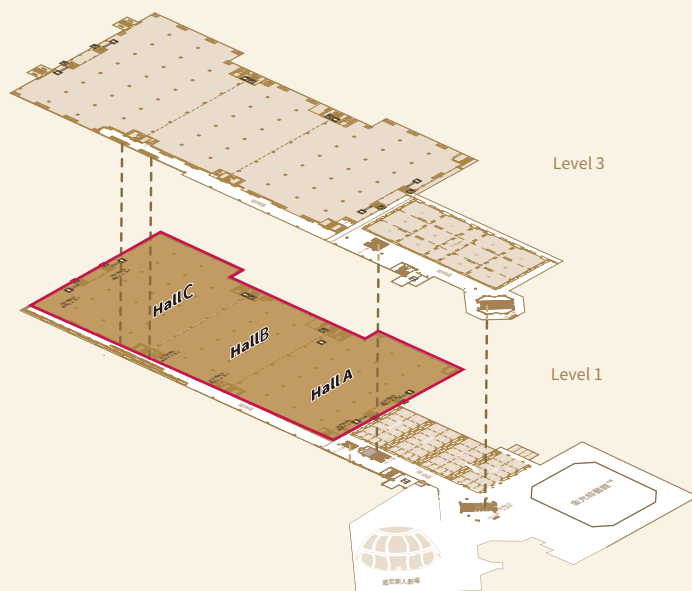
## About MITE

The Macao International Travel (Industry) Expo (MITE), organized by the Macao Government Tourism Office (MGTO), is the only professional exhibition of international tourism, and one of the earliest exhibitions on tourism product consumption in Macao. In 13 years since its establishment in 2013, through professionalized, marketized, internationalized, and branded operations, the MITE has gradually developed itself into a tourism industry chain between the two major tourism resources, namely Chinese Mainland and the international market, as well as an important guiding platform for exhibitors, buyers and other business partners to communicate and exchange insights. The event aims to push forward the integrated tourism development among Guangdong Province, Hong Kong and Macao. At present, it is one of the most professional, widely-participated and influential international tourism events held every year. In 2021, the MITE garnered accreditation from the Global Association of the Exhibition Industry (UFI) as a "UFI Approved International Event". The recognition reveals to the world the event's international influence and professionalism. In 2024, the MITE won the Outstanding Exhibition Award at the Macao Convention and Exhibition Commendation Awards 2024 for the first time ever, demonstrating that after 12 years of transformation and development, it has steadily become a recognized international tourism expo.

In 2026, the 14<sup>th</sup> MITE will adhere to the principle of "Multi-dimensional Cooperation among Macao, Chinese Mainland and International Market" to proactively engage more participation from the international tourism industry, exhibitors, buyers and trade visitor's. The MITE will give support to Macao's "1+4" adequate diversification development and to build Macao into the World Centre for Tourism and Leisure. It will also foster diversified tourism and leisure development, and continuously push forward the interactive development between the integrated tourism and leisure complexes and the four major industries including health and wellness, modern financial services, high technology, conferences and exhibitions, commerce and trade and culture and sports. Local and overseas practitioners can take advantage of the featured product displays, business matching, thematic seminars, promotional sessions, and project signing through the MITE platform to further deepen the inter-sectoral integration between tourism and other industries such as culture, sports, gastronomy, healthcare, e-commerce and technology.

## Venue

The Venetian Macao - Cotai Expo - Hall ABC

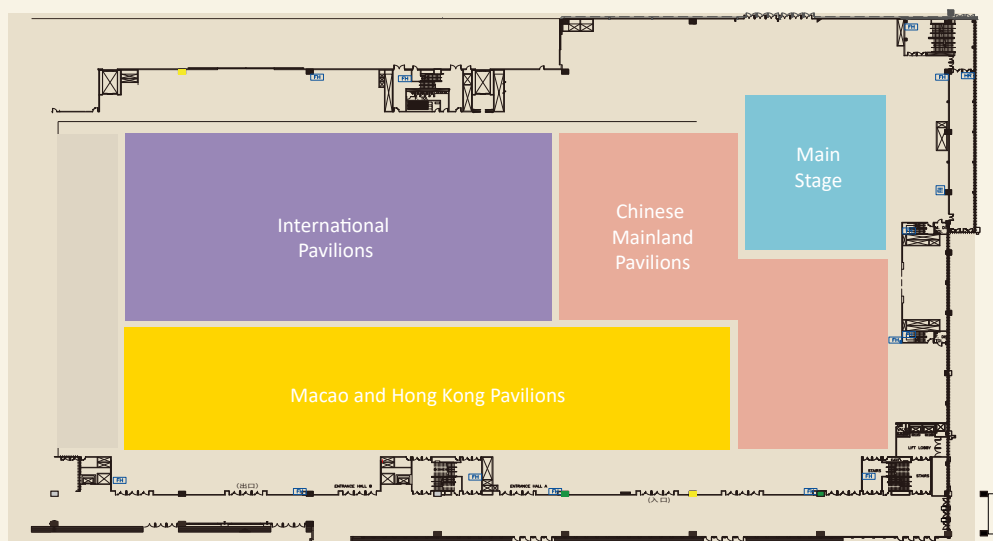


## Schedule

Date	Opening Hours	Target Audience
10/4/2026	11:00-19:00	Trade Visitors   General Public
11/4/2026	10:00-19:00	
12/4/2026	10:00-18:00	

## Floor Plan

Exhibition Area : 30,000 m<sup>2</sup>



The Venetian Macao - Cotai Expo - Hall ABC

## Schedule Overview

Date	Exhibition Hall	Main Stage	Meeting Room
16 March 15 April	Pre-scheduled Appointment and Online Matching		
8-9 April	Exhibitor Booth Installation Buyer Registration		
10 April	Expo Opens Onsite Business Matching New Media Matrix	Opening Ceremony Seminars	Destination Travel Promotion Seminars
11 April	Expo Opens Onsite Business Matching New Media Matrix	Seminars and Performances	Destination Travel Promotion Seminars
12 April	Expo Opens Booth Dismantlement (18:00) Onsite Business Matching New Media Matrix	Seminars and Performances	

## Scope of Exhibitors



National Tourism Organizations (NTO),  
State Tourism Organizations,  
Convention & Visitor Bureaus (CVB)



Destination Management Companies (DMC),  
Online Travel Agencies, Retail Travel Agencies,  
Travel Management Companies (TMC),  
Wholesalers



Hotels, Hotel Chains, Integrated Resorts,  
Service Apartments, Resorts, Villas & Spa



Event Management Agencies,  
M.I.C.E Service Providers,  
Professional Conference Organizers,  
Incentive Travel, Venues



Airlines, Airports, Airline Alliances,  
Car Rentals, Cruise Lines,  
Train/Rail Operators



Tourism attractions, Theme parks, Entertainment



Health and Wellness, Innovative Technology, Sports Travel, Wedding Travel, Educational Tours, Cultural and Creative Products, Intangible Cultural Heritage, Hotel and Catering supplies, Tourism Financial Services, Media/publisher, Gourmet, Fine Wine, Coffee, etc

## Exhibitor Benefits



The exhibition area is **30,000** square meters, and **approximately 40,000** spectators are expected. Concurrent conferences and events will be live broadcasted to the world on the Expo official website with **over 20 million** views.



Promoting sales and business cooperation with buyers and upstream and downstream suppliers, exhibitors may offer **special discounted products or services** to visitors. Exhibitors should follow the requirements and regulations on product sales set by the Expo office. All sales proceeds will go to respective exhibitors.



Through the **new media matrix**, exhibitors can achieve online promotion and online sales in multiple regions and platforms to expand exhibitor benefits.



During the Expo, a **number of destination travel promotion seminars** will be held, through which local and international exhibitors can promote their tourism products to professional buyers from all over the world.



**Various media channels**, including the Expo website, WeChat, Facebook, and other online social media platforms, advertisements, etc., will be utilized to help exhibitors increase their exposure and maximize their brand reputation and credibility.



**Business matching** and conferences at the Expo will strengthen exchanges between exhibitors and buyers from all over the world and expand business opportunities.

## Application Procedure

Official Website



01



Go to the official website at [www.mitexpo.mo](http://www.mitexpo.mo) to register online

02



Click "**Exhibitor Application**" and fill in the information

03



Upload the signed and stamped "**Exhibition Confirmation Form**", and submit relevant supporting documents

04



Complete the **payment** procedures **online** after confirmation of the application and approval by the Expo Office

05



Download and submit **relevant forms in the "Exhibitor's Manual"**, and the **list of your staff** online for application of admission badge(s)

06



**Submit the booth / pavilion design**, and **provide information of discounted products or promotional materials** for publicity

07



Register in the Pre-scheduled Appointment System(PSA), **make appointments**, match and negotiate with buyers

08



Exhibitors check in, booth set up, admission badge collection and conduct negotiations and business matching


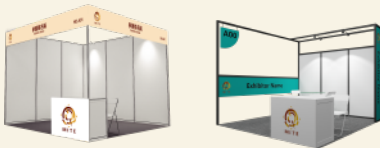
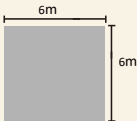
09



Complete and submit **questionnaire** after booth dismantlement up in Expo closure

\*Remarks: The Expo Office will not provide further notice to those who fail in their application.

## Rates and Specifications

Booth Type	Description	Rate
Standard Booth  Size: 3mX3m	<b>A: 1-side open</b>  <p>The package includes:</p> <ol style="list-style-type: none"> <li>1x fascia board (printed with company name and booth number), 2x spotlights (fixed), carpet, 1 x information desk (with exhibitor information), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket</li> <li>1 x meeting table and 2 x chairs (for B2B Exhibitors only)</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	MOP 17,500/ CNY 15,800/ HKD 17,000/ USD 2,200 (Each Booth)
	<b>B: 2-side open</b>  <p>The package includes:</p> <ol style="list-style-type: none"> <li>2x fascia boards (printed with company name and booth number), 2x spotlights (fixed), carpet, 1 x information desk (with exhibitor information), 2x folding chairs, 1 x 500W power socket (fixed), 1 x waste paper basket</li> <li>1 x meeting table and 2 x chairs (for B2B Exhibitors only)</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	Price for exhibitors from Macao and Guangdong-Macao In-Depth Cooperation Zone in Hengqin MOP 980 (Each Booth)
Raw Space (m <sup>2</sup> ) (Size: Starting from 36m <sup>2</sup> )	 <p>Size: Starting from 36m<sup>2</sup></p> <p>The package includes:</p> <ol style="list-style-type: none"> <li>The space required for the booth</li> <li>Appointments and discussions are opened to buyers through the Pre-scheduled Appointment System (PSA) before the Expo to facilitate new business opportunities</li> </ol>	MOP 1,600/ CNY 1,450/ HKD 1,500/ USD 200 (per m <sup>2</sup> )

### Early Bird Discount :

Exhibitors who book their booths before 30<sup>th</sup> November, 2025 and completed the payment procedure before 31<sup>st</sup> December, 2025 can enjoy a **20% discount** on the above prices. (Except Macao and Guangdong-Macao in-Depth Co-operation Zone in Hengqin)

Exhibitors enjoying concessions from Macao and the Guangdong-Macao In-Depth Cooperation Zone in Hengqin must provide information on the discounted products before 27<sup>th</sup> February, 2026 and promote the event via their own channels.





## Review of 13<sup>th</sup> MITE



Countries and regions  
participated

**70**



Exhibitors

**755**



Hosted Buyers

**500** nearly



Business Matching  
(Online / Offline)

**16,225<sup>+</sup>**



Exhibition Area

**30,000**m<sup>2</sup>



Meetings

**75**



Trade Visitors

**1180**

## 主辦單位 Organizer



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