

DirectRooms.com – IT Professionals Get Ready for Major Hong Kong Trade Show

IT experts and enthusiasts are planning their visits to the Computer & Communications Festival 2010 in Hong Kong, boosting bookings of hotel rooms in the city

July 17, 2010 (FPRC) -- Hong Kong's annual Computer and Communications Festival 2010 hits the at the Hong Kong Convention and Exhibition Centre on 20 to 23 August, bringing leading industry professionals and IT users from all over the world to this busy Asian city.

Over 80 well known companies will showcase the latest IT and communications developments, and visitor numbers in excess of 600,000 are expected. .The four day event traces and anticipates the rapid development of computer technology and communications systems, with last year's show generating HK\$ 280 million turnover for the exhibiting companies.

The massive trade show provides a platform for the latest developments in hardware, software, computer peripherals, digital cameras, mobile phones, music players and telecommunication products and also hosts web and IT training services. According to DirectRooms.com, the arrival in the city of almost a million visitors over the show's four days will result in a shortfall in hotels Hong Kong of suitable rooms.

The exhibition is being widely publicised in international publications as well as local media and its organisers, the Chamber of Hong Kong Computer Industry, provide full support to exhibitors and visitors. Tickets can be purchased at the venue's box office at a cost of HK\$20.

Commenting on the event, marketing director of DirectRooms.com, Lek Boonlert, notes, 'Hong Kong hotel bookings remain high all year due to business and tourism, and so we recommend booking well in advance in order to avoid disappointment.'

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About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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