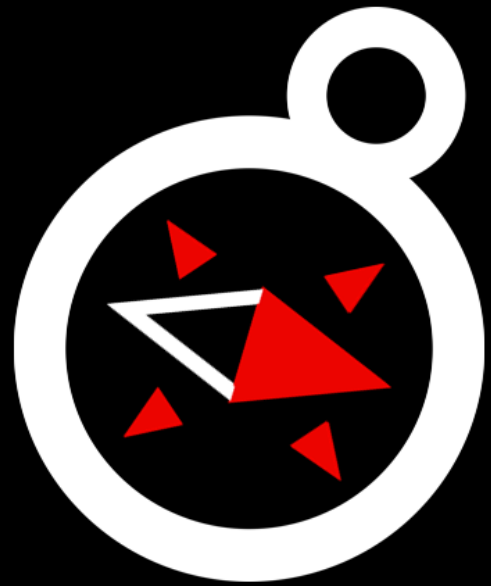


NAVIGATING
THE FUTURE TOGETHER



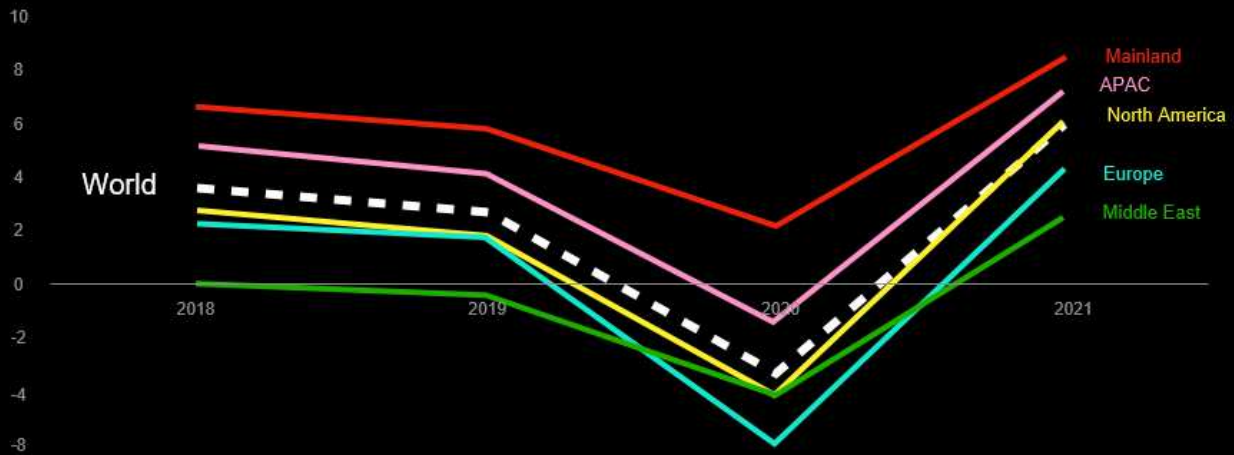
GLOBAL INSIGHTS

WORLD CONNECTION



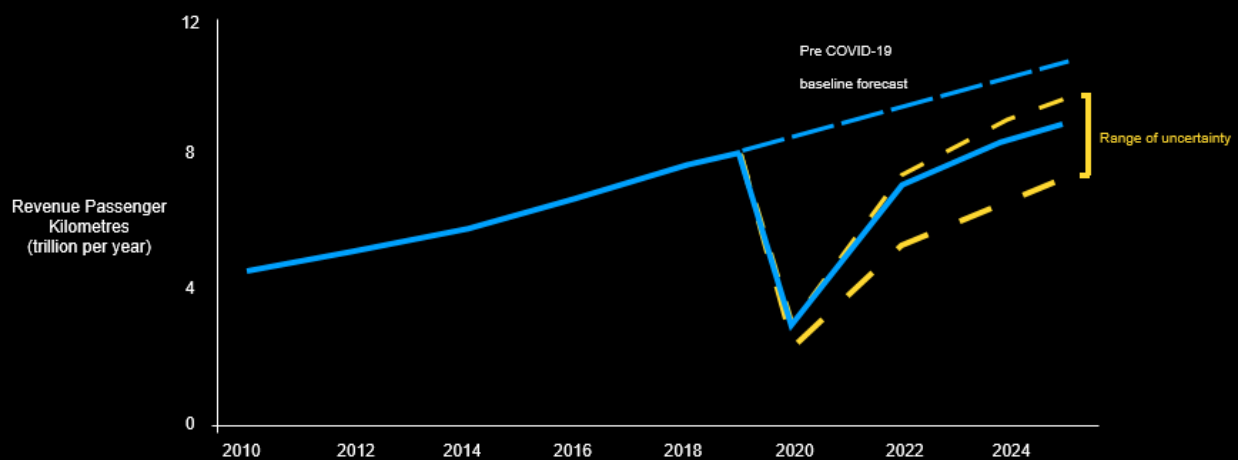
Global Economy Outlook

Mainland & Asia will lead the rebound in 2021



Air Travel Demand

IATA forecast demand will not return to 2019 levels until 2024



New Travel Common



Completed
Vaccination

+



Negative Test
Results

=



Quarantine Free

+

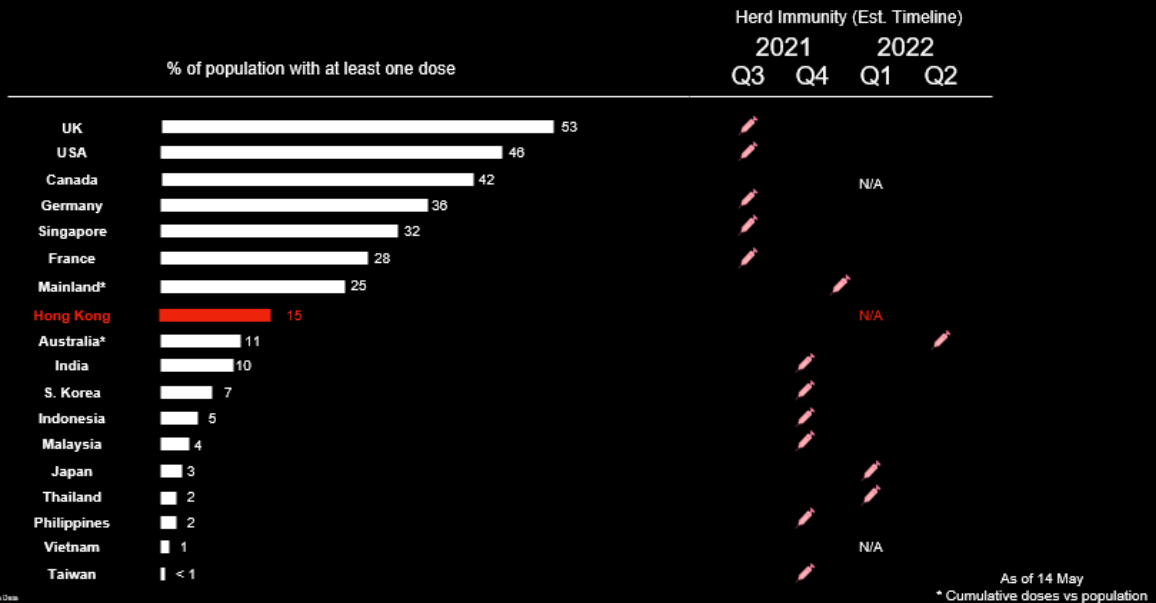


Unrestricted Travel
Purposes

Travel Passes

Airline's logos

Global Vaccination Progress



Lastest Consumer Trends



95% want to travel as soon as restriction lifted



From **VOLUME** to **VALUE**

Source: Schengen Visa Info

Latest Consumer Trends



Safety & Hygiene



Start From Nearby Destinations



Tech Lead



Last Minute Booking



Travel Like A Local 2.0



Free Change / Cancellation



Self-Indulgence

Source: Schengen Visa info



INVIGORATING
ISLAND SOUTH



WEST
KOWLOON



NT CYCLE
TRACK NETWORK



KAI TAK SPORTS
PARK



HARBOURFRONT
PROMENADE



AIRPORT CITY

OUR STRATEGIC FRAMEWORK

11

STAGE 1

Keep HK Visible & Warm



STAGE 2

Show HK Clean & Ready

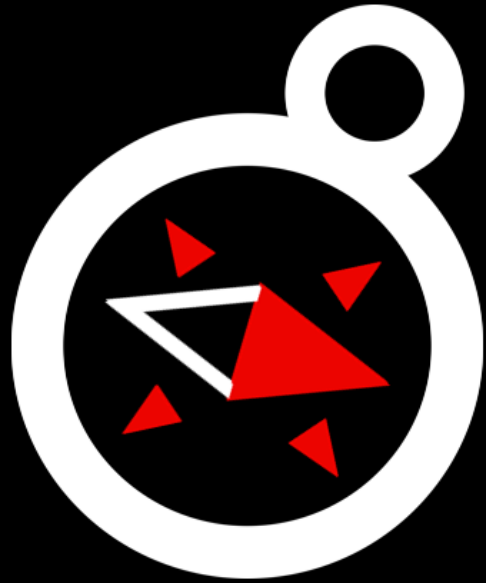


STAGE 3

Retell HK Story



1 KEEP HONG KONG
VISIBLE & WARM



| Holiday At Home



**Holiday
at home**

THERE'S SOMETHING
NEW IN EVERY VIEW

Holiday At Home



360 Hong Kong Moments



動作經專人訓練，切勿模仿

Hong Kong Super Fans



Close to 300 Hong Kong Super Fans

2 SHOW HONG KONG
CLEAN & READY



Hong Kong-Singapore Air Travel Bubble



Open House Hong Kong



| Always-On Experiences

WELLNESS NEIGHBOURHOOD SHOPPING

ARTS DINING CULTURE HARBOUR

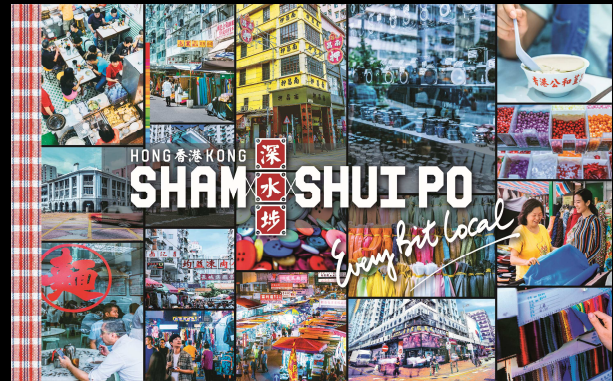
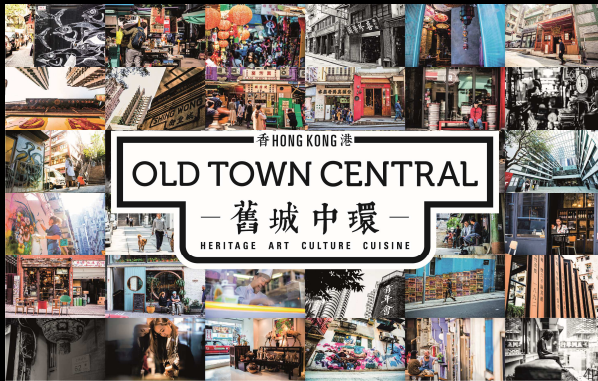


| Hong Kong Cyclothon



First Ride Ever on Hong Kong-Zhuhai-Macao Bridge (Hong Kong Section)

Hong Kong Neighbourhoods



West Kowloon District



International Conferences & Events



Prepare Trade Partners For Re-Opening



"Hong Kong is Clean and Ready"
2300+ outlets accredited

Prepare Trade Partners For Re-Opening



Hospitality Campaign

Step Up Funding Schemes



Explore Hong Kong
Tours Scheme



Matching Fund
for Attractions & Cruise



Explore Greater Bay Area
Tours Scheme



Funding Schemes for
Small MIC Groups



Travel Agent Incentive
Scheme (Inbound)

Recover Business & MICE Segments

Business Recovery



Image Rebuilding



Trade Support



Restore Cruise Tourism

Stage 1

Domestic High Sea Cruises



Stage 2

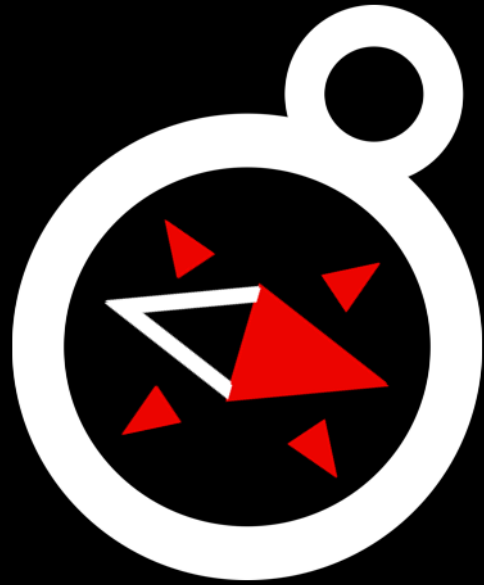
GBA & Regional Cruises

Stage 3

International Cruises & World Cruises



3 RETELL HONG KONG STORY



Revamp Mainland Strategy

Reprioritise Resources

- ▶ Increase resources on GBA
- ▶ Encourage GBA visitors to stay overnight

Target Segments

- ▶ Repeaters, fans & friends
- ▶ Digitally savvy, young travellers

Communications

- ▶ Promote a safe & hospitable image
- ▶ HK as an international city
- ▶ Enhanced experiences

Product Focuses

- ▶ DIY itinerary
- ▶ Flexibility & customisation

Hong Kong As Gateway— Promoting GBA To The World



Airports



Sea-crossing bridges

Railways



Ports

* Picture shown is for illustration purpose only.

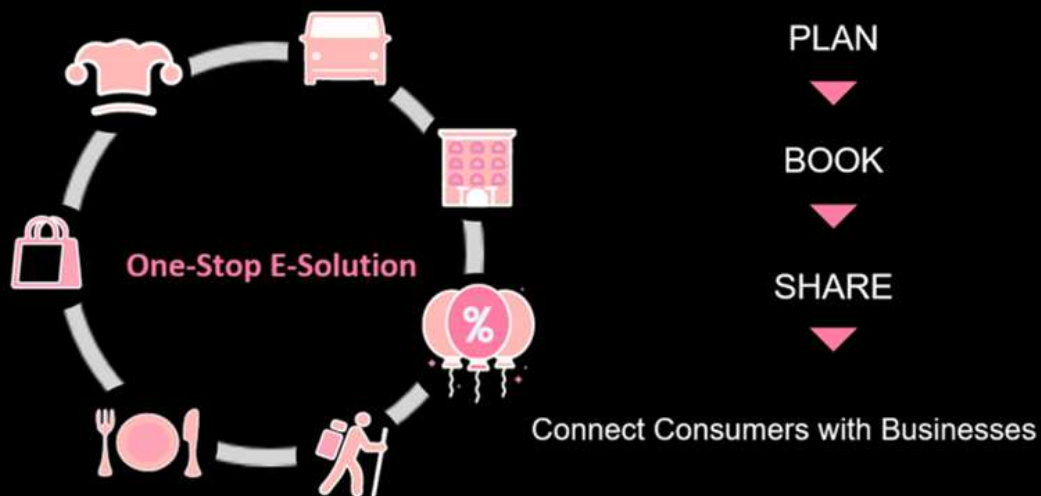
Hong Kong As GBA's MICE Hub



Greater Bay Area & other
Mainland cities

International Markets

Create A Smart Travel Experience



Reinvent Hong Kong Tourism Brand



- Perception of Hong Kong has changed
- Fundamental changes since pandemic



- Rebranding, repositioning, retelling HK stories



