



HONG KONG
TOURISM BOARD
香港旅遊發展局

HKTB Quarterly Update

For HKTB Quarterly Update (7 June 2024) ONLY

7 June 2024

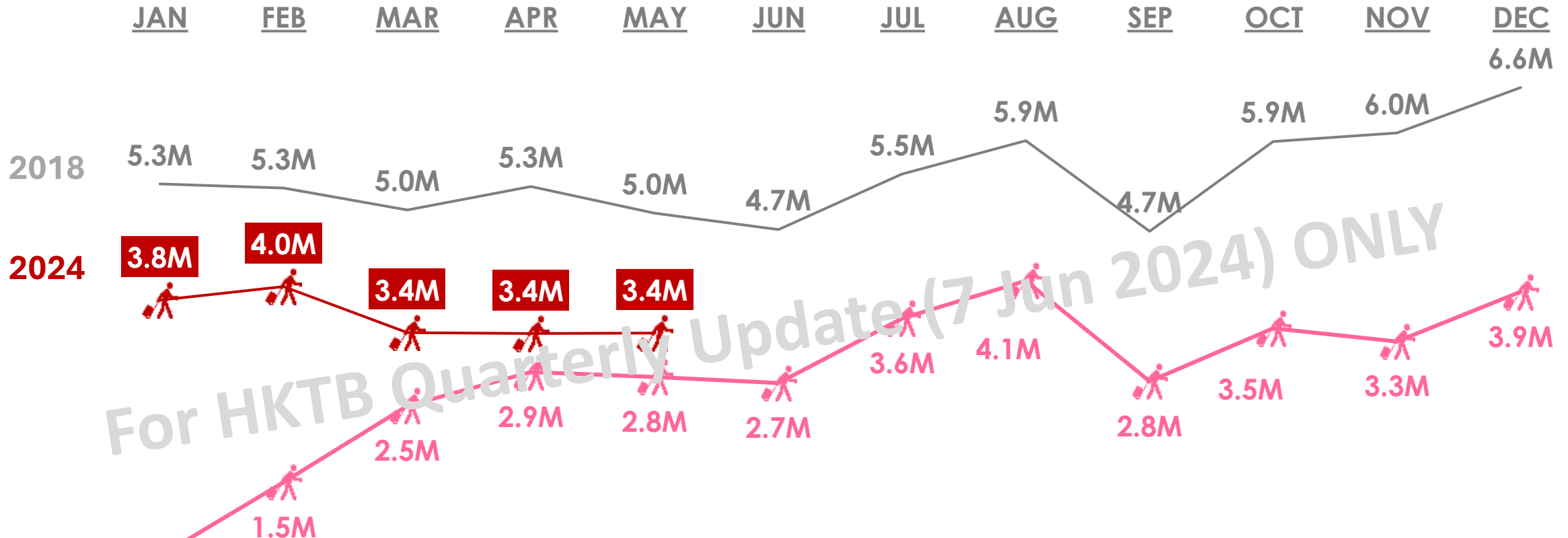


Latest Tourism Performance

For HKTB Quarterly Update (7 Jun 2024) ONLY



LATEST VISITOR ARRIVALS



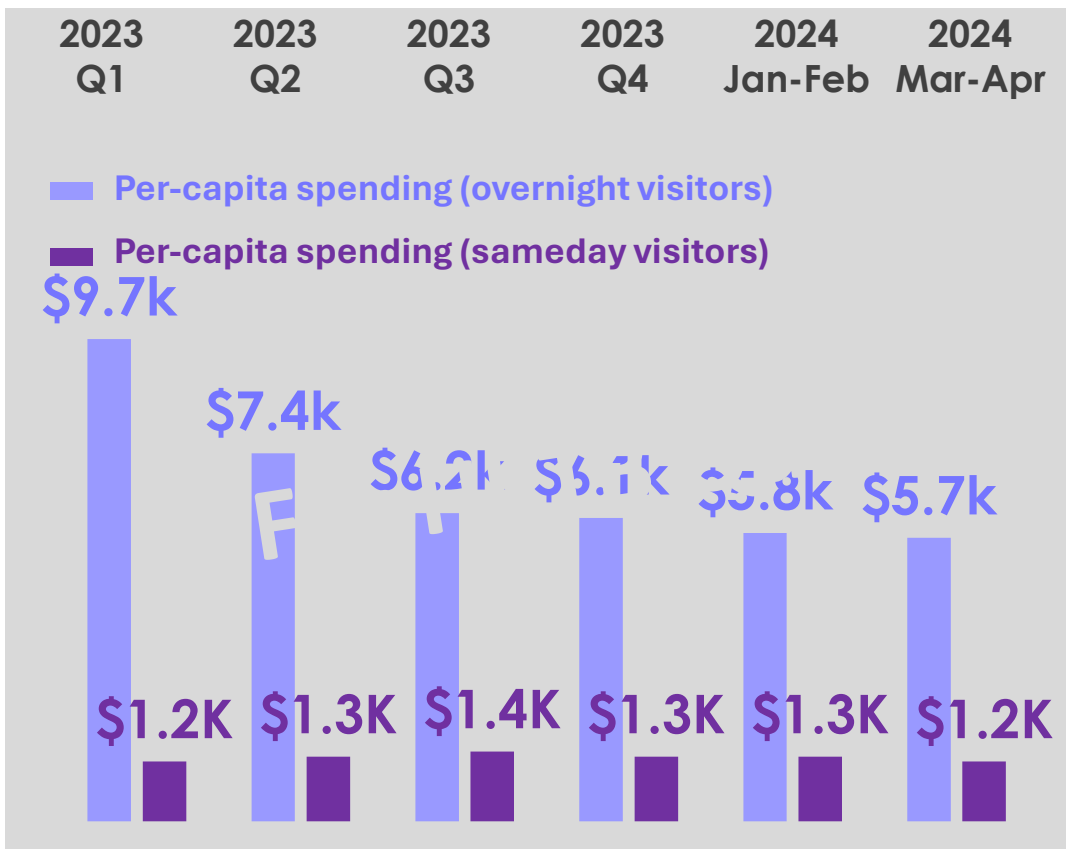
For HKTB Quarterly Update (7 Jun 2024) ONLY

2024 Jan-May
18.0M
← +78% of 2023 | 70% of 2018 →



	2023 Q3 vs 2018 Q3	2023 Q4 vs 2018 Q4	2024 Q1 vs 2018 Q1	2024 Apr- May vs 2018 Apr-May
ARRIVAL	65%	58%	72%	66%
AIR CAPACITY	57%	66%	72%	71%

PER-CAPITA SPENDING & LENGTH OF STAY



OVERNIGHT VISITORS

2018 avg. 2019 avg. 2023 avg. 2024 forecast

PCS \$6.6k \$5.8k **\$6.9k** **\$5.8k**

LOS 3.1 3.3 **3.6** **3.2**

SAMEDAY VISITORS

\$2.2k \$2.0k **\$1.3k** **\$1.3k**



**STRONG
HKD**



**UNCERTAIN
OUTLOOK**



**BEHAVIOUR
CHANGE**

A HIGHER VISITOR SATISFACTION

2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2023
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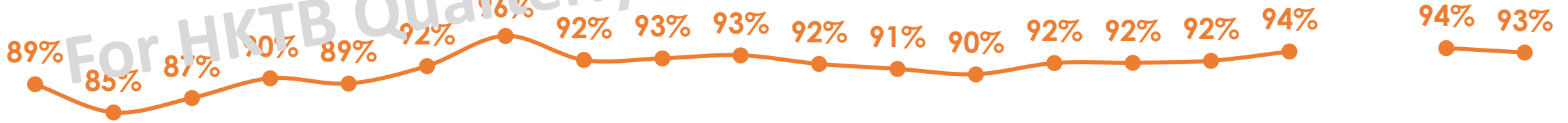
2024	
Jan-Feb	Mar-Apr



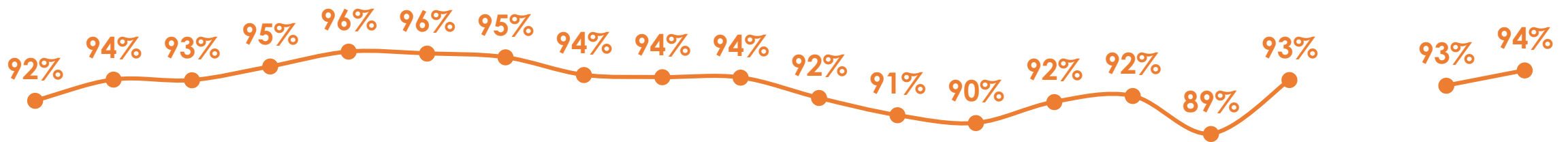
SATISFACTION
(OUT OF 10)



REVISIT INTENTION



RECOMMENDATION

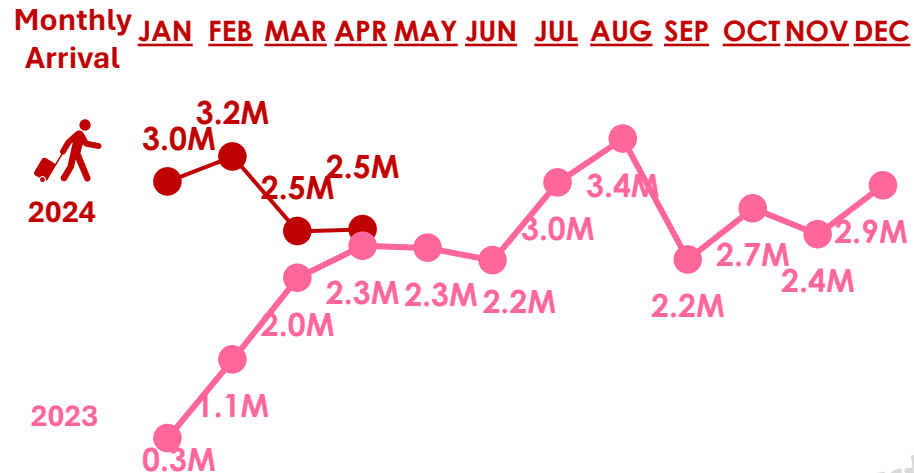


Source: Departing Visitor Survey

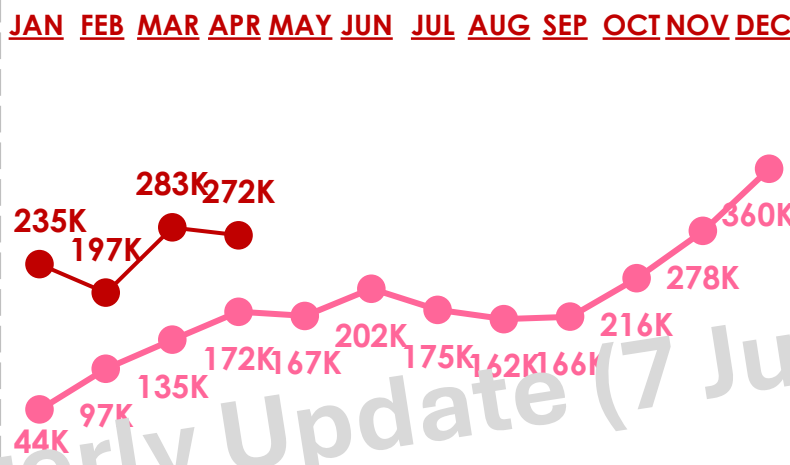
For HKTb Quarterly Update (7 Jun 2024) ONLY

ARRIVALS BY MARKETS

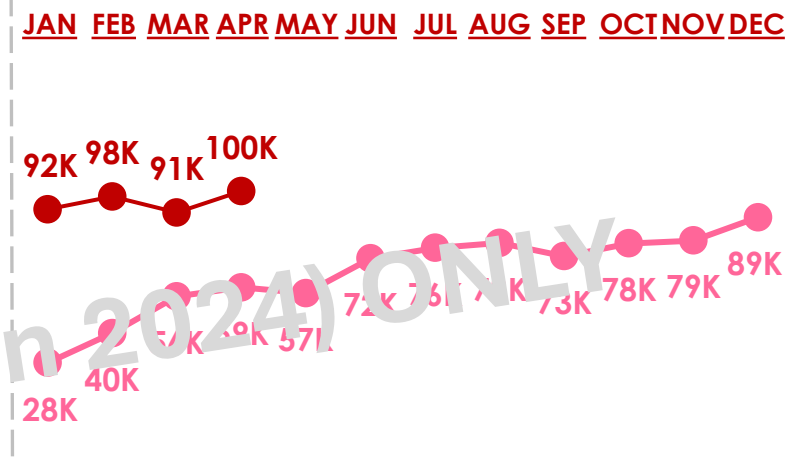
MAINLAND



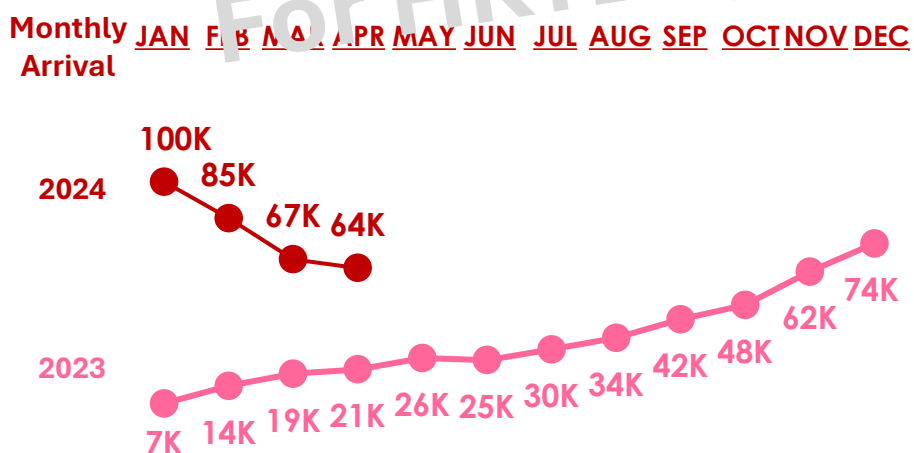
SOUTHEAST ASIA



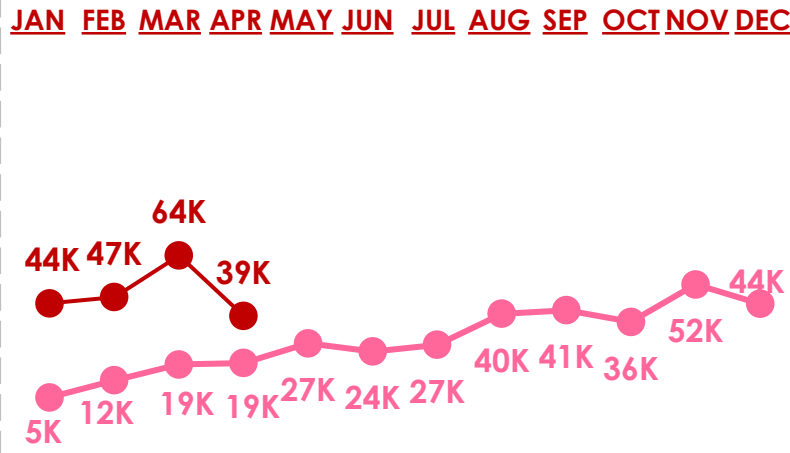
TAIWAN



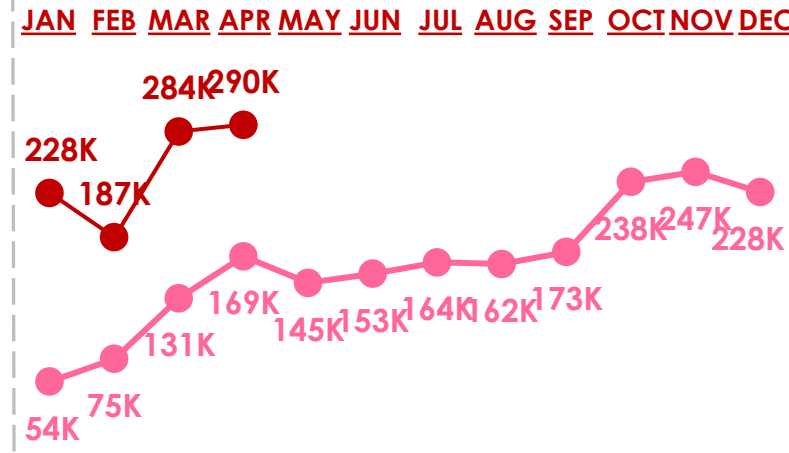
SOUTH KOREA



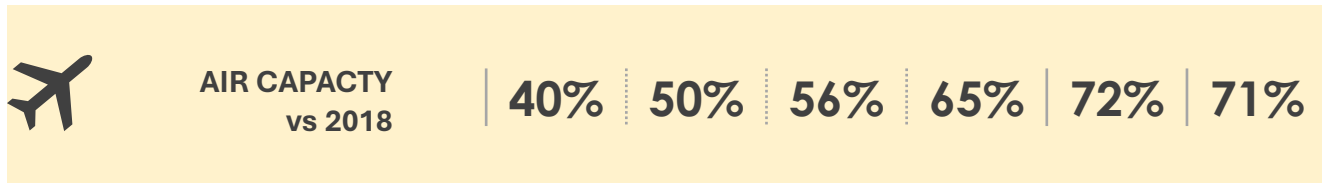
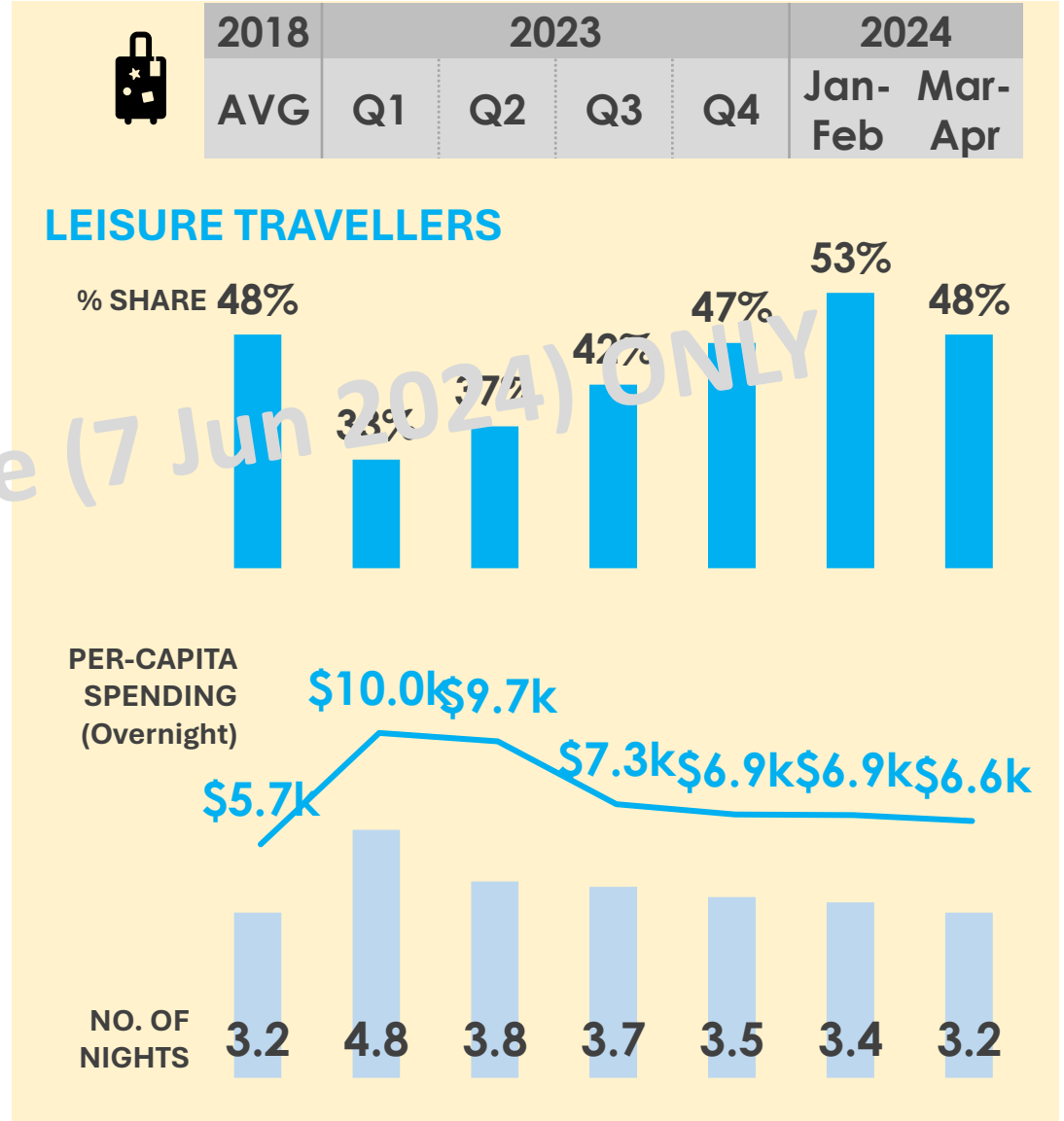
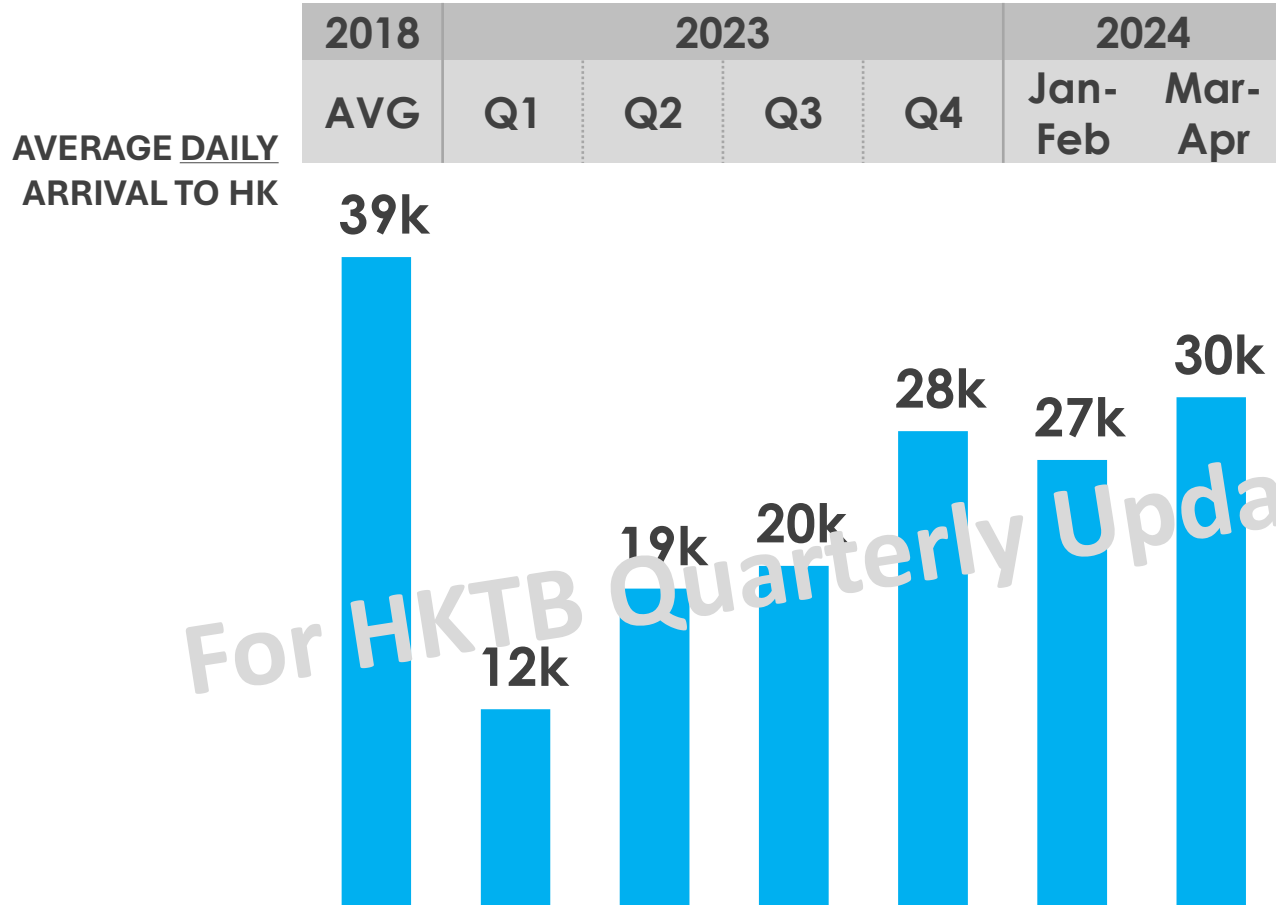
JAPAN



LONG-HAUL

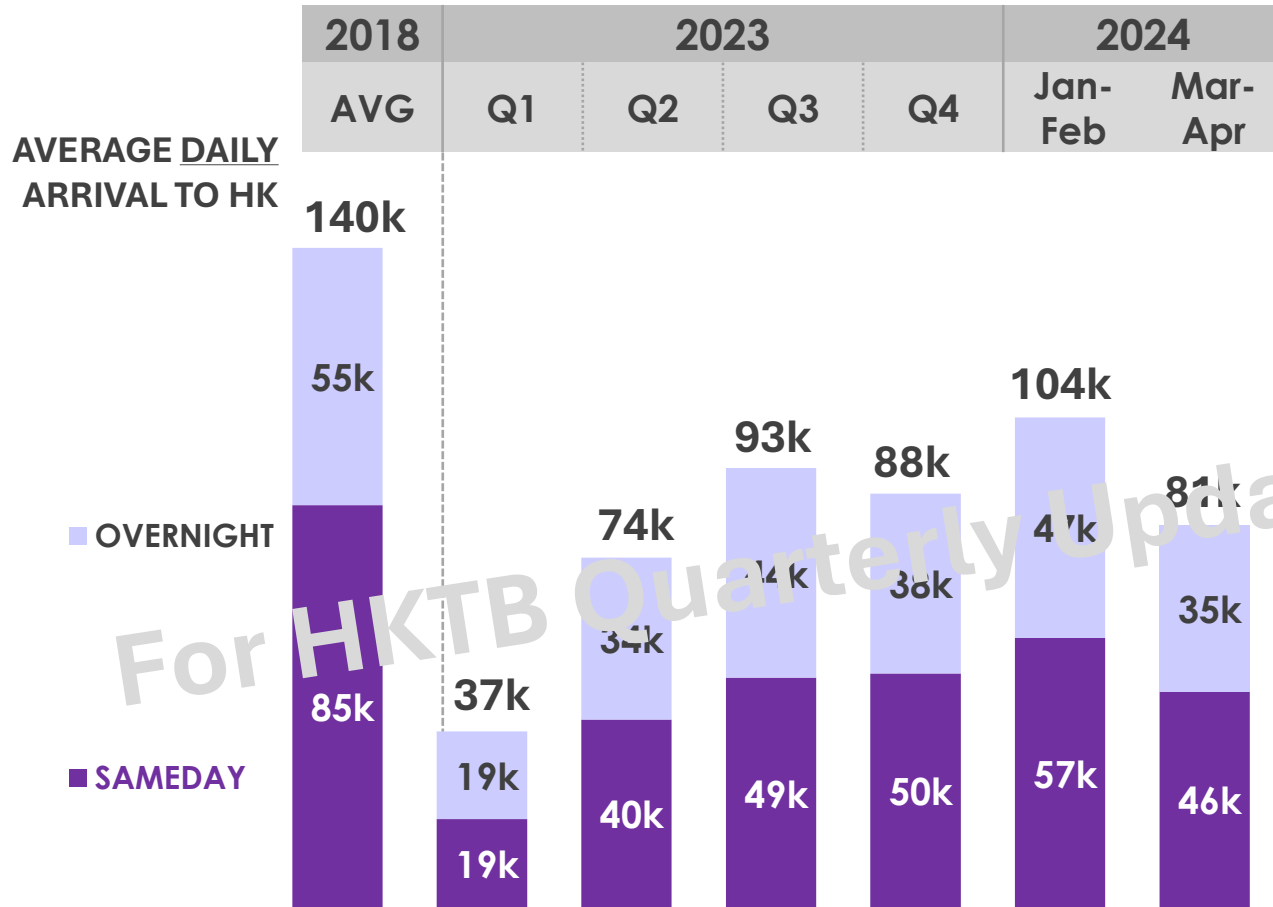


NON-MAINLAND VISITORS

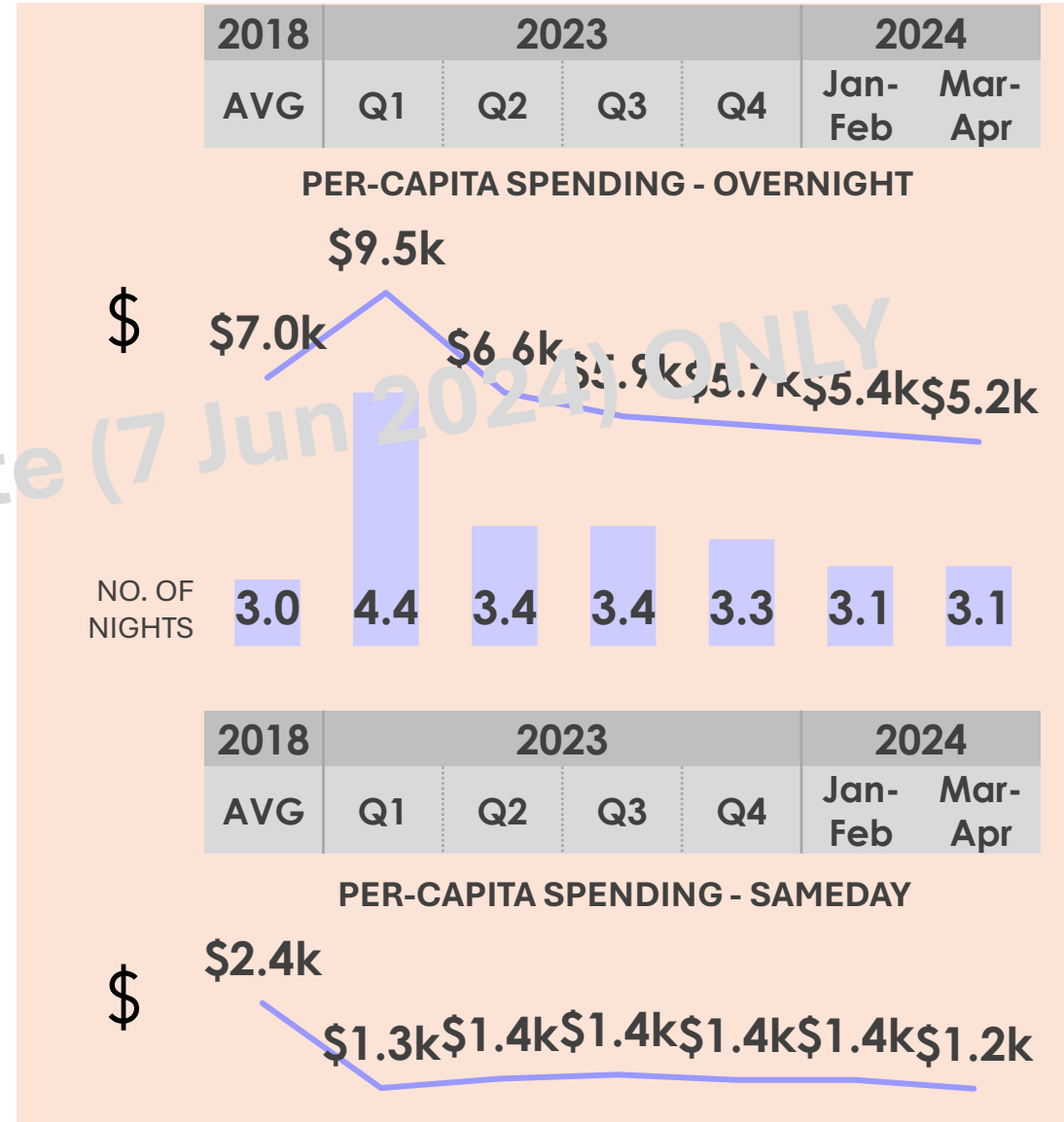


Source: Immigration Department; DVS Survey; Cirium

MAINLAND VISITORS



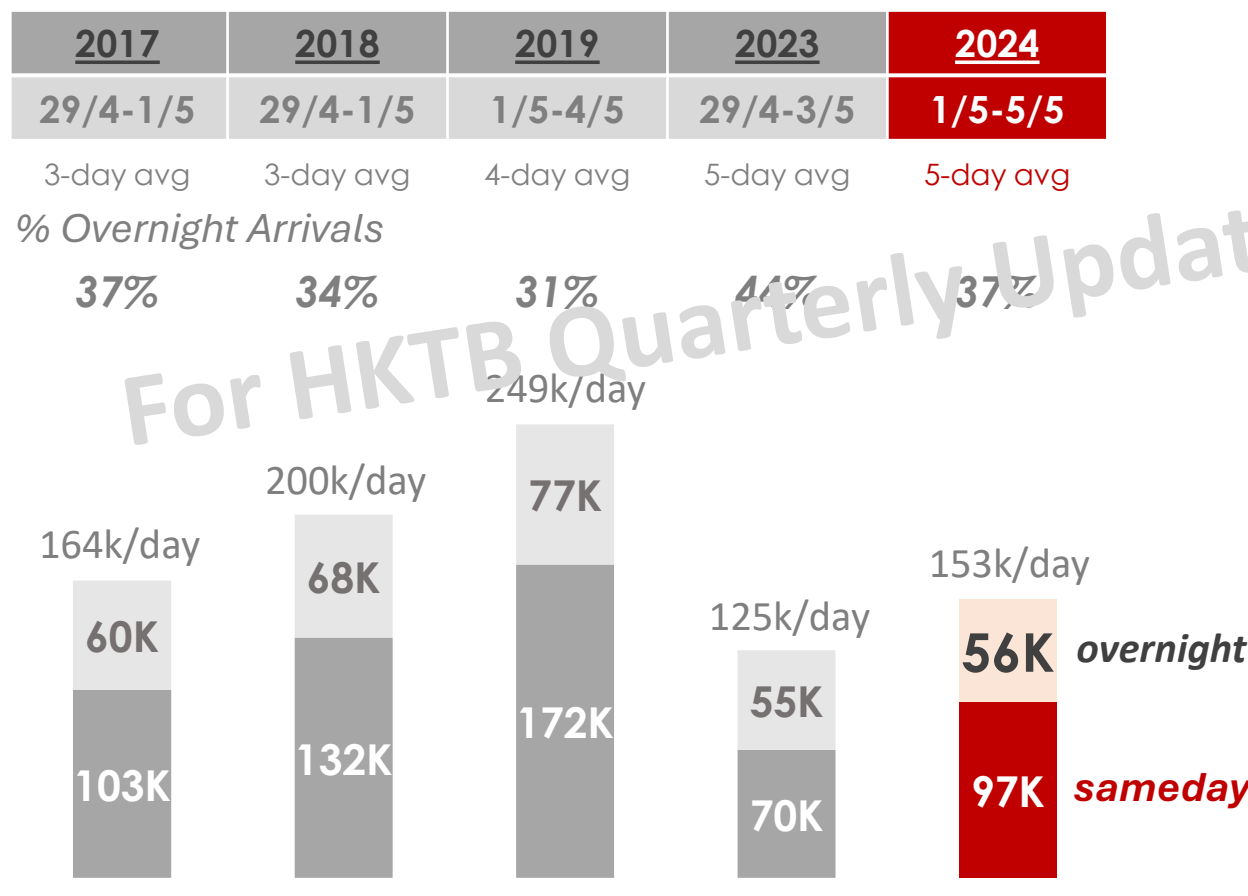
OVERNIGHT % 39% | 50% | 46% | 48% | 43% | 45% | 44%



2024 LABOUR DAY HOLIDAY

766k over 5 days

77% of 2018; ↑22% vs 2023



CITYWALK IN HONG KONG

Mainland visitors aged 16-25

6 in 10

citywalk at neighbourhood

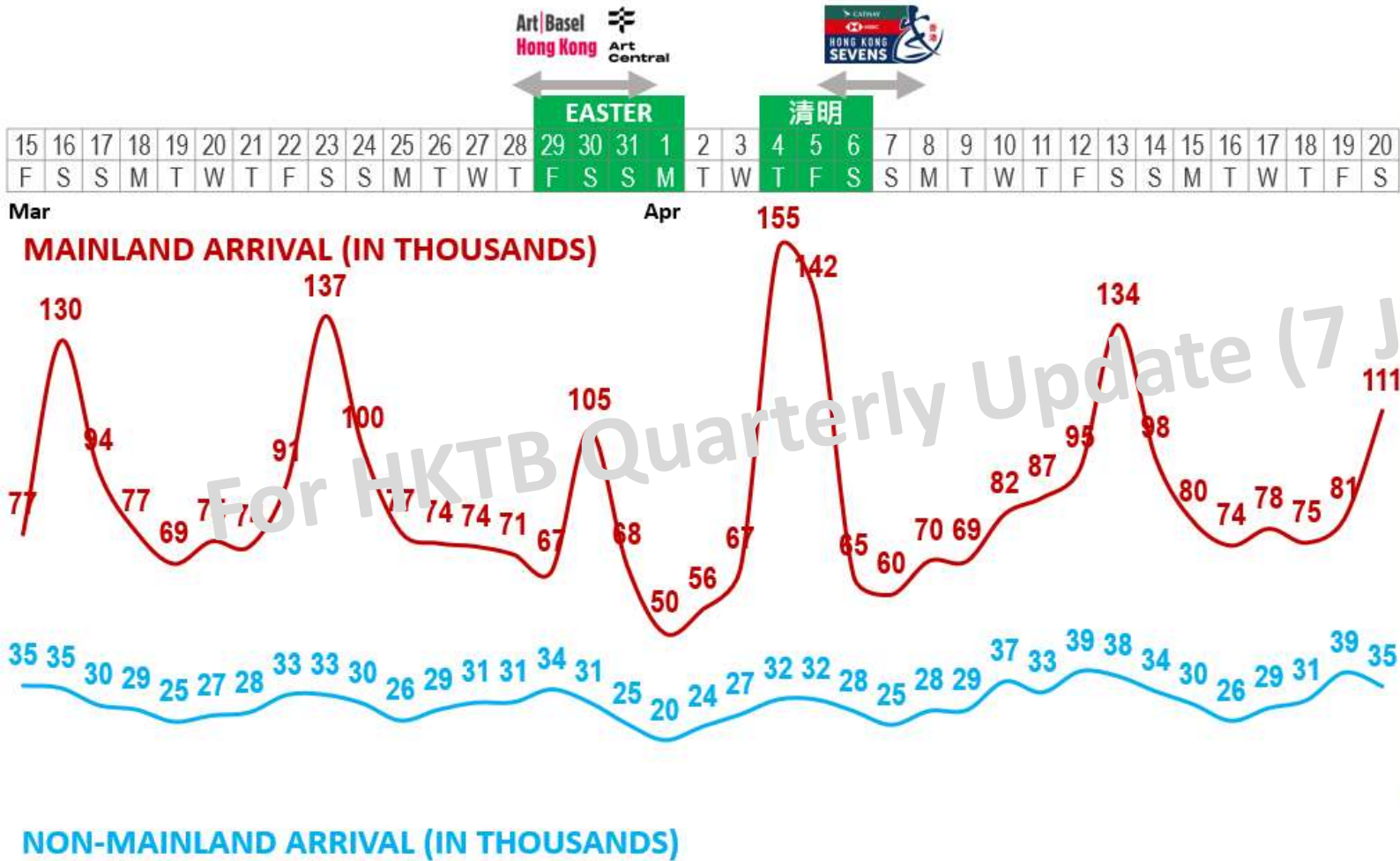
59% among aged 16-25; 45% among all ages;

Where **30-50%** 油麻地 | 西九龍文化區
25-30% 舊城中環 | 上環及西區 | 灣仔
<15% 深水埗 | 東區

Why

感受地道生活和文化	品嚐本地特色食物	獨特的打卡地點	藝術、文化遺產或建築
53%	37%	33%	30%

EVENT IMPACT IN MARCH & APRIL



ARRIVALS FROM EUROPE*/OCEANIA

~4.5k/day ONLY (16 Mar – 1 Apr) → ~5.9k/day (2-4 Apr)

PER-CAPITA SPENDING (A ROUGH INDICATION)

Q1 2024 PCS: ↑ ~\$2K

Source: Immigration Department; *exclude Germany as the trend distorted by cruise arrivals

2023

Year of Reconnection



2024

Year of
Conversion

FOR HKTB Quarterly Update (17 Jun 2024) ONLY

KEY STRATEGIC FOCUSES

1



2



3



4



**Stage & Support
World-Class Events**

**Develop Diverse &
Immersive
Experiences**

**Step Up Promotions
in Source Markets**

**Enhance Service
Quality &
Support Trade**

For HKT B Quarterly Update (7 Jun 2024) ONLY

KEY STRATEGIC FOCUSES

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**Stage & Support
World-Class Events**

Develop Diverse &
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Experiences

Step Up Promotions
in Source Markets

Enhance Service
Quality &
Support Trade

For HKT B Quarterly Update (7 Jun 2024) ONLY

1 STAGE & SUPPORT WORLD-CLASS EVENTS



Stage HKTB Signature Events



Support City Events



Drive MICE Events



First Point of Contact

1 HKTB'S SIGNATURE EVENTS



HK International Dragon Boat Races
(15-16 Jun)



HK Marathon
(13 Oct)



HK Wine & Dine Festival
(23-27 Oct)



Hong Kong WinterFest
(22 Nov-1 Jan)



New Year Countdown Celebrations
(31 Dec)



International Chinese New Year
Parade (29 Jan 2025)

For HKTB Quarterly Update (7 Jun-2024) ONLY

1 SUPPORT CITY EVENTS

100% Doraemon & Friends Tour

13 Jul – 11 Aug @ K11 MUSEA & AOS



100% DORAEMON & FRIENDS
100%多啦A夢& FRIENDS
巡迴特展 | 香港 7.13起星光大道見!
收費展館: K11 MUSEA 6樓



Outdoor Display at AOS
(Free Admission)



Special edition movie showcase

Art Exhibition at K11 Musea

Doraemon Anywhere
Snap, Hashtag and Win!

10 POIs

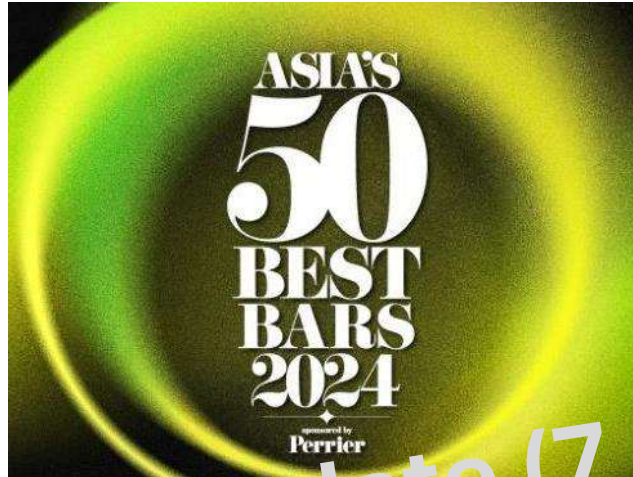
A collection of promotional items including a pink door, a Doraemon figure, and two circular stickers with the Doraemon character and the text 'HONG KONG'.

1

SUPPORT CITY EVENTS



S20 Songkran Music Fest
(8 - 9 Jun)



Asia's 50 Best Bar
(15 - 17 Jul)



**Hong Kong Tennis Open
2024 (28 Oct - 3 Nov)**



TransLantau by UTMB
(8 - 10 Nov)



Clockenflap
(29 Nov - 1 Dec)



Hong Kong Streetathon
(8 Dec)

1 DRIVE MICE EVENTS

Major Recent Wins

Trade Exhibitions



Super Terminal Expo
Nov 2024 (10,000 pax)



Global ORIGINS Expo
Nov 2024 (10,000 pax)



IBTM Asia Pacific
Mar 2025 (2,000 pax)

Conventions



Asia Pacific Financial Service
Association AGI cum Award
Presentation Ceremony
Jul 2024 (4,000 pax)



SmartCon
Oct 2024 (2,000 pax)



Consensus Hong Kong
Feb 2025 (8,000 pax)



International Asia Veterinary
Conference & Exhibition
Aug 2024 (3,500 pax)



Asian Pacific Society of
Respirology Congress
Nov 2024 (3,000 pax)



Routes World
Sep 2025 (5,000 pax)

Meeting & Incentives



THREE 商學院
Jun 2024 (1,500 pax)

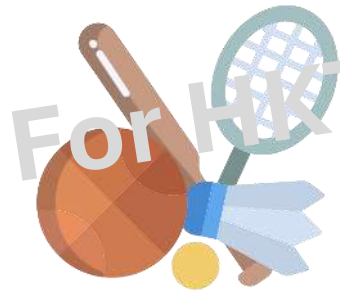


Herbalife Nutrition
APAC Extravaganza
May 2025 (30,000 pax)

1 MEGA EVENT DEVELOPMENT & ADVANCEMENT (MEDA)

40+ Inquiries

5 Potential Mega Events



Ball Games



Tournaments



Entertainment



Arts & Culture

For HKTb Quarterly Update (7 Jun 2024) ONLY

1 2024 EVENT CALENDAR

210+ Events In 2024; **15** New Events

Sports & Races
(29 event)



HK Int'l Dragon Boat Race

Arts & Culture
(54 events)



Chinese Kung Fu Dance Carnival

Festival & Carnival
(23 events)



Mid-Autumn Fire Dragon Dance

Finance & Innovation
(28 events)



SmartCon 2024 (HK)

Convention & Exhibition
(80 events)



Super Terminal Expo



2024 World Lacrosse Women's U20
Championship



HK Performing Arts Expo



HK Wine & Dine Festival



Asia Insurance Forum

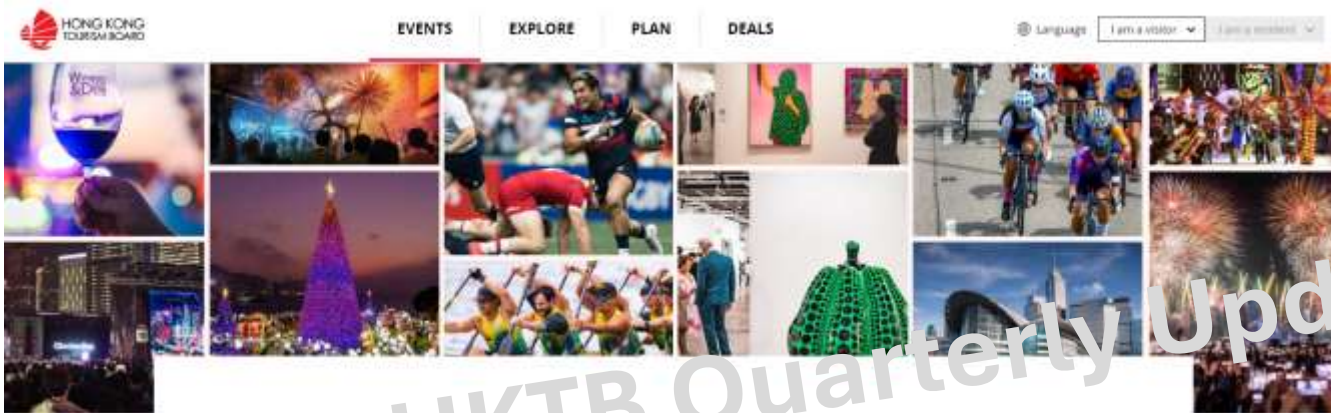


Asia Fruit Logistica

For HKT B Quarterly Update (7 Jun 2024) ONLY

1 2024 EVENT CALENDAR

www.discoverhongkong.com/eng/what-s-new/events/mega-events.html



For HKTbB Quarterly Update (7 Jun 2024) ONLY

Contact our Mega Event Development and Advancement team at megaevents@hktb.com to catapult your mega event.

[Learn more about mega events](#) >

香港演唱會時間表一覽



《好聲好韻》演唱會2024 2024年6月5日 澳門美高美酒店 地址 查詢詳情	Perfume "CODES OF PERFUMS 2025" 亞洲巡迴演唱會 2024 香港站 2024年6月6日 亞洲國際博覽館 10號館 地址 查詢詳情	周潔怡作品展@新城市廣場好音樂會2024 2024年6月6日 新城市廣場 地址 查詢詳情	Katch The Pop 音樂會 2024 2024年6月6日 亞洲國際博覽館 Arena 地址 查詢詳情
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KEY STRATEGIC FOCUSES

1



Stage & Support
World-Class Events

2



Develop Diverse &
Immersive
Experiences

3



Step Up Promotions
in Source Markets

4



Enhance Service
Quality &
Support Trade

For HKT B Quarterly Update (7 Jun 2024) ONLY

2 DRONE SHOW



2 TEMPLE STREET PROMOTION



For HKTB Quarterly Update (7 Jun 2024) ONLY

2 HONG KONG CLASSICS REIMAGINED

For HKTB Quarterly Update (7 Jun 2024) ONLY

<https://www.discoverhongkong.com/eng/what-s-new/cinematic-hong-kong.html>

KEY STRATEGIC FOCUSES

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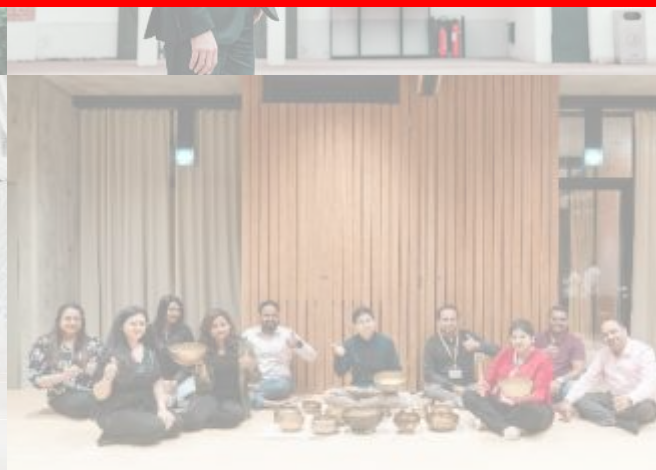
Enhance Service
Quality &
Support Trade

For HKT B Quarterly Update (7 Jun 2024) ONLY

3 SEEING IS BELIEVING



1,000+ Trade Partners, Media, Celebrities, KOLs Visited HK
For HKTBC Quarterly Update (7 Jun 2024) ONLY
(H1 2024)



Strategic Partnership on Cultural Tourism Promotion with Xiaohongshu



Welcome Visitors from new IVS Cities



For HKTB Quarterly Update (7 Jun 2024) ONLY



Young Adults, Families, First-Time Visitors

1. Promotion On Neighbourhoods where Events are Held to Encourage Exploration

2. Celebrity Advocacy to Showcase HK Appeals

3. Photography Campaign & Video Content Marketing

4. Partnership w/ Online Platforms to Offer Early-Bird Discounts

5. Promotion Within 8 Major Cities in 5-Hour FST Circle



For HKTB Quarterly Update (7 Jun 2024) ONLY

3 SEA MARKETS

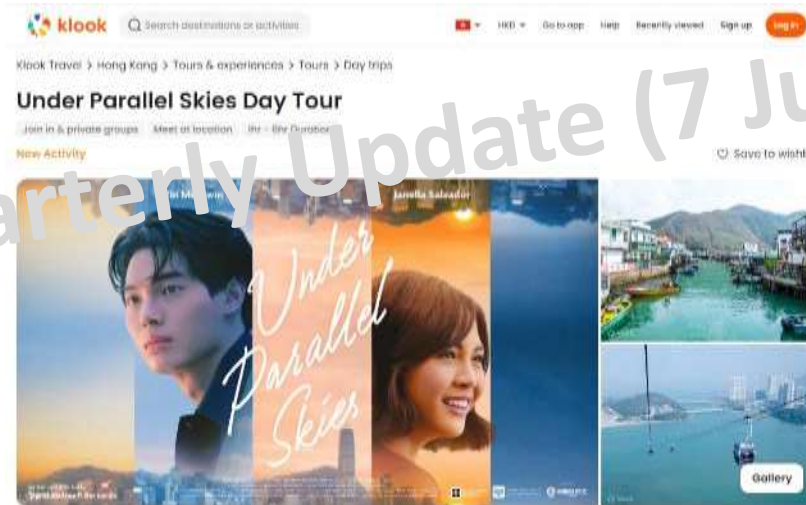
Young Adults, Families

1. Thematic Itineraries

The Ultimate 4D3N Hong Kong Itinerary For Your Family



2. Movie Promotions



Highlights

- Under Parallel Skies Movie Guided Day Tour
- Take you to see all the highlights of Lantau Island, take a boat ride to watch dolphins, and enjoy a wonderful trip to Lantau Island easily
- You can also walk around the corners of Hong Kong city and discover the diverse Hong Kong
- A guided city tour takes you to the top of the mountain on the iconic Peak Tram and experience breathtaking views
- Take the Star Ferry to enjoy the beautiful scenery of Victoria Harbor

3. In-Depth Experiences



For HKTBO Quarterly Update (7 Jun 2024) ONLY

Young Adults, Families, Couples

Travel Guides & Product Packages in Various Themes

Families

Foodie Tours

Literature

Besties' Tours

Affordable Luxury

Tactical Promotions



For HKTb Quarterly Update (7 Jun 2024) ONLY

3 LONG-HAUL MARKETS

1. Promotion through top-tier food programmes



MasterChef Australia
(Jun: Network 10, Australia)



Field Trip with Curtis Stone
(Jun: Create TV, the US)

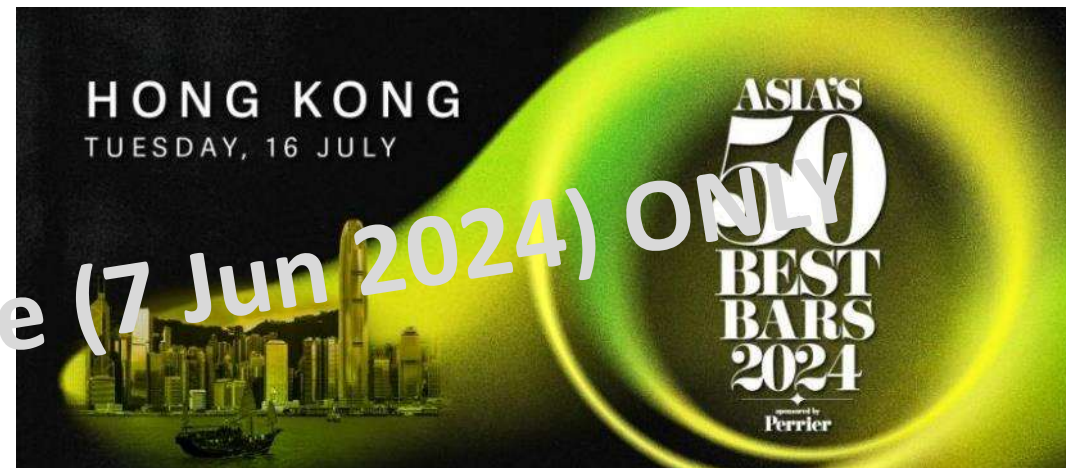


The Streets with Dan Hong (S2)
(Jun: SBS Food, Australia)



Herr Raue Reist
(Nov: Magenta TV, Germany)

2. Partner with “Asia’s Best 50 Bars” to host Media Fam



3 GCC & MUSLIM




For HKTB Quarterly Update (7 Jun 2024) ONLY

Arabian Travel Mart (May 6-9)


TRAVEL IN LUXE HONG KONG

CULTURAL ENCOUNTER | EXPLORE HK IN STYLE | FAMILY BONDS | EXQUISITE SERVICES




Soar New Heights With Heliservices

DISCOVER MORE



Float Away Fabulously With The Wan

DISCOVER MORE

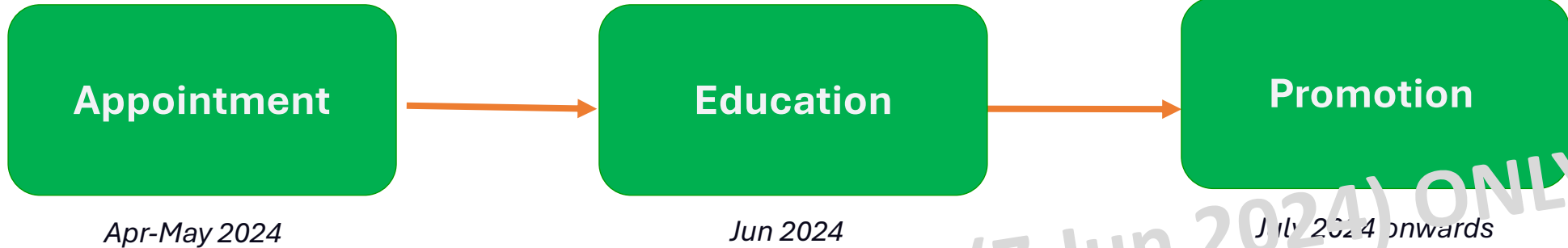


Sail Into Sophisticated Lantau Yacht Club

DISCOVER MORE

Travel in LUXE Hong Kong

3 GCC & MUSLIM



- Appoint “**Crescent Rating**”, a reputable consultant on Muslim-friendly travel:
 - Analyse HK’s existing services and amenities for Muslim travelers
 - Identify gaps in the current landscape

- Conduct **Muslim-friendly education seminars** for:
 - Hotels
 - Attractions
 - Shopping Malls
 - Travel Agents
 - MICE Venues
 - Retailers
 - Restaurants
 - BOT & other related bodies to be invited as Speakers/ Exhibitors (Muslims-related / Halal supplies)

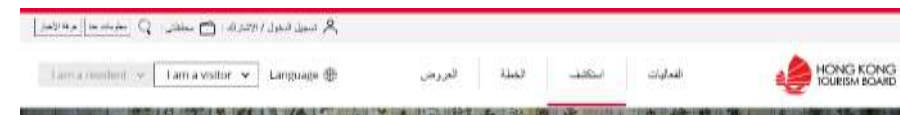
- Motivate Hotels, Attractions, Shopping Malls, MICE venues, and Retailers to obtain **Muslim-Friendly rating**
- Support more suitable restaurants to be **Halal Certified** by BOT

Quarterly Update (7 Jun 2024) ONLY

3 DHK MUSLIM SECTION REVAMP

discoverhongkong.com/id (Indonesian Bahasa)

discoverhongkong.com/ae (Arabic)



For HKTB Quarterly Update (7 Jun 2024) ONLY



Hong Kong terus berusaha untuk menyempurnakan fasilitas ramah muslim bagi para wisatawan...
objek wisata kelas dunia, hingga kuliner halal khas Hong Kong...
kenyamanan pada wisatawan muslim...
Kong yakni... 220... Muslim di Hong Kong...



Makanan halal di Hong Kong: tempat untuk dik...

Kelaparan di Hong Kong? Coba cicipi restoran ini yang...



Kowloon: di sini terdapat masjid terbesar di Hon...



Hong Kong bagi wisatawan yang perta...

Pertama kali ke Hong Kong? Untuk wisata Muslim yang...

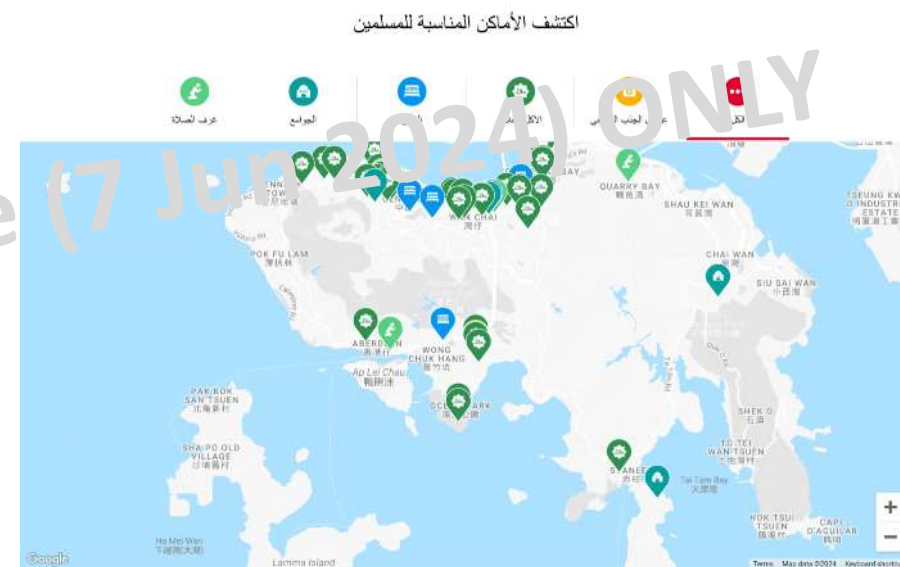


8 Tempat Makanan Halal Terbaik Dekat Anda di Hong Kong



7 tempat di Hong Kong yang menghargai karya...

Mencari tempat terbaik di Hong Kong untuk menjelajahi...



المرافق والتسهيلات المخصصة للمسلمين



قاعة الصلاة والتعلم
المتاح للمسلمين



حرف الصلاة



الإفطار والحلويات
المخصصة للمسلمين



المسجد في هونغ كونغ

KEY STRATEGIC FOCUSES

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Stage & Support
World-Class Events

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Immersive
Experiences

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in Source Markets

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Enhance Service
Quality &
Support Trade

For HKT B Quarterly Update (7 Jun 2024) ONLY



做多一步 好客之道

For HKTB Quarterly Update (7 Jun 2024) ONLY
LET'S GO THE EXTRA MILE



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



HONG KONG
TOURISM BOARD
香港旅遊發展局

A close-up shot of a man with dark hair, looking upwards and to the right with a thoughtful expression. He is wearing a light-colored jacket over a patterned sweater. The background is blurred, showing what appears to be an indoor setting with lights.

For HKTB Quarterly Update (7 Jun 2024) ONLY

今時今日的服務態度, 怎樣才足夠?
What kind of service attitude is considered good enough these days?



For HKTB Quarterly Update (7 Jun 2024) ONLY



SUMMER CHILL HONG KONG



**Drum Up City-Wide
Summer Ambience**



Summer Pass



**One-Stop Info
Website**

For HKTb Quarterly Update (7 Jun 2024) ONLY

DRUM UP CITY-WIDE SUMMER AMBIENCE

Port of entry



HKIA, HSR, ML Border, KTCT, Macau, AEL



In-town



City center: Lamppost, Mid-Level Escalator, VS Centre



Transit: MTR, Ferry, Bus, Tram



Shops outlet exposure



Digital & social



HK banner & campaign site



Social Media - IG, FB, Tik Tok, YouTube, XHS



KOL Collaboration

Programmatic Display, Mobile App, Paid Search – Local, GBA, Overseas



For HKTQB Quarterly Update (7 Jun 2024) ONLY

SUMMER PASS

ALL-IN-ONE PASS FOR OVERNIGHT VISITORS

Transportation Offer

Special rate (e.g. B1G1 or \$20 for a ride/ tourist pass)



Ground transportation/
water tour

Retail Offer

\$100 Discount Coupons on spending \$200



QTS & Attractions
Retail Outlets

Dining Offer

\$100 Discount Coupons on spending \$200



QTS & Hotels
Restaurants

Chill Deals

Citywide Special offers



Citywide Partners
Offerings

For HKTQB Quarterly Update (7 Jun 2024) ONLY

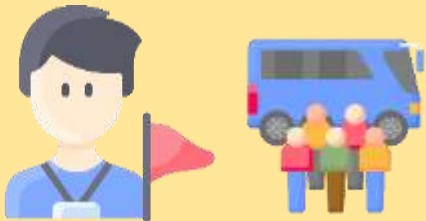
SUMMER PASS

Distribution Channels



Hotel Partners

To overnight visitors upon check-in



Travel Agents

For overnight visitors only

Redemption



Summer Pass

A Gift Card with
Unique QR code



Digital Wallet for

- Transportation Offer x 1
- Retail Offer x 1
- Dining Offer x 1



Discover More
Chill Deals

For HKTG Quarterly Update (7 Jun 2024) ONLY

47 EVENTS DURING JUL-AUG 2024

**Sports
(2 event)**



Ki Chee vs Atletico Madrid

**Arts and Culture
(8 events)**



Chinese Kungfu x Dance
Carnival

**Entertainment &
Performance
(24 events)**



HIKARU UTADA
SCIENCE FICTION TOUR 2024
宇多田光

MAMA MIA!
Musical HK



**Consumer Exhibition
(13 events)**



Doraemon & Friends



2024 World Lacrosse
Women's U20 Championship



International Arts Carnival



Hong Kong Book Fair

ONE-STOP INFO WEBSITE

- Summer Pass
- Citywide offers

- Summer events
- Summer hidden fun



For HKTMB Quarterly Update (7 Jun 2024) ONLY

Remark:
Mockups for reference only



HONG KONG
TOURISM BOARD
香港旅遊發展局

For HKTb Quarterly Update (7 Jun 2024) ONLY

Thank you





HONG KONG
TOURISM BOARD
香港旅遊發展局

HKTB Quarterly Update

For HKTB Quarterly Update (7 June 2024) ONLY

7 June 2024

