



HONG KONG  
TOURISM BOARD  
香港旅遊發展局

# HKTB Quarterly Update

For HKTB Quarterly Update (10 Sep 2024) ONLY

10 Sep 2024



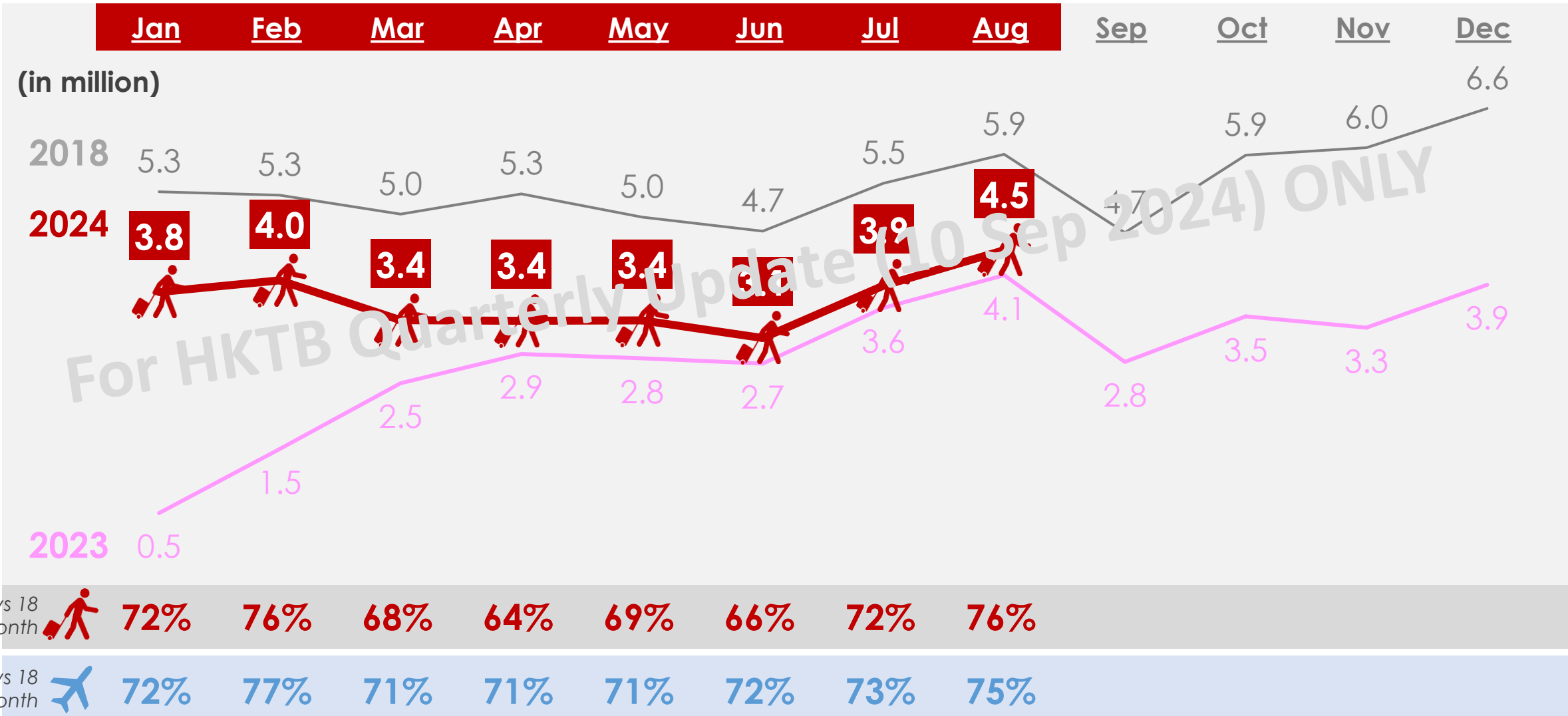
# LATEST TOURISM PERFORMANCE

For HKTB Quarterly Update (10 Sep 2024) ONLY



# LATEST VISITOR ARRIVALS

Jan – Aug: 30 Million (↑44% vs Jan-Aug 2023; 70% of Jan-Aug 2018)

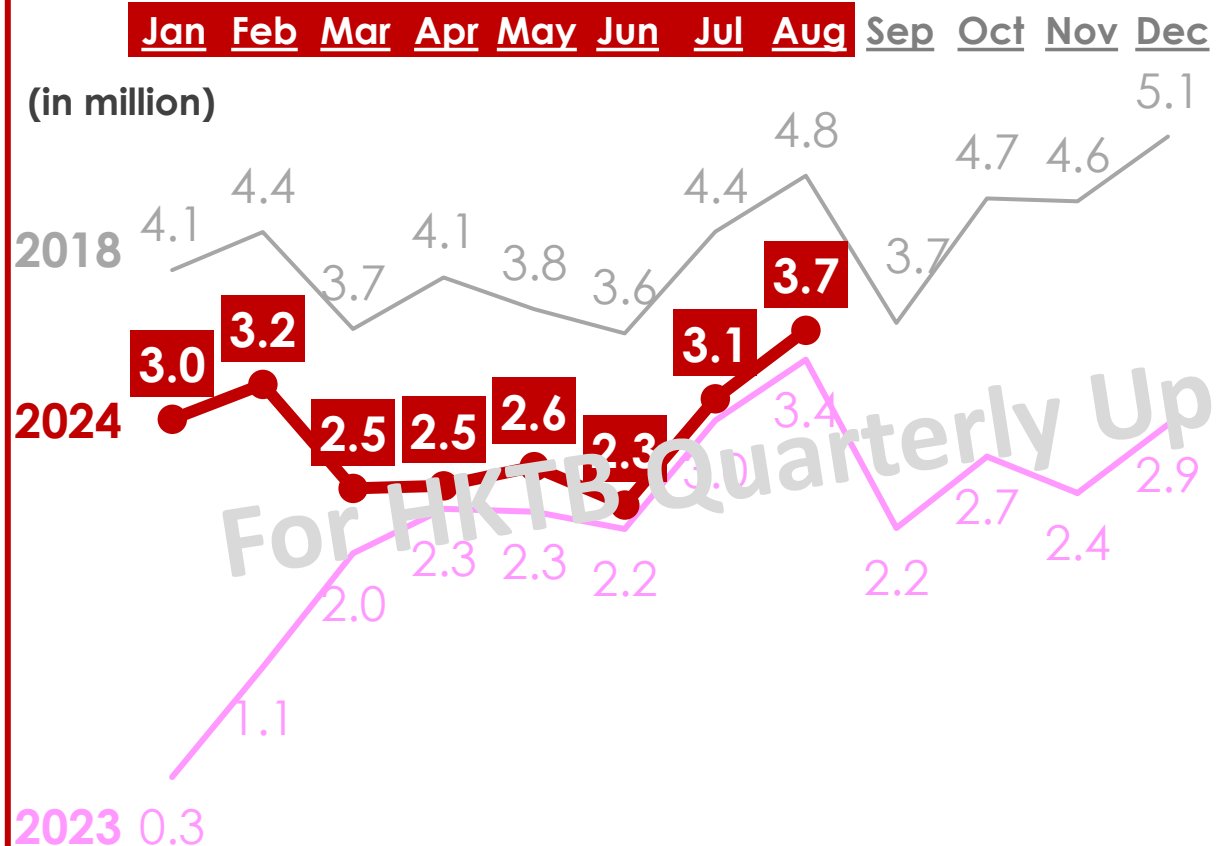


Source: Immigration Department (Provisional figures for Aug'24 based on arrivals by Nationality); Cirium

# MAINLAND → HONG KONG

Jan-Aug: 23 Million

↑ 39% vs Jan-Aug 2023; 70% of Jan-Aug 2018



24 vs 18



73% 74% 67% 61% 69% 64% 71% 76%

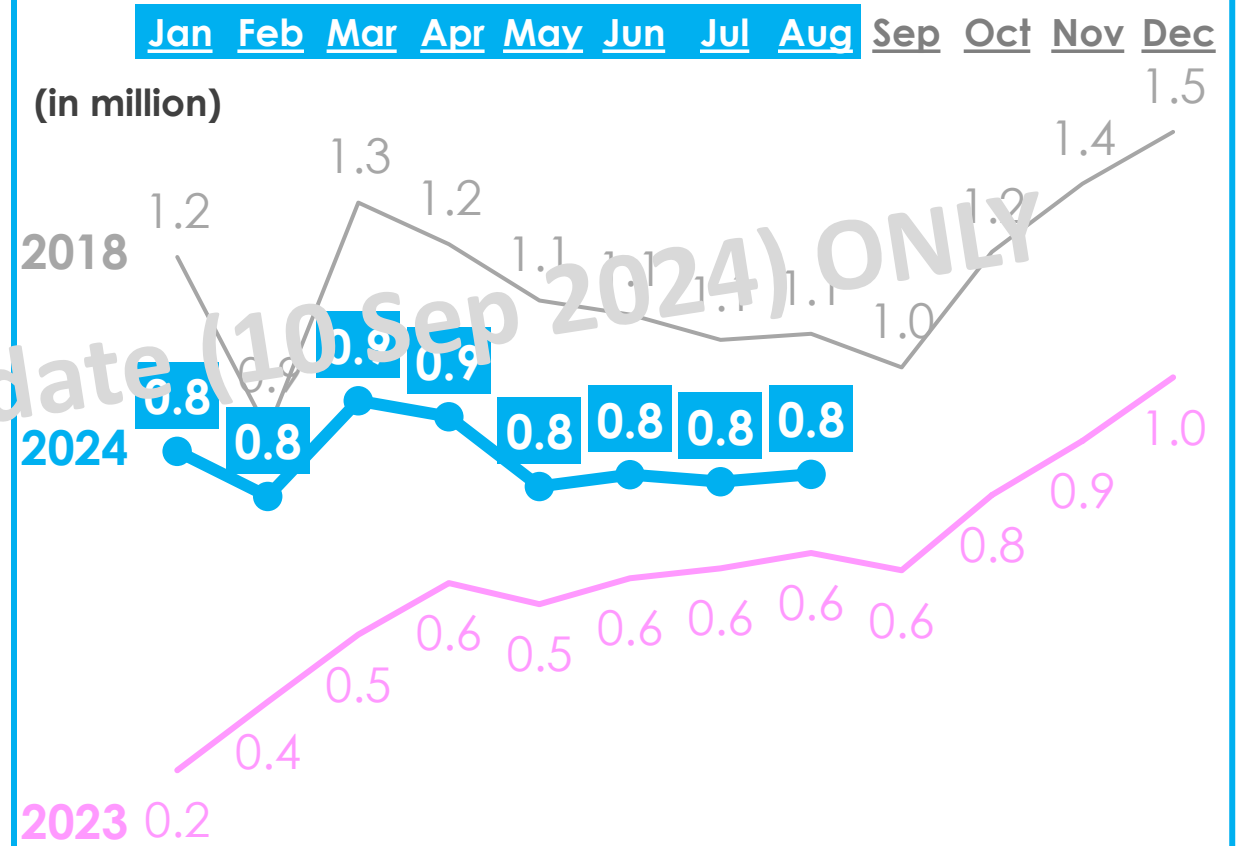


72% 74% 71% 74% 75% 70% 79% 82%

# NON-MAINLAND → HONG KONG

Jan-Aug: 6.6 Million

↑ 63% vs Jan-Aug 2023; 73% of Jan-Aug 2018



24 vs 18



69% 85% 71% 73% 68% 72% 74% 74%

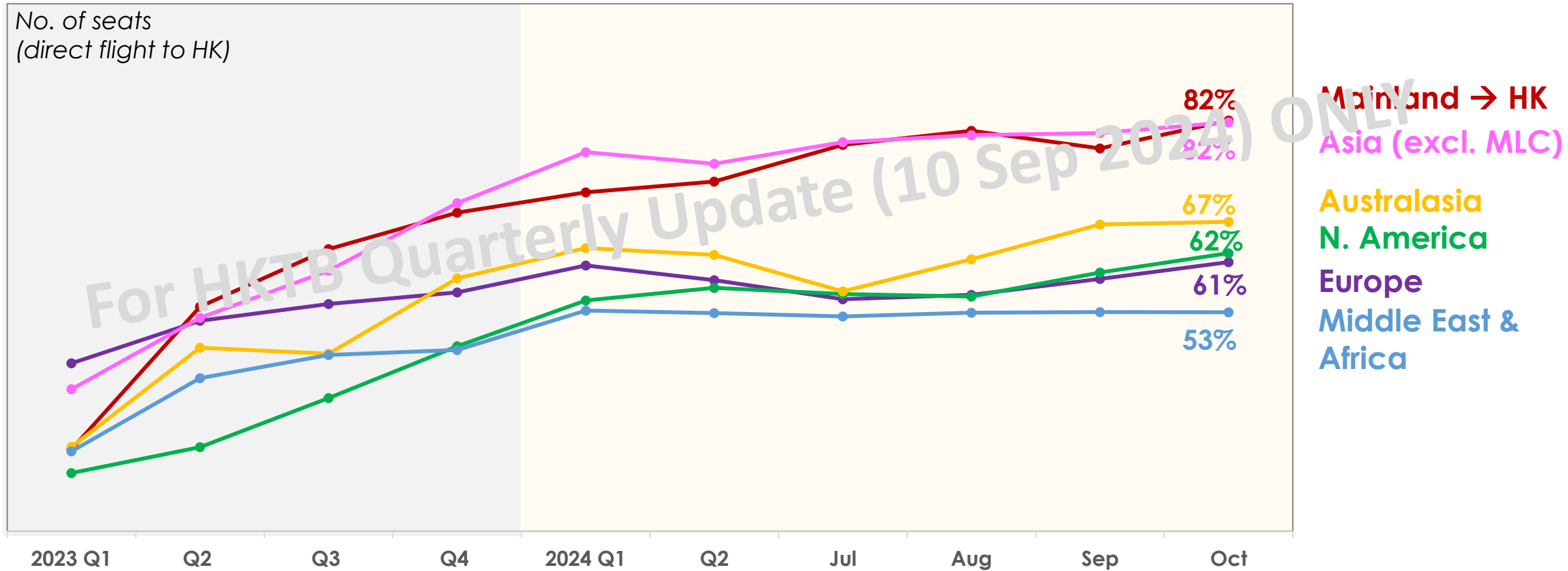


71% 77% 71% 71% 69% 72% 72% 74%

# AIR CAPACITY RECOVERY

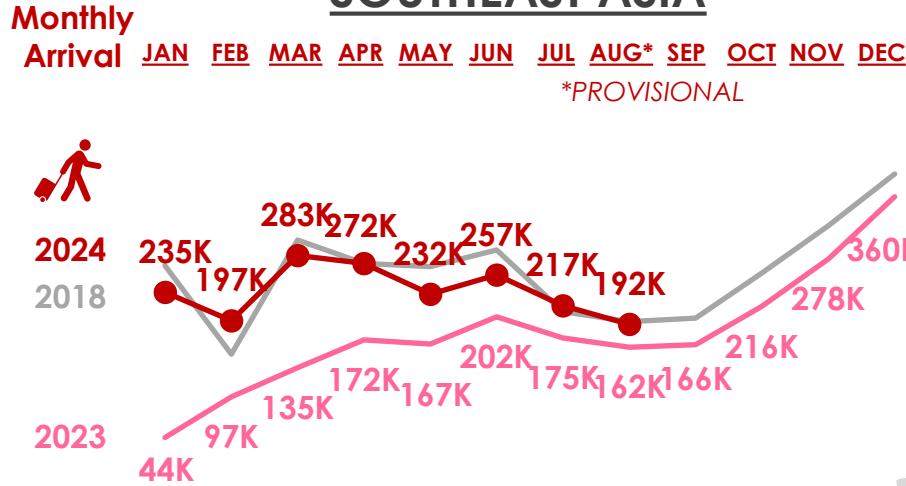
## Seat Capacity by Region to HK

% vs same period in 2018

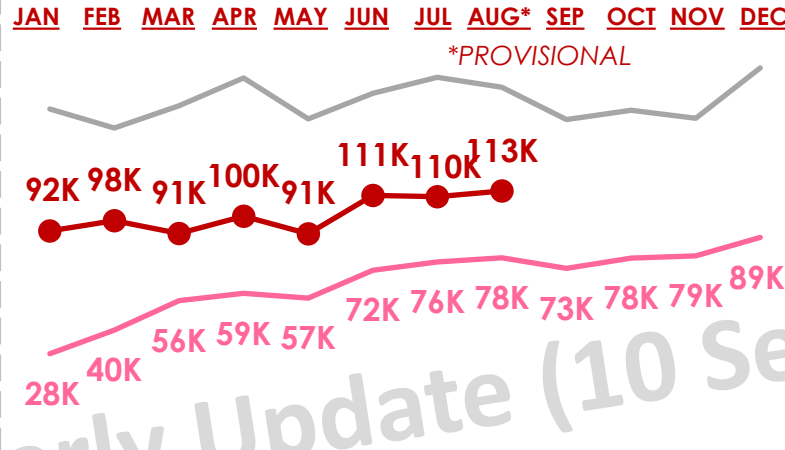


# ARRIVALS BY MARKET

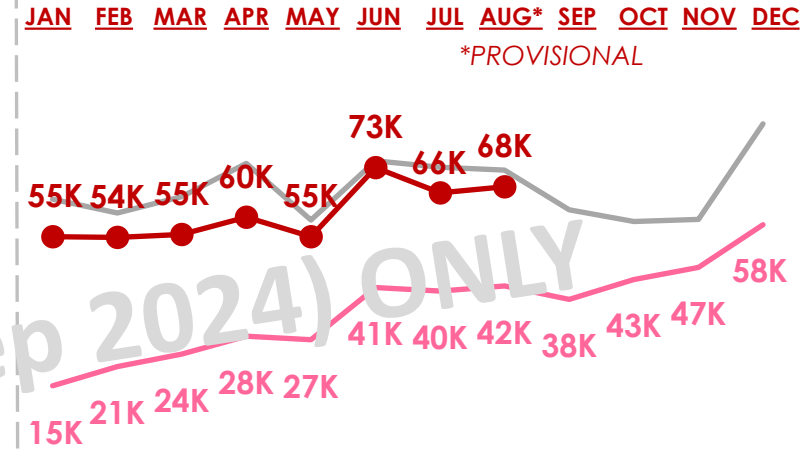
## SOUTHEAST ASIA



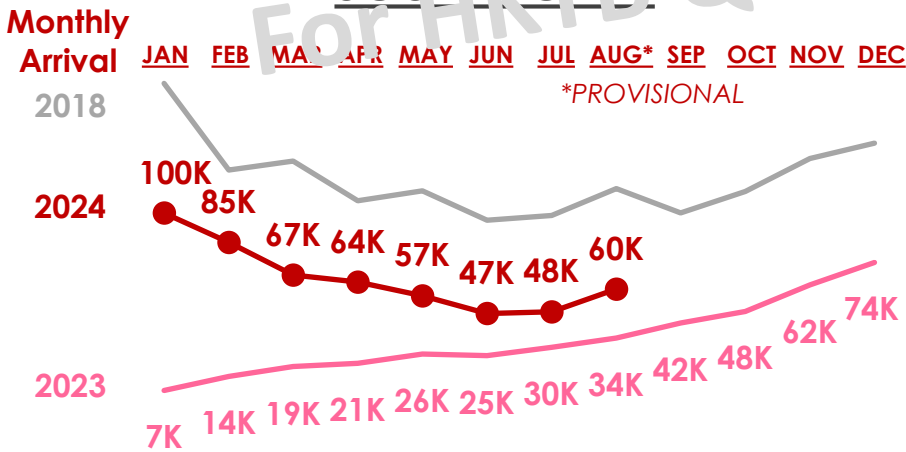
## TAIWAN



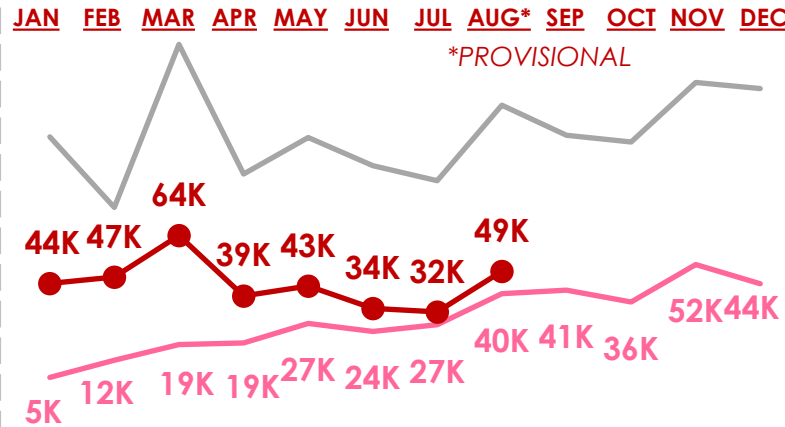
## TAIWAN (OVERNIGHT)



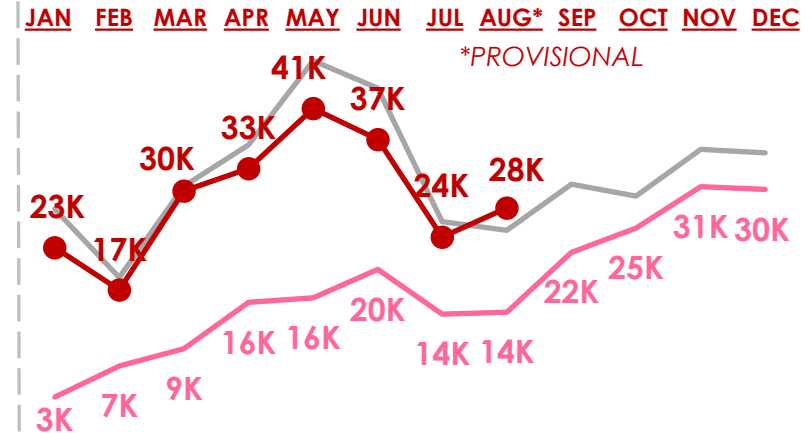
## SOUTH KOREA



## JAPAN



## INDIA

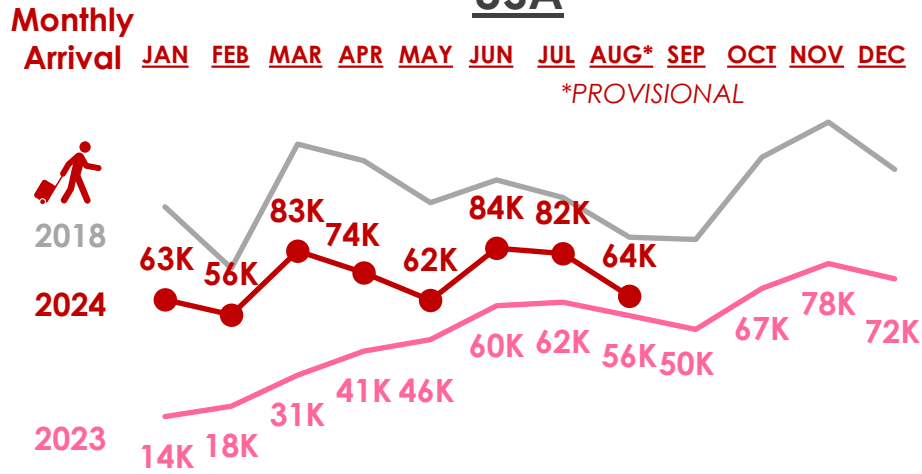


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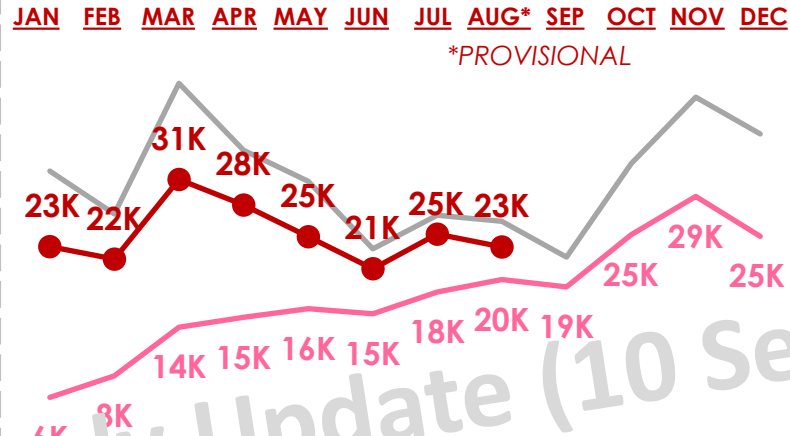
Source: Immigration Department (Arrival figures based on "place of residence"; Provisional figures for Aug'24 based on arrivals by Nationality)

# ARRIVALS BY MARKET

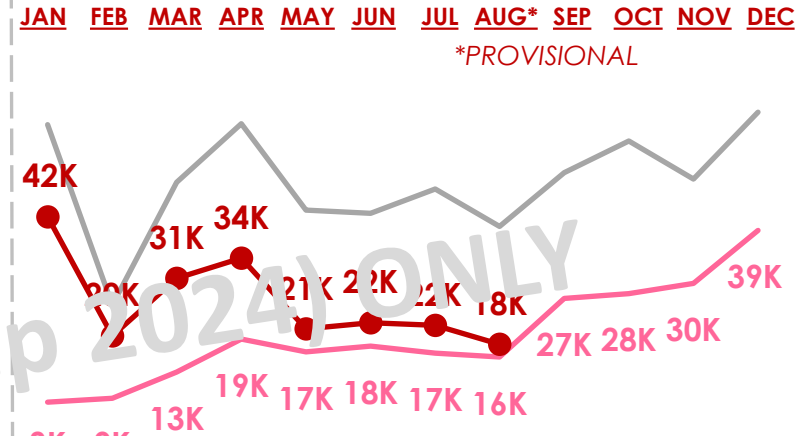
## USA



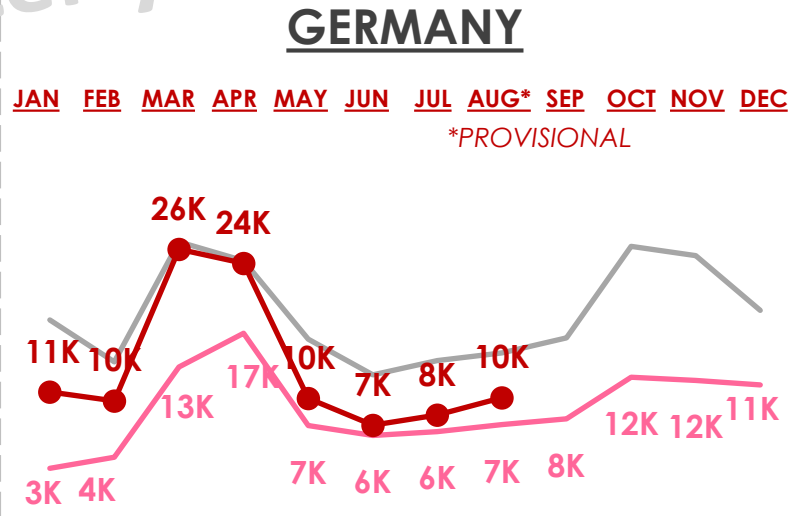
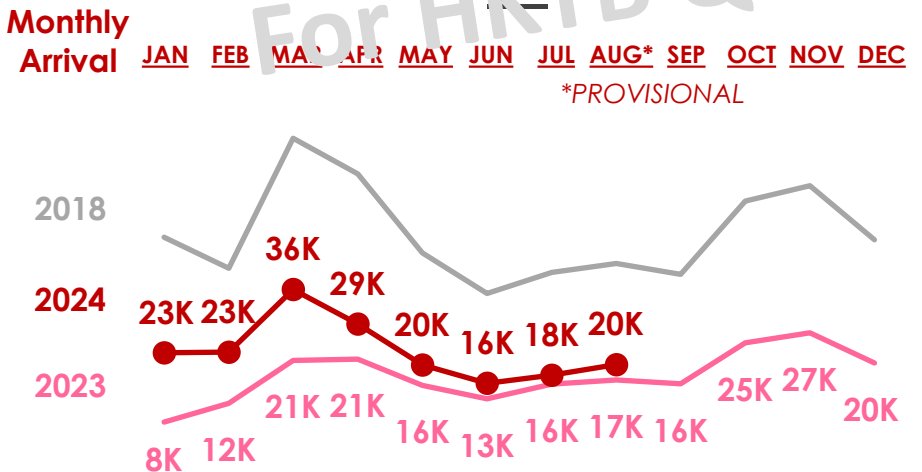
## CANADA



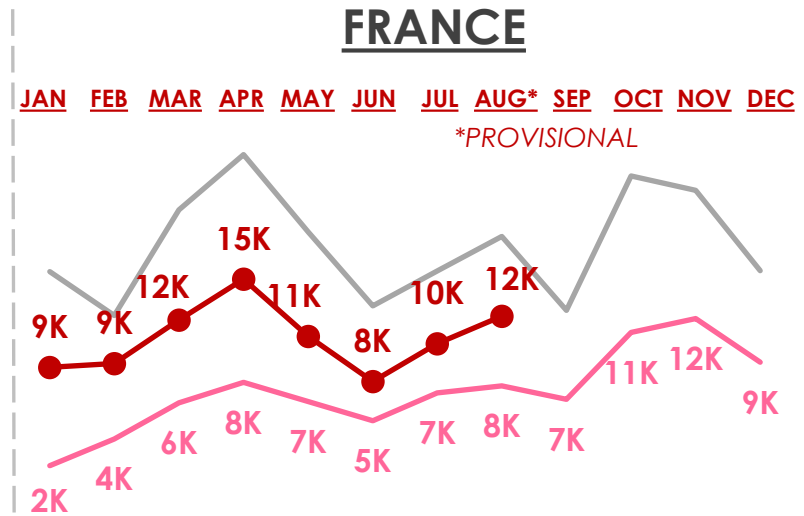
## AUSTRALIA



## GERMANY



## FRANCE

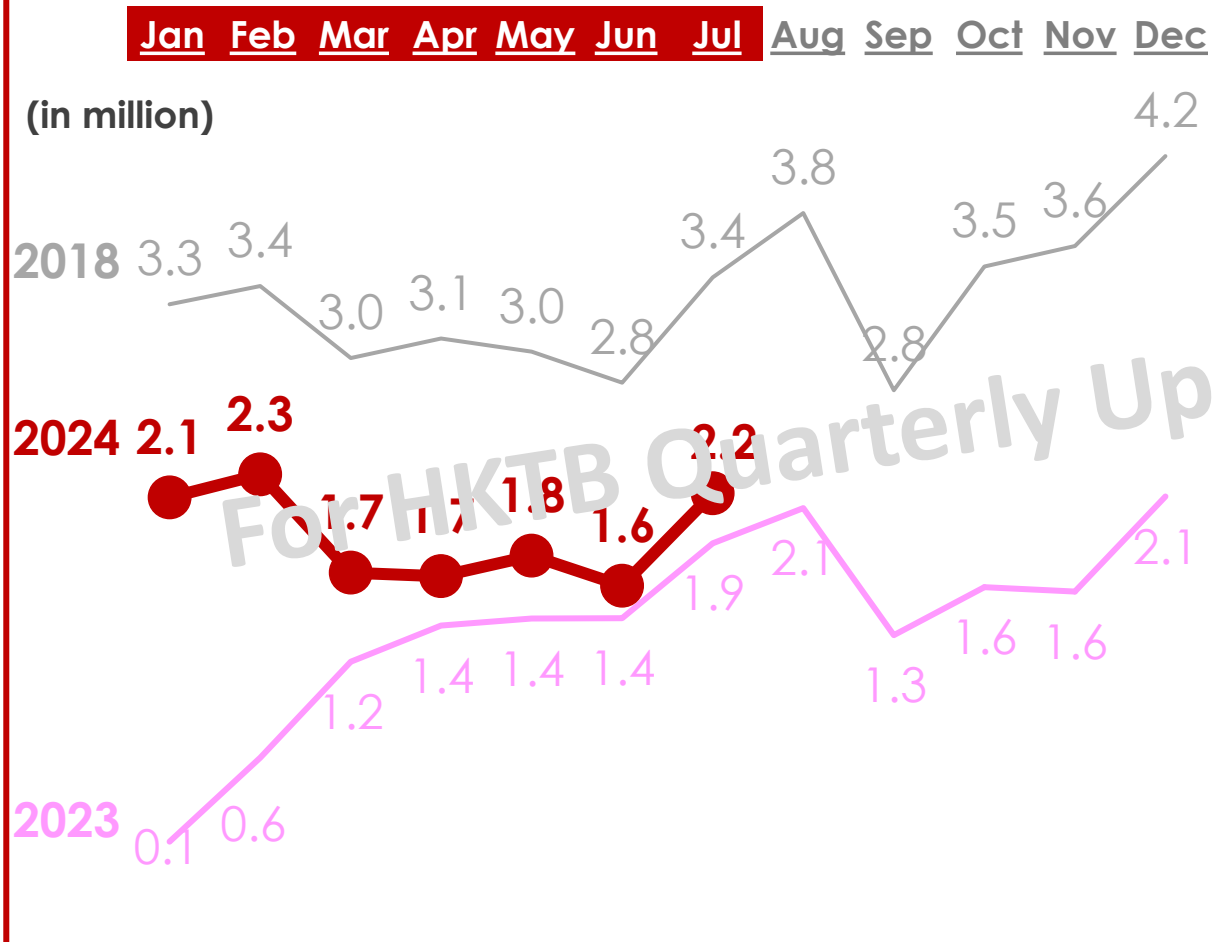


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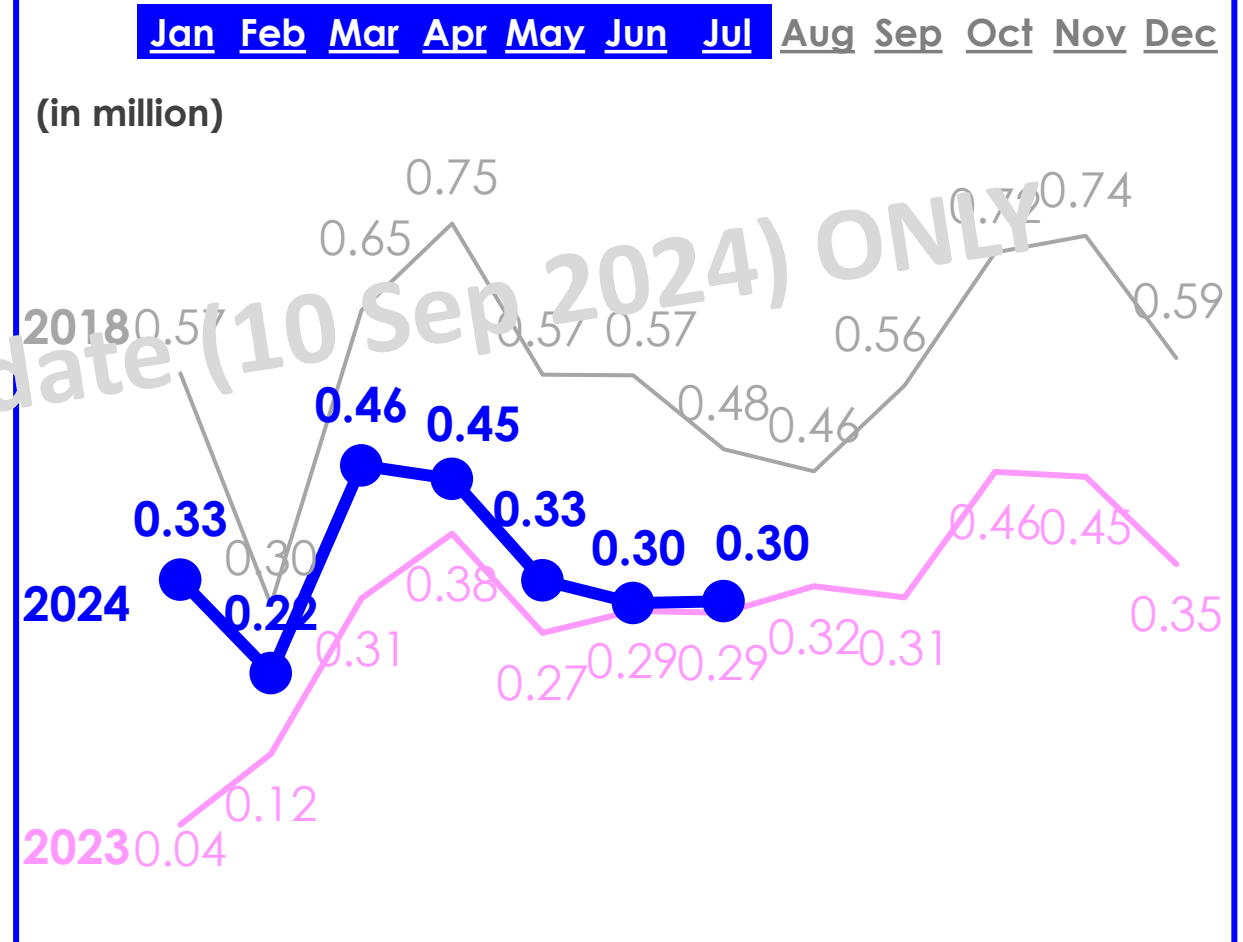
Source: Immigration Department (Arrival figures based on "place of residence"; Provisional figures for Aug'24 based on arrivals by Nationality)

# ARRIVALS BY PURPOSE OF VISIT

## VACATION



## BUSINESS (inc. MICE)





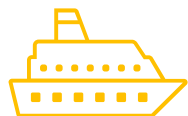
# PERFORMANCE OF CRUISE BUSINESS



Cruise Passenger Throughput	2023 Full Year Actual	2024 Full Year Forecast	2024 Vs 2023
Visitor	218,210	327,000	<b>+50%</b>
Local	257,562	151,000	-41%
<b>Total</b>	<b>475,772</b>	<b>478,000</b>	<b>+0.5%</b>

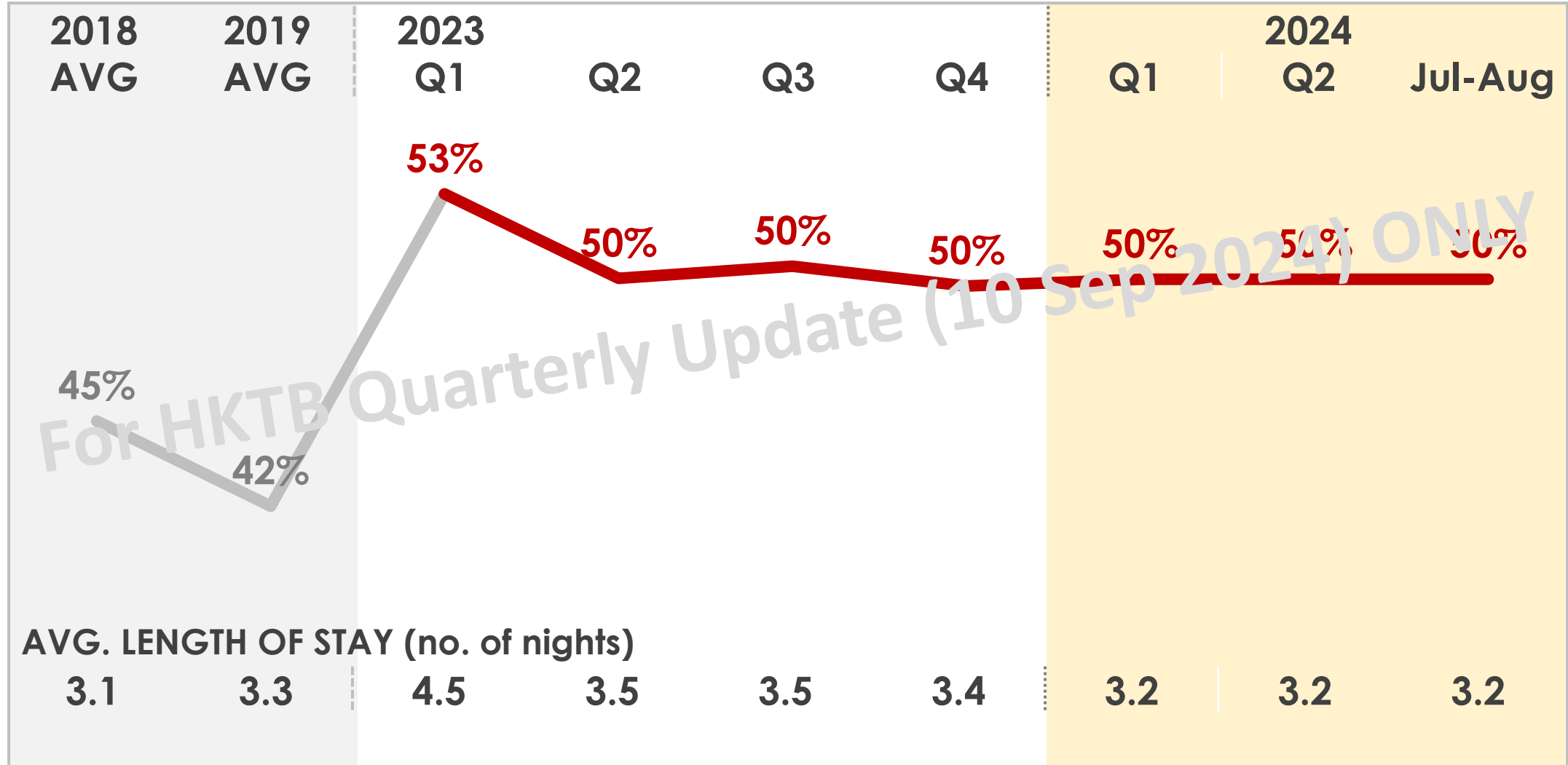


Ship Deployment	2023 Full Year Actual	2024 Full Year Forecast	2024 Vs 2023
<b>No. of Cruise Lines</b>	<b>18</b>	<b>30</b>	<b>+67%</b>

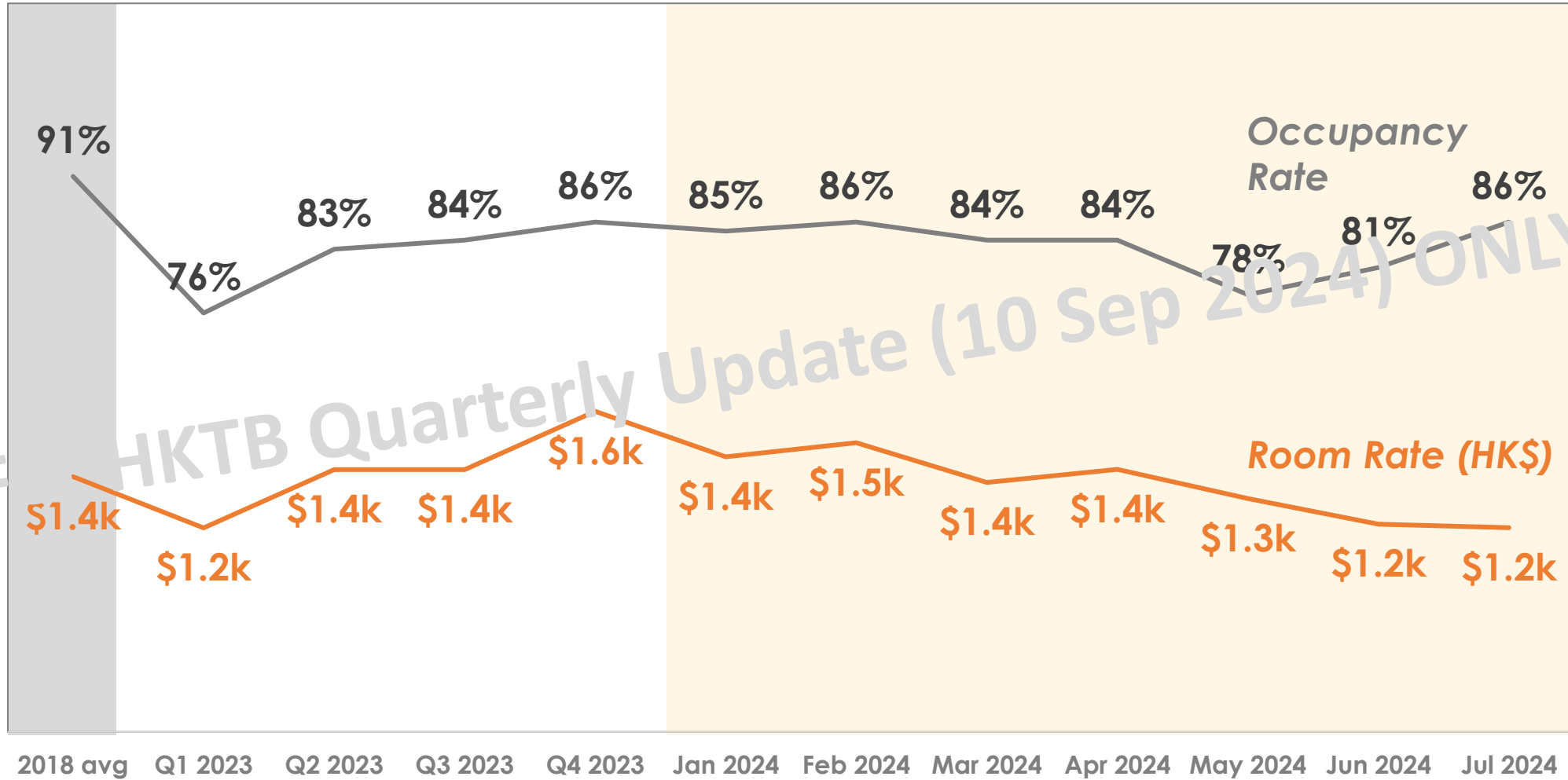


Ship Calls	2023 Full Year Actual	2024 Full Year Forecast	2024 Vs 2023
International (Turn/Transit)	43 calls	84 calls	<b>+95%</b>
HK Homeport	121 calls	67 calls	-44%
<b>Total</b>	<b>164 calls</b>	<b>151 calls</b>	<b>-8%</b>

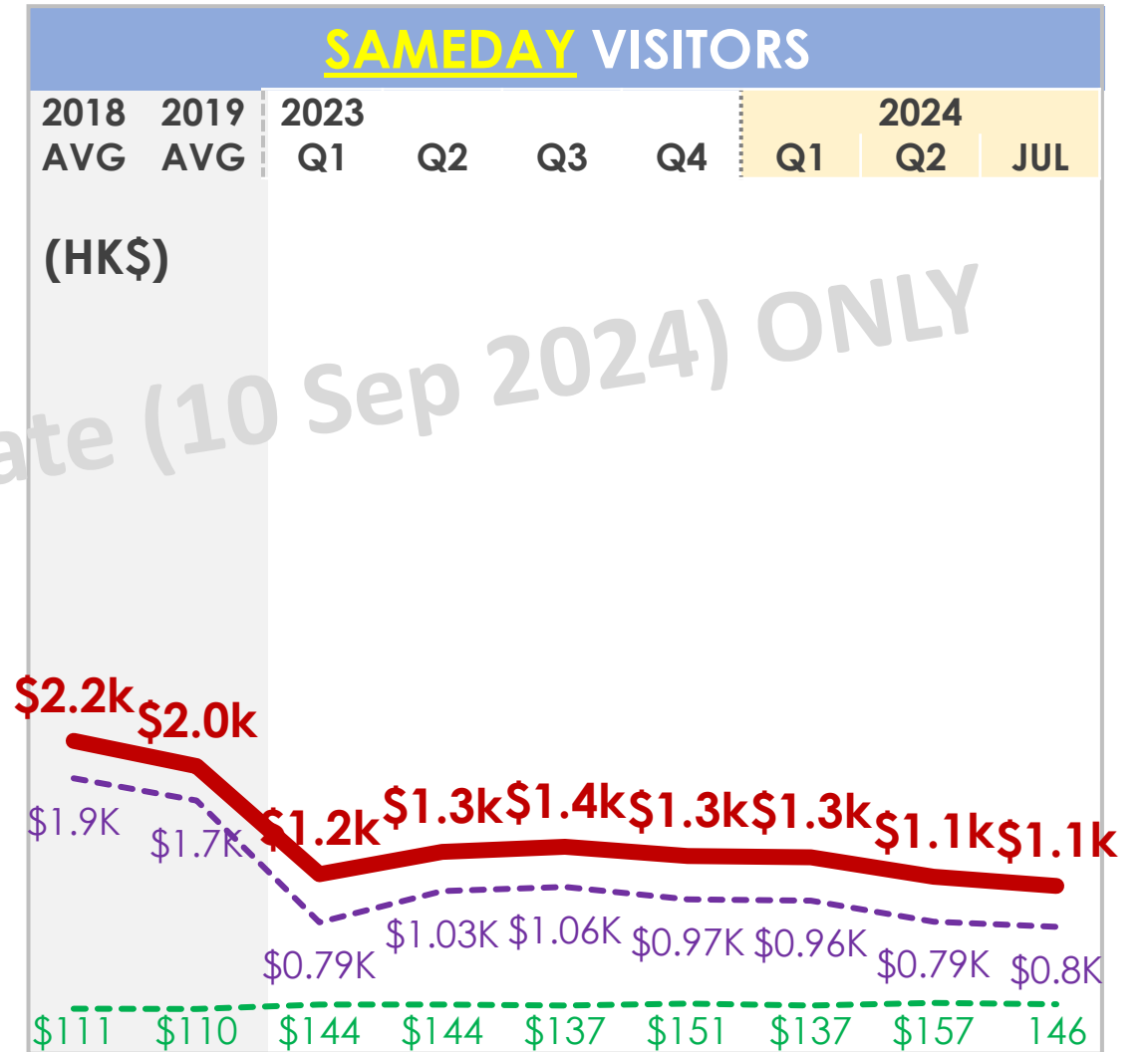
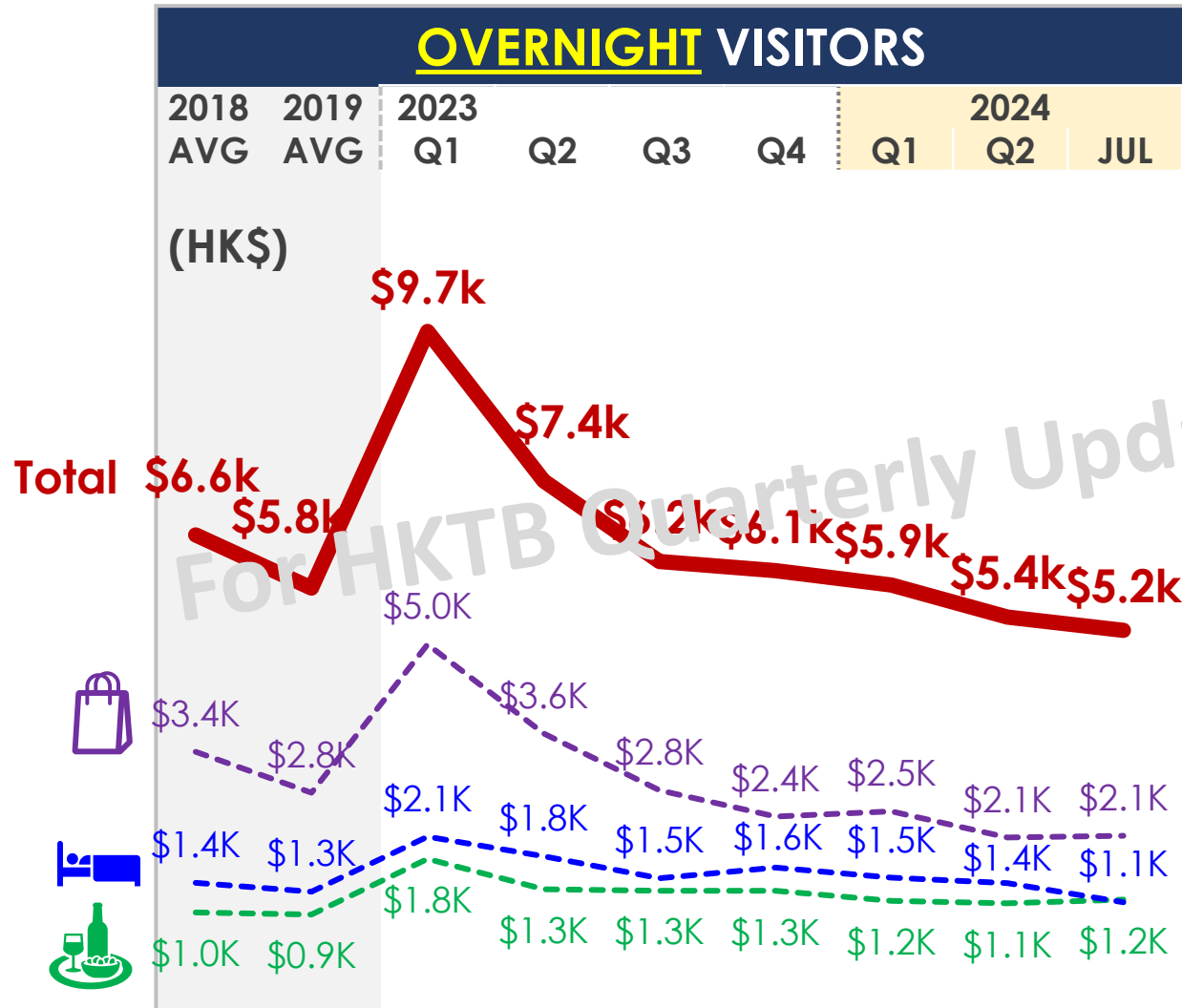
# 50% VISITORS STAY OVERNIGHT



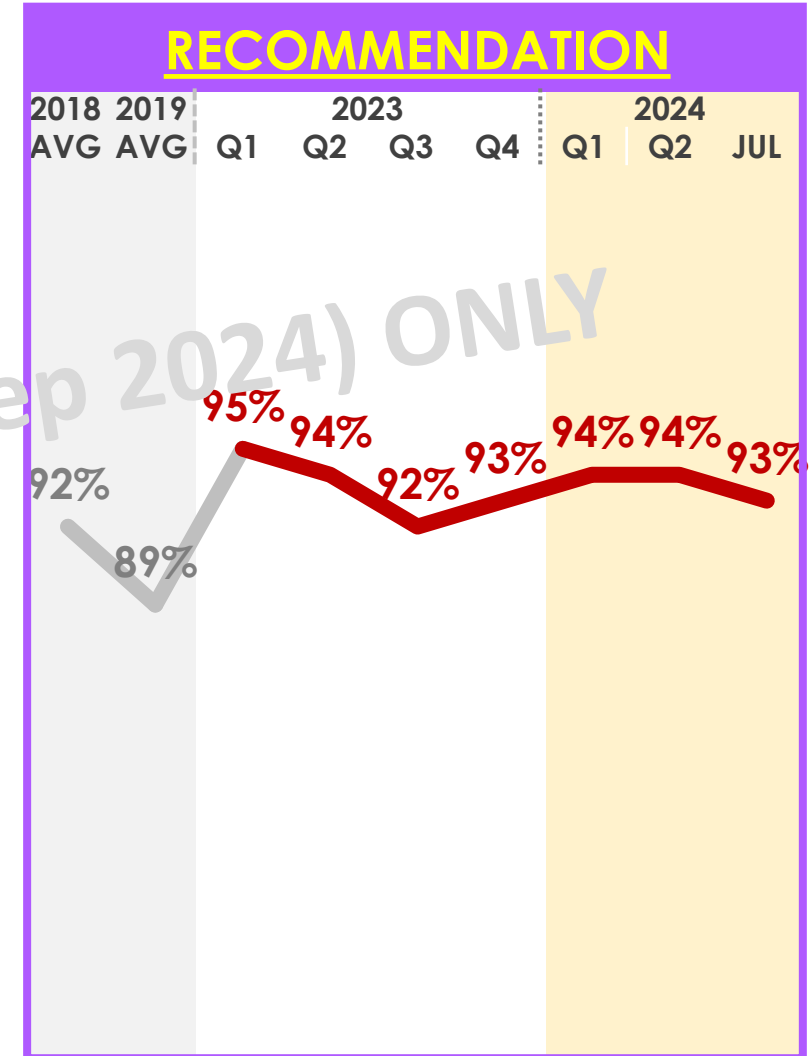
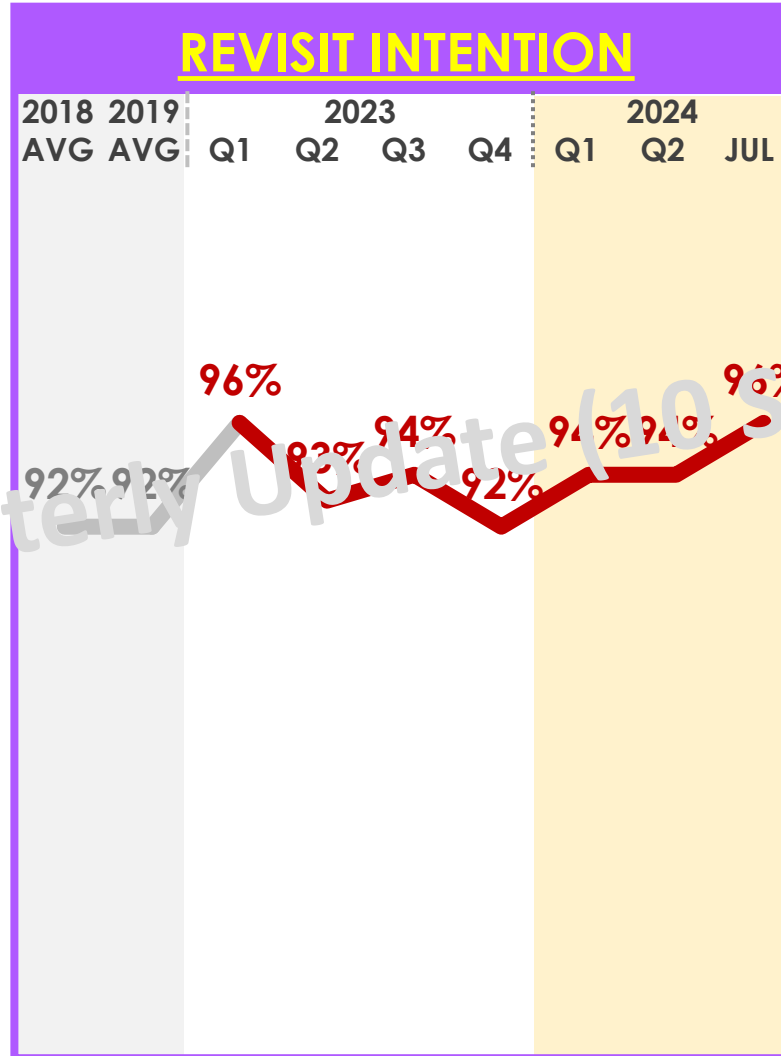
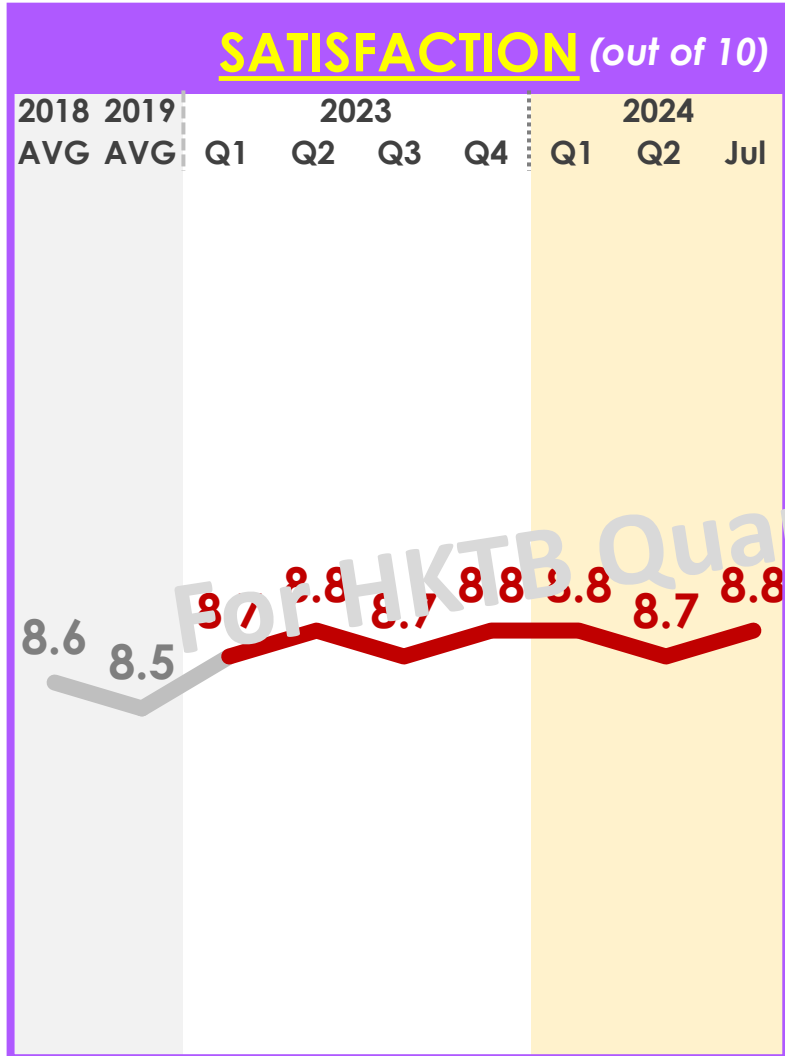
# HOTEL PERFORMANCE



# PER-CAPITA SPENDING



# VISITORS AT LARGE ENJOY THEIR TRIP TO HK



# UPCOMING INITIATIVES

For HKTB Quarterly Update (10 Sep 2024) ONLY



# UPCOMING INITIATIVES

1



**Golden Week  
Promotion**

2



**Boosting Night Vibes  
with Festive Events**

3



**Staging & Supporting  
Citywide Events**

4



**Market Promotions**

For HKTbB Quarterly Update (10 Sep 2024) ONLY

# 1 GOLDEN WEEK PROMOTION



**DHK One-stop Platform**



**More Events Staged & Supported by HKT B  
to be Announced By Gov't Centrally**



2

# BOOSTING NIGHT VIBES WITH FESTIVE EVENTS

SEP

- Mid-autumn Festival Drone Show
- Fire Dragon Dance



OCT

- Halloween
- HK Wine & Dine Festival



NOV

- Taste Around Town
- Hong Kong WinterFest



DEC & 2025 Jan

- HK New Year Countdown Celebrations
- International Chinese New Year Night Parade



# 2 MID-AUTUMN FESTIVE DRONE SHOW & FIRE DRAGON DANCE



\*Mock-up photos only

**17 Sep 2024 (Tue), 8:00 pm**  
**Wan Chai Harbourfront Promenade**



**16 – 18 Sep 2024 (Mon – Wed) Night**  
**Tai Hang**

# 2 HALLOWEEN CITYWIDE PROMOTIONS



8 - 31 Oct 2024

## Social Media Theme Parks Promotions



## 9 GAG Content Partnership



# 2 HALLOWEEN CITYWIDE PROMOTIONS

## Halloweenised City Ambience



\*Mock-up photos only

### Themed Decorations Around Town

## Halloween ONE STOP PLATFORM on [www.discoverhongkong.com](http://www.discoverhongkong.com)



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### Festive highlights

- Spooky and thrills in town
- Frightful fun at major attractions
- Fang-tastic spots for Halloween costumes

### Night Activities Tactical Guide on Malls, Bars, Restaurants, Attractions

# 2 HALLOWEEN CITYWIDE PROMOTIONS

## Tactical Guide on Late-Night Munchies & Value-for-Money Offers 哈囉威香港夜宵、抵吃攻略



Savour a vibrant, night-time atmosphere



Cooperate with a media title to develop guides of late-night munchies and value-for-money offers for Halloweeners



Expand presence in Mainland China, Taiwan & Southeast Asia markets to attract visitors

For HKTB Quarterly Update (10 Sep 2024) ONLY  
Invite Dining Merchants to offer Dining Privileges during October



### The hungry hour: a guide to late-night eats in Hong Kong

Written by Tourism Hong Kong

Discover Hong Kong, Asia's food paradise, a city that never sleeps. And that means you'll never have to worry about not being able to find food when hunger strikes during a fun night out. From authentic local dishes to exquisite international cuisine, indulge in your late-night cravings with our hand-picked selection of eateries located in some of the loveliest districts.

**Yau Tsim Mong**

**Kai Kai**  
Satisfy your late-night sweet cravings at Kai Kai, a Michelin-recommended local dessert shop known for their affordable traditional Chinese sweet soups. Enjoy servings of mango sago with pineapple, sweet potato in sweet ginger soup, and red bean soup with gingers and job's tears, among others.  
Opening hours: daily 12pm-12:30am

**Hawkers Centre**  
Perfect for group gatherings, especially in the winter season, hotpot holds a deep rooted place in Hong Kong's culture. The city boasts numerous hotpot spots that bring joy on late hours. Warm your tummy with Hakka Centre's mouth-watering soup bases, including MSG-free fish maw chicken broth, classic lung crab and clam broth, as well as pork stomach chicken pot with water pygmy. Dip in a variety of ingredients like abalone, shark-fin, king oyster, handmade meatballs, and a wide range of fresh seafood.  
Opening hours: Monday-Sunday, 1pm-12am

# 2 HONG KONG WINE AND DINE FESTIVAL

**5-Day Event with 300+ Stalls**  
**Central Harbourfront**  
**23-27 Oct 2024 (Wed – Sun)**



**Taste Around Town**  
**Whole November**



# 2 MEGA EVENTS DURING X'MAS & NEW YEAR

**Hong Kong WinterFest  
(22 Nov 2024 – 1 Jan 2025)**



**Hong Kong New Year  
Countdown Celebrations  
(31 Dec 2024 – 1 Jan 2025)**



**International Chinese New Year  
Night Parade  
(29 Jan 2025)**



# 3 STAGING & SUPPORTING CITYWIDE EVENTS

**Hong Kong Cyclothon**  
13 Oct 2024 (Sun)

**Clockenflap**  
29 Nov – 1 Dec 2024  
(Fri-Sun)

**Ultra Hong Kong**  
14 Sep 2024 (Sat)

**Hong Kong Streetathon**  
8 Dec 2024 (Sun)



**Hong Kong Marathon**  
9 Feb 2025 (Sun)

**Hong Kong Tennis Open**  
30 Dec 2024 – 5 Jan 2025



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# 3 STAGING & SUPPORTING CITYWIDE EVENTS

<https://www.discoverhongkong.com/eng/index.html>



For HKTB Quarterly Update (10 Sep 2024) ONLY

### HELLO WONDERFUL EVENTS OF HONG KONG

From world class events to seasonal celebrations, there is always something happening in Hong Kong.

<p><b>08 Sep 2024 - 09 Sep 2024</b> <b>Season Opening</b> Another thrilling season of horse racing will commence on 8 September at Sha Tin Racecourse. Enjoy captivating live music...</p>	<p><b>10 Sep 2024 - 15 Sep 2024</b> <b>Hong Kong Open Badminton Championships 2024</b> As part of the BWF World Tour Super 500 tournament, the Hong Kong Open Badminton Championships will bring together the world's...</p>	<p><b>14 Sep 2024 - 14 Sep 2024</b> <b>Ultra Hong Kong</b> The debut edition of Ultra Hong Kong will take place on 14 September, at the Central Harbourfront Event Space. This one-day event...</p>	<p><b>26 Oct 2024 - 03 Nov 2024</b> <b>Hong Kong Tennis Open 2024 (WTA 250)</b> Some of the world's best professional female tennis players will take part in the tournament at the Victoria Park, competing in singles and...</p>
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# 3 STRONG WINS OF MICE EVENTS

## Meetings & Incentives



YumChina

Restaurant General Managers Convention  
Dec 2024 (15,000 pax)

HERBALIFE  
EXTRAVAGANZA

May 2025 (30,000 pax)



世界華人保險大會

Worldwide Chinese Life Insurance Congress

Aug 2026 (11,000 pax)

## Conventions

consensus

HONG KONG

BY COINDESK

Feb 2025 (8,000 pax)



SIGGRAPH

The 18th Conference & Exhibition on  
Computer Graphics & Interactive Techniques in Asia  
Dec 2025 (8,000 pax)



World Cancer  
Congress

Sep 2026 (3,000 pax)

## Exhibitions

SUPER  
TERMINAL  
EXPO

Nov 2024 (1,000 pax)

global sources

Global  
ORIGINS  
Expo

International consumer products import  
exhibition for the China Greater Bay Area

Q2 2025 (tentative) (15,000 pax)

AIRSPACE  
ASIA PACIFIC 2025

BROUGHT TO YOU BY CANSO

Dec 2025 (2,000 pax)

60+ International Events  
220,000+ Attendees

4

## MARKET PROMOTIONS

For HKT B Quarterly Update (10 Sep 2024) ONLY

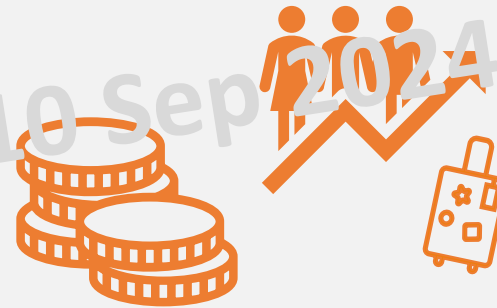


1



**Capitalise on Upcoming  
Events to Generate  
Travel Interest**

2



**Step Up Investment to  
Boost Conversions  
Through Value-added &  
Themed Packages**

For HKTb Quarterly Update (10 Sep 2024) ONLY

# MAINLAND – NATIONAL DAY BOOSTER



## Collaborate With Leading Travel Agents In 22 Cities

- Launch package promotions to drive overnight visits



## Flash Sales with Fliggy (25 Sep)

- Livestream flash sales & KOL seeding
- Themed discount coupons



## Attractive Offers through OTA Partnerships



20 Sep – 20 Dec

- High Speed Rail Package Promotion



9 Sep – Feb '25

- Events + affordable luxury products
- Flash sales on 9/9 & 11/11



Sep – Nov

- KOL content seeding
- Discount coupons for product purchase



End of Sep – Nov

- Cross promotion with 5 Mainland Carriers for ticket sales

## Airlines Push



Mid Sep – early Oct

北京 上海 杭州 重慶  
南京 成都 海口 三亞

- Discount ticket sales



10 Oct – 8 Nov

NATIONAL  
Across 13 Cities

- Wine & Dine promotion



22 Nov – 31 Dec

北京 天津 大連  
銀川 成都 重慶

- HK Winterfest sales

# SHORT-HAUL MARKETS (Southeast Asia)

## OTA Coops to Highlight Hidden Gems & Offers

Sep – Dec

ID MY PH SG TH VN

Trip.com

traveloka

klook

## Content Push and Fare Promotions with Airlines



ID MY PH TH

Oct – Dec

- Promote HKWF
- Secondary cities push



ID MY SG TH

Sep – Dec

- Promote HKWF
- Airfare promo



TH

Sep – Nov

- Promote HKWF
- New flights from tier 2 cities



ID

Oct – Nov

- Promote HKWF
- Airfare promo



SG ID

Sep – Nov

- Promote HKWF
- Airfare promo

## Agent Coops to Drive Year-end Travel with Attractive Offers

Sep – Dec

ID MY PH SG TH VN



# SHORT-HAUL MARKETS (Taiwan, Japan & Korea)

## Mega Events Promotion to Stimulate Bookings

<p><b>HALLOWEEN</b> Aug – Oct</p> <p>TW</p>	<p>Sep – Dec</p> <p>TW</p>	<p>WINE &amp; DINE Oct – Nov</p> <p>TW</p>	<p>KR</p>	<p>NEW YEAR COUNTDOWN</p> <p>JP</p>
<ul style="list-style-type: none"> <li>Integrate attraction offers for early bird booking</li> <li>Trade bundle to drive sales</li> </ul>	<ul style="list-style-type: none"> <li>Attract cocktail-lovers</li> <li>CX discount for 10 males</li> </ul>	<ul style="list-style-type: none"> <li>Trade coop with 6 IAs &amp; airlines</li> <li>Luxury group tour</li> </ul>	<ul style="list-style-type: none"> <li>Tactical trade coop</li> <li>CX consumer coop</li> </ul>	<ul style="list-style-type: none"> <li>JATA x HKTb x key travel agents joint promotion</li> </ul>

## Grand Sales Promotion

<p><b>KOREA</b> → Sep – Oct</p> <p> </p> <ul style="list-style-type: none"> <li>Tactical coop to drive conversion</li> <li>Attractive discounted air tickets &amp; hotel offers</li> </ul>	<p><b>INDIA</b> → Oct – Dec</p> <p> </p> <ul style="list-style-type: none"> <li>Tactical coop &amp; content creation with leading OTAs, media houses</li> <li>Target Millennial &amp; GenZ, affluent, family</li> </ul>
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# LONG-HAUL MARKETS

## Europe

Integrated campaigns to drive consumer demand & conversion

### France

Tactical campaign target affluent



Media & trade coop on arts & dining

### Germany

Tactical coop target GenZ (Jul – Mar)



Media coop w/ tactical offers target affluent (Sep)



### UK

Coop with leading tour operators



TRIP.FINDERS



Pan-European campaign with leading OTA

eDreams ODIGEO



## Australia

Tactical coop with attractive offers (Sep – Dec)

Trip.com



## Americas

Wine & Dine tour package sales (Jan – Sep)

GOP WORLDWIDE  
Travel for travellers



Multi-destination packages (Aug – Dec)

- Korea + Hong Kong
- Thailand + Hong Kong

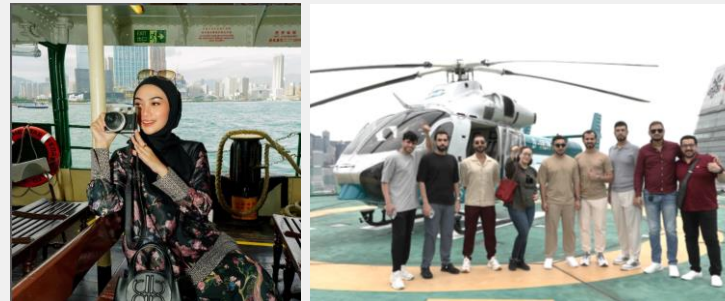
## Travel Trade Conferences & Exhibitions

- **KBLT 2024 Riyadh (Sep)**
  - Showcase HK's luxury hospitality offerings
- **Dnata 11th Sales & CRM Conference (Oct)**
  - Product training to 120 top sales in GCC



## Media and Trade Familiarisation Trips

- Marketing coop with CX on inaugural flight to Riyadh (28 Oct)
- KOL / Trade / Media familiarisation groups in Nov (Emirates and Dnata)



## Travel Mission to Riyadh and Dubai

- Visit Riyadh and Dubai on 7-9 Oct
- Business networking events to meet with 100 travel trades in the Middle East





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香港旅遊發展局

**Thank You!**

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