



HONG KONG  
TOURISM BOARD  
香港旅遊發展局

# HKTB Quarterly Update

23 Jan 2025

For HKTB Quarterly Update ONLY



# EXTENSIVE LIVESTREAMING



Hong Kong New Year Countdown Celebrations Live Stream 香港新年的數碼直播



**39M**

Global 29M | Mainland 10M

**Viewership**

+34% vs 2024

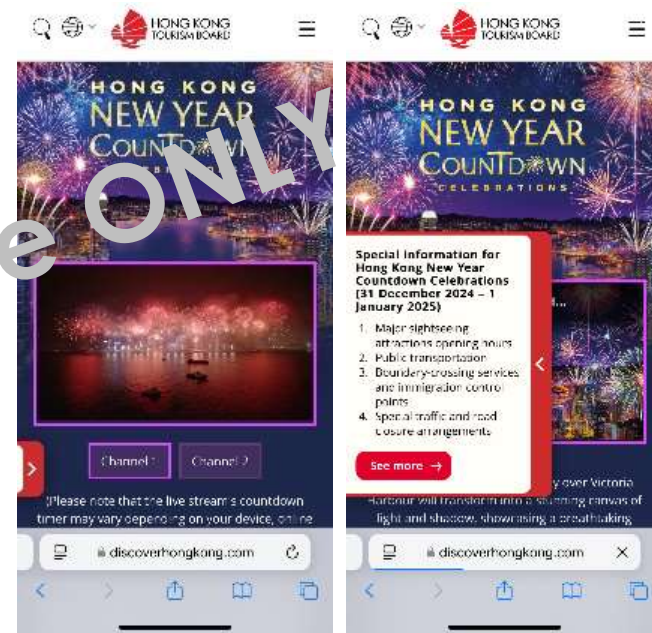


**79M**

Global 30M | Mainland 49M

**Social Reach**

+5% vs 2024



**305K  
Visits**

+12% vs 2024

For HKTb

Quarterly Update ONLY

# LATEST TOURISM PERFORMANCE

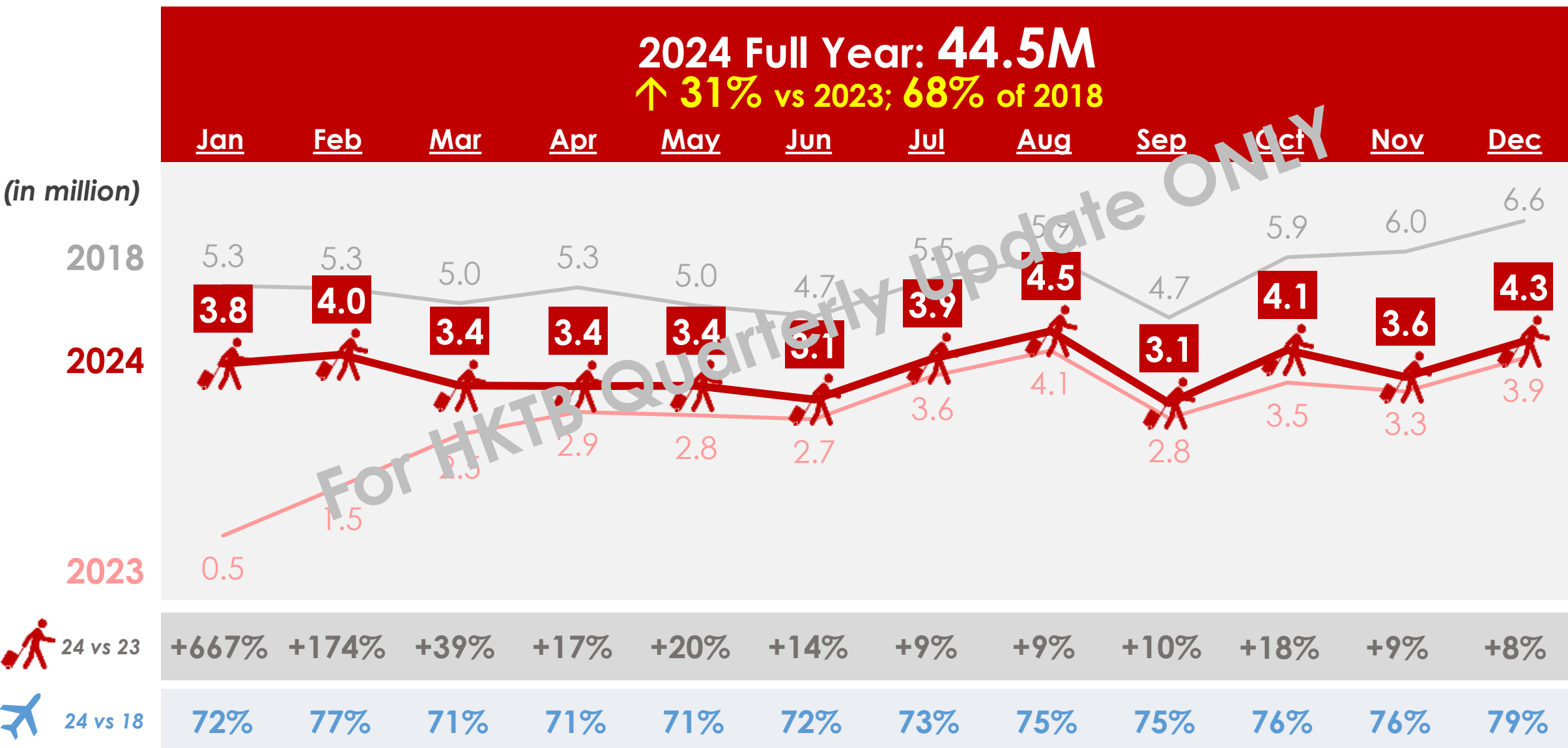
For HKTB Quarterly Update ONLY



# 2024 VISITOR ARRIVALS

**2024 Full Year: 44.5M**  
 ↑ 31% vs 2023; 68% of 2018

(in million)



24 vs 23



24 vs 18

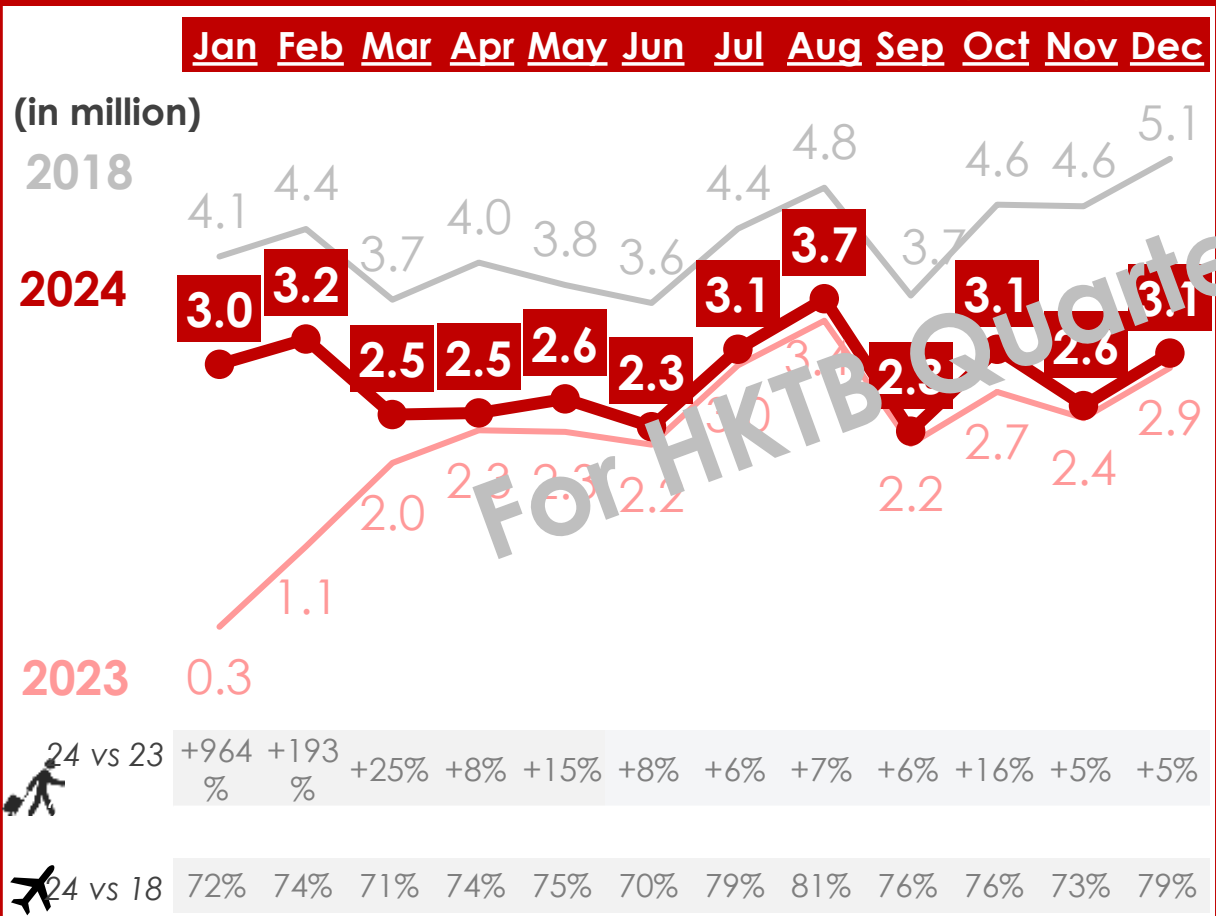
Source: Immigration Department; Cirium; IATA/OAG

# MAINLAND vs NON-MAINLAND

## MAINLAND → HONG KONG

Jan-Dec: 34.0 Million

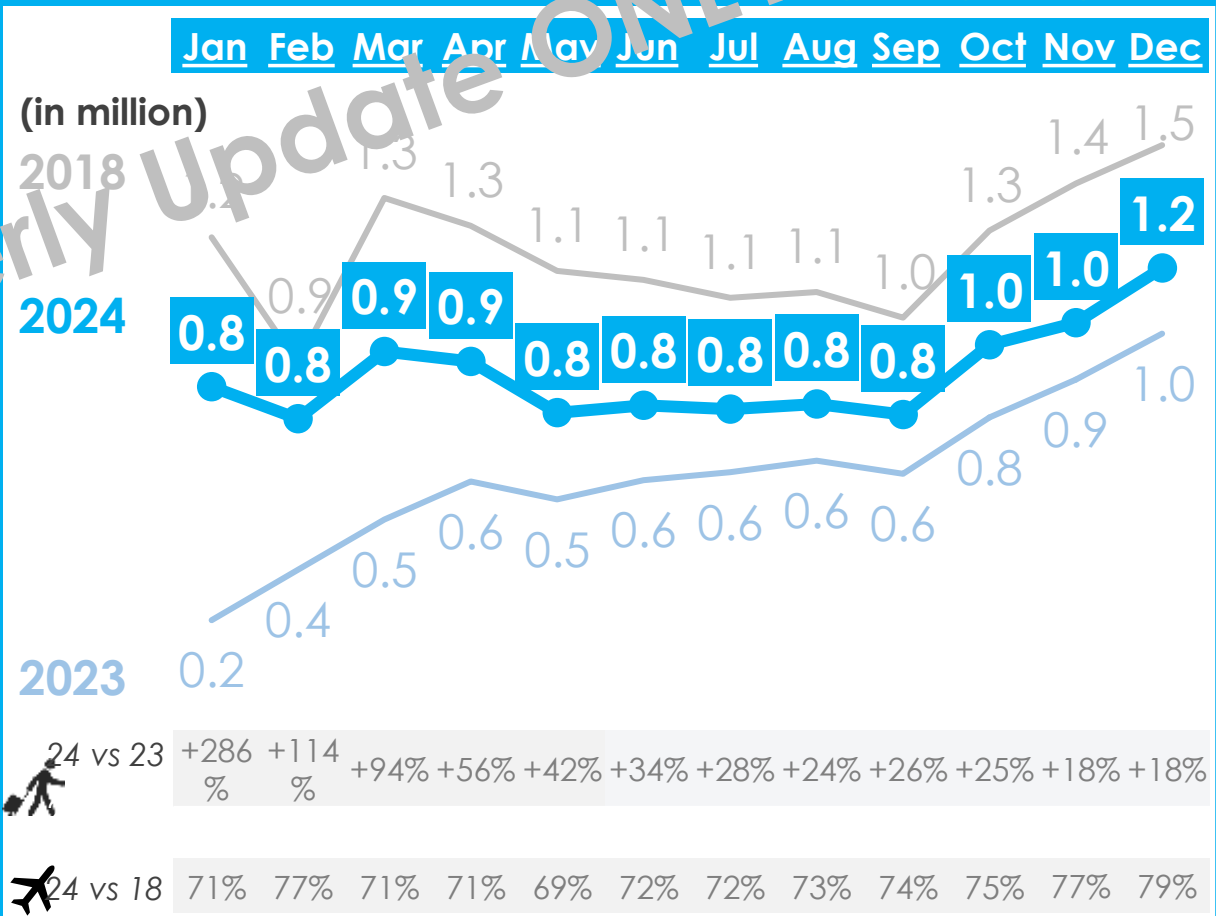
↑ 27% vs 2023; 67% of 2018 (same period)



## NON-MAINLAND → HONG KONG

Jan-Dec: 10.5 Million

↑ 44% vs 2023; 73% of 2018 (same period)



Source: Immigration Department; Cirium, OAG/ IATA

# ARRIVAL BY SOURCE MARKET

## TOP SOURCE MARKETS:

	2018	2024
#1	Mainland	Mainland
#2	Taiwan	Taiwan
#3	S. Korea	Philippines
#4	Japan	USA
#5	USA	S. Korea
#6	Philippines	Japan
#7	Australia	Thailand
#8	Thailand	Singapore
#9	Malaysia	Malaysia
#10	Singapore	India



## 2024 JAN-DEC

24 vs 23    24 vs 18

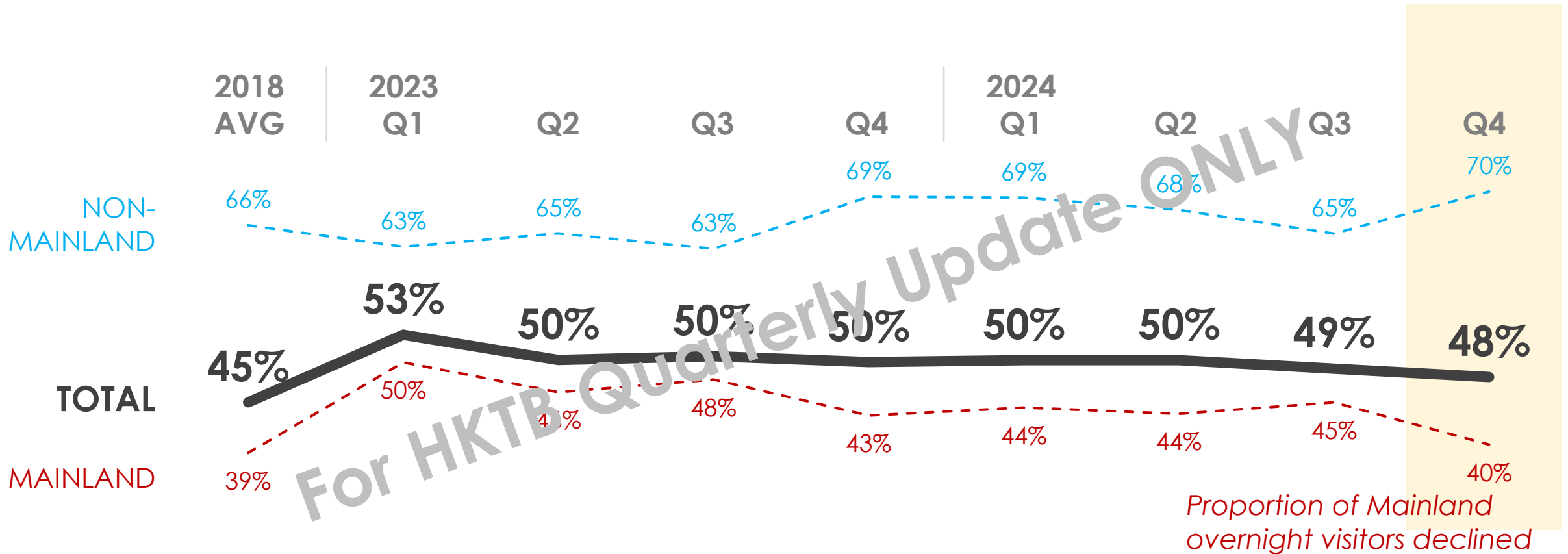
	2024	24 vs 23	24 vs 18
<b>MAINLAND CHINA</b>	<b>34.0M</b>	<b>+27%</b>	<b>67%</b>
<b>NON-MAINLAND</b>	<b>10.5M</b>	<b>+14%</b>	<b>73%</b>
Taiwan	1,245k	+54%	62%
Taiwan (Overnight)	727k	+67%	86%
<b>Philippines</b>	<b>1,194k</b>	<b>+55%</b>	<b>129%</b>
USA	884k	+48%	66%
South Korea	855k	+109%	58%
Japan	560k	+63%	42%
Thailand	522k	+18%	93%
Singapore	466k	+33%	87%
<b>Malaysia</b>	<b>406k</b>	<b>+50%</b>	<b>75%</b>
India	378k	+72%	90%
Australia	371k	+55%	62%
<b>Indonesia</b>	<b>367k</b>	<b>+43%</b>	<b>85%</b>
Canada	321k	+49%	81%
UK	294k	+44%	57%
Germany	168k	+52%	71%
France	145k	+55%	64%
Russia	132k	+118%	77%
Netherlands	80k	+59%	81%
Middle East	67k	+27%	43%
Vietnam	48k	+51%	91%

**RECORD HIGH**

FOR HKTB Quarterly Update ONLY



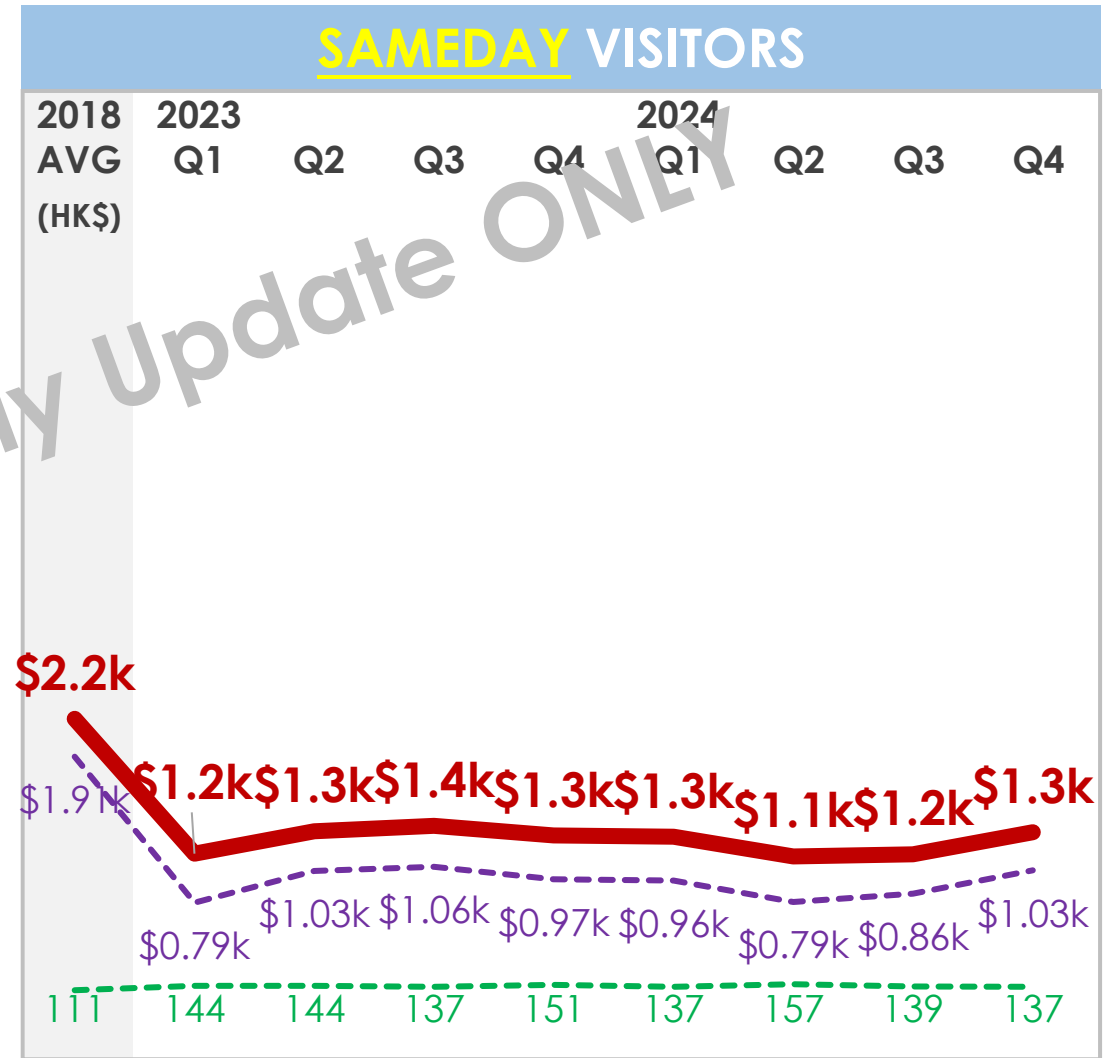
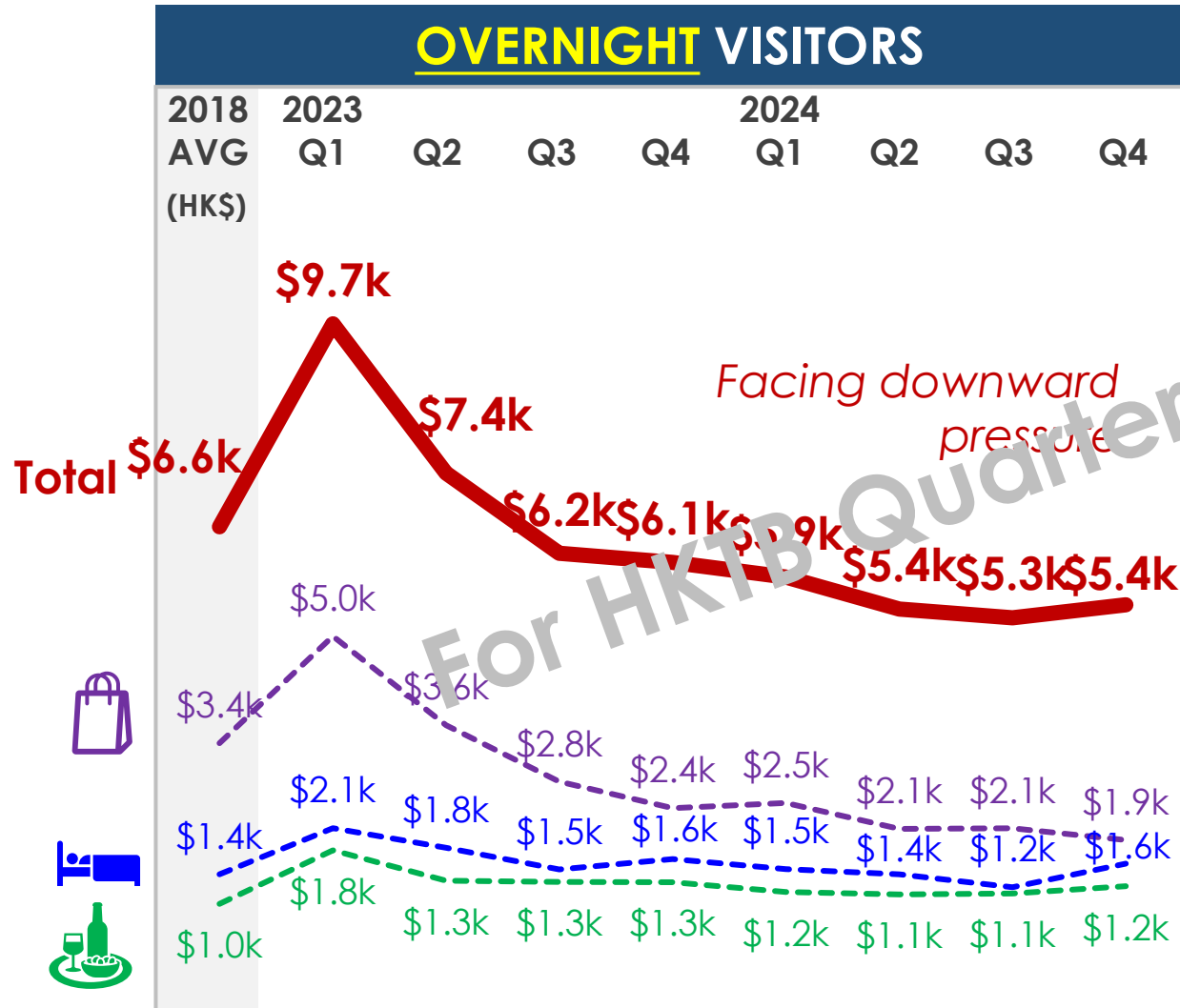
# PERCENTAGE SHARE OF OVERNIGHT VISITORS



## OVERNIGHT VISITORS - AVG. NUMBER OF NIGHTS

TOTAL	3.1	4.5	3.5	3.5	3.4	3.2	3.2	3.2	3.2
MAINLAND	3.0	4.4	3.4	3.4	3.3	3.1	3.2	3.2	3.2
NON-MAINLAND	3.2	4.8	3.8	3.7	3.5	3.4	3.3	3.4	3.2

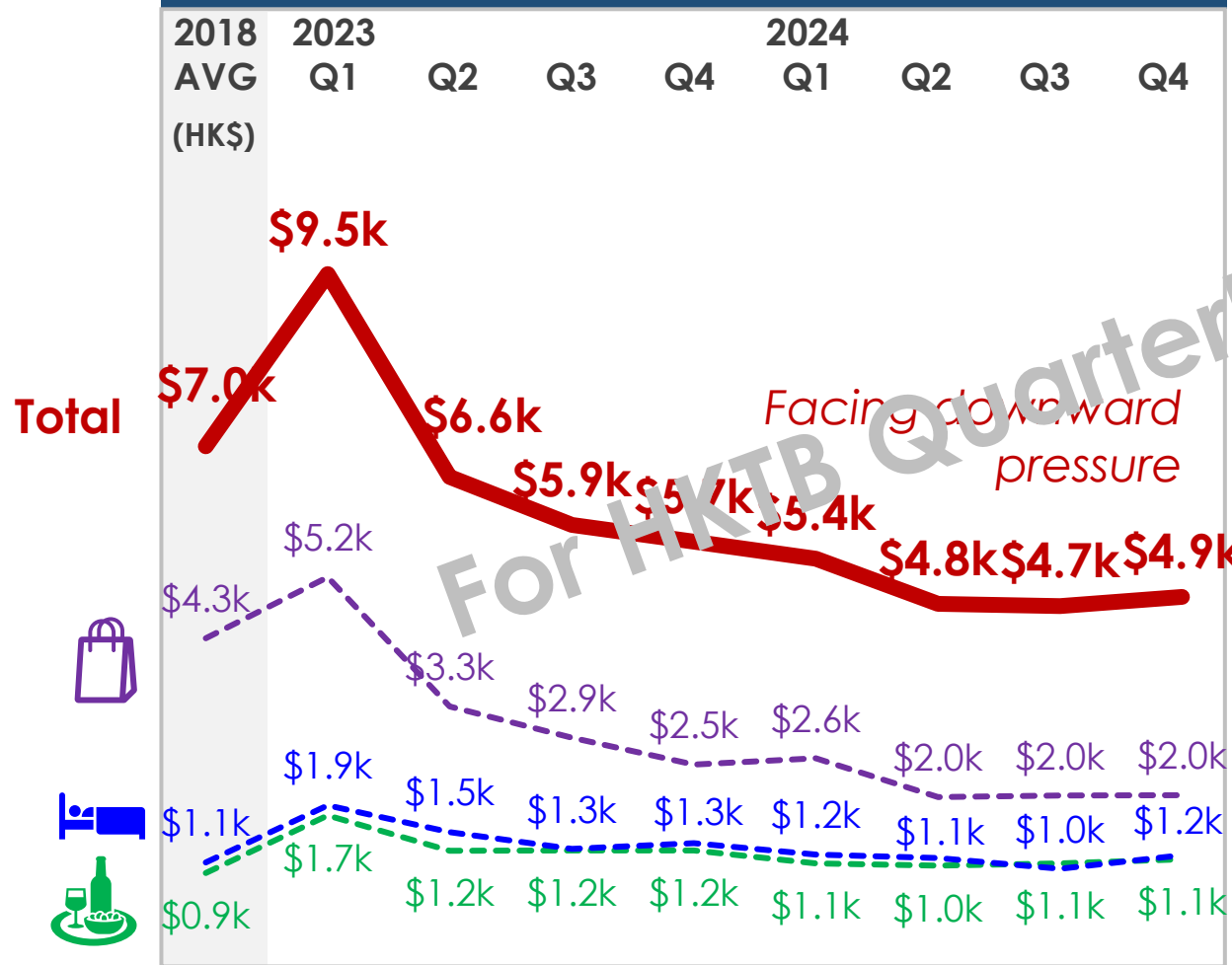
# PER-CAPITA SPENDING



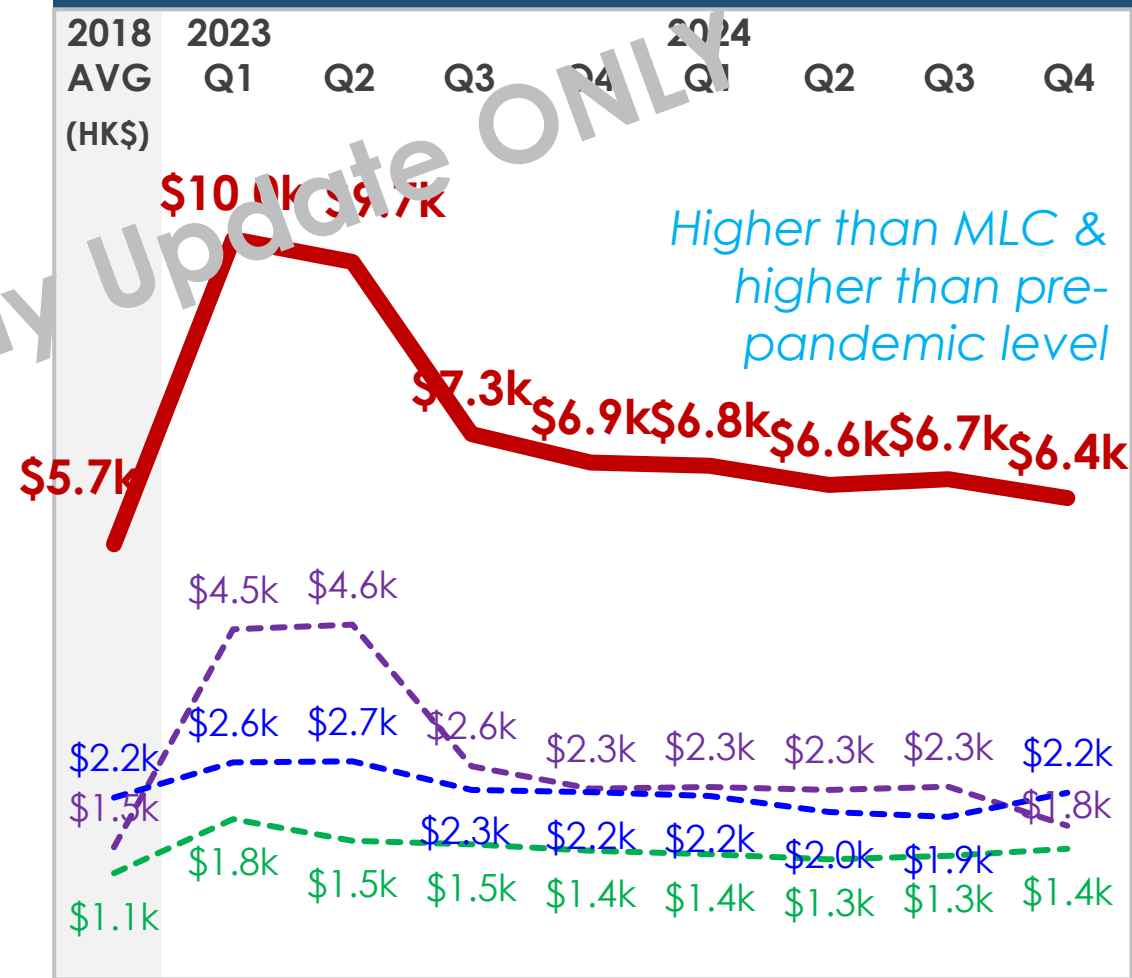


# PER-CAPITA SPENDING

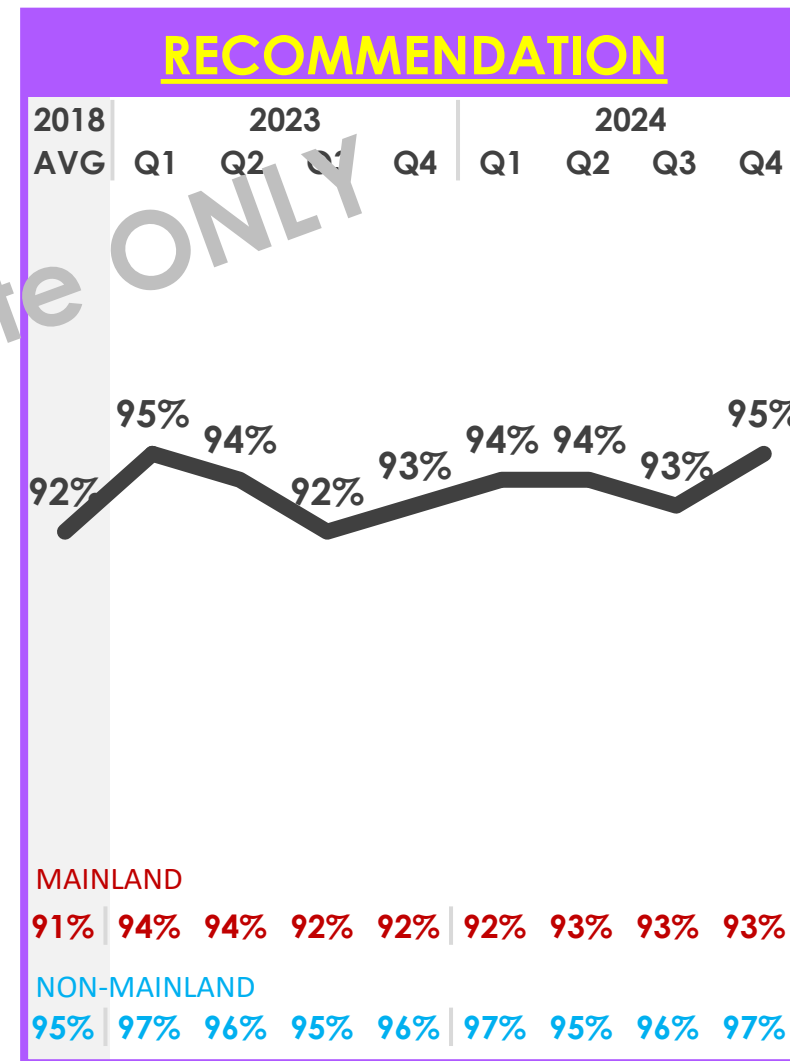
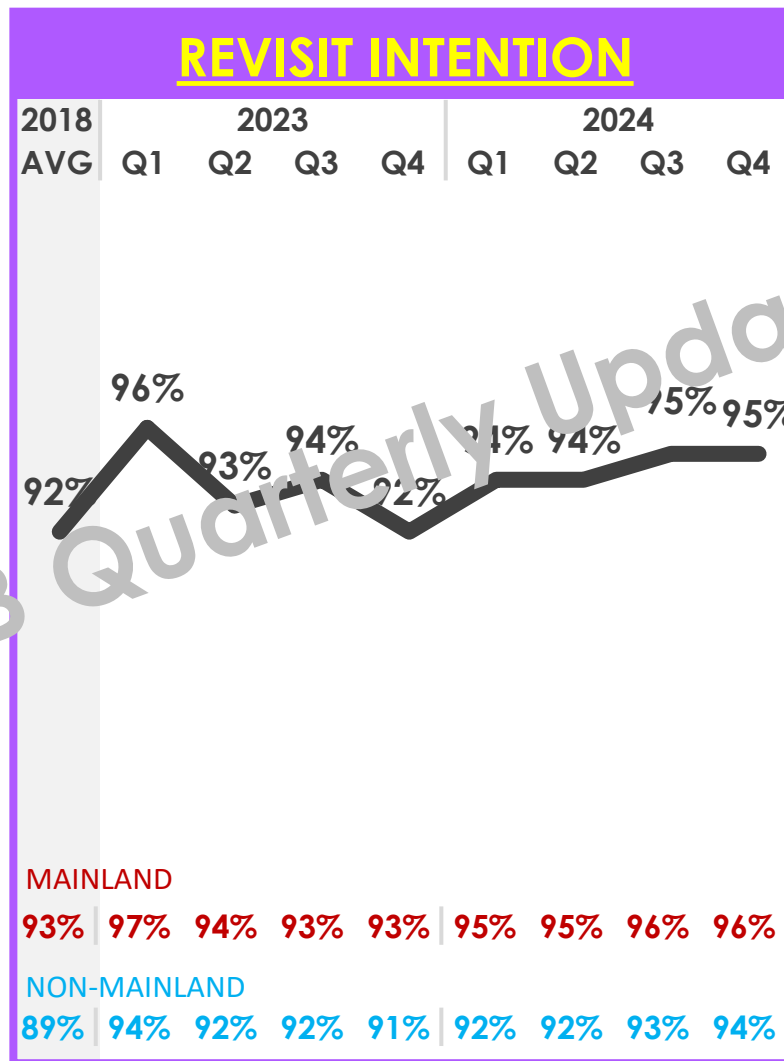
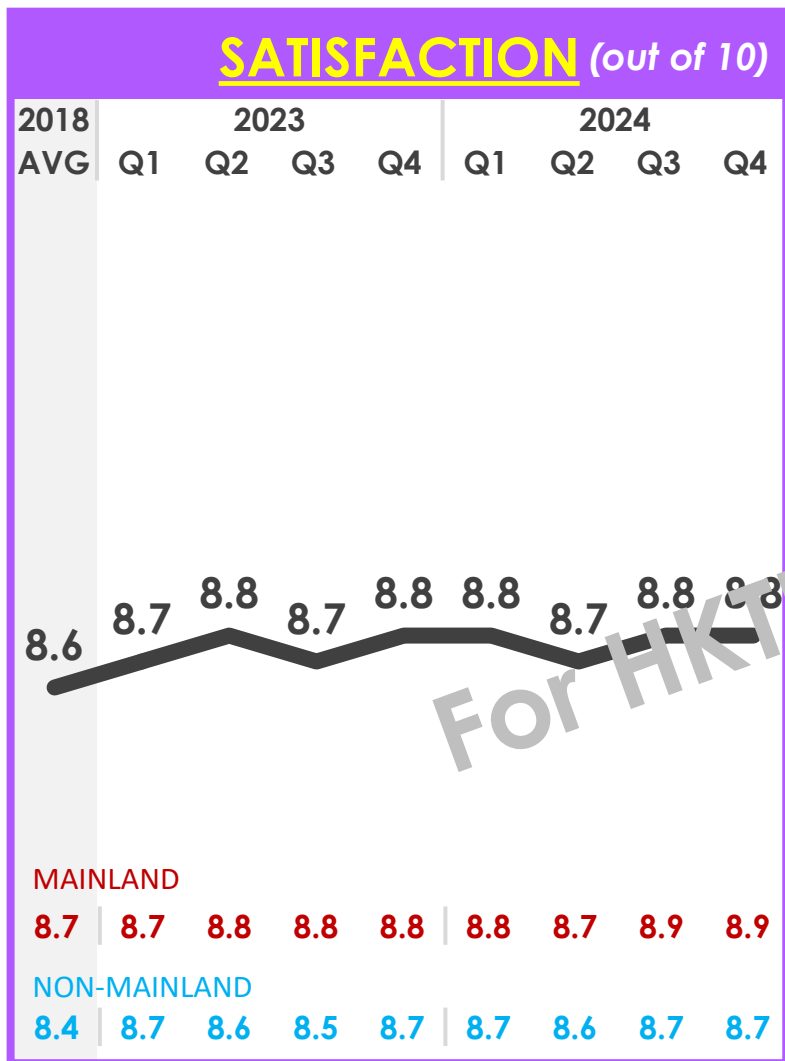
## OVERNIGHT MAINLAND VISITORS



## OVERNIGHT NON-MAINLAND VISITORS



# POSITIVE FEEDBACK AFTER VISITING HK



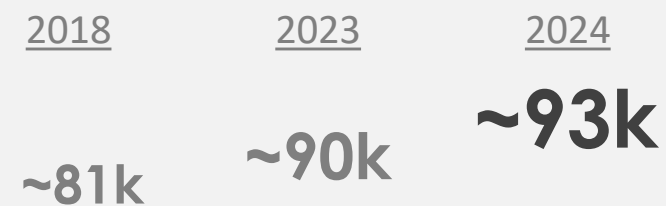
# CRUISE PERFORMANCE

	2023 Full Year	2024 Full Year	2024 vs 2023
No. of Cruise Lines	18	31	+72.2%
No. of Ship Calls	164	150	-8.5%
Cruise Passenger Throughput	475,772	516,846	+8.6%
<b>Visitor Throughput</b>	<b>218,210</b>	<b>355,458</b>	<b>+62.9%</b>
Local Throughput	257,562	161,388	-37.3%

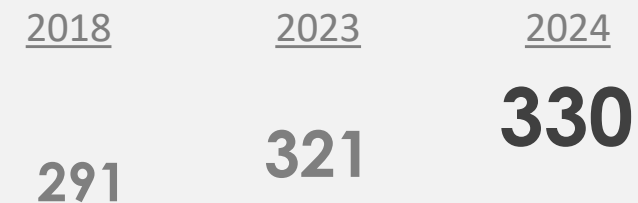


# HOTEL PERFORMANCE

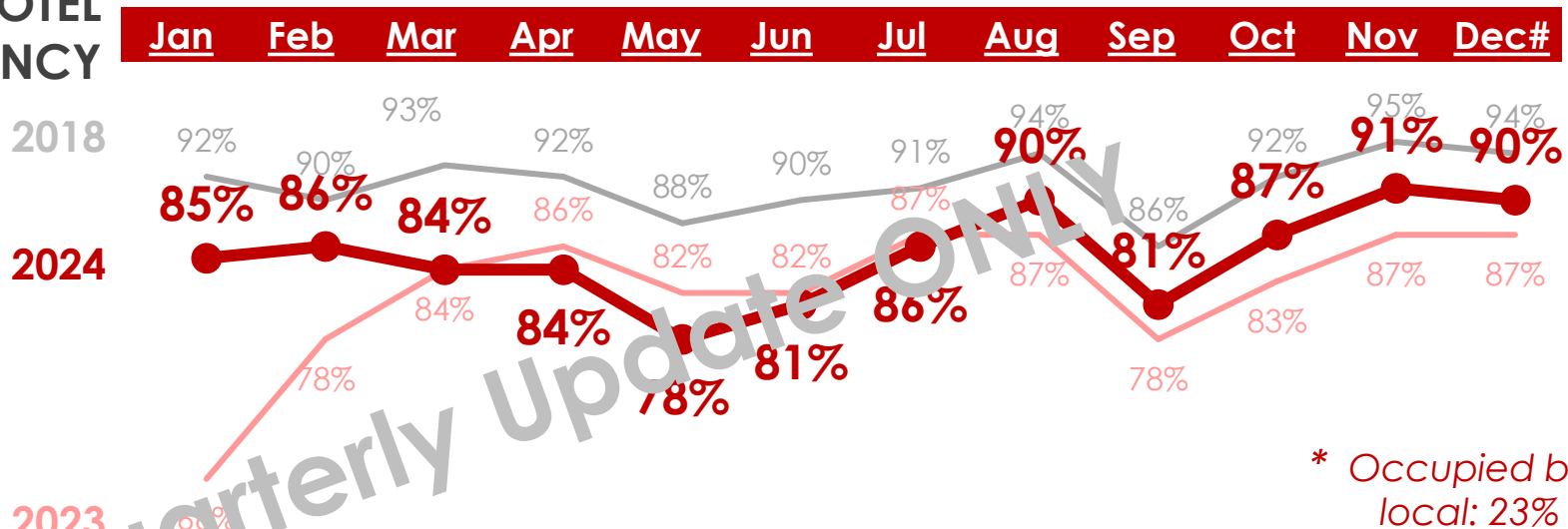
## NO. OF HOTEL ROOMS



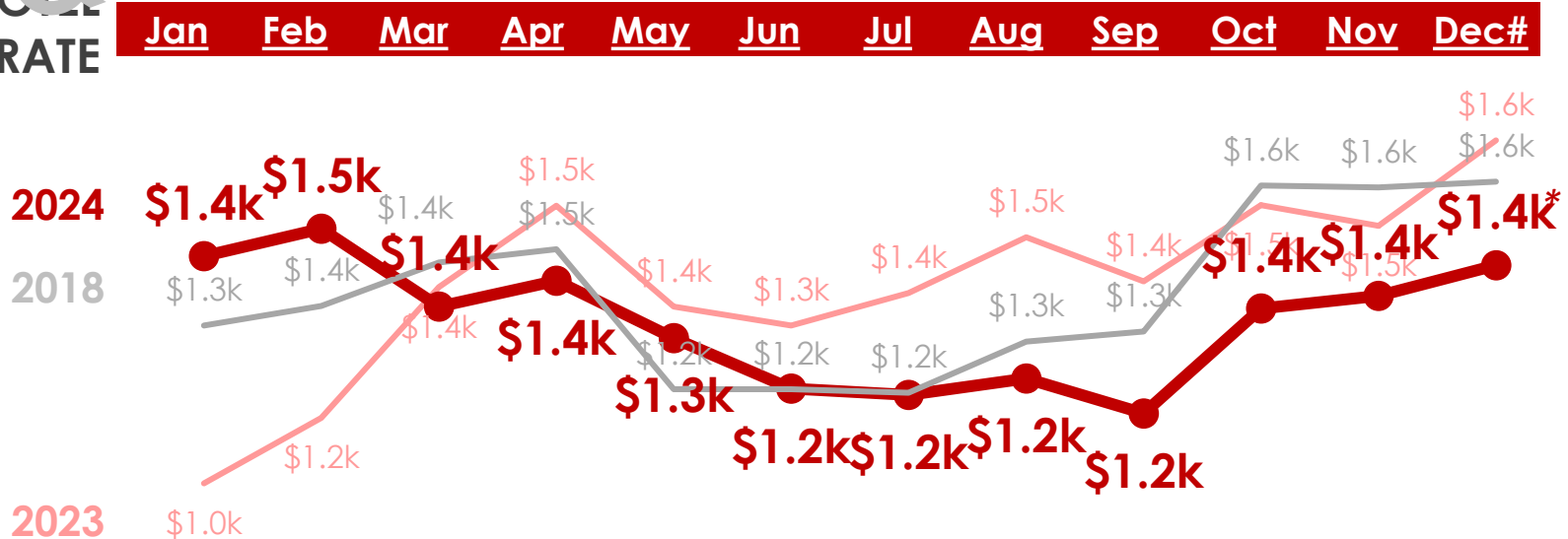
## NO. OF HOTELS



## HOTEL OCCUPANCY

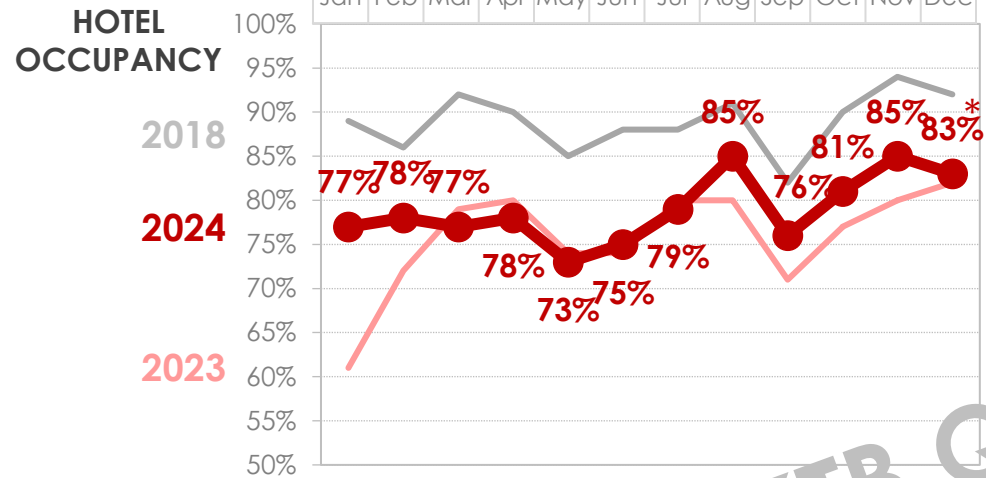


## HOTEL ROOM RATE

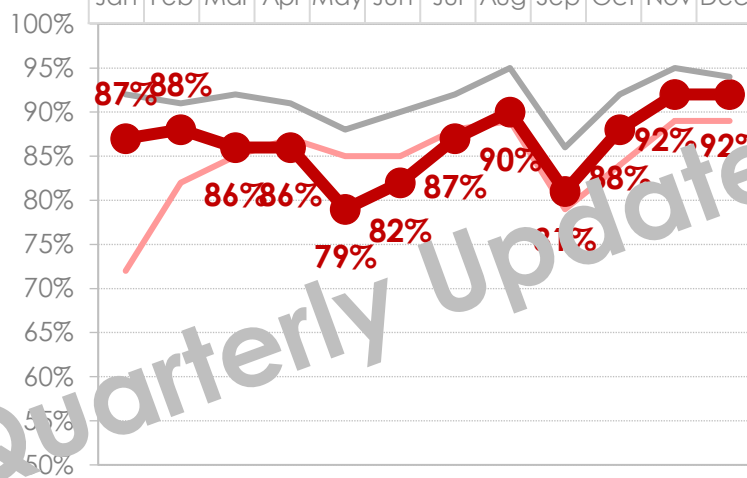


# HOTEL PERFORMANCE BY TARIFF

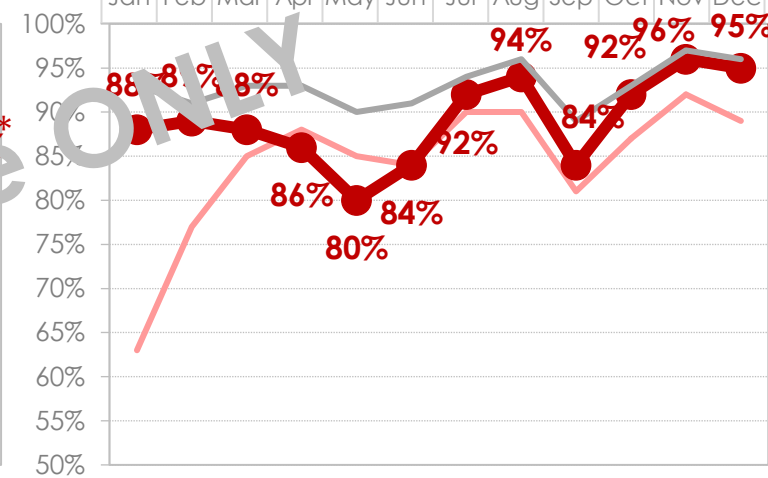
## HIGH TARIFF A



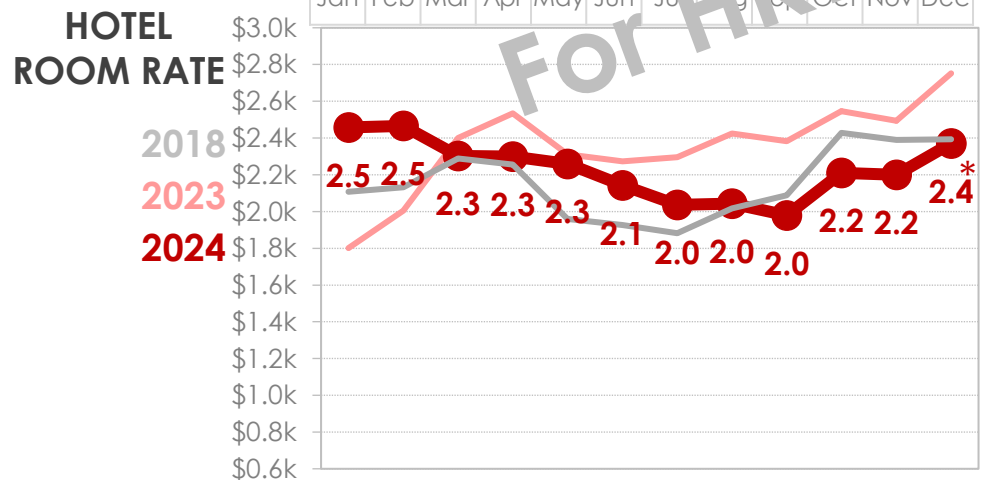
## HIGH TARIFF B



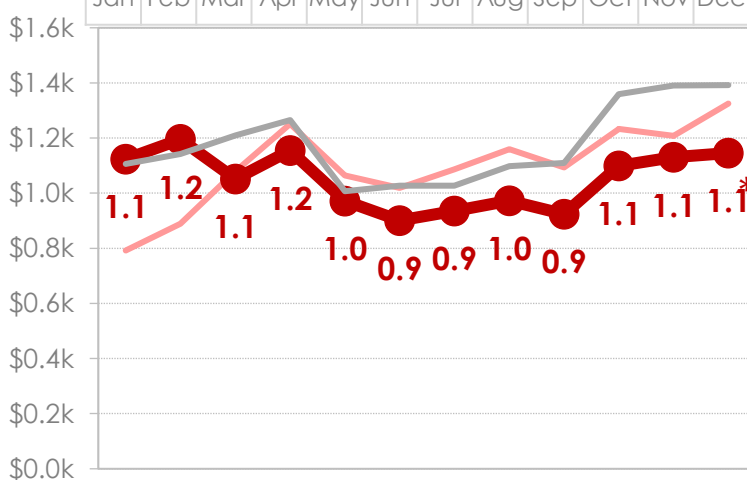
## MEDIUM TARIFF



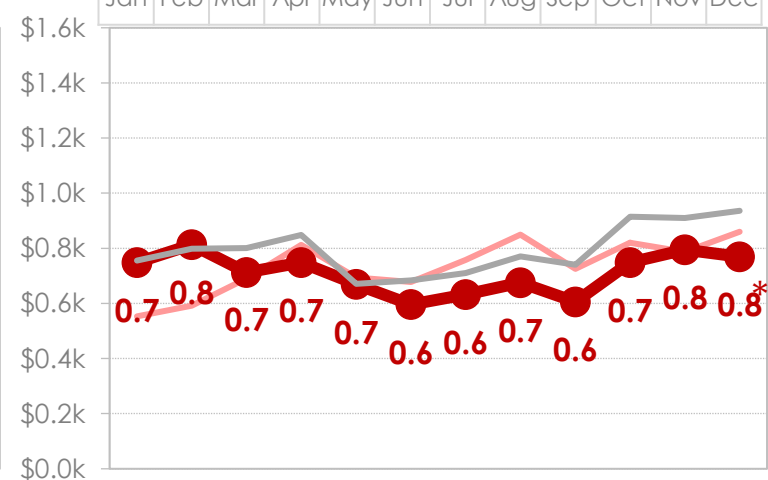
## HIGH TARIFF A



## HIGH TARIFF B

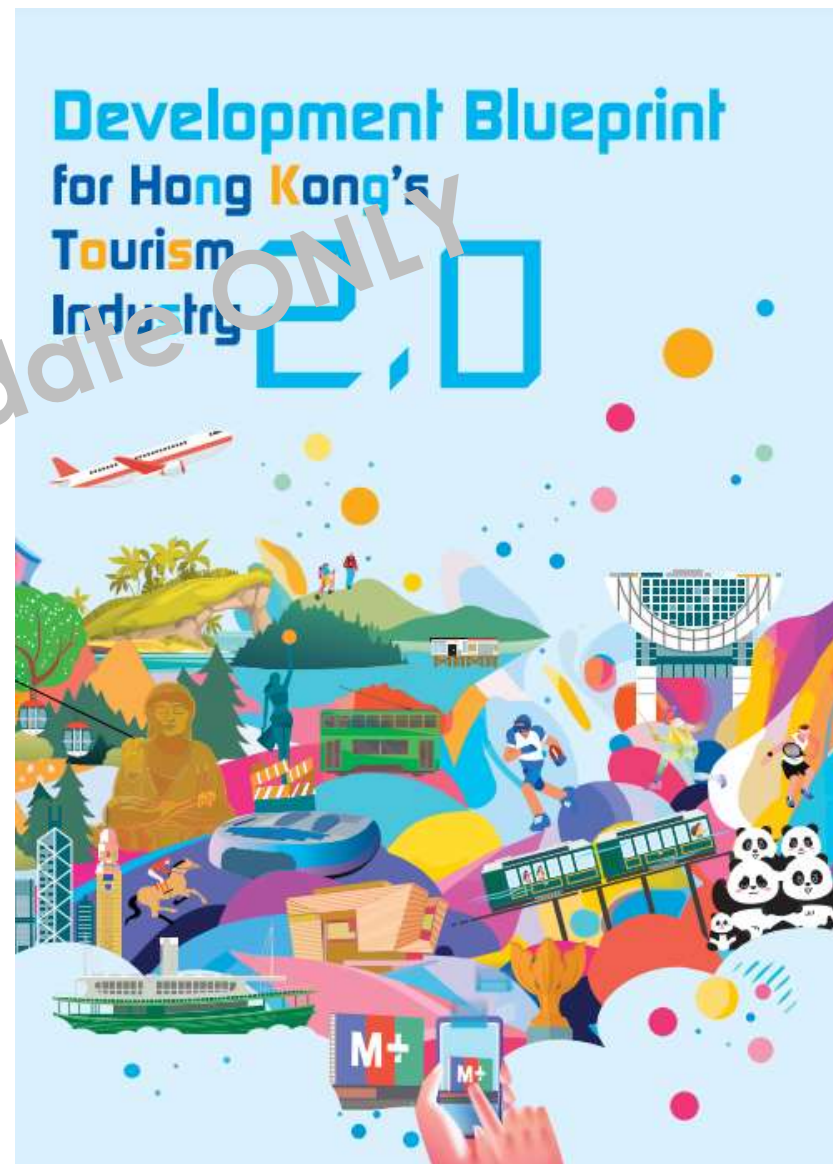


## MEDIUM TARIFF



# TOURISM BLUEPRINT 2.0

- **Cross-sector Collaborations**  
「多方投入、各方參與」
- **Everyone is a Tourism Ambassador**  
「人人都是旅遊大使」
- **Embrace Changes**  
「轉型求變」







**2025**

**DO MORE &  
BETTER**

**2024**  
**A YEAR OF  
CONVERSION**

**2023**  
**A YEAR OF  
RECONNECTION**

For HKTBC Quarterly Update ONLY



# HKTB 2025/26 BUSINESS PLAN: KEY PRINCIPLES

## VISION & MISSION

- To develop Hong Kong into a world-class premier tourism destination
- To ensure the balanced, healthy and sustainable development of the industry

## KEY PRINCIPLES

1

UPHOLD HK'S  
INT'L POSITION

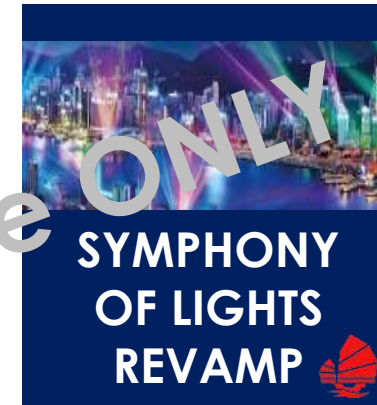
2

ABOVE & BEYOND  
A DESTINATION

3

PURSUE  
QUALITY GROWTH

# BIGGER & BETTER LINE-UP FOR 2025



2025 世界旅遊城市聯合會  
香山旅遊峰會

50 Best Collaboration

Art | Basel  
Global Collaboration

HONG KONG  
Disneyland  
20<sup>th</sup> Anniversary

RUGBY SEVENS  
@Kai Tak Sports Park

COLDPLAY  
CONCERTS/  
MUSIC FESTIVALS

# PROMOTE MUSLIM TOURISM

## Accreditation Status



~100 in early 2024 > **146**

Halal Restaurants



> **50**  
Hotels



0 > **5**

Attractions & MICE Venues



## First High-end Chinese Restaurant Certified as "Muslim-friendly Restaurant"



(as of mid-Jan 2025)



# 2025/26 STRATEGIC FOCUS

1 NEW TOURISM THEMATIC CAMPAIGN	2 BIGGER & BETTER EVENTS & EXPERIENCES	3 TRADE DEVELOPMENT	4 BOOST LONG-HAUL & GROW NEW SEGMENTS	5 SMART TOURISM
THEMATIC CAMPAIGN	DEEPENING EXPERIENCES X AMBIENCE	STOPOVER PRODUCTS with airlines & trade partners	BOOST LONG-HAUL MUSLIM-FRIENDLY Education   Accreditation Promotion	SMART TOURISM Live travel map   AI Travel Hub Gamification   Analytics
REVAMPED COMMUNICATION APPROACH Seasonal themes Int'l media partnership	SYMPHONY OF LIGHTS REVAMP	PROMOTE GBA/ MULTI-DESTINATION	GROOM India / Vietnam / Middle East	
	3 <sup>rd</sup> PARTY EVENT SUPPORT	QUALITY PRODUCTS & SERVICES	SECURE MLC/ SEA/ TW/ KR	
	NEW EVENT SCOUTING	"EVENT +" encourage stay & spending	DRIVE MICE BUSINESS DRIVE CRUISE BUSINESS	
	HKTB MAJOR EVENTS			

For HKTB Quarterly Update ONLY



香港新春節慶  
HONG KONG CHINESE NEW YEAR

For HKTb Quarterly update ONLY

# Chinese New Year Global Promotions



# SOCIAL PROMOTION FROM ITINERARY PLANNING TO CULTURAL STORIES



## CNY Bucket List

## Cultural stories and blessings of CNY



農曆新年全攻略



ICNYNP  
Sneak peek



Must-go photo-  
worthy places



Digital / Interactive  
Fortune-enhancing  
Experiences



Celebrities' + Pandas' blessings

- KR group - Ke1per
- Twin Panda Cubs blessings



# WORLDWIDE PROMOTIONS



Satellite  
TV Live  
Broadcast



## Short Haul

### Thailand

- Temple Guidebook by Thai artist Painterbell
- Lulu the Piggy amulets
- "CNY Good fortune"- themed media drop



### The Philippines / Indonesia

Media interviews with ICNYP Filipino & Indonesian performing groups - **Canlaon City Pasayaw Dance Troupe** and **Bravery Dancer**



## Long Haul

### Americas



- Morning TV segment with **Chef Curtis Stone** on CNY Recipe
- Interview with Top Chef judge **Mijune Park** in **Morning TV Show** on CNY food



### UK



- **Magic Radio** interview with **Chef Dan Lee** & content creator **Shu Lin** on CNY





# MAINLAND PROMOTIONS

Holiday Period: 28 Jan – 4 Feb (8 Days)

## Douyin KOL Collaboration

00后闺蜜情侣  
2025香港过大年



活力年青人  
接香港新春好运



Sherry的居家生活  
138.1w

\*备选：裴裴Penn (103.9w)



Kane  
25.1w



## XHS Collaboration

小红书品牌专区



定制话题页  
集合CNY相关内容



香港春节必打卡的N个活动

感受香港传统，传承中式年味

春节年货清单推介

新年祝福视频

新春款熊猫伴手礼推荐

新春限定美食推荐





# MAINLAND PROMOTIONS

Holiday Period: 28 Jan – 4 Feb (8 Days)

## Media Coop x Celeb Engagement



國風歌手體驗國潮民俗，打卡港式新春



2.5M



10.5M

(on air: 17 Jan)



## Marketing Campaigns



針對GBA及高鐵圈  
 高端商圈及餐飲，  
 推廣香港品牌優惠



利用OTV大數據  
 定點針對29個一二綫城市



廣告推送主題視頻至福建  
 省和江西省高鐵城市

## Trade Promotions



聯合主流平台、攜手18市旅業伙伴  
 共同推廣香港多樣化新春產品



### 暖冬畅享——香港四日错峰游

- 特色福利：一團百機酒【香港航空包機】+ 粵港歡樂團、坐享一桌正宗的太極正宗：【香港海洋公園】打卡聖誕大噴泉噴水：漫步仲夏夜、乘坐【香港摩天輪】、欣賞維多利亞港【海濱劇院】海上觀劇「幻2046會館」：與粵人共歡歡樂的數字時代
- 美食體驗：洋裝到街自選晚餐、粵式早茶
- 特別推薦：前往維多利亞公園和香港迪士尼樂園：感受粵港年節、與粵港馬車遊園王國、感受傳統年日的動感魅力

9,999 元/人起 每周五發團 (10人以上成團)





# TAIWAN PROMOTIONS

Holiday Period: 25 Jan – 2 Feb (9 Days)

## News Release & TV Live Broadcast

- Media Gathering
- News Release
- Satellite TV Live Broadcast (29 Jan 2025)

PR Value  
HK\$2.5M

LINE TODAY yahoo!



**香港新春開運遊 祈福‘吃盆菜’派利是’迎盛事**

七級旅遊網  
2024年12月16日

農曆春節快到了，香港離台近、航程短，既有傳統年味，又可走訪開運祈福景點，體驗各式新春節目，很適合全家大小一同出遊。

▲大年初二「喜慶新年烟花匯演」，將在維多利亞港上璀璨綻放。(圖/香港旅遊發展局)

**【香港過年】「國泰新春國際匯演之夜」年初一晚間登場，5小時精彩內容免費看**

旅遊經/編譯部  
2024年12月16日 下午3:07

## Social Seeding

- Social Reach: 100K
- Views: 110K

跟 **COOL** 編一起

**HONGKONG 香港**

**新春開運**

## Trade Promotions

- Airlines' Coops
- Travel agents' package promotions

**快線出發**

【沙田博覽匯】品味洲其轉十住五星好運、沙田賽馬香港行大匯團禮3日

體驗中西文化、感受新禧家古節、各大必遊景點定能給你帶來驚喜，登上平山頂鳥瞰維多利亞港、品嚐地道美食、打卡文藝新景點、登山賞景、活動平過城、免費機場快線、何須更費事、去其利

● 洲其轉午餐：AMBER 香港地文華商及酒店內的傳統美食是也。  
● 香港唯一「美輪美奐」傳統龍鳳舞。  
● 香港澳門指定賭博 2023 必比佳推介：「大馬小龍」。  
● 香港學區特色景點：鐘樓樓。  
● 免費豪華巴士：鐘樓快線。

NT\$38,800

**快線出發**

【沙田博覽匯】品味洲其轉十住五星好運、沙田賽馬香港行大匯團禮3日

● 洲其轉午餐：洲其轉午餐  
● 龍鳳舞：洲其轉舞  
● 品城美食：洲其轉午餐  
● 洲其轉午餐：AMBER (週四1200人)「美輪美奐」：鐘樓龍鳳舞 (週四19480人) 必比佳：「大馬小龍」 (週四2000人) 鐘樓快線 (週四650人) 鐘樓樓 (週四150人)

NT\$38,800

HONG KONG

香港迎好運

TRAVEL INTER-KONG

幸福新旅行

9:26 AM

香港旅遊發展局

香港旅遊發展局推出「小龍介紹必去必遊的開運地點」，最後一個鐘放去香港一定好體驗。

立即飛

**開運最強攻略**

香港迎好運

立即飛

SETTOUR SETTOUR SETTOUR SETTOUR

LION TRAVEL

獅獅旅遊

春節賀歲 | 香港市區酒店3天2夜自由行(未...)

NT\$13,900

賀歲香港新春特約豪華團遊新年煙火3日(未...)

NT\$20,888

香港開運 豐富行



# SEA PROMOTIONS

**Holiday Period:** Malaysia: 29 Jan – 30 Jan (2 Days)  
 Indonesia: 27 Jan – 29 Jan (3 Days)  
 Vietnam: 25 Jan – 2 Feb (9 Days)

## Trade Promotions – Social Media Posts

### — Malaysia —



CIT/Pick a Trip

Pick A Trip to Hong Kong  
 Immerse yourself in the vibrant culture of Hong Kong this 2025 Chinese New Year. It's going to be an special and unforgettable celebration.  
 Here's your must-see festival lineup:  
 29 JAN 2025: Chinese New Year Night Parade at Tsim Sha Teui. Get ready for a spectacle of dazzling floats, energetic dancers, and electrifying performances as Kowloon's streets come alive with festive cheer!  
 30 JAN 2025: Lunar New Year Fireworks Display at Victoria Harbour.

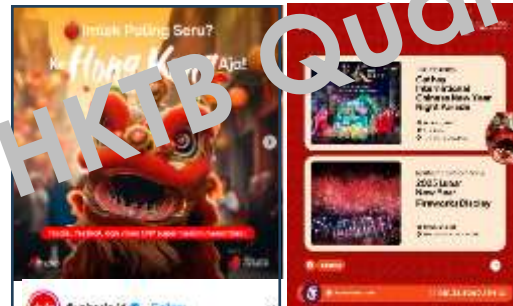


Sedunia

### — Indonesia —



Tiket.com



Rodex

HiyaRadaid @ HiyaRadaid  
 Greetings to all who visit Hong Kong this year!  
 Dapatkan video untuk pelancong asing!  
 Dari tradisi yang unik, parade super mewah, flower markets cantik, dan semuanya ngelengkapin wishlist kamu di Lam Tzeun Wishing Tree, semua ada di sini!  
 Yuk, arifin! Arifin ke Hong Kong akan bikin perjalananmu unforgettable! 🇭🇰

AirAsia

### — Vietnam —



SaigonTourist

## PR & Marketing

### — Malaysia —

- CNY Song MV 好運一萬年
- Coop with tikTok for Branded Mission and Branded Effect
- PR Release & Coverage

3.6M views  
 In 3 weeks



The Kuans Family

154K 64K





# EVENT OVERVIEW (Feb & Mar 2025)

## Sports, Arts & Culture, Concerts



Hong Kong Marathon  
(9 Feb)



World Grand Prix  
(4-9 Mar)



LIV Golf  
(7-9 Mar)



Creamfields  
(8-9 Mar)



ComplexCon  
(21-23 Mar)



Art Central  
(25-30 Mar)



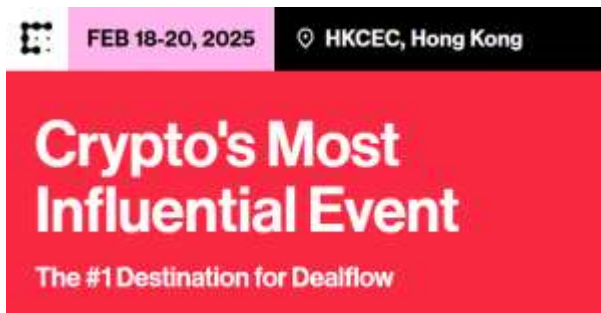
Art Basel Hong Kong  
(26-30 Mar)



Hong Kong Sevens  
(28-30 Mar)

# EVENT OVERVIEW (Feb & Mar 2025)

## Meeting, Incentive, Convention & Exhibition (MICE)



Consensus Hong Kong 2025  
(18-20 Feb, 6,000 non-local visitors)



HKIDC HK International Twin Jewellery  
Show (4-8 Mar, 65,000 non-local visitors)



Economist Technology for Change  
(12-13 Mar, 350 non-local visitors)



Connect Marketplace HK  
(19-21 Mar, 5,000 non-local visitors)



THREE - VISION | 2025 HK Convention  
(21-23 Mar, 2,700 non-local visitors)



Museum Summit 2025  
(28-29 Mar, 500 non-local visitors)



A nighttime aerial photograph of Hong Kong, showing a dense cityscape with numerous lit-up buildings and a prominent stadium in the foreground. The stadium is illuminated with green and blue lights, and its structure is clearly visible. The city lights create a vibrant, glowing effect against the dark night sky.

**MARK YOUR CALENDAR  
HONG KONG EVENTS 2025**

**For HKTB Quarterly Update ONLY**



# HKTB TOURISM OVERVIEW 2025



Date: 20 March 2025 (Thu)

Venue: Hong Kong Convention  
and Exhibition Centre (HKCEC)

**SAVE THE DATE !**



# HKTB PARTNERNET



[partnernet@hktb.com](mailto:partnernet@hktb.com)

登入

登記

關於旅發局

A A A

語言選擇

搜尋

最新動態

業界支援

旅業交流站

認識香港

研究及統計

「優質旅遊服務」計劃

會議及展覽

郵輪旅遊



## PartnerNet News

最新季刊

緊貼旅發局最新動態·掌握香港旅業先機

按此查閱





HONG KONG  
TOURISM BOARD  
香港旅遊發展局

**Thank You!**

For HKTB Quarterly Update ONLY

