

Hong Kong Tourism Board

Tourism Update

Consolidated Q&A

On Tourism Recovery

- 1. When do you expect the tourism industry to recover? And when will you start your worldwide campaign?**
 - With the COVID-19 pandemic severely affecting countries worldwide, it is difficult to predict when the tourism industry will recover. Restrictions on outbound travel to contain the pandemic are still in place in many countries or regions, and most flights remain suspended.
 - Depending on the readiness of individual markets, the HKTB will launch tactical promotions targeting individual markets to drive arrivals to Hong Kong.
 - Long-haul markets are expected to take a longer time to recover, and outbound travel may resume only in the last quarter of this year at the earliest.

- 2. When will the HKTB resume overseas trade activities? Which markets will you begin with?**
 - This will very depend on the readiness of individual markets, as the situation will vary in different markets. The key considerations are whether:
 - the pandemic situation has stabilised in the market,
 - a 14-day quarantine is required for visitor from the market, and
 - flights have resumed between HK and the market.
 - We will closely monitor the situation in each market, and once individual markets are ready, the HKTB will launch tactical promotions with the trade in those markets to drive arrivals to Hong Kong.

- 3. Do you expect the protests to come back? If so, how will HKTB handle the situation to minimise its impact on the tourism industry?**
 - We expect the situation to continue to be challenging this year, so the HKTB will remain vigilant and nimble in our planning and the way in which we implement our promotion plan.
 - At the end of last year, for example, we launched appealing offers to boost local consumption and attract visitors, while providing instant information about public events for visitors to navigate around Hong Kong to minimise disruptions. We received a positive response from the market.

- 4. How will the HKTB restore local sentiment to build a resilient destination?**
 - The COVID-19 pandemic has hit the tourism industry globally, and it will take some time for people to resume outbound travel. Therefore, the HKTB has developed a strategy to stimulate spending and build up positive ambience locally in Hong Kong, which in turn, will attract visitors from different source markets through positive word-of-mouth.
 - Last year, we launched a tactical campaign, called ‘Hong Kong is ON’, which was well received by both locals and friends and fans of Hong Kong.
 - We will adopt similar tactics when the epidemic abates, launching promotions to stimulate local consumption and to encourage locals to rediscover the city.

On Tourism Rebranding

5. Since tourism trends have been changing, does the HKTB have any new plans to cope with these changes and build a more resilient destination image?

- In view of the changes in Hong Kong's global image, travel trends and preferences, and the way we communicate with visitors, at the end of 2019, the HKTB initiated an exercise to review and reset Hong Kong's position in the global tourism market. The Covid-19 pandemic has made this more essential.
- The HKTB is reaching out to stakeholders for their views and will work together with the trade to reinvigorate Hong Kong tourism.

6. Can you provide any more details on the Hong Kong's brand repositioning efforts? Will there be a separate campaign or more messaging changes in the existing campaigns?

- The exercise will be more than launching a new advertising campaign. Our goal is to redefine and recraft the visitor experience, as there is always room for us to do more and better, like leveraging Hong Kong's unique harbour and staging more top international events.
- The HKTB will seek the views of different parties, including hotels, inbound travel agencies, and the retail and dining sectors on the repositioning and rebranding exercise.

On Investment Strategy

7. Will you focus on and put more resources into non-Mainland markets to diversify your visitor sources?

- The HKTB has all along been focusing its marketing resources on 20 key markets, with the majority allocated to non-Mainland markets to develop a balanced visitor portfolio.
- Hong Kong's proximity to the Mainland is the main reason Hong Kong is a priority and preference for Mainland visitors, not the marketing resources invested.
- The HKTB will continue to diversify Hong Kong's visitor portfolio by putting more resources into other countries and regions and tapping new markets.

On Specific Markets

8. What is the HKTB's promotion strategy in the Mainland market?

- The Mainland market remains the largest visitor source market for Hong Kong because of its proximity and large population.
- Over the years, the HKTB has allocated about 20% of its marketing resources to the Mainland market, all focusing on driving overnight visitors to maximize the economic benefits. Therefore, most of our efforts have targeted mainly non-Guangdong areas.
- When the market is ready, the HKTB will continue to build Hong Kong's destination appeal, targeting high yielding segments to maximise the return on overnight arrivals and spending.

9. What will your promotion strategy be for the Indian market?

- The Indian market is one of the HKTB's key markets.
- We will closely monitor the market situation, and once it is ready, the HKTB will undertake a series of initiatives to revive demand through content partnerships, KOL collaborations, intensified tactical promotions, and participation in trade events to drive arrivals to Hong Kong.

On Specific Promotions

10. How will the HKTB use the 500,000 air tickets that the Hong Kong Government has committed to buying?

- The HKTB will work closely with the Airport Authority to see how we can make use of the tickets to bring in more visitors to Hong Kong and encourage them to stay and spend in the city to benefit different business sectors.

11. How much subsidy will the HKTB offer to trade for air tickets and accommodation for overseas activities?

- There are different subsidy plans for long haul and short haul trade activities.
- The coverage will be for about 75% of the original cost; the details will be announced later.

12. When will the Matching Fund for attractions be rolled out?

- We hope this will be rolled out before July.

13. How will you attract more MICE events?

- MICE is definitely the key area to draw quality, high-yielding visitors.
- We have put in place a comprehensive strategy, with the following key initiatives:
 - Putting forward aggressive, competitive bidding packages to retain and win large international MICE events, especially those with A-list organisations;
 - Launching new programme and broadening the coverage of our existing scheme to strengthen our partnership with the trade to attract more meeting and incentive groups; and
 - Launching a new MICE brand campaign to uphold Hong Kong’s image as “the World’s Meeting Place”.

14. When will HKTB resume cruise promotions?

- The COVID-19 pandemic has severely affected global cruise tourism.
- Our cruise tourism promotions will take into account a number of factors:
 - signs of the COVID-19 pandemic abating in Hong Kong and source markets,
 - operational arrangements of cruise terminals in the region, and
 - the resumption of cruise lines’ itineraries in Asia.
- When these factors return to normal, we will first focus on restoring consumer confidence in cruise travel, and the team up with the cruise trade to step up promotions.
