

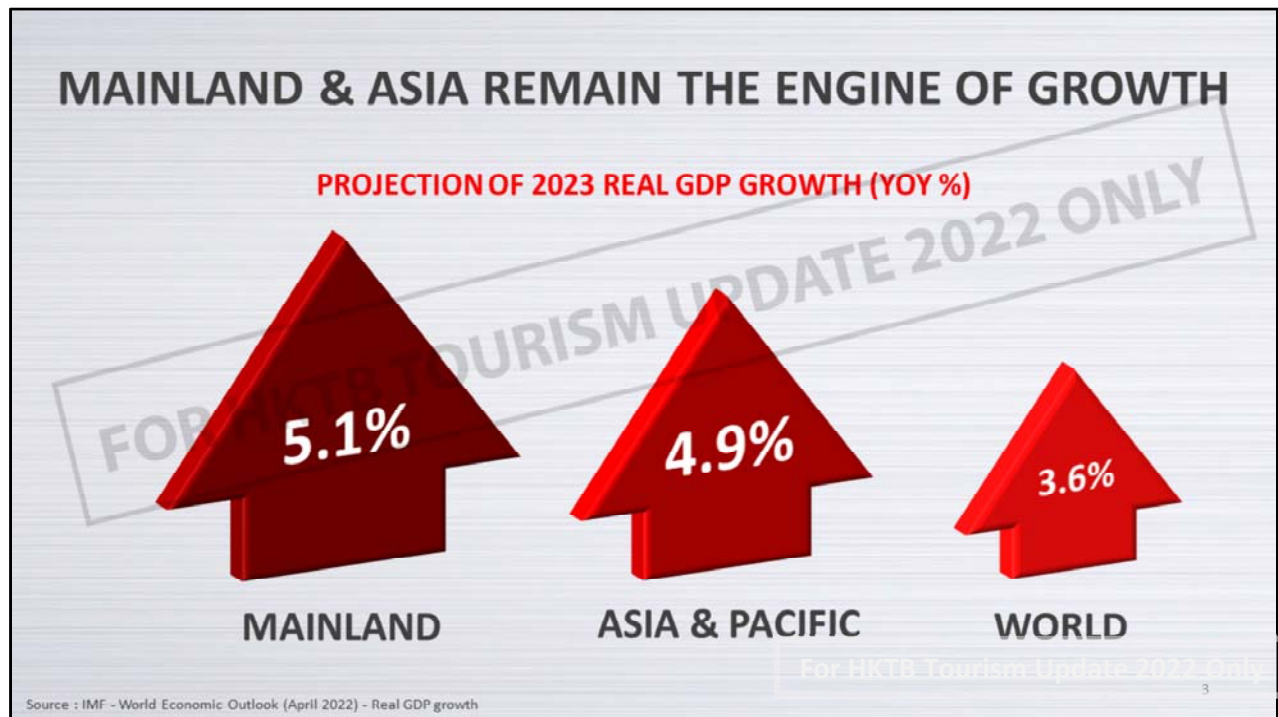
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- Thanks to our industry speakers. I think you all shared the exciting developments of Hong Kong's new tourism infrastructure
- These developments exactly showcase that Hong Kong never stops in bringing in new offerings to elevate the city's status as a vibrant and appealing travel destination, which leads to my presentation today.
- I would like to go through with you the business plan for the coming year and how we and you, the trade, can work together to captivate the latest trends and all the opportunities to drive the recovery of Hong Kong's tourism and economy hand in hand.



- To begin with, I would like to take you through some tourism prospect, seeing how Asia's economy is doing, tourism outlook as well as the latest travellers' trends.



- First of all, about the economic projection:
- According to IMF's latest projections in April:
 - the world's average real GDP growth in 2023 will be 3.6% year on year,
 - while the Mainland and APAC will see a much higher growth than the rest of the world
- Mainland and Asia will continue to be **the engine of growth** in world economy, which will support **more robust economic activities including tourism**

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"Travel to the Asia-Pacific region **SHOWS IMPRESSIVE SIGNS OF IMPROVEMENT** as destinations gradually reopen their borders to visitors, in line with customer demand."

WORLD TRAVEL & TOURISM COUNCIL

Skift. "The endemic move would start putting **ASIAN DESTINATIONS BACK ON THE RADAR** of tourists."

" The **REGION OFFERS SO MUCH OF WHAT POST-PANDEMIC TRAVELLERS ARE LOOKING FOR** - beautiful natural scenery, great local food and lots of opportunities to get active... "

lonely planet

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- In terms of tourism, although pace of reopening of Asian destinations are different, Asia shows promising sign of tourism recovery making it one of the key focuses of global tourism
- The WTTC has identified that Asia-Pacific shows signs of a strong improvement
- *Skift* suggests that with COVID shifting from pandemic to endemic, which means less restrictions, more tourists, faster travel recovery. **Asian destinations will be back on the radar** of tourists both within and outside the region
- Asia, Mainland China and Hong Kong are the largest market in the world for both inbound and outbound tourism. Although the pace of recovery will be different, but I am sure that reopening and recovery will be coming very soon.



- With the latest outlook, let's look into what the latest consumer trend is in the new tourism landscape.
- We have conducted a research on HK's tourism brand, studying more than 80 industry reports, and has collected representable findings from over 13,500 respondents from 16 markets.
- Also we have talked to more than 300 stakeholders from different sectors in Hong Kong, Mainland and overseas.

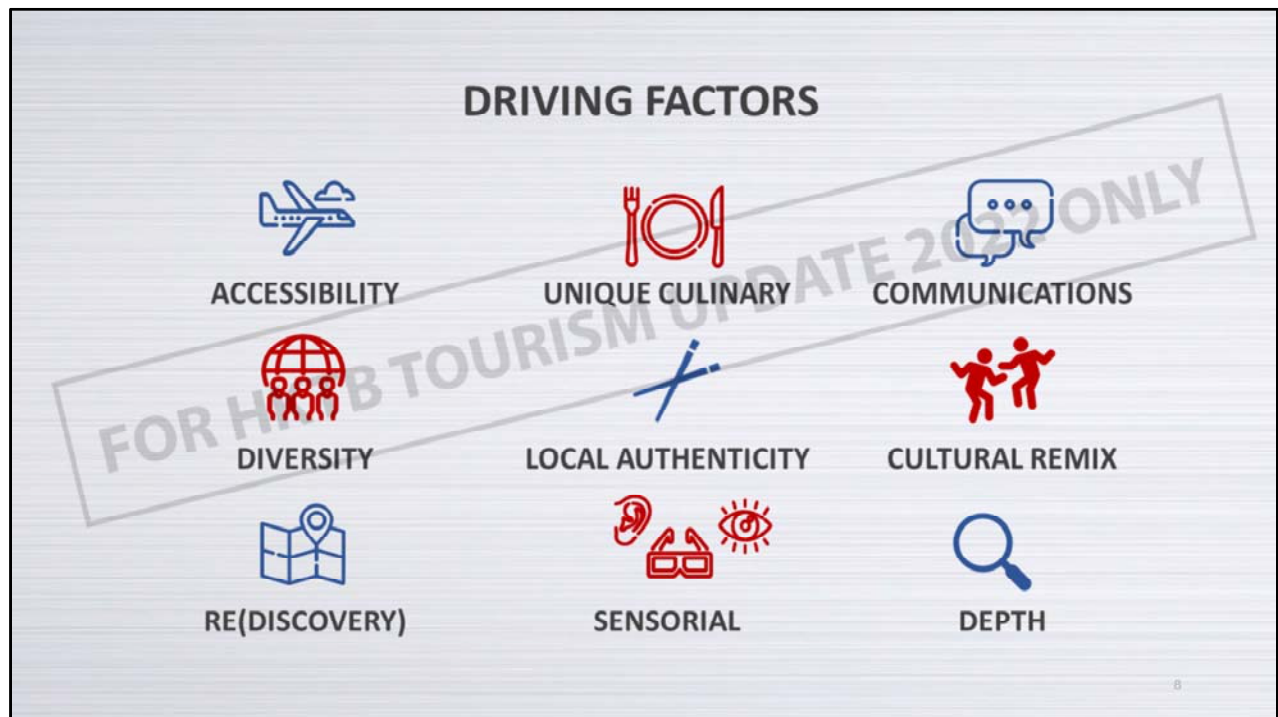


- In terms of consumer behavior and preferences, our research has identified **6 enduring trends** that will stay in the new global tourism landscape
- (Safety) First and foremost, **safety**. We are not only talking about hygiene, but everything else, including public safety, security and everything. A safe space is integral to rebuilding trust in the journey. This is obviously one of visitors' priority.
- (Flexibility) People are getting more used to alternative modes of life such as mixing business and pleasure, working from home or overseas, there will be a trend in a more **flexible** lifestyle. This new demand relies greatly on infrastructure of the destination. That is exactly what HK can offer.
- (Nature) The prolonged periods of lockdown during the pandemic has driven consumers to consider **nature** as a source of health and wellness. Visitors' desire to immerse in natural destinations will be stronger than ever
- (Rediscovery) Travellers to rediscover destinations closer to home, driving travellers to **dive deeper** and **stay longer** in places where there will be an appetite for **revisiting**. Hence, a programme about local tours, staycations, rediscovery of hidden gems has been targeted well on this new trend
- (Experience 2.0) Travellers are looking for **immersive** and **purposeful** experiences. **69%** of travellers want to explore **art, culture** and **history**
- (New premium) Premium luxurious travel has been growing even before COVID, and we can predict that there will be a greater emphasis on **hyper-personalised** experiences that could separate yourself apart on social media.



- Furthermore, we are glad to learn that out of the respondents, Hong Kong is one of the Top 5 of intended travel destinations in Asia among global travellers. If the world opens and travel resumes, HK will be the one of the Top 5 destinations.
- Among mainland travellers, Hong Kong is named the top choice. >50% of Mainland travellers will want to visit Hong Kong as their first Asian destination

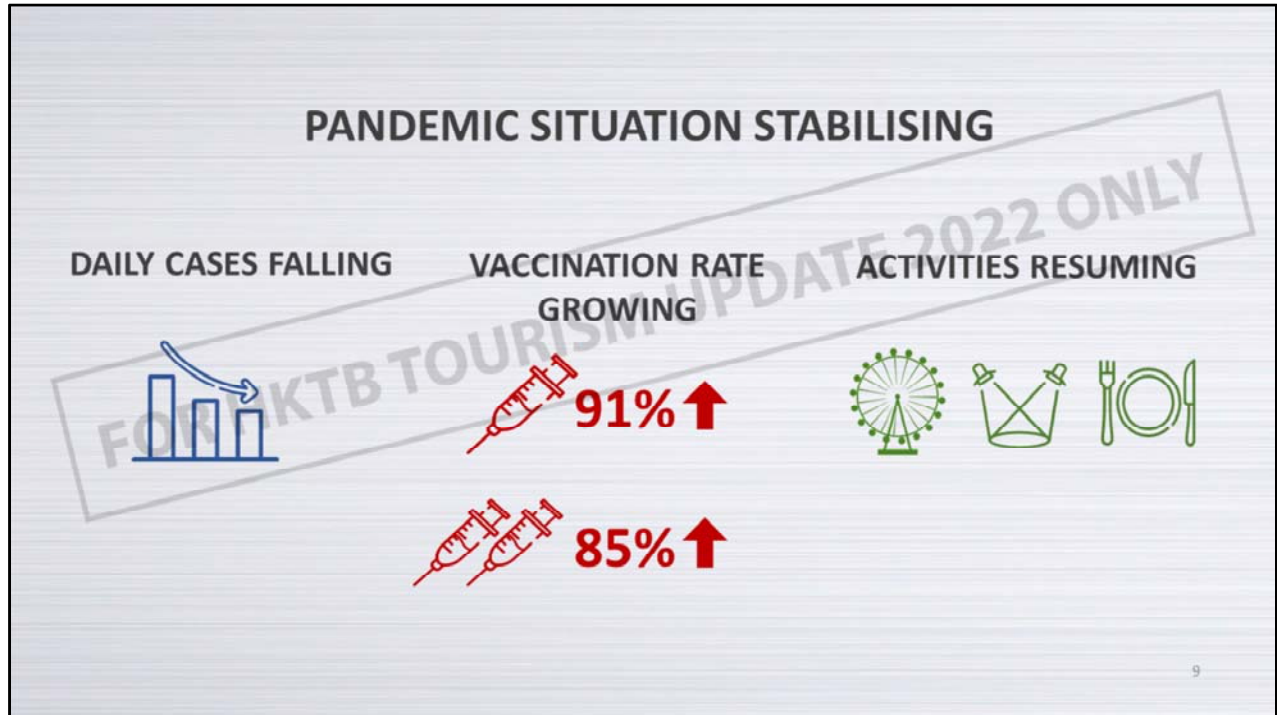
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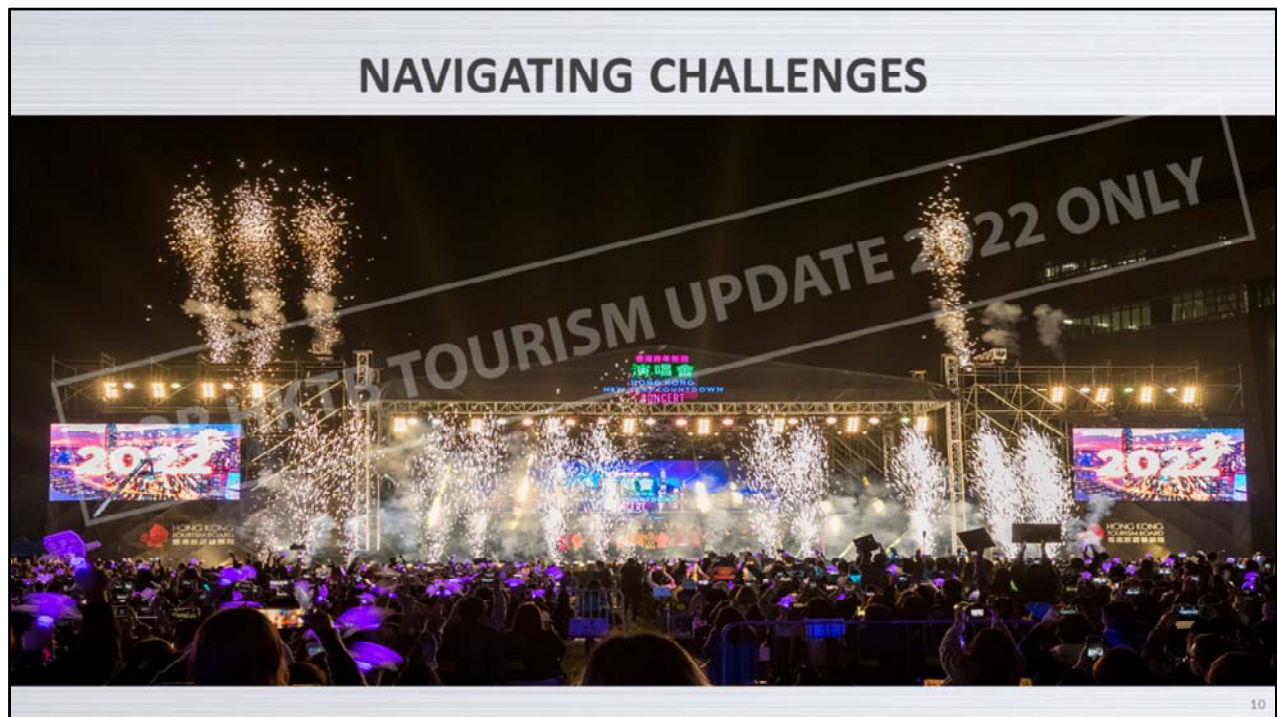
We also look into the driving factors, that is, what exactly drive travellers to Hong Kong? Some of the factors are those we know for long time, but we don't want to take it for granted and we looked into these factors again:

- **Accessibility:** Hong Kong is highly accessible as an international aviation hub.
- **Unique Culinary culture:** with amazing food and restaurants for choices, curating a unique Hong Kong dining experience, which is top-listed in the world
- **Communication:** ease of communicating, enabled by multiple languages. Anyone coming to HK will find it easy to get around
- **Diversity** of experiences is also something that we assure ourselves. HK's unique east-meets-west culture permeates the city and differentiates the HK from other destinations
- **Local authenticity:** our very specific style of HK
- **Cultural remix:** that you can experience both familiar and different cultures, in new ways. Inclusivity. Traditional vs. modern
- **Re(discovery):** that you can experience new and different cultures
- **Sensorial:** because of the density of our city, it delights visitors' senses. Sights and sounds and smell. Energy. Vitality. This distinguishes HK's uniqueness.
- **Depth:** visiting Hong Kong is a deep and fulfilling experience. Even for us the locals; rediscovering the hidden gems, the nature, the city, the neighbourhoods

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- Now, let's look at how Hong Kong is doing now?
- Hong Kong is recovering from the 5th wave of COVID-19, daily life in Hong Kong is getting back to normal
- And it is expected that further relaxation measures will come in place in the weeks ahead



- In fact, over the past two years, despite the pandemic, Hong Kong tourism didn't stop but has navigated the challenges with continual staging of high profile events
- A lot of people were surprised, asking how a city like HK could do domestic tourism. But in fact we did and we have done it well
 - **Holiday @ Home:** new discovery about the city where we are living
 - **The Wine & Dine Festival:** from all-online to hybrid events. Hopefully we could have a physical event to take everyone deeper into the city and walk around the town to taste the wine and the dine
 - **New Year Countdown Celebrations:** took the world by surprise. Attended by thousands in HK and witnessed by an audience of more than 2.4 billion worldwide



- On top of Hong Kong's appeals and factors that meets the consumers' core and newfound needs, we must take into account of Hong Kong's new development & opportunities when driving tourism recovery



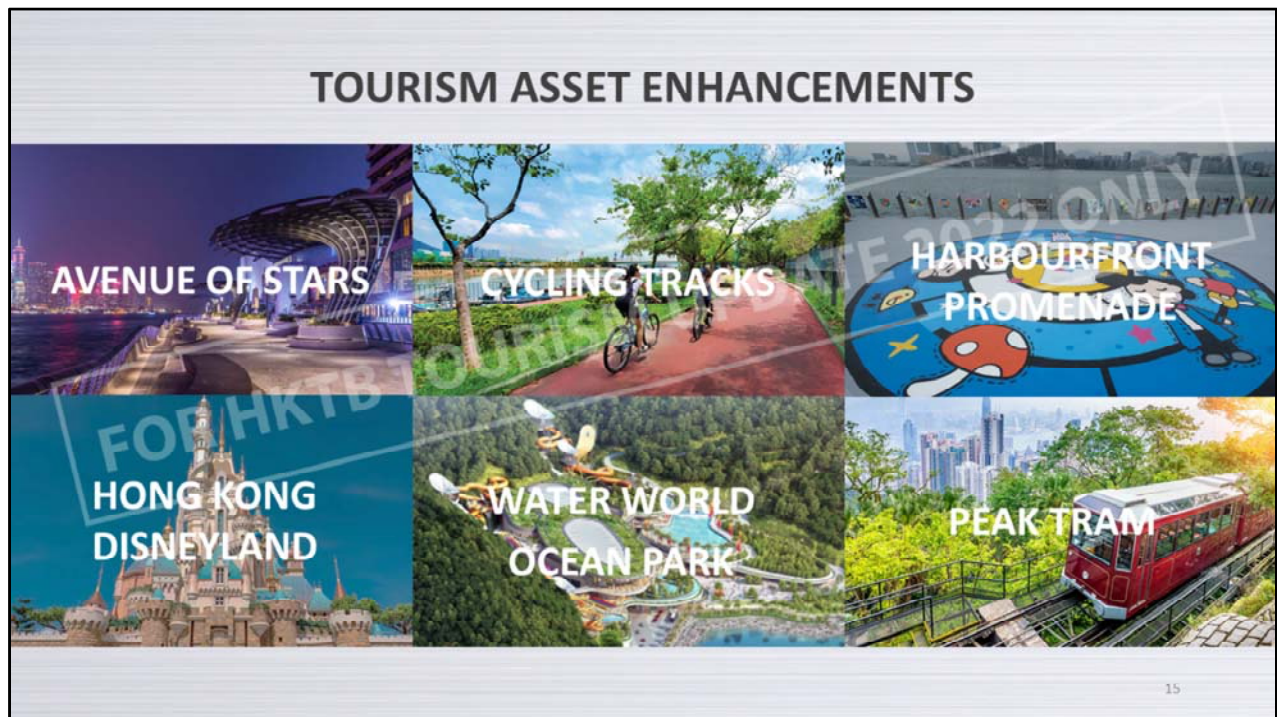
- The Central Government's *National 14th Five-Year Plan* has laid out the developmental direction of **integrating culture and tourism** that help us open up new perspectives
- The duo-philosophy policy hopes to drive a high-quality, mutually constructive development of both the cultural and tourism industries and foster greater synergy between the two
- On one hand, **art and culture** initiatives will be incorporated into tourism as **new elements for new visitor experiences and offerings**
- On the other, tourism will serve as a platform to **promote Chinese culture** and **tell the Hong Kong story**



- The *Development Plan for the Tourism Sector during the 14th Five-Year Plan Period* also supports Hong Kong in enhancing its role in the Guangzhou-Hong Kong-Macao Greater Bay Area (Greater Bay Area), covering **nine municipalities** and the **two Special Administrative Regions** - Hong Kong and Macao
- Under the *Plan*, Hong Kong can captivate the opportunity of the Greater Bay Area by playing the role as the **core demonstration zone for multi-destination tourism** and **GBA's international tourism hub**



- In addition to the policy support, we also got the new infrastructures. The guest speakers have already give very good presentations on:
 - The **Airport City**
 - The **Third Runway**
 - **The Hong Kong Palace Museum**, in addition to the successful opening of **M+**
 - Culture and sports: **Kai Tak Sports Park**, **East Kowloon Cultural Centre** which is expected to complete in 2023
 - “**Invigorating Island South**”: developing the Southern District of HK into a place full of vibrancy, vigour and velocity for people to explore



- In addition to these new infrastructures, various existing tourism assets also undergo significant enhancement to provide new and better experiences.
- When visitors return to HK, they will find many new things:
 - Enhanced **Avenue of Stars**
 - New **cycling tracks** around HK
 - New **harbourfront promenade**
 - **Hong Kong Disneyland** has opened its new Castle of Magical Dreams
 - **Ocean Park** has launched Water World
 - The Century-old **Peak Tram** will have a bigger tram with bigger capacity



- To capture all these opportunities and solid foundation of Hong Kong, the HKTB has formulated a Revival Plan for driving tourism recovery.

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- The plan will cover three stages: recovery, reopen and relaunch



- In the stage of **Recovery**, we will first focus on boosting **positive ambience in Hong Kong** while **maintaining global visibility** of Hong Kong as an appealing travel destination.
- Important lesson from lockdown: it is important that we become our own tourists.
- Besides promoting tourism to the world, we want to make HK people to **feel good**, prepared to **welcome back** our visitors and to be a **good host**.



- Following the success of **Holiday at Home** over the past 2 years, we are going to launch the **new large-scale local campaign** - “**Hong Kong Summer Treats**” - to boost local consumption and build ambience to showcase our return to normalcy.
- A series of programmes will be rolled out to tie in government’s phased relaxation of social distancing measures.

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The graphic is divided into two main sections. The left section, titled 'Staycation Delights Hong Kong Summer Treats', features an illustration of people enjoying a pool and a hot air balloon. A purple circular badge indicates 'HK\$500 OFF'. The right section, titled 'Local Tours Hong Kong Hong Kong Summer Treats', shows a group of people on a map of Hong Kong. Below these sections, a table lists the subsidies for hotels and tours.

HOTELS	HK\$40M SUBSIDIES	TOURS
• 20,000 room nights		• 60,000 quotas
• 100 participating hotels		• 310 travel agents

20

- First of all, our two signature **Spend-to-Redeem** programmes will return.
- I am happy to announce that members of the public can start collecting receipts **today** and book local tours or hotel staycations later this month. Quota for “Local Tours Hong Kong” will be **tripled to 60,000**, and allow participants to opt for upgrades with a small top-up value for the first time. Meanwhile, the “Staycation Delights” will contribute **20,000 hotel room nights**.
- The two programmes will benefit about 100 hotels and 300 travel agents with **HK\$40 million of direct subsidies** and >80,000 residents of Hong Kong
- but we expect the business return will go beyond it with spin-off sales promotions to be leveraged by our trade partners.

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- In the second phase, we will restage some of our signature events to sustain the positive ambience in town
- kick start with the **“Arts in Hong Kong”** in **mid-May**, to showcase the world Hong Kong’s diverse arts and cultural offerings with the return of physical world’s renown event - Art Basel and Art Central, and the latest art tech offerings.

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- the HKTB will launch a series of city-wide offers with a brand new **digital platform on our discoverhongkong.com** in celebrations of the HKSAR 25th Anniversary
- The offers will cover appealing delights from attractions, QTS merchants of retail and dining sectors on a brand new digital platform for the citizens of HK
- All these are special gifts to the people of Hong Kong. We are also taking this chance to test the new digital platform in preparation for welcoming back visitors with the improved digital experiences.



- On the event side, a special edition of *A Symphony of Lights* will be held as one of the key celebratory events of the HKSAR 25th Anniversary

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- Following the laser light show will be waves of mega events highlighting Hong Kong's variety of experiences for the rest of the year
- (Culture) Such as the traditional **Tai Hang Fire Dragon Dance** in Mid-autumn Festival
- (Arts) We will also have other art events showcasing visual arts, music and performances e.g. Clockenflap
- (Culinary) **Hong Kong Wine & Dine Festival** in November
- (Festival) and **Hong Kong WinterFest** in December



- Of course we cannot miss out the exciting sports and wellness events. We will continue to support **Hong Kong Sevens** and **the Hong Kong Opens**



- In addition to mega events, we will also leverage on our **Hong Kong Neighbourhoods programmes** and upgrade them with new elements and experiences
- Let's have a sneak peek of our latest neighbourhood promotion "West Kowloon"

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(video)



- All these exciting happenings will help us spread positive messages about Hong Kong to the world and maintain the city's global visibility.

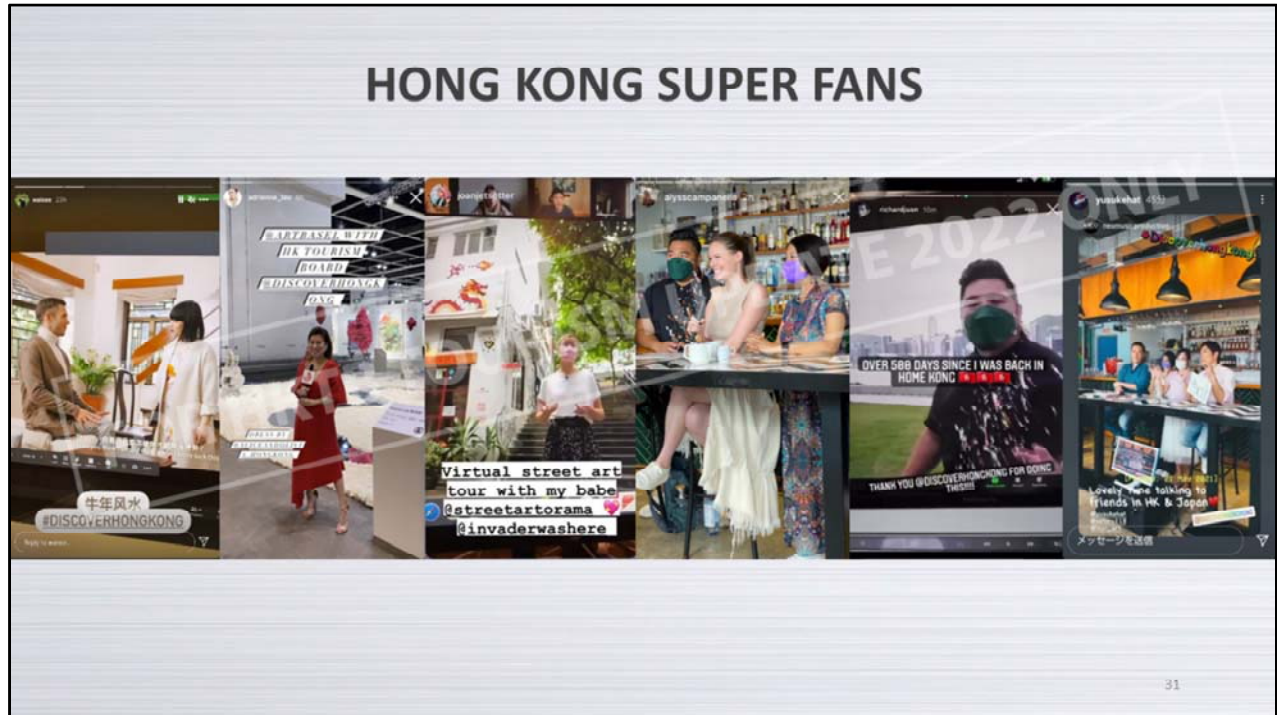
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- We will continue with our very popular 360 HK Moments series with captivating videos and stories to deliver the unique HK experience to worldwide consumers.
- Last year, the promotions have produced a wide selection of 69 clips, reaching a total of 50 million viewers around the world



- Regionally and globally, we will continue to partner with **leading media organisations** to produce shows about Hong Kong to reach millions of audience in all parts of the world
- You may see some of the ones we have aired here and more are being produced.



- Another impactful strategy in maintaining Hong Kong's profile is our highly original "Hong Kong Super Fans" campaign
- We have **more than 400** super fans from Mainland, short-haul and long-haul markets + expatriates living in HK
- These are all our loyal fans and friends, lovers of HK, creating positive words-of-mouth for Hong Kong among these influencers' follower network prior to travel resumption

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- When boundaries and borders reopen, we will launch extensive promotions.



- First of all, we will launch **high impact consumer campaigns** in reopening markets to create excitement
- We will intensify **trade collaborations** to enhance hygiene and service quality standards
- **High-yield segment** will continue to be a key focus to help bring both visitors and establish HK's reputation as the "World's Meeting Place"
- In the long run, we will **develop the Greater Bay Area as a tourism cluster** to open up more business opportunities

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- First of all, the HKTB will launch the **Open House Hong Kong** tactical campaign, which we will collaborate with travel trade to offer exclusive experiences and offerings to visitors, creating global excitement **to put Hong Kong back on the radar** as an international tourist destination
- Since we might have a different pace of reopening with different markets, we will stay agile and flexible when rolling out the promotion to cater for different markets.

ENHANCE HYGIENE STANDARDS

3000 OUTLETS ACCREDITED

ANTI-EPIDEMIC HYGIENE 衛生抗疫



35

- We also work closely with our trade partners to equip themselves in preparation for welcoming back visitors
- **We will continue to provide fee waivers** to eligible applicants of **Anti-Epidemic Hygiene Measures Certification Scheme**
- Around 3000 outlets have been accredited



- Moreover, a new hospitality campaign will be launched to encourage frontline service staff to provide quality services, a series of TV commercials have been produced
- In addition, we will organise the Quality Tourism Services Outstanding Merchant and Outstanding Service Staff Awards to encourage merchants and service staff in adopting best practices

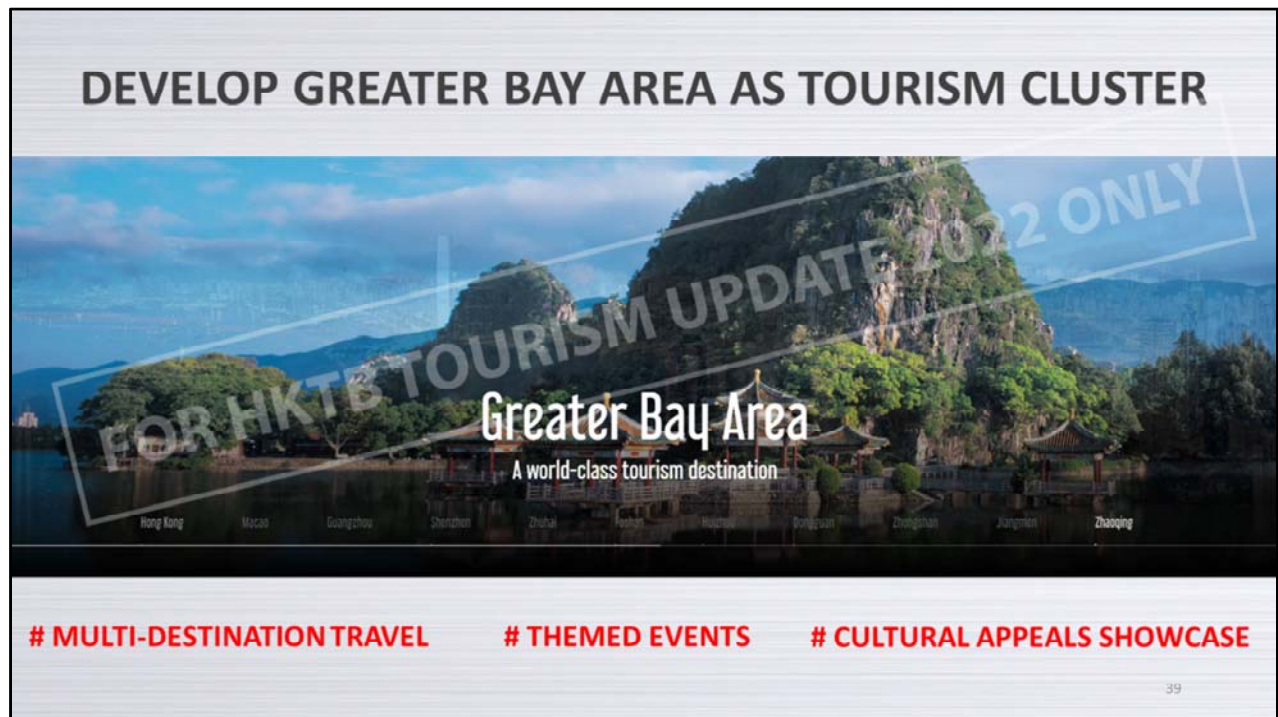


- We will continue to partner with trade members to help them develop attractive products and promotions to drive arrivals
- including **tactical co-ops** with trade partners to offer add-value products to consumers
- **mega familiarization trips** for trade to develop new itineraries
- and various **funding schemes** to help trade promote your businesses, including both B2B (trade shows and trade seminars) and B2C (marketing, GBA tour incentive scheme, small MICE group funding scheme)

DRIVE MICE RECOVERY



- Recovering MICE travellers is crucial to HK tourism recovery
- We will continue to bid for A-list regional and international MICE events. We haven't stop doing that despite the very difficult time. We are driving MICE arrivals and uphold HK's status as an international MICE centre
- And will further establish HK as the MICE hub of the Greater Bay Area, bringing in both MICE travellers from GBA to HK, as well as International MICE visitors to GBA & HK. That's what we call **Meet HK . Meet GBA**

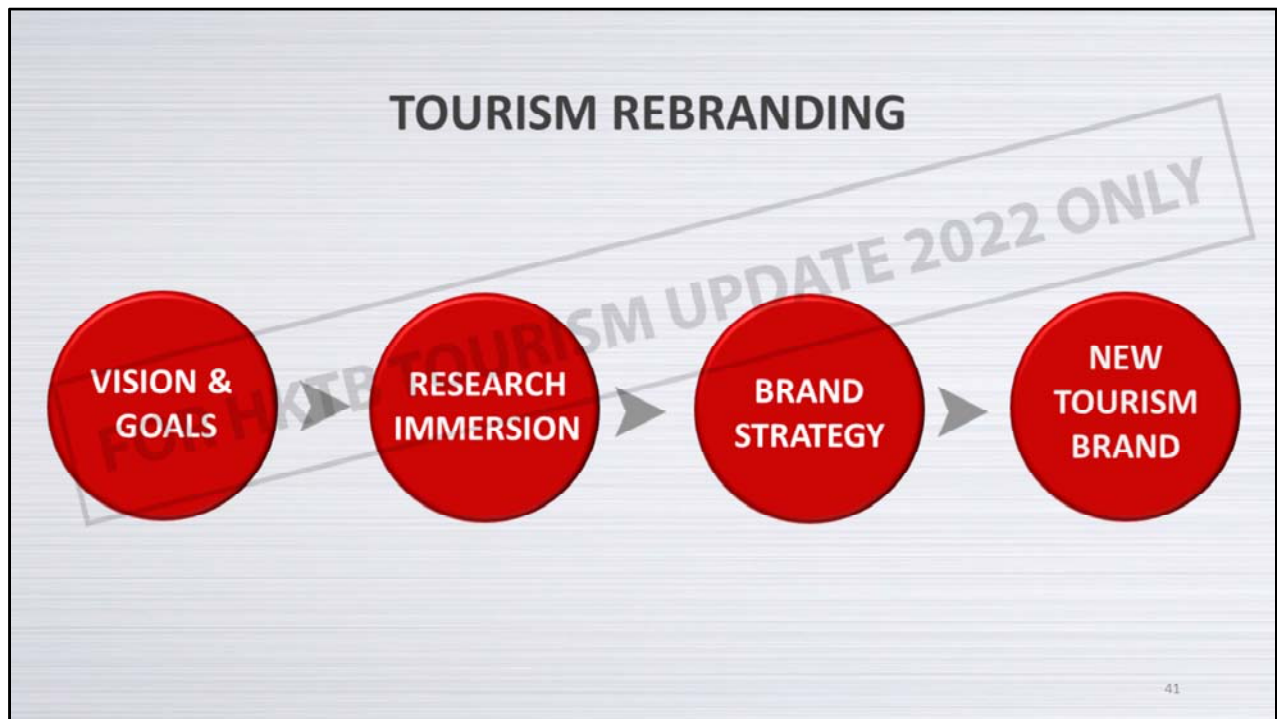


- In the long-run, we will **develop Greater Bay Area** as a tourism cluster
- We will establish a world-facing Greater Bay Area tourism brand and develop multi-destination travel in the area through **GBA-themed events** and **showcasing the Area's unique cultural appeals**

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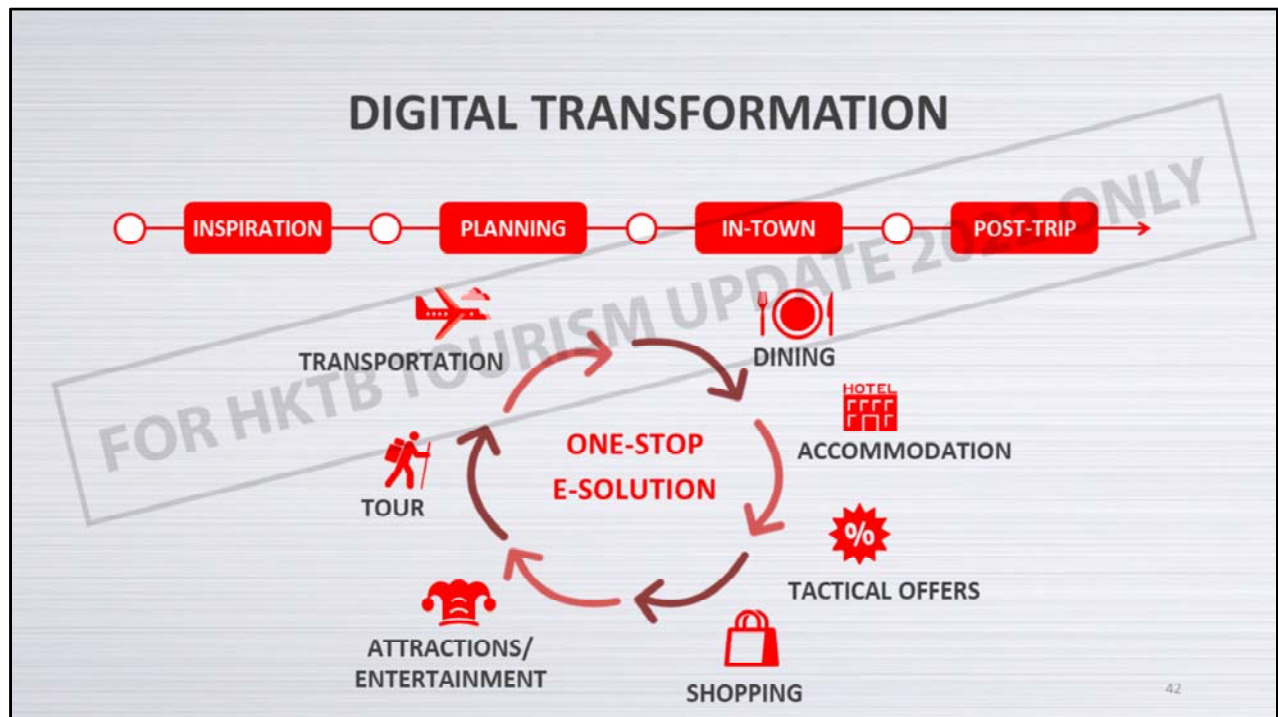


- When travel fully resumes, we will launch a new tourism brand for HK



- We have already started a research. The result has provided us with the insights of where we are and what kind of destination Hong Kong should be.
- We are making good progress. All are based on research and data.
- Looking ahead, we are **translating the brand strategy into communications** to get our message through to consumers and markets, and some of the works I just mentioned are also part of our expression
- When the time is ready, we will launch the new tourism brand

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- We are meeting the new post-COVID trend with an enhanced digital experiences for visitors throughout their entire journeys
- Our Platform will be able to target different segments in different markets, working with different partners
- We are looking to cover the whole journey from the beginning to the end, from inspiration, planning to post-trip experience to provide visitors with a seamless experience. We are also able to connect the visitors with our business partners
- Support trade partners of all scales before and after boundaries & borders reopen



- To conclude, I would like to highlight again the value of our collaborations. I am not only speaking to my local trade partners, but also to our friends all over the world
- We **believe there are many travellers who love HK as much as we do**, and that's why we believe, once it is possible, travellers will come back
- Do not hear from me, let's hear what our friends – our Hong Kong Super Fans around the world say

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(video)

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Conclusion:

It is a very difficult for tourism industry.

This is **BIG TIME** and big time comes with **BIG CHANGES**.

In closing, I would like to share with you **THREE THINGS**:

1. BE CONFIDENT: we are still the Asia's World City. Our fundamentals remain strong. We are in the centre of the world's biggest markets and economies, and HK remains the international centres in many aspects.

2. BE PATIENT: sooner or later that we will move forward from recovery to normalcy and start welcoming back our visitors

3. BE SUPPORTIVE: at HKTb we promise you that we keep reinventing ourselves to do better. We would ask for your support and do this together.

Friends and lovers of Hong Kong, I ask you to embark with us onto this journey Together Towards New Horizons.

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-ENDS-