## **Hong Kong Tourism Overview 2023**



**Trade Activities 2023/24** 

Australia & New Zealand													
	2023									2024			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Trade Familiarisation													
<ul> <li>Retail Agent Familiarisation</li> <li>May, Aug, Sep &amp; Nov 2023 and Mar 2024</li> <li>Hong Kong trade is welcome to sponsor/host</li> </ul>													
<ul> <li>Product Managers Familiarisation</li> <li>May 2023</li> <li>Contracting opportunity for trade partners</li> <li>Hong Kong trade is welcome to sponsor/host</li> </ul>													
Trade Promotion													
<ul> <li>Hello Hong Kong Updates</li> <li>6 capital cities and key regions, Jun – Aug 2023</li> <li>Update on new Hong Kong developments and experiences</li> <li>Hong Kong trade is welcome to sponsor prize</li> </ul>													
Retail Partner Supplier Updates													
<ul> <li>May – Nov 2023 and Feb – Mar 2024</li> <li>Promote <i>Hello Hong Kong</i> at key partners' update sessions and webinars</li> <li>Hong Kong trade is welcome to sponsor prize</li> </ul>													
Retail Partner Leadership Meetings / Conferences													
<ul> <li>Year-round</li> <li>Trade annual conferences and leadership meetings held in Hong Kong</li> <li>Hong Kong trade is welcome to sponsor/host</li> </ul>													
Trade Newsletter													
<ul> <li>Regular and year-round</li> <li>Provide news and latest products of Hong Kong</li> <li>Hong Kong trade is welcome to provide product update</li> <li>Contact: Lisa Lee – <u>lisa.lee@hktb.com</u></li> </ul>													
Destination Webinars – Hello Hong Kong Series													
<ul> <li>Live online presentations / product updates to share knowledge of Hong Kong</li> <li>Hong Kong trade is welcome to provide product updates</li> <li>Contact: Lisa Lee - lisa.lee@hktb.com</li> </ul>													

## **Hong Kong Tourism Overview 2023**



**Trade Activities 2023/24** 

Australia & New Zealand													
	2023									2024			
	Apr	May	Jun	Jul	Aug	Sep	0ct	Nov	Dec	Jan	Feb	Mar	
<ul> <li>Hello Hong Kong Tactical Co-ops</li> <li>Promote value-added packages via joint advertising in print, online, and social media</li> <li>Hong Kong trade is welcome to provide value-added offers</li> </ul>													
MICE & Cruise													
<ul> <li>Buyers/PCO Familiarisation</li> <li>Aug 2023</li> <li>Invite senior leaders or nominated key staff of PCOs to experience latest MICE products including special events</li> <li>Hong Kong trade is welcome to sponsor/host</li> </ul>													
<ul> <li>AIME 2024</li> <li>Melbourne, 19–21 Feb 2024</li> <li>Hong Kong trade is welcome to participate</li> </ul>													
<ul> <li>Cruise Tactical Campaigns</li> <li>Year-round</li> <li>Wholesalers to produce fly/cruise packages with a 2/3-night stopover in Hong Kong</li> <li>Hong Kong trade is welcome to provide products</li> </ul>													
Consumer Promotion								1	1	1			
<ul> <li>Media &amp; Influencer Familiarisation</li> <li>Ad-hoc and year-round</li> <li>Individual, group, and broadcast opportunities for media</li> <li>Support influencers' personal familiarisation to Hong Kong</li> <li>Hong Kong trade is welcome to sponsor/host</li> <li>Contact: Jessica Rowden – jessica.rowden@hktb.com</li> </ul>													

Details of the above activities are subject to change. Please visit <u>PartnerNet.hktb.com</u> for the latest update.

30 March 2023