

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
<ul style="list-style-type: none"> Hello Hong Kong Tactical Co-ops <ul style="list-style-type: none"> Promote value-added packages via joint advertising in print, online, and social media Hong Kong trade is welcome to provide value-added offers 												
MICE & Cruise												
<ul style="list-style-type: none"> Buyers/PCO Familiarisation <ul style="list-style-type: none"> Aug 2023 Invite senior leaders or nominated key staff of PCOs to experience latest MICE products including special events Hong Kong trade is welcome to sponsor/host 												
<ul style="list-style-type: none"> AIME 2024 <ul style="list-style-type: none"> Melbourne, 19-21 Feb 2024 Hong Kong trade is welcome to participate 												
<ul style="list-style-type: none"> Cruise Tactical Campaigns <ul style="list-style-type: none"> Year-round Wholesalers to produce fly/cruise packages with a 2/3-night stopover in Hong Kong Hong Kong trade is welcome to provide products 												
Consumer Promotion												
<ul style="list-style-type: none"> Media & Influencer Familiarisation <ul style="list-style-type: none"> Ad-hoc and year-round Individual, group, and broadcast opportunities for media Support influencers' personal familiarisation to Hong Kong Hong Kong trade is welcome to sponsor/host Contact: Jessica Rowden - jessica.rowden@hktb.com 												

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

30 March 2023