

Hong Kong Tourism Overview 2023

Trade Activities 2023/24

Germany

	2023										2024		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Travel Event													
<ul style="list-style-type: none"> Travel Show <ul style="list-style-type: none"> Internationale Tourismus Boerse (ITB), Berlin, Mar 2024 													
Trade Familiarisation													
<ul style="list-style-type: none"> Tour Operator and Travel Agent Familiarisation <ul style="list-style-type: none"> Oct/Nov 2023 (to be confirmed) Invite managers from major tour operators and travel agents to develop new Hong Kong products Hong Kong trade is welcome to sponsor 													
<ul style="list-style-type: none"> Decision Maker Familiarisation <ul style="list-style-type: none"> Jun 2023 													
Trade Promotion													
<ul style="list-style-type: none"> Trade Product Training <ul style="list-style-type: none"> Year-round For wholesalers, tour operators and airlines Hong Kong trade is welcome to provide product updates 													
<ul style="list-style-type: none"> Trade Newsletter <ul style="list-style-type: none"> Bi-monthly Provide news and latest products of Hong Kong Hong Kong trade is welcome to provide product updates 													
Consumer Promotion													
<ul style="list-style-type: none"> Media & Social Familiarisation <ul style="list-style-type: none"> Ongoing Support individual press trips for media, Hong Kong Super Fan & KOL, and TV production 													

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

30 March 2023