Hong Kong Tourism Overview 2023



Trade Activities 2023/24

Mainland China													
		2023								2024			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Trade Event													
 Travel Show Guangzhou International Travel Fair (GITF), Guangzhou, 19-21 May 2023 China (Guangdong) International Tourism Industry Expo (CITIE), Guangzhou, 15-17 Sep 2023 China International Travel Mart (CITM), Kunming, Nov 2023 													
 Trade Familiarisation Trade Familiarisation for General Manager Level Jun 2023 													
 Study Tour Trade Familiarisation Mar 2024 													
Trade Promotion													
 Trip.com Group Promotion Apr – May, Oct – Nov 2023 and Mar 2024 Promote Hong Kong premium tourism products across Ctrip's platforms targeting high-end users Leverage KOL's influence to promote new itineraries 													
 Meituan Group Co-op Apr – Jul 2023 and Nov 2023 – Jan 2024 Promote overnight experience on Group's hotel channels Establish "Hong Kong Brand Zone" to showcase Hong Kong's latest events and tourism contents 													
 Fliggy Thematic Promotion Jun – Jul 2023 and Dec 2023 – Jan 2024 Promote Hong Kong's seasonal itineraries, themed products and latest travel news Maximise Hong Kong's exposure via Ali-Group and Fliggy 													
 Tongcheng Promotion (High Speed Rail Tour) Jul - Aug 2023 and Dec 2023 - Jan 2024 Launch various High Speed Rail products nationwide Leverage KOLs' trip to Hong Kong taking High Speed Rail to promote year-round High Speed Rail products 													

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 Tuniu Golden Autumn Promotion Sep – Oct 2023 Launch Douyin Hong Kong Tourism Festival to promote Hong Kong's themed products Invite KOLs to share their Hong Kong experiences to drive social buzz on Weibo and Xiaohongshu Promote Hong Kong mega events and seasonal celebrations to stimulate visitation during low season Cathay Pacific Airlines Free Ticket Promotion Apr 2023 													
 Apr 2023 Air ticket products in various themes Develop promotion activities with Cathay Pacific and KOLs 													
 Hong Kong Airlines & Qunar Ticket Promotion Sep - Oct 2023 Drive FIT visit during low season Promote Hong Kong products with special bundles and offers 													
 Travel Agent Seasonal & Thematic Promotion Jun – Jul, Oct – Nov 2023 and Jan – Feb 2024 Promote seasonal events: Hong Kong Summer Fest, Hong Kong Wine & Dine Festival, Hong Kong Chinese New Year Celebrations Partner with key travel agents to develop and promote themed products Encourage development of customised small group tours, premium tours, and family tours to boost overnight stays 													
 "會聚香港" MICE WeChat Mini Program May, Jul, Oct 2023 and Jan 2024 Promote hosting of international convention and exhibition in Hong Kong 300 new registrations from corporate buyers and check-in activity completion by 1,300 accounts expected Hong Kong trade is welcome to join the promotion 													

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 MICE Trade Seminar and Business Matching Beijing, 25 May 2023 Changsha and Chengdu, Sep 2023 Provide latest MICE updates, such as incentive schemes Invite 50 MICE agents from northern China, 50 MICE agents from Wuhan & Changsha, and 30 MICE agents from Chengdu & Chongqing to attend Hong Kong trade is welcome to participate 														
 Corporate Buyers Familiarisation May 2023 Invite 30 potential corporate buyers to Hong Kong Hong Kong trade is welcome to sponsor 														
 MICE Trade Familiarisation cum Connect Hong Kong Jun 2023 Invite 50 key MICE agents to Hong Kong Business networking session for trade partners Hong Kong trade is welcome to sponsor 														
 "Hong Kong Convention Ambassador" Familiarisation Sep 2023 Invite 25 Mainland convention ambassadors to Hong Kong Networking opportunities for Mainland and Hong Kong convention ambassadors Hong Kong trade is welcome to sponsor 														
 Incentive Travel & Conventions, Meetings (IT&CM China) Shanghai, Mar 2024 Expect over 100 professional buyers to attend Hong Kong trade is welcome to participate as co-exhibitor 														

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

30 March 2023