

# Hong Kong Tourism Overview 2023

## Trade Activities 2023/24



### North America

	2023								2024			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Trade Familiarisation</b>												
<ul style="list-style-type: none"> <li> <b>Greater Bay Area Familiarisation</b> <ul style="list-style-type: none"> <li>May 2023</li> <li>Invite 5 top ethnic agents each from US and Canada</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li> <b>Air Canada Trade Familiarisation</b> <ul style="list-style-type: none"> <li>Sep 2023</li> <li>Invite 10 top producing tour operators to Hong Kong</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li> <b>Producer Familiarisation</b> <ul style="list-style-type: none"> <li>Sep/Oct 2023</li> <li>Invite 10 top producers each from US and Canada</li> </ul> </li> </ul>												
<b>Trade Promotion</b>												
<ul style="list-style-type: none"> <li> <b>Tactical Co-ops</b> <ul style="list-style-type: none"> <li>Goway Hello Hong Kong Campaign, Apr – Oct 2023</li> <li>Cathay Pacific TMC Workshops for Business Travel, Sep – Oct 2023</li> <li>Grand Holidays (ethnic), Sep – Oct 2023</li> <li>The First Travel Ethnic Campaign (East), Sep – Nov 2023</li> <li>Campbell Travel Ethnic Campaign (West), Oct – Nov 2023</li> <li>One Dream Travel Campaign (West), Oct 2023 – Jan 2024</li> <li>Flight Centre, Nov – Dec 2023</li> <li>Royal Scenic, Jan – Mar 2024</li> </ul> </li> </ul>												

Details of the above activities are subject to change. Please visit [PartnerNet.hktb.com](https://PartnerNet.hktb.com) for the latest update.

30 March 2023