

Hong Kong Tourism Overview 2023

Trade Activities 2023/24



South Korea

	2023												2024		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
Trade Event															
<ul style="list-style-type: none"> Travel Show <ul style="list-style-type: none"> Seoul International Travel Fair (SITF), Seoul, 4-7 May 2023 Busan International Travel Fair (BITF), Busan, 5-8 Oct 2023 															
Trade Familiarisation															
<ul style="list-style-type: none"> Travel Agent Familiarisation cum Connect Hong Kong <ul style="list-style-type: none"> Sep 2023 Invite Product Development/Marketing Managers from 25 major travel agents in Seoul and Busan Networking session for trade partners Hong Kong trade is welcome to sponsor 															
<ul style="list-style-type: none"> Travel Agents Familiarisation <ul style="list-style-type: none"> Nov 2023 Invite Product Development/Marketing Managers from 10 major travel agents in Seoul Hong Kong trade is welcome to sponsor 															
Trade Promotion															
<ul style="list-style-type: none"> Trade Seminars <ul style="list-style-type: none"> Seoul and Busan, May & Oct 2023 Update on latest news and products of Hong Kong 															
MICE & Cruise															
<ul style="list-style-type: none"> Corporate Familiarisation for Direct Selling Companies <ul style="list-style-type: none"> Apr 2023 Hong Kong trade is welcome to sponsor 															
<ul style="list-style-type: none"> MICE Agents Familiarisation <ul style="list-style-type: none"> May 2023 Networking session for trade partners (to be confirmed) Hong Kong trade is welcome to sponsor/participate 															
<ul style="list-style-type: none"> Corporate Familiarisation Co-ops with Travel Agency <ul style="list-style-type: none"> Jan – Mar 2024 Invite clients of key travel agencies to Hong Kong 2 familiarisation trips expected Hong Kong trade is welcome to sponsor 															

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