

Hong Kong Tourism Overview 2023

Trade Activities 2023/24

Taiwan

	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"> Taipei Tourism Expo, 26-29 May 2023 Taipei International Travel Fair, 3-6 Nov 2023 Hong Kong trade is welcome to provide special offers for Taiwan trade to promote Hong Kong 													
Trade Familiarisation													
<ul style="list-style-type: none"> Annual Familiarisation <ul style="list-style-type: none"> Sep 2023 Showcase Hong Kong Wine & Dine Festival and Winter Festival in Hong Kong 													
Trade Promotion													
<ul style="list-style-type: none"> Taipei Tourism Expo Pre-event Online Promotion <ul style="list-style-type: none"> 25 Apr – 25 May 2023 Promote Hong Kong via online flash sales jointly with Cathay Pacific and 6 Taiwan trade Hong Kong trade is welcome to provide special offers for Taiwan trade 													
<ul style="list-style-type: none"> Annual Trade Networking <ul style="list-style-type: none"> Mar 2024 Share upcoming year's strategies 													
MICE & Cruise													
<ul style="list-style-type: none"> Resort World One Cruise Ship Seminar <ul style="list-style-type: none"> Apr 2023 Taoyuan (B2B): promote cruise product and highlight Hong Kong new experiences Tainan City (B2C): promote cruise product and "2 nights in Hong Kong" experience 													
Consumer Promotion													
<ul style="list-style-type: none"> Media Co-op & Familiarisation <ul style="list-style-type: none"> Horoscope Outdoor Trail Media Co-op, Sep – Oct 2023 Hong Kong Wine & Dine Festival Media & KOL Familiarisation, Nov 2023 													

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