

Hong Kong Tourism Overview 2023

Trade Activities 2023/24



United Kingdom

| | 2023 | | | | | | | | | 2024 | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar |
| Trade Familiarisation | | | | | | | | | | | | |
| <ul style="list-style-type: none"> Tour Operator and Travel Agent Familiarisation <ul style="list-style-type: none"> 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 | | | | | | | | | | | | |
| 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"> Monthly Provide news and products of Hong Kong Hong Kong trade is welcome to provide product updates | | | | | | | | | | | | |
| MICE | | | | | | | | | | | | |
| <ul style="list-style-type: none"> IMEX Frankfurt <ul style="list-style-type: none"> Frankfurt, 23-25 May 2023 MEHK to co-exhibit with 21 trade partners 1-2-1 meetings and group presentations | | | | | | | | | | | | |
| <ul style="list-style-type: none"> IAPCO Study Mission and Council Meeting <ul style="list-style-type: none"> Study Mission to Hong Kong with GBA Familiarisation (8-10 PCOs), Sep 2023 Council Meeting in Hong Kong (10 PCOs), Nov 2023 | | | | | | | | | | | | |
| <ul style="list-style-type: none"> ICCA Events Participation <ul style="list-style-type: none"> The Future of Healthcare Meetings, Jun 2023 ICCA Global Association Community Forum, Sep 2023 | | | | | | | | | | | | |
| 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 and KOL | | | | | | | | | | | | |

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