



# MAINLAND CHINA

TOURISM OVERVIEW 2023 ONLY

FOR HKTB

# TOURISM OUTLOOK



**2023** as the year of tourism recovery;  
gradual resumption followed by **acceleration**



Domestic tourism to recover by **90%**; and  
outbound tourism to recover by **30-40%** in 2023



**Post 00s and 90s** driving force for outbound travel  
recovery (43%), followed by **80s** (29%)

# OBSERVATIONS



## TOURISM TREND

Politically-Friendly Destinations  
(60 Belt & Road Countries)

Beyond Tourism 旅游 +

Quality Service & Development

Proximity & Convenience



## CONSUMER TREND

Cultural Identity – China Chic

Niche & Personalised

Virtual Immersion

Watch & Go

# OPPORTUNITIES

01

Two Sessions: full support from Central Government

02

Short-distance travel fits GBA consumer needs

03

Enhanced arts and cultural experiences / offerings

04

New & revamped attractions and infrastructure

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# STRATEGIC FOCUS



Showcase HK as an

**INTERNATIONAL  
WORLD-CLASS CITY**

to drive  
destination appeal



Demonstrate HK's

**HOSPITALITY  
& FRIENDLINESS**



to enhance  
emotional bonding



Trigger visitors'

**TRAVEL DESIRE  
& INTENTION**



to boost overnight  
arrivals & spending

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# CONSUMER & DIGITAL MARKETING

Inspire aspiration to visit HK by drawing strong resonance with consumer

## LOCALISED CONTENTS



## VIRTUAL STIMULATION

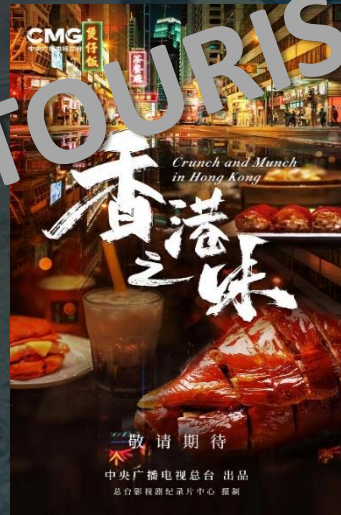


## SOCIAL AMPLIFICATION



# CONTENT PARTNERSHIP

Utilise popular platforms to tell dynamic stories of HK to appeal to young/family segments



# TRADE ENGAGEMENT

Update about HK's latest happenings & maintain visibility

## Trade Shows



National



Greater Bay Area

## Field Trips / Online Learning



Mega Trade Fam to HK



Fliggy College / Study Tour



# TRADE PARTNER PROMOTION

Collaborate with trade partners to drum up overnight stays in HK



Year-Long Quality Experience Promotion

Trip.com



New Thematic Products in Line with Core Events



Year-Long Young Segment Oriented Products Promotion



& Travel Agencies



High-Speed Rail Promotion



Integrated Airlines Co-op

# MICE HAPPENINGS

Strengthen confidence & aspiration of HK as a leading MICE destination

## DIGITAL INTERACTION



## TRADE ENGAGEMENT



## CORPORATE COLLABORATION



## CONVENTION DEVELOPMENT





THANK YOU

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