



EUROPE

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MARKET OUTLOOK

High
consumer
confidence



Bright
economic
forecasts



Promising
outlook



FOR HKTb TOURISM OVERVIEW 2023 ONLY

MARKET OUTLOOK



Strong travel demand and bookings



Restored air passenger traffic



Rising demand for long-haul destinations

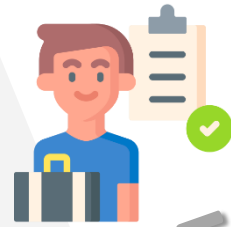


Growth driven by increased flights

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STRATEGIC FOCUSES

Organise fam trips
for trade and media



Leverage “Hello Hong Kong”
to reaffirm the city’s appeal



Target, inspire, engage
and **convert** audiences

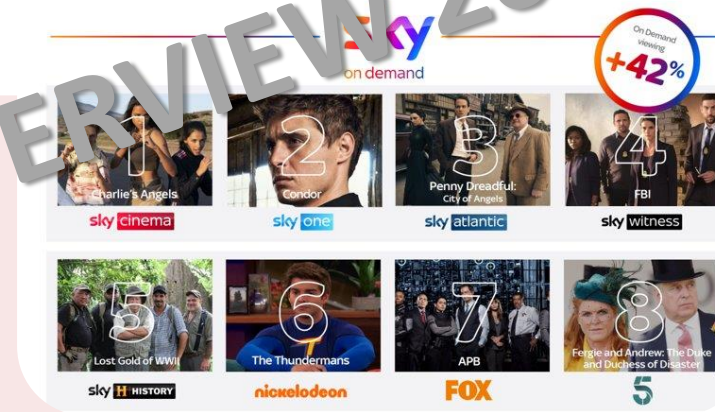


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PROGRAMMES

1 Inspire and engage

- Highlight core experiences
 - Create visual-led content
 - Leverage engaging channels
 - Partner with media, trade and KOLs



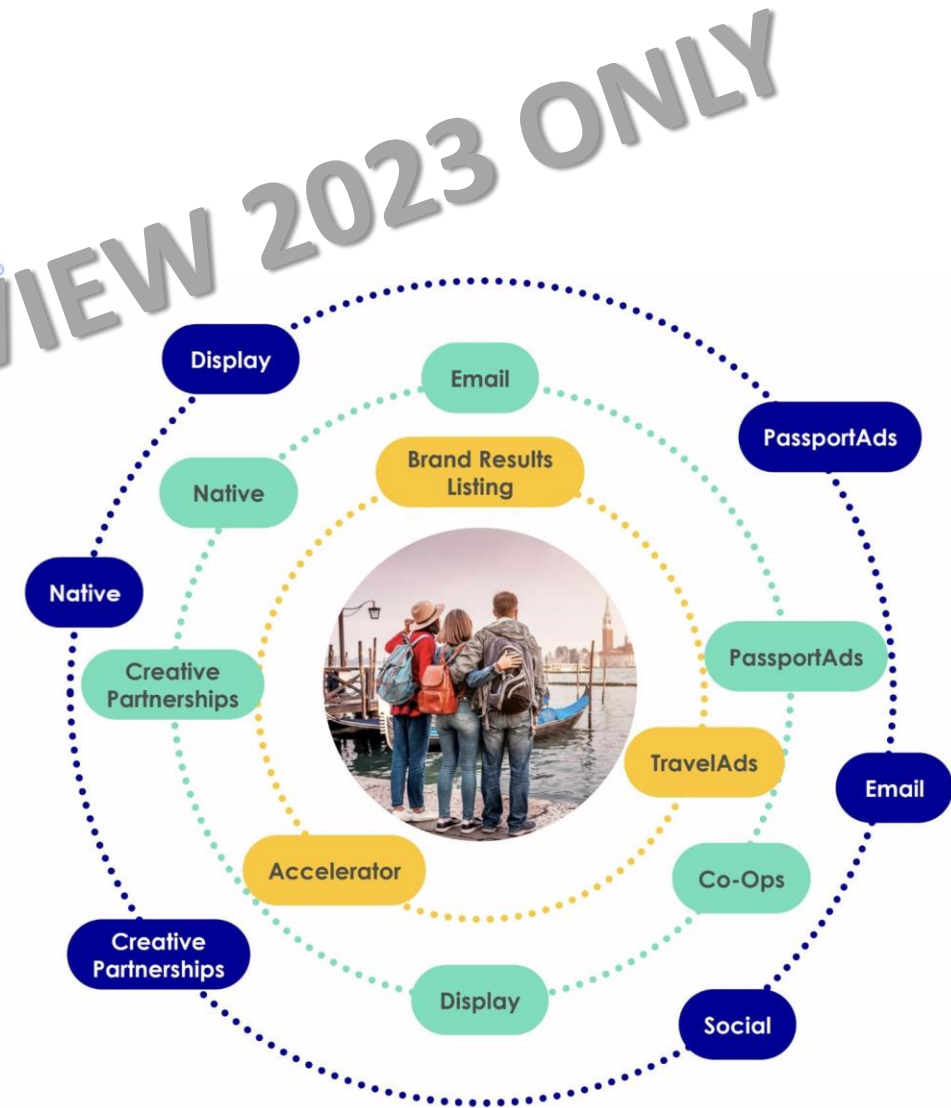
PROGRAMMES

2 Convert



- Key markets – the UK, Germany and France

3-month campaign from June 2023



3 Reconnect with partners



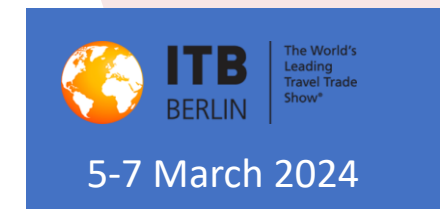
ITB
BERLIN

The World's
Leading
Travel Trade
Show®

PROGRAMMES

2023 ONLY

Trade Shows :



HELLO HONG KONG launch
MARCH 2023 - ITB, BERLIN
120 trade and media partners

3 Reconnect with partners



 Hong Kong

- Study Mission (Sep)
- Hosting the Council Meeting (Nov)

PROGRAMMES

MICE

23-25 MAY 2023

IMEX FRANKFURT



- 21 trade partners
- 2,800 hosted MICE buyers
- 9,000 visitors expected

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THANK YOU



HONG KONG
TOURISM BOARD
香港旅遊發展局