



# INDIA

Director, South Asia & Middle East

# MARKET OUTLOOK



## Bullish outlook

- Buoyant economy
- Emerging global aviation hub
  - Large affluent market



## Strong demand

- Booming outbound travel
- Young demographics
  - Confident Gen Z & millennial segments

FOR HKTB TOURISM OUTLOOK REVIEW 2023 ONLY

# MARKET OUTLOOK



Fastest growing  
outbound market

100m  
passport holders by 2025

29m trips:  
\$24b tourism spends by 2025

41% BT&MICE :  
30% VFR : 29% leisure

60% travel to Asia :  
20% travel to Europe

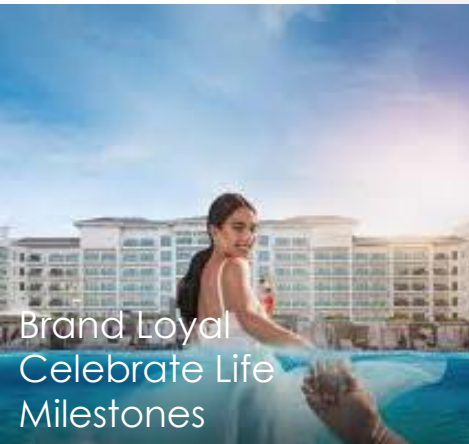
High potential for  
Hong Kong



- Cruise
- MICE
- Culinary Tourism
- Weddings
- Sports Events

# MARKET OUTLOOK

INDIAN  
a disruptive consumer



## 2023 Travel trends



Prioritising travel



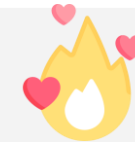
Blended travel



Travel anywhere



Slow travel



Niche is new mainstream



Set-jetting travel

RISMA OVERVIEW 2023 ONLY

# STRATEGIC FOCUSES

Stimulate demand for travel



Go creative and bold



Energise key trade partners



FOR HKTB TOURISM OVERVIEW 2023 ONLY

# PROGRAMMES

## 1 Stimulate demand for travel

Tactical promotions and partnerships

FOR HKTBT TOURISM OVERSEAS



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**Hong Kong with Resorts World One Cruise**

**INCLUSIONS**

- Two Night at Resorts World One Cruise (Balcony Cabin)
- Three Night at Harbour Grand Kowloon (Five Star)
- Daily Breakfast at Hotel
- All Meals on Board Resorts World One Cruise
- Half Day City Tour of Hong Kong on Seat in Coach
- Ocean Park Tour on Seat in Coach
- Water World Ocean Park Hong Kong on Seat in Coach
- Hong Kong Disneyland Tour on Seat in Coach
- Round Trip Airport and Cruise Transfer on Seat in Coach
- Economy Class Airfare Ex-Delhi/Mum

**Travelz FACTORY**

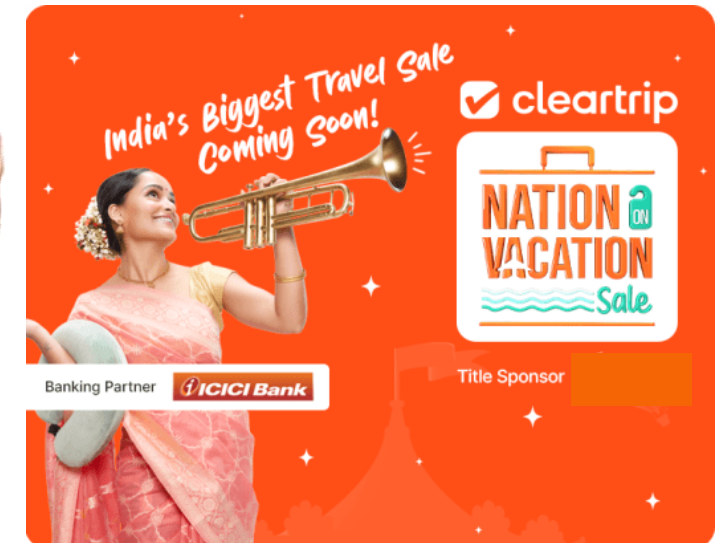
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# PROGRAMMES

## 2 Go creative and bold

Change perception about Hong Kong

FOR HKTBT TOURISM OVERVIEW 2023 ONLY



Big Billion Day "Nation On Vacation"  
September 2023 and March 2024

# PROGRAMMES

## 3 Energise key trade partners



HONG KONG

APR 2023

INDIA TRADE FAM +  
CONNECT HK



BLR, BOM, DEL

AUG 2023

3-CITY TRAVEL MISSION



DELHI

FEB 2024

HK PAVILION @ SATTE





FOR HKT  
B TOURISM OVERVIEW 2023 ONLY

THANK YOU



HONG KONG  
TOURISM BOARD  
香港旅遊發展局