



FOR HKTB TOURISM OVERVIEW 2023 ONLY

# JAPAN

Kazunori Hori, Regional Director

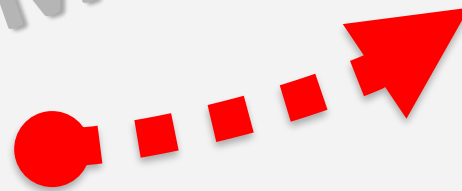
# MARKET OUTLOOK

Strong  
inbound recovery



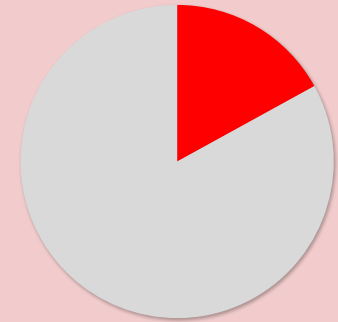
**55%**  
of pre-pandemic  
level

Rebounding  
outbound travel



**30%**  
of pre-pandemic  
level

Lower passport  
penetration



**17%**  
of population

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# MARKET OUTLOOK

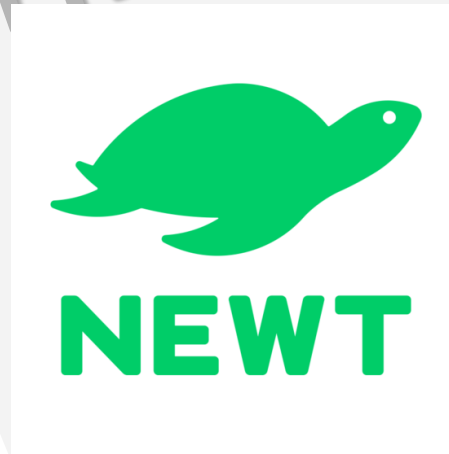
## Polarised trade models

Legacy big names



- Mass volume
- Strong consumer trust

Emerging OTAs



- Flexible tour products
- Tactical consumer reach

MARKET OVERVIEW 2023 ONLY

# MARKET OUTLOOK

Overseas travel  
= "Expensive"



"Wait" and see

Sensitive?



ONLY

**Consumer Sentiment**  
(= Our Challenges)



Our  
**FOCUS**



is to

**RESTORE**

**Confidence**

of both trade and consumers

FOR HKTB TOURISM OVERVIEW



# STRATEGIC FOCUSES

## Develop attractive tour products



Connect travel agents and suppliers



Work closely with airlines

## "Seeing is Believing" - Trade Fam



Organise more fams for travel agents

## Endorsement from Influencers



Engage influential TV channels

FOR HKTB TOURISM OVERVIEW 2023 ONLY

# PROGRAMMES

## 1 Trade

Travel Mission  
(Jun)



JATA  
Tourism EXPO  
(Oct)



FAM Tours  
(year-round)



TRISM OVERVIEW 2023 ONLY

# 2 Consumers

TV  
endorsement



# PROGRAMMES

Influencers'  
endorsement



INTERVIEW 2023 ONLY



FOR HKT  
B TOURISM OVERVIEW 2023 ONLY

THANK YOU



HONG KONG  
TOURISM BOARD  
香港旅遊發展局