



FOR HKTB TOURISM OVERVIEW 2023 ONLY

KOREA

Kim Yoon Ho, Director

MARKET OUTLOOK

Fast Outbound Recovery

Air Capacity

(54% of pre-pandemic level)
→ 80% by end 2023

Air Passenger

(58% of pre-pandemic level)

Korean Outbound

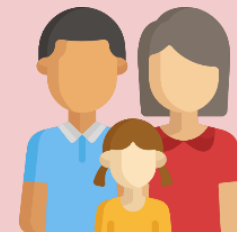
(61% of pre-pandemic level)

(as of Jan 2023)



More gatherings post-pandemic

Family, friends,
couples > singles



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MARKET OUTLOOK



Interest Shifting to HK

Top 3 Outbound:
Japan > Vietnam > Thailand



Polarisation:
Low-price vs luxury



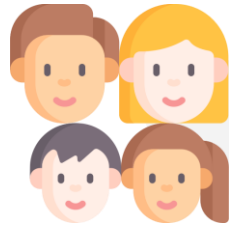
Gloomy Korean economy

2023 GDP Outlook: 1.6% growth
Exchange Rate: 20% depreciation

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STRATEGIC FOCUSES

Inspire and create travel urgency to HK

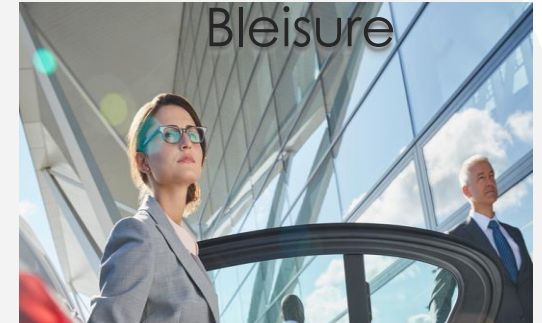


Attract more family travel

Engage fun social viral content targeting MZ Generation



Key Target Segments



PROGRAMMES

1 TV Media Co-op



KBS Walk into the world (Mar)



YouTube: Star Chef Mr. Paik Jong Won (Mar – Apr)



KBS The Return of Superman (May)



KBS Fun-Staurant (May)



EBS Travel like a Local (Jun)



Explore most-watched Korean TV shows

2 HK Family Fun Promotion

Family Fun in HK (May-Jul):
TV + Family Offer



KBS The Return of Superman (May)



Naun's Family Trip to HK



OTA Co-op

- Family hotel offers
- Attraction offers
- Culinary experiences
- Family activities
- HK Goodies

Family Tour Packages

- TV Homeshopping

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PROGRAMMES

2 HK Family Fun Promotion

Hello Hong Kong Family Week (Aug)

- Project HK's charm via 20M media wall & 78M panoramic screen
- Onsite HK Food Truck + HK Pop-up Zone + Performance & Parade
- Family travel offers via Shinsegae's online distribution platforms



PROGRAMMES

3 Social Viral Promotion

TV + HK Staycation (Jun23 –Jan24)



Consumer Voting for most want-to-visit places in HK



OTT TVING Exchange Love (Nov, TBC)



EBS Travel like a Local (Jun)



HK “Staycation”
OTA Co-op

- Jun-Aug & Nov-Jan
- Hotel offers
- Attraction offers
- Culinary experiences
- Unique local experiences
- HK Goodies

3 Social Viral Promotion

Seeing is Believing: “Find Your HK & Go” (Jun onwards)

- HK Themed Tour for MZs with different travel tastes
- 6 different themed tours
- 11 social influencers visit HK, develop a tour programme, recruit travellers and travel together with same taste



Culinary

Arts & culture

City oasis

New experiences

Most IGable spots in HK

Self-Reward experiences



4 Major Trade Activities

Travel Fairs

SITF@Seoul (4-7 May) BITF@Busan (6-9 Oct)



Trade Fams / Connect HK

MICE Agents Fam & Connect HK (May)

Trade Fam & Connect HK (Sep)

Great Outdoors HK Trade Fam (Nov)



Trade Seminars

Seoul & Busan travel agents

MICE/ Corporate end-users



FOR HKT
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THANK YOU



HONG KONG
TOURISM BOARD
香港旅遊發展局