

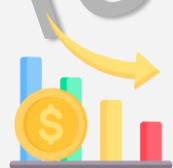
# NORTH AMERICA

Michael Lim  
Director, Canada, C & S Americas



# MARKET OUTLOOK

Sluggish economy



Airlines and airports under operational pressure



Growing interest in Hong Kong



**US**

Capacity modest till summer except NY/JFK



**Canada**

Capacity remains a challenge; stagnant till summer

# STRATEGIC FOCUSES

**Reinvigorate** Hong Kong as  
a “must-see” destination



**Cultivate and convert** Gen Z/Millennial  
and the affluent



**Influence and motivate** Bizcation



FOR HKIB TOURISM OVERVIEW 2023 ONLY

# PROGRAMMES

## 1 Hong Kong as a “must-see”

Regional



Hello HK Hub  
Partnership



US



Conde Nast Group  
Content Hubs

Canada

Hello  
Hong Kong

Partnerships



FAIRCHILD MEDIA GROUP  
新時代傳媒集團



SING TAO  
Media Group Canada

NARCITY

TORONTO STAR

FOR THE TOURISM INTERVIEW 2023 ONLY

## 2 Cultivate & Convert

Regional

**Expedia**

Long-haul full-funnel campaign

**Visa Infinite**

Exclusive luxury packages



US

Digital content partnerships

Programmatic videos



Canada

Integrated power media partnerships



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## 3 Bizcation: Play & Stay

### Regional

- Forge HK Family & HK Association Activities
- Lead HKTBC/CX On-The-Road Corporate Workshops
- Build strategic partnerships/1<sup>st</sup> party data
- Leverage business verticals in programmatic videos

