



SOUTHEAST ASIA UPDATE

FOR HKTB TOURIST OVERVIEW 2023 ONLY

SOUTHEAST ASIA MARKET OUTLOOK



STABLE GDP GROWTH



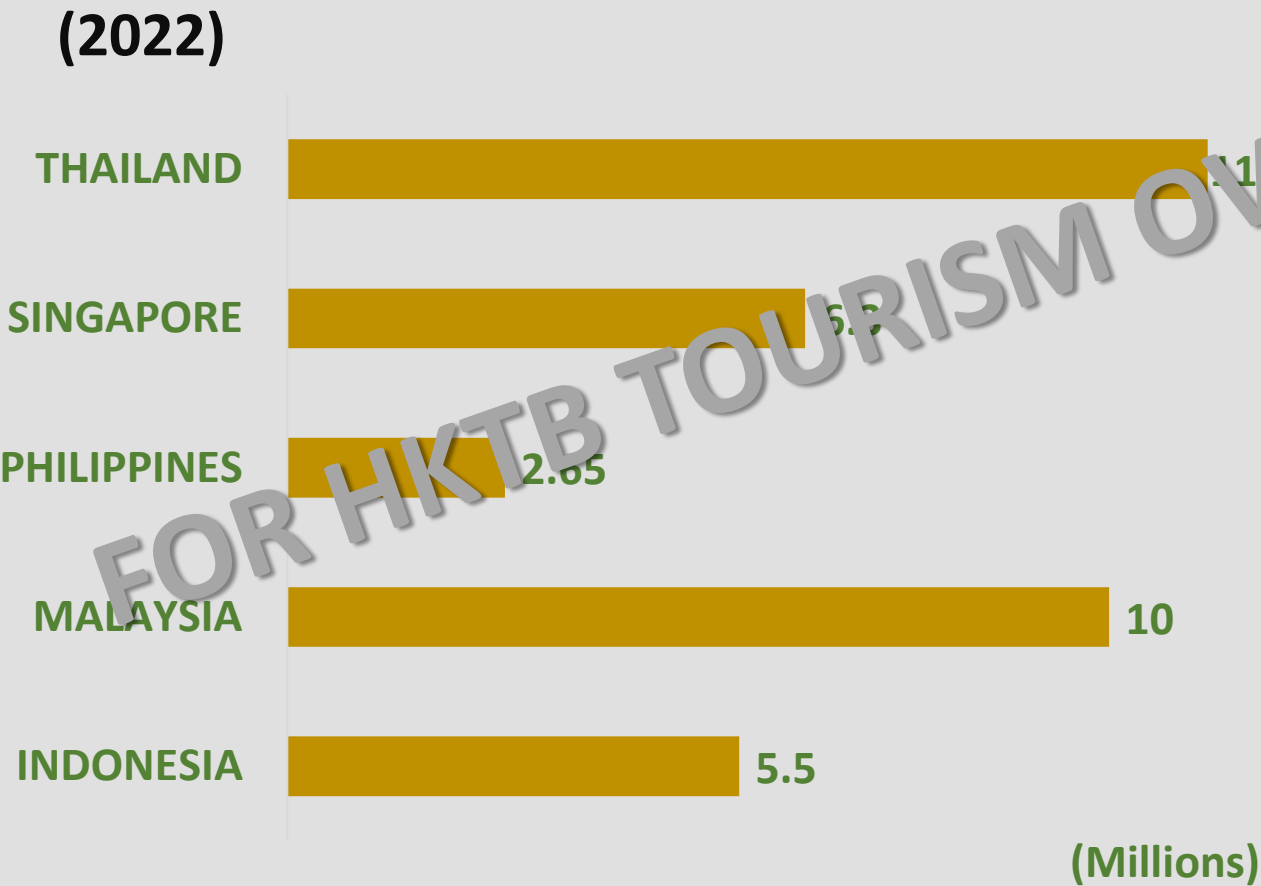
CURRENCY REBOUND



NEUTRAL POLITICAL SITUATION

FOR HKTB TOURISM OVERVIEW 2023 ONLY

VISITOR ARRIVALS TO SOUTHEAST ASIA



Source : OAG

FLIGHT CAPACITY TO HK

RESUMPTION



Source : OAG

HELLO HONG KONG FROM SOUTHEAST ASIA



1100+ Positive
Media Coverages



Engaged **750**
Trade Partners

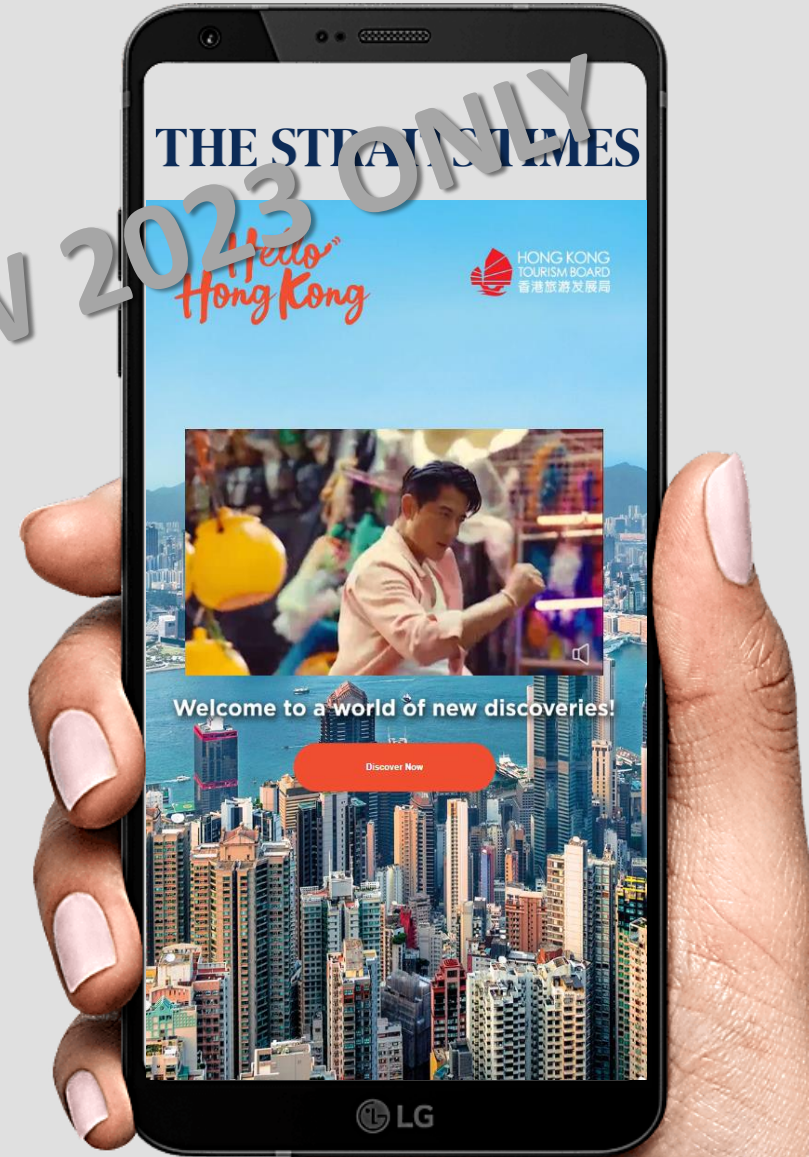


100+ HK Super Fans
& Influencers

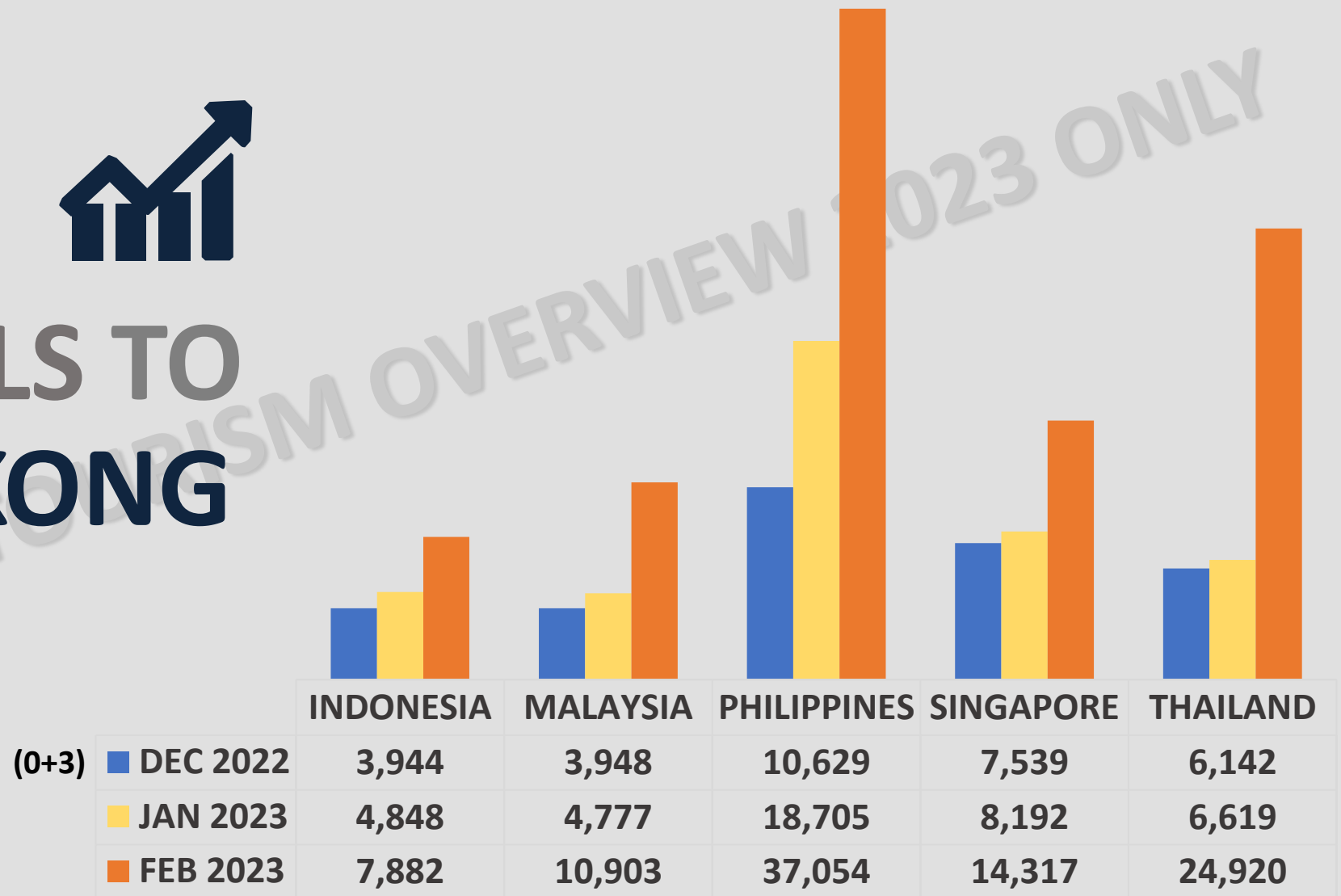


Reached out to
100M consumers





VISITOR ARRIVALS TO HONG KONG



**RAMP UP
VISIBILITY**



**MAXIMISE
CONVERSION**



**BUILD
POTENTIAL**

FOR HKT
TOURISM OVERVIEW 2023 ONLY

RAMP UP VISIBILITY



**TV & MOVIE
PRODUCTIONS**



**HK SUPERFANS &
CELEBRITIES VISITS**



**THEMATIC
FAMILIARISATION TRIPS**

FOR HKT B TOURISM OVERVIEW 2023 ONLY

MAXIMISE CONVERSION & ENGAGEMENT

B2C



- Always-On Trade Collaborations
- Consumer Travel Fairs
- Government Promotion @ Jakarta

B2B



- Hong Kong Travel Missions
 - May: Kuala Lumpur & Manila
 - Jul: Jakarta & Bangkok

MICE



BUILD POTENTIAL

- MICE Trade Lunch Events (SEA)
- IT&CM Asia (Bangkok) - Sep
- MICE Connect Hong Kong – Oct



BUILD POTENTIAL

- Ramadan Trade & Media Event – Apr
- Muslim Trade & Media Fam
- Muslim Media Collaboration

MUSLIM TRAVEL





THANK YOU