



FOR HKTB TOURISM OVERVIEW 2023 ONLY

TAIWAN

Winnie Shyu, Director

MARKET OUTLOOK

2024
presidential
election



2.12%
GDP



Post-pandemic trends

Key segment:

- 45% outbound travellers in 30-49 age group, in mid-career or higher

Interest:

- Gourmet
- Discover new attractions
- Cultural experiences
- Wellness

MARKET OUTLOOK

Air capacity at **41%** of pre-pandemic level



Renewed interest in Hong Kong

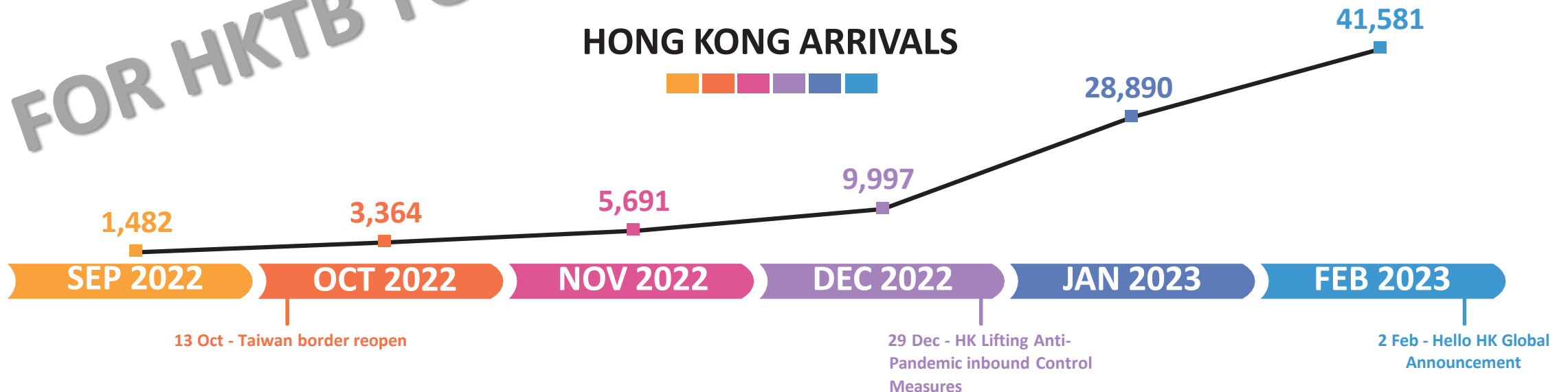


Increasing arrivals since Christmas and New Year Countdown



Growing momentum

HONG KONG ARRIVALS



STRATEGIC FOCUSES

Highlight the city's new image and **infinite reasons to visit Hong Kong**



Increase exposure through trade activities and influencers

Ride on **cruise opportunities**



Infinite reasons to visit HK 去香港的N個理由

1

- Hello Hong Kong
- Women's Month Trade co-op (March)
- Appreciation month (May) 感恩月



2

- Must-try delicacies
- Taipei Tourism Exposition (TTE)
- Reconnect Iconic HK 香港·聲歷其境



Infinite reasons to visit HK 去香港的N個理由

3

- Horoscope Outdoor Trail
- Unmissable events



4

- 2023 Taipei International Travel Fair
- Trade tactical co-ops



PROGRAMMES

Cruises

- Leverage **Resorts World One's** HK and Taiwan double homeport
- **78 sailings** year-round
- **5D4N** HK experience



Create demand and desire
via trade seminars and KOLs

PROGRAMMES

Q1

Q2

Q3

Q4

Participate in
Travel Fairs



Co-op with
Trade & Airline



Host Trade Fairs



Promote Cruise



