

# MARKET UPDATE

FOR HKTB TOURISM OVERVIEW 2023 ONLY





景区内管理秩序

Smoking areas within of  
Wuyuan scenic zone

To ensure the convenience of the scenic zone  
and protect environment, we advise all the  
visitors, you should be aware of the  
regulations, we have made the following  
rules:

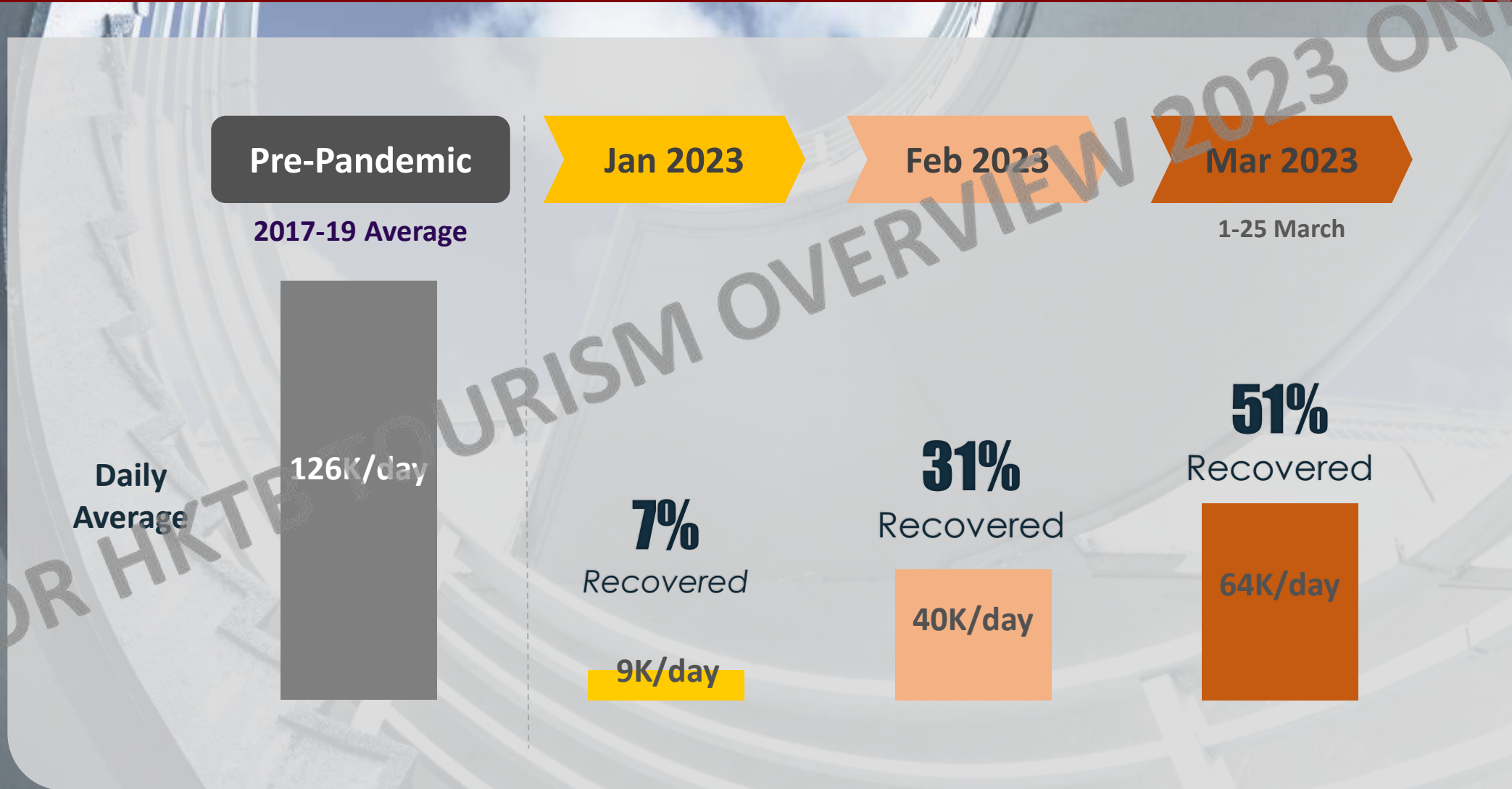
1. No to eat, drink or smoke in the scenic zone  
in the scenic zone.
2. There are some walking paths, do not  
walk on them.
3. Please get yourself into and out of the scenic  
zone.
4. Please keep the scenic zone quiet.
5. Please keep the scenic zone tidy, do not  
leave any trash.
6. The scenic zone should be protected by the  
visitors, do not touch the scenic zone.
7. The scenic zone should be protected by the  
visitors, do not touch the scenic zone.
8. The scenic zone should be protected by the  
visitors, do not touch the scenic zone.

FOR HKTb TOURISM OVERVIEW 2023 ONLY

# MAINLAND

## MARKET READINGS & STRATEGY

# MAINLAND VISITOR ARRIVALS TO HK



Pre-Pandemic

2017-19 Average

Daily Average

126K/day

Jan 2023

7%

Recovered

9K/day

Feb 2023

31%

Recovered

40K/day

Mar 2023

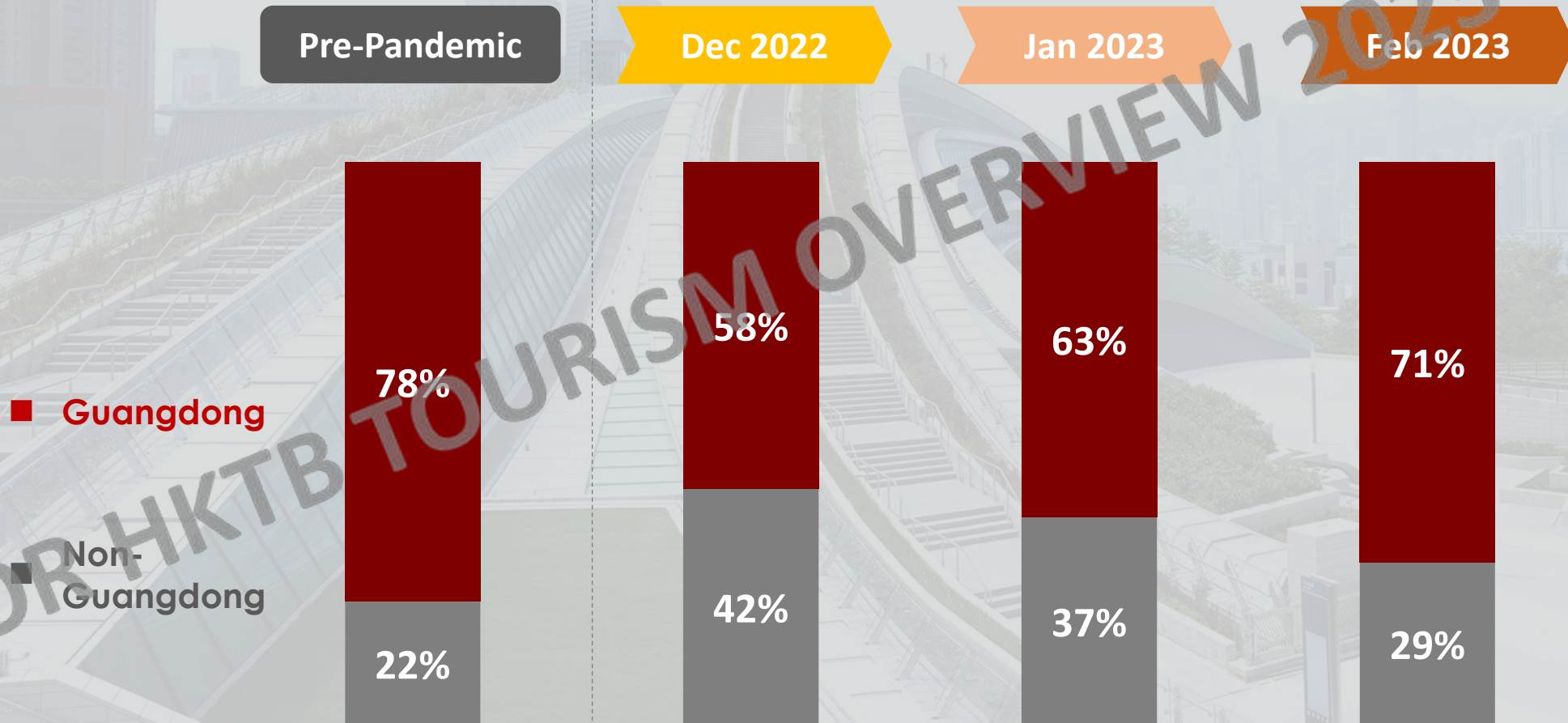
1-25 March

51%

Recovered

64K/day

# MAINLAND VISITOR ARRIVALS TO HK

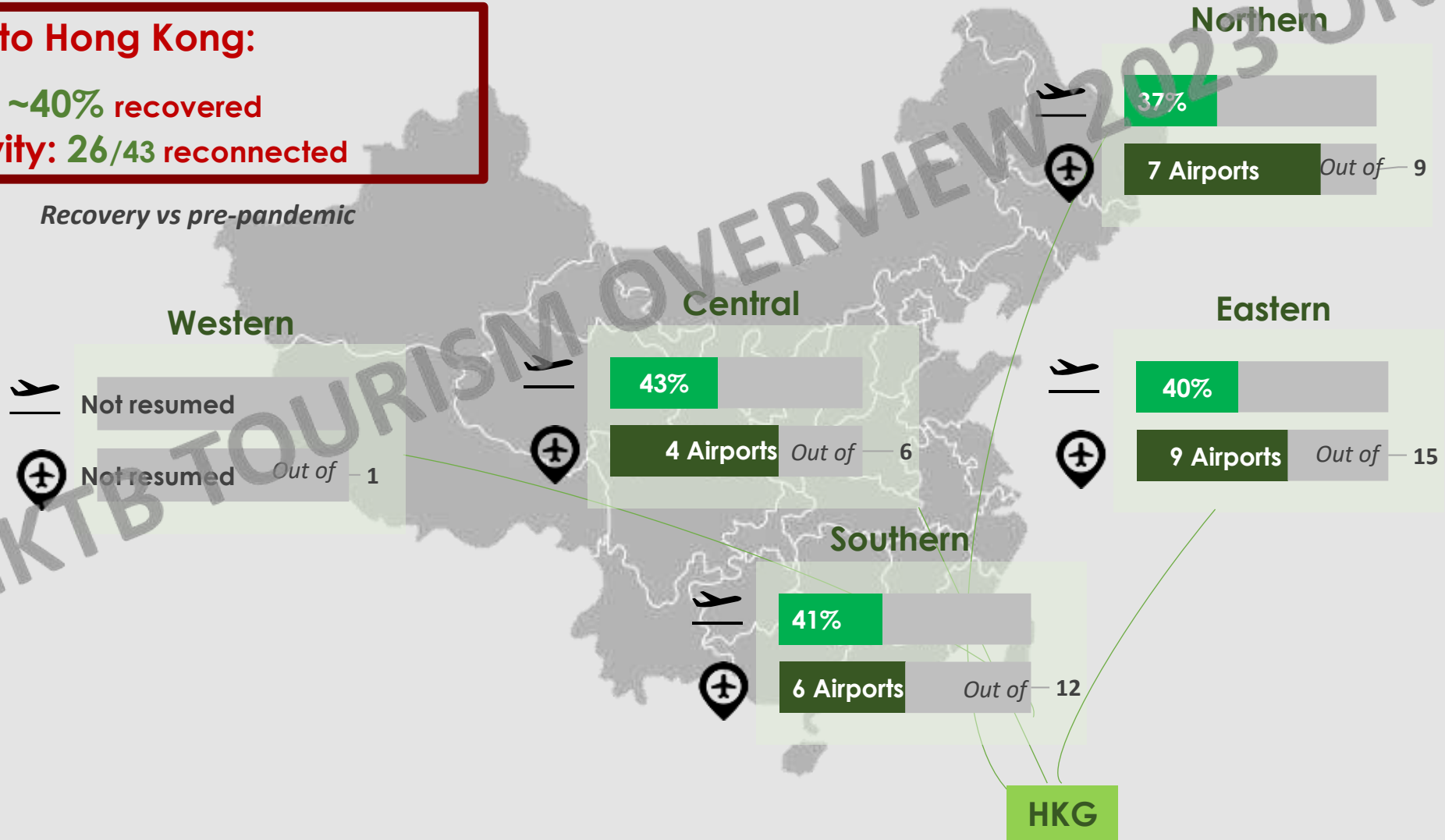


Source: DVS Survey; Immigration Department & deduced by HKTB

# LIMITED AIR CAPACITY FROM NON-GUANGDONG

**Mainland to Hong Kong:**  
**Capacity: ~40% recovered**  
**Connectivity: 26/43 reconnected**

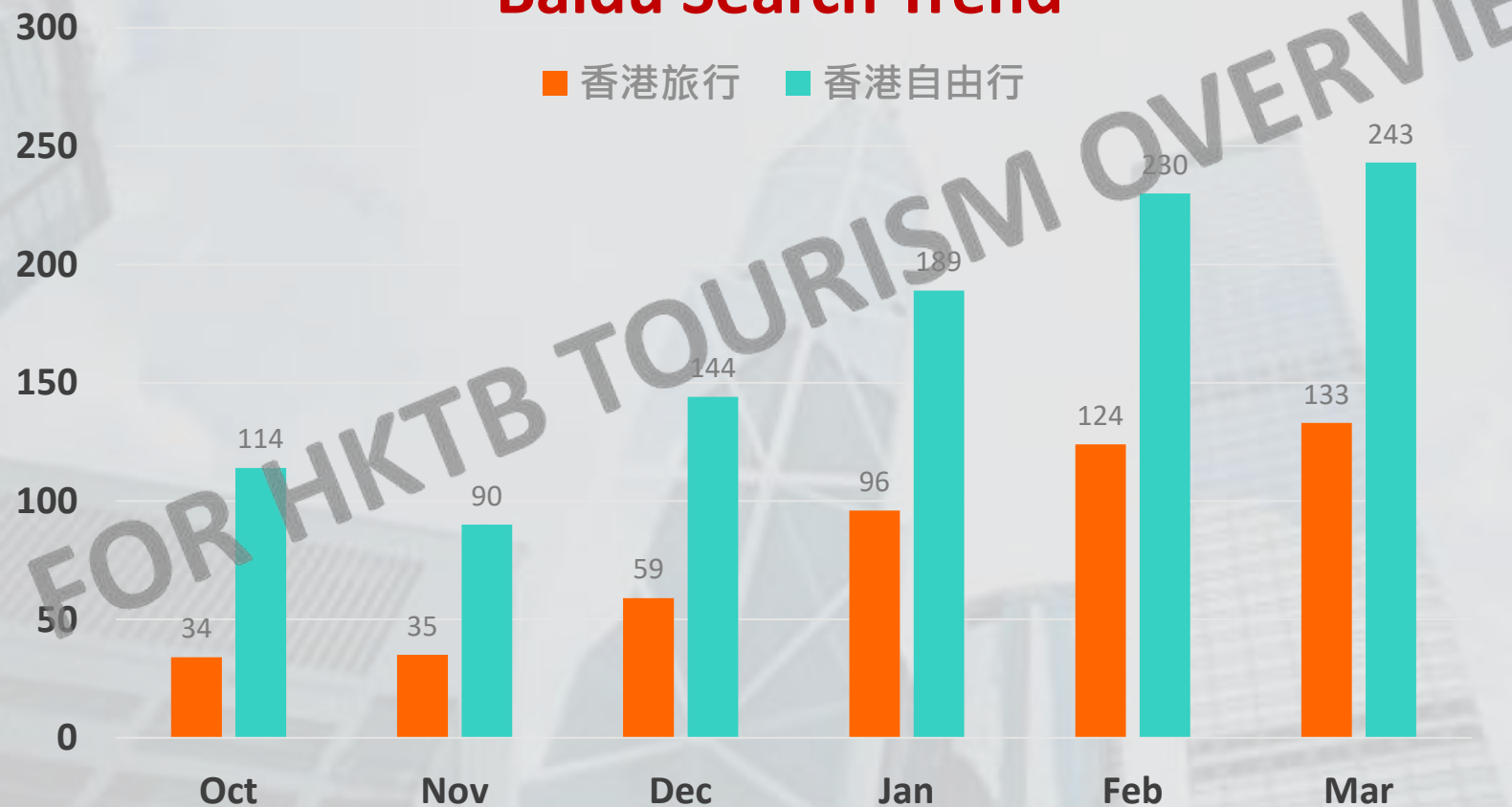
*Recovery vs pre-pandemic*



# HIGH INTEREST IN TRAVELLING TO HK

## HIGH SURGE ON SOCIAL SEARCH

### Baidu Search Trend



### GBA Travellers

show the highest travel intention



### Age 20-39

is the largest searching group

# MAINLAND STRATEGY

1



Convert  
Same day To  
Overnight Arrivals

2



Promote  
Welcoming  
Image Of HK

FOR HKTB TOURISM OVERVIEW 2023 ONLY

# MAINLAND

Promote In-depth and  
Immersive Travel Experiences

1



Convert  
Same day To  
Overnight Arrivals





# MAINLAND

2



Promote  
Welcoming  
Image Of HK

## Amplification of Positive Stories





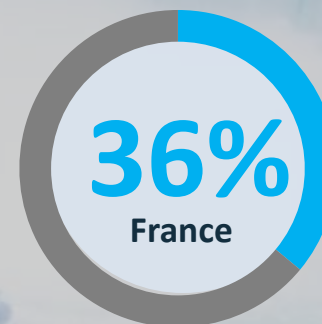
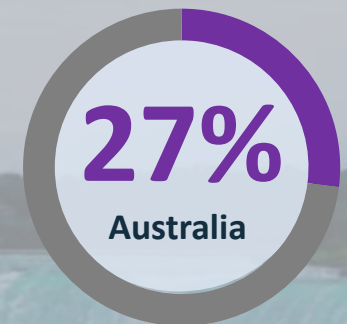
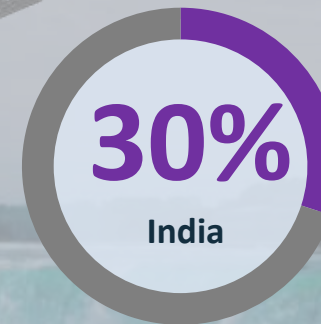
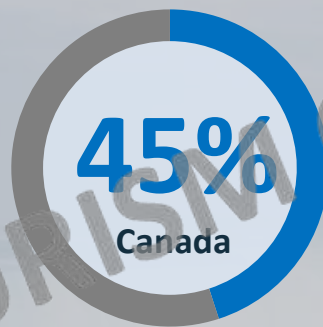
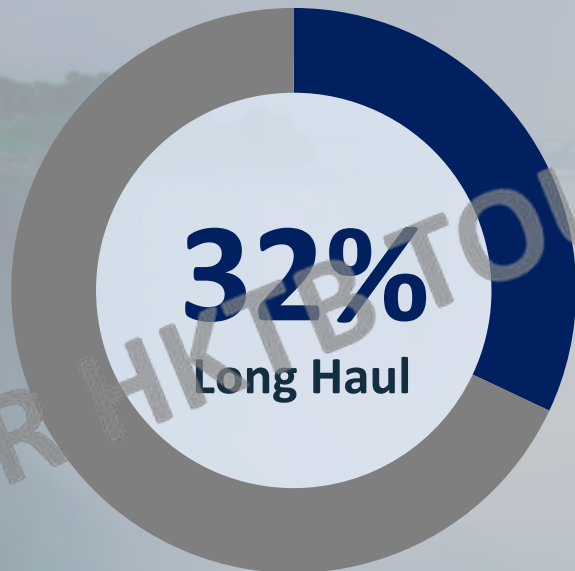
# LONG-HAUL

## MARKET READINGS & STRATEGY

FOR HKT  
TOURISM OVERVIEW 2023 ONLY

# LONG-HAUL VISITOR ARRIVALS TO HK

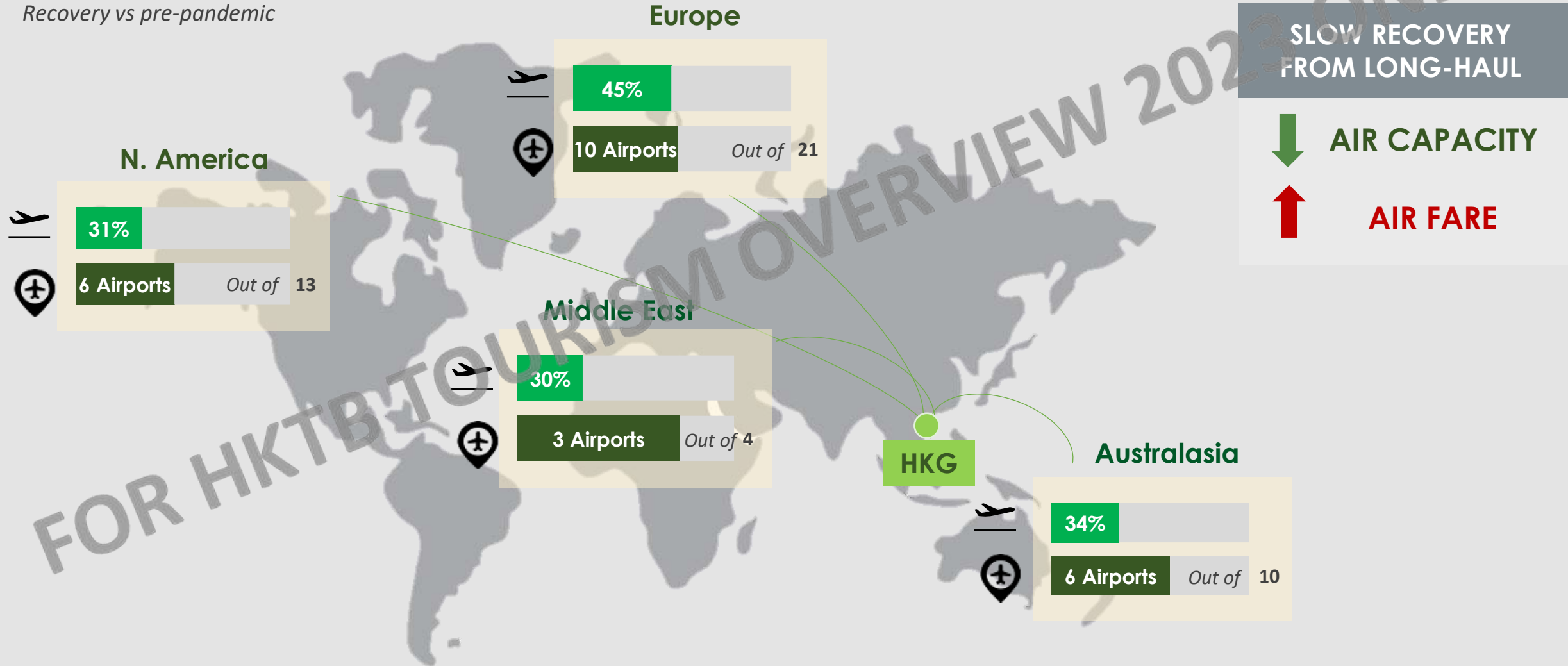
Recovery as of 25 Mar  
in Comparison to Pre-pandemic



FOR HKTB TOURISM OVERVIEW 2023 ONLY

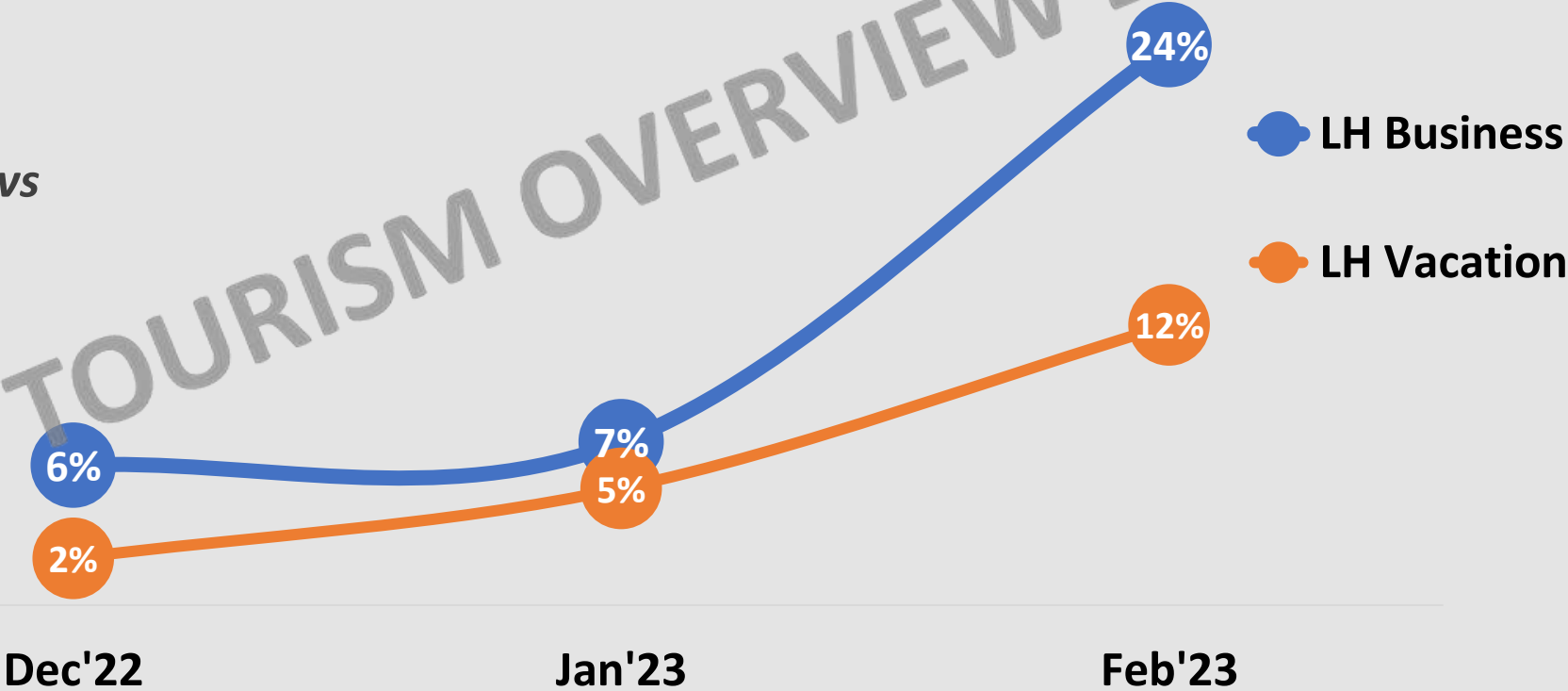
# AIR CAPACITY & CONNECTIVITY

Recovery vs pre-pandemic



# STEADY RETURN OF BUSINESS TRAVELLERS

*% of Recovery vs  
Pre-Pandemic*



FOR HKTB TOURISM OVERVIEW 2023 ONLY

# MARKET STRATEGY

1



Put HK Back On  
**Travellers'**  
**Wish Lists**

2



**Extend the Stay of**  
**Essential**  
**Travellers**

FOR HKTB TOURISM OVERVIEW 2023 ONLY

# LONG-HAUL

1



Put HK Back On  
Travellers'  
Wish Lists

## Raise Destination Awareness

Reinvigorate Hong Kong as a  
“Must-See” Destination in Asia Itineraries



# LONG-HAUL

# 2



**Extend the Stay of  
Essential  
Travellers**

## “Bleisure”: Business + Leisure

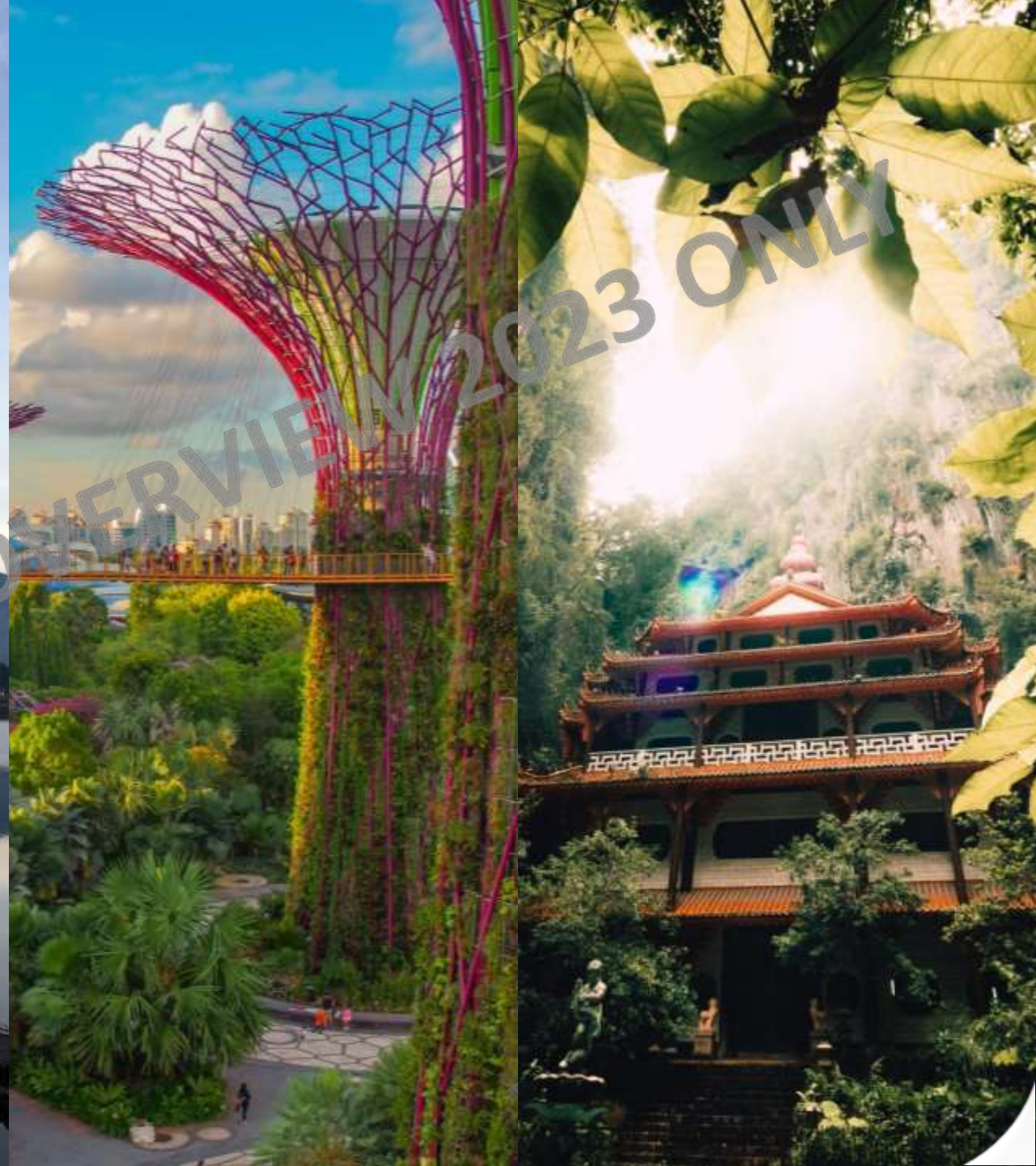
Influence & Motivate Business Travellers  
to Stay and Experience More





# SHORT-HAUL

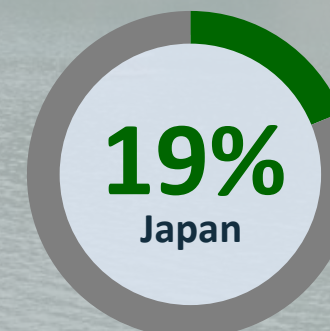
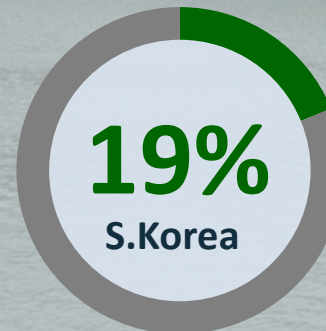
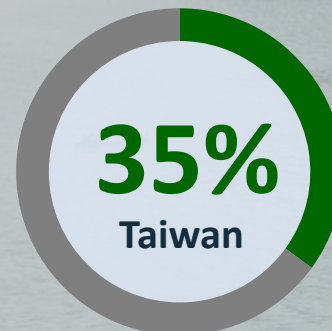
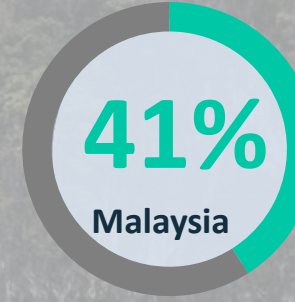
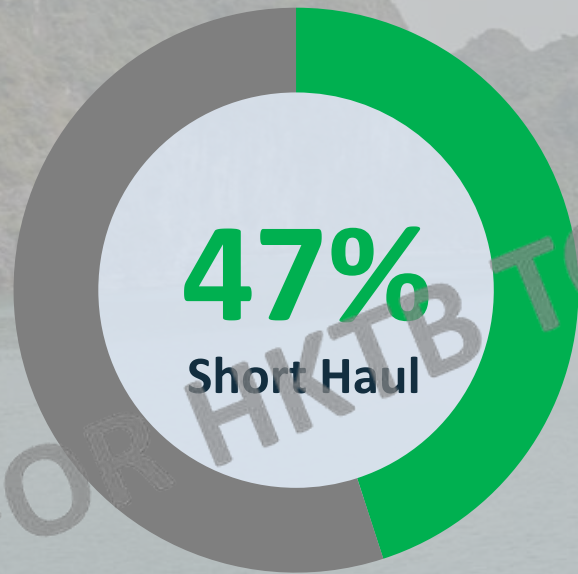
## MARKET READINGS & STRATEGY



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# SHORT-HAUL VISITOR ARRIVALS TO HK

Recovery as of 25 Mar  
in Comparison to Pre-pandemic



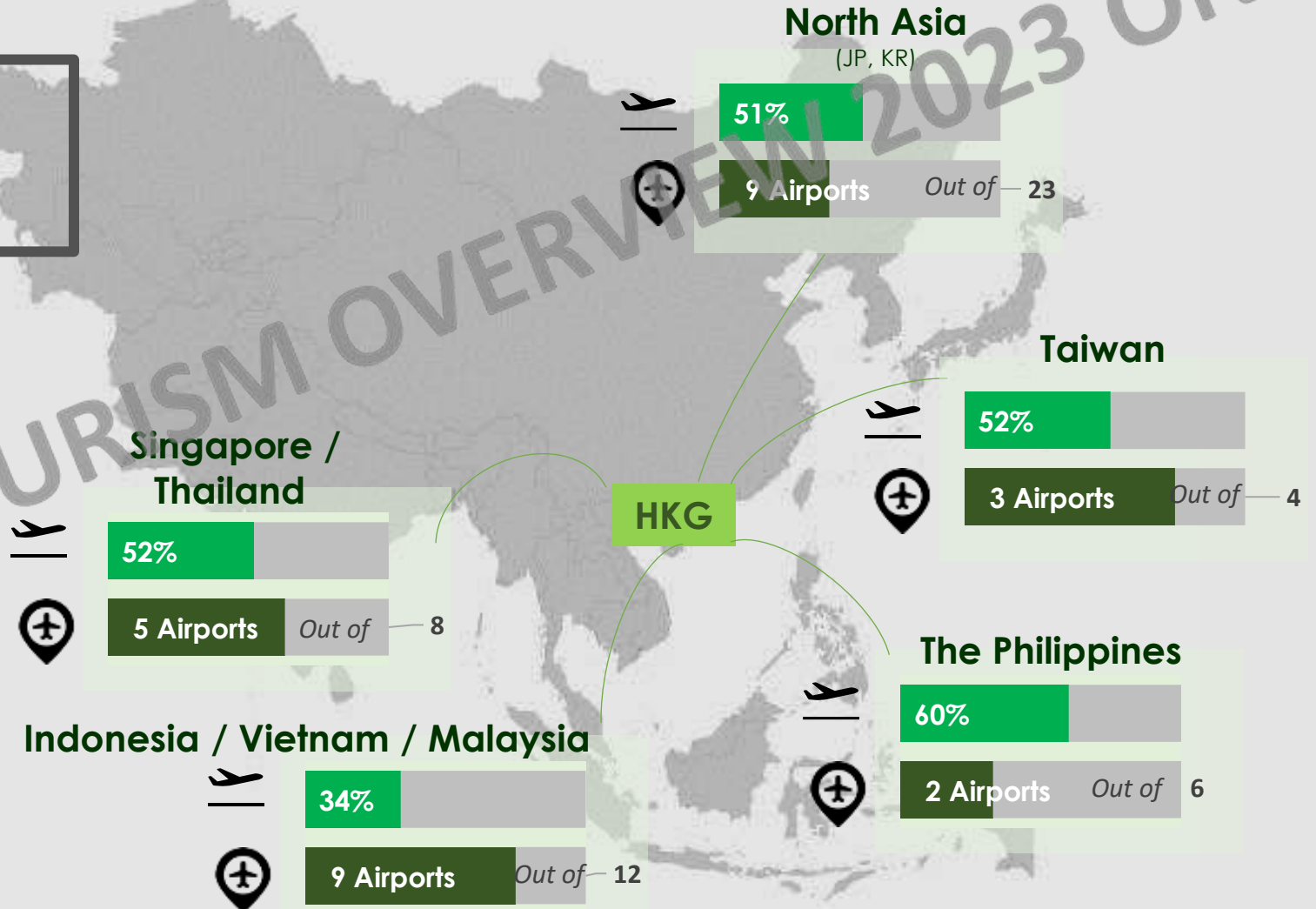
# AIR CAPACITY & CONNECTIVITY

Key Asian source markets to HK:

Capacity: **~50%** recovered

Connectivity: **28/53** reconnected

*Recovery vs pre-pandemic*



FOR HKT B TOURISM OVERVIEW 2023 ONLY

# MARKET STRATEGY

1



**Ramp Up  
Visibility  
Energetically**

2



**Maximise  
Conversion &  
Engagement**

1



Ramp Up  
Visibility  
Energetically

# SHORT-HAUL

Build Presence to Mark Hong Kong's Comeback



Create Unique Hong Kong Stories with  
Celebrities' Endorsement



# SHORT-HAUL

# 2



Maximise  
Conversion &  
Engagement

## Highlight New Attractions



## Tailored Thematic Promotions



# HK ARTS SCENE COVERAGE BY SHORT-HAUL

Art Basel Hong Kong: Galleries welcome international visitors in first full-scale edition since 2019

## THE STRAITS TIMES

### Art Basel Hong Kong: Galleries welcome international visitors in first full-scale edition since 2019

Mengok Karya Seni Yayoi Kusama di Museum M+ Hong Kong

6 Underrated Art Museums, Galleries, and Installations to Visit in Hong Kong

## MANILA BULLETIN

### Hong Kong celebrates art big time

Art connoisseurs have a lot to look forward to

## THE BUSINESS TIMES

### Hong Kong affirms pole position as art market hub with sizzling sales figures

ART BASEL HONG KONG ROARS BACK

## PRESTIGE

### Art Basel Hong Kong 2023 is back with a Bang

HONG KONG CELEBRATES ART BIG TIME  
Art connoisseurs have a lot to look for

联合早报  
LIANHE ZAORAO

## 踏上艺文之旅

续写香港故事



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