

HKTB Hong Kong Tourism Overview 2023

Q&A Session

Q1: Does HKTB have any community and academic engagement in tourism development?

- HKTB works very closely with the entire travel trade, stakeholders (academics from tourism and other fields e.g. economic and Mainland experts), and our local community.
- HKTB sets up the Youth Academy to collaborate closely with different universities, schools and youth groups to organise programmes and seminars for connecting the youth and tourism.

Q2: How does the HKTB address the issue of the emergence of low-end tour groups in neighbourhoods recently that may cause disturbance?

- HKTB is concerned about the issue. The government has been trying to better organise the travel trade, with more scheduling and booking so that there will be staggered visit times for different tour groups to ensure that there will not be a concentration in any one area in any specific time slot.
- Hong Kong welcomes all visitors regardless of their origin or spending in Hong Kong. As the host we should show every hospitality and offer every visitor a great experience.
- HKTB will work with trade partners to ensure that tours are organised and well arranged to mitigate disturbance to the daily life of the local community.

Q3: Are there any plans to nurture in-depth tourism?

- HKTB has explored in-depth tourism during the pandemic. We have launched the Spend-to-Redeem Local Tours to encourage travel agents to offer new products with novel experiences.
- HKTB provides rich information about in-depth travel through the Discover Hong Kong website, and has launched various promotions on “Hong Kong Neighbourhoods” in recent years, such as West Kowloon, Sham Shui Po and Old Town Central, to provide visitors with experiential offerings.

Q4: How to grow sustainable travel in Hong Kong? Is there any long-term plan?

- Looking ahead, HKTB will encourage the use of Hong Kong’s waters, harbour and marine tourism, as well as in-depth tourism, arts and cultural heritage.
- HKTB’s worldwide offices also support the promotion of these in-depth experiences, such as heritage tourism and neighbourhoods.

Q5: Other travel trade partners are also running their own awareness campaigns to bring tourists back to Hong Kong. What can we do to ensure that the message is consistent to the international audience?

- We encourage the trade partners to adopt the idea of “Hello Hong Kong” for their promotions. Trade members can also join the HKTB overseas trade missions for joint promotions.

Q6: The annual visitor arrival forecast is 25.8 million for 2023? Do you see this as an optimistic number or a conservative number?

- The forecast was made in January before travel resumption and the launch of “Hello Hong Kong”.
- The recovery pace is better than expected, and there is always a ramp-up period before fully restored. We can expect a more optimistic number. However, actual arrival is still subject to factors such as air capacity, hotel capacity, prices, economy, manpower shortage.

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