

# Hong Kong Tourism Overview 2024

## Trade Activities 2024/25

### France

	2024												2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
<b>Trade Show</b>															
<ul style="list-style-type: none"> <li><b>ELUCEO – for Groups, Associations and Work Councils</b> <ul style="list-style-type: none"> <li>10 - 11 Apr 24</li> <li>Shared booth with key French group tour-operator PARTIR</li> <li>Present Hong Kong to decision-makers and encourage group bookings to Hong Kong</li> <li>Hong Kong trade is welcome to provide product updates</li> </ul> </li> </ul>															
<b>Trade Familiarisation</b>															
<ul style="list-style-type: none"> <li><b>Tour Operator and Travel Agent FAM</b> <ul style="list-style-type: none"> <li>Oct 24 (TBC)</li> <li>Invite product managers from major tour operators to develop new Hong Kong products</li> <li>Hong Kong trade is welcome to sponsor</li> </ul> </li> </ul>															
<b>Trade Promotion</b>															
<ul style="list-style-type: none"> <li><b>Trade Product Training</b> <ul style="list-style-type: none"> <li>Year-round</li> <li>Planned webinars, workshops and in-house training</li> <li>For wholesalers, tour operators, travel agencies and airlines</li> <li>Hong Kong trade is welcome to provide product updates</li> </ul> </li> </ul>															
<b>Consumer Promotion</b>															
<ul style="list-style-type: none"> <li><b>Media &amp; Social FAM</b> <ul style="list-style-type: none"> <li>Ongoing</li> <li>Support individual press trips for media, Hong Kong Super Fan and KOL</li> <li>Hong Kong trade is welcome to sponsor</li> </ul> </li> </ul>															

Details of the above activities are subject to change. Please visit [PartnerNet.hktb.com](https://PartnerNet.hktb.com) for the latest update.