

Hong Kong Tourism Overview 2024

Trade Activities 2024/25

Germany

	2024												2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar				
Trade Show																
<ul style="list-style-type: none"> ITB Berlin 2025 <ul style="list-style-type: none"> 4 - 6 Mar 25 World's leading travel trade show 																
Consumer Promotion																
<ul style="list-style-type: none"> Digital Campaigns <ul style="list-style-type: none"> Year-round arts, culinary and GOHK promotion: thematic & tactical 																
<ul style="list-style-type: none"> Media, Super Fan, KOL Engagement & FAMs, Apr - May, Sep - Nov 24, Jan - Feb 25 <ul style="list-style-type: none"> Media FAMs (individual press trips) TV production (broadcasting period Sep 24) 																
<ul style="list-style-type: none"> Media Co-ops <ul style="list-style-type: none"> Combination of article promotion, display advertising, interactive content, vertical videos and social promotion on various lifestyle portals 																

Details of the above activities are subject to change. Please visit PartnerNet.hktb.com for the latest update.