## Hong Kong Tourism Overview 2024

Trade Activities 2024/25

### HONG KONG TOURISM BOARD 香港旅遊發展局

## India

		2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Trade Show													
• SATTE 2025													
<ul> <li>New Delhi, 19 - 21 Feb 25</li> </ul>													
Trade Familiarisation													
<ul> <li>Pan-India Product Managers Trade FAM</li> <li>Pan-India trade delegation, Oct 24</li> <li>Leading OTA, Pan-India &amp; regional tour operators</li> <li>Connect Hong Kong session</li> </ul>													
MICE & Cruise	·												
MEHK Mega Trade FAM													
<ul><li>23 - 26 Apr 24</li><li>Participation of top-tier Indian MICE agencies</li></ul>													
<ul> <li>HKTB Leisure-Cruise Trade Workshops</li> <li>Apr - May 24</li> <li>Tier 2/3 cities         <ul> <li>(Pune/Ahmedabad/Rajkot/Surat/Jaipur/Lucknow)</li> </ul> </li> </ul>													
Incentive Planner Workshops													
<ul> <li>May - Jun 24</li> <li>Trade launch of MEHK's new incentive playbook</li> <li>Targeting MICE agencies in Delhi &amp; Mumbai</li> </ul>													
Trade Promotion													
<ul> <li>2024 HKTB India Travel Mission         <ul> <li>Delhi/ Mumbai/ Chennai/ Ahmedabad, 19 - 23 Aug 24</li> <li>B2B contracting &amp; networking sessions</li> <li>Targeting 600+ Indian trade buyers</li> <li>Hosted buyers from Bengaluru &amp; other feeder cities</li> </ul> </li> </ul>													

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## India

	2024									2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Consumer Promotion				'	'	'	'	'					
HK Family Summer Fun Promotion													
。 19 – 23 Apr 24													
<ul> <li>B2B2C tactical campaign with top Indian OTAs</li> </ul>													
Pre-Winter Airlines Co-op Promotion													
<ul> <li>Oct – Nov 24</li> </ul>													
<ul> <li>Supporting the launch and resumption of flights by Indian carriers (e.g. IndiGo/Air India)</li> </ul>													
<ul> <li>B2B2C campaigns with regional tour operators</li> </ul>													

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