

Hong Kong Tourism Overview 2024

Trade Activities 2024/25

Southeast Asia

	2024									2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Trade Promotion												
<ul style="list-style-type: none"> Hong Kong Travel Mission <ul style="list-style-type: none"> Ho Chi Minh city, Vietnam, 17 Apr 24 												
Trade Familiarisation												
<ul style="list-style-type: none"> Trade FAM, Oct 24 <ul style="list-style-type: none"> Invite key agents handling leisure products to experience the latest tourism products in Hong Kong Target 6 countries in SEA including Indonesia, Malaysia, Philippines, Singapore, Thailand & Vietnam 												
MICE & Cruise												
<ul style="list-style-type: none"> MICE Connect Hong Kong, Apr 24 <ul style="list-style-type: none"> Invite key MICE agents, wholesale agents & event organizers from six Southeast Asia markets to experience the latest MICE products Provide business networking opportunities for Hong Kong trade partners with Southeast Asia's MICE trade partners 												
<ul style="list-style-type: none"> MICE Trade Luncheon, May - Nov 24, Feb - Mar 25 <ul style="list-style-type: none"> Indonesia, Malaysia, Philippines, Singapore & Thailand Update Southeast Asia trade partners on the latest MICE offerings through luncheon events and regular physical update sessions in different cities 												
<ul style="list-style-type: none"> IT&CM Asia <ul style="list-style-type: none"> Bangkok, 24 - 26 Sep 24 Maintain Hong Kong's presence at major trade show Establish connection and facilitate business opportunities for Hong Kong and overseas trade partners 												
Consumer Promotion												
<ul style="list-style-type: none"> Consumer Travel Fairs in Southeast Asia, Feb - Mar 25 <ul style="list-style-type: none"> Travel Tour Expo (TTE), Philippines Thai International Travel Fair (TITF), Thailand 												

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