Hong Kong Tourism Overview 2024



Trade Activities 2024/25

Mainland China													
		2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Trade Event													
Travel Show													
 Guangzhou International Travel Fair (GITF), Guangzhou, May 24 													
 China (Guangdong) International Tourism Industry Expo (CITIE), Guangzhou, Sep 24 													
 China International Travel Mart (CITM), Shanghai, Nov 24 													
Trade Familiarisation													
Study Tour Trade FAM													
o Jun 24													
Trade Promotion													
Trip.com Group Promotion													
o Jul - Nov 24 and Jan 25													
 Promote Hong Kong premium tourism products across Ctrip's platforms targeting high-end users 													
 Develop more theme products to drive KOL visiting HK 													
Tongcheng Promotion (High Speed Rail Tour)													
May - Aug, Oct - Nov 24 and Jan - Feb 25													
 Continuously promote various High Speed Rail products nationwide 													
 Target the second and third tier market to promote year-round High- Speed Rail products 	-												
Qunar Promotion													
o Jun - Jul, Dec 24 - Jan 25													
 Drive young people's FIT visit during summer and winter holidays 													
 Target young people to promote Hong Kong products with special bundles and offers 													
CX and HX Promotion													
o Jun - Sep 24													
 Drive FIT visit from various regions 													
 Use special package deals to boost the number of FITs 													

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		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
•	HeyTrip GBA Promotion													
0	Apr - May, Sep - Nov 24													
0	Collaborate with HeyTrip to position HK as an ever-new city to draw repeaters and overnight visitors from GBA													
0	Invite KOLs from Douyin and Xiaohongshu to enjoy their short-break holiday packages in Hong Kong													
0	Encourage KOLs to share their Hong Kong experiences to drive social buzz on Douyin and Xiaohongshu													
•	Tuniu HSR Cities Promotion													
0	May - Aug 24 (TBC)													
0	Ride on Tuniu's advantage in Douyin to launch the HSR product promotion to drive arrivals from "5-hours HSR Circle"													
0	Invite KOLs to share their Hong Kong travel experiences to drive social buzz on Douyin													
•	Fliggy Thematic Promotion													
0	Nov - Dec 24													
0	Promote Hong Kong's seasonal itineraries, themed products and latest travel experiences													
0	Promote Hong Kong's unique travel routes and new experiential products.													
0	Maximise Hong Kong's exposure via Ali-Group and Fliggy's resources													
•	Klook Young Segment Promotion Sep - Oct 24													
0	Target tier 1, tier 2 and GBA markets													
0	Leverage on Klook's strength to develop diversified themed tours to drive in-depth and unique travel experiences with special target on young segment via Klook's close-loop sales network on social media platforms													
•	Tuniu Winter & in-transit Promotion													
0	Nov 24 - Feb 25													
0	Launch the "City + Island" themed promotion in partnership with Tuniu to promote new travel experience on Lantau and HK mega events													
0	Use Tuniu self-owned resources, Douyin live streaming + cross-industry channels to reach high-end tourists													
0	Promote Hong Kong Winter mega events and seasonal celebrations to stimulate visitation													

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		2024									2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Travel Agent Seasonal & Thematic Promotion													
o May – Aug, Oct - Dec 24, Jan - Feb 25													
 Promote seasonal events: Hong Kong Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong WinterFest, Hong Kong Chinese New Year celebrations 													
 Partner with key travel agents to develop and promote themed products 													
 Encourage development of customised small group tours, premium tours, family tours and student tours to boost overnight arrivals 													
HSR Cities Trade Seminar													
o May - Jun 24													
 Line up key Hong Kong partners including Hong Kong attractions, hotels, land operators to conduct trade seminar and deliver Hong Kong new tourism information; Facilitate the partnership establishment between HK and local trade in HSR cities. Target markets: 5-Hour HSR cities 													