

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 |
| <ul style="list-style-type: none"> • HeyTrip GBA Promotion <ul style="list-style-type: none"> ○ Apr - May, Sep - Nov 24 ○ Collaborate with HeyTrip to position HK as an ever-new city to draw repeaters and overnight visitors from GBA ○ Invite KOLs from Douyin and Xiaohongshu to enjoy their short-break holiday packages in Hong Kong ○ Encourage KOLs to share their Hong Kong experiences to drive social buzz on Douyin and Xiaohongshu | ■ | ■ | | | | ■ | ■ | ■ | | | | |
| <ul style="list-style-type: none"> • Tuniu HSR Cities Promotion <ul style="list-style-type: none"> ○ May - Aug 24 (TBC) ○ Ride on Tuniu's advantage in Douyin to launch the HSR product promotion to drive arrivals from "5-hours HSR Circle" ○ Invite KOLs to share their Hong Kong travel experiences to drive social buzz on Douyin | | ■ | ■ | ■ | ■ | | | | | | | |
| <ul style="list-style-type: none"> • Fliggy Thematic Promotion <ul style="list-style-type: none"> ○ Nov - Dec 24 ○ Promote Hong Kong's seasonal itineraries, themed products and latest travel experiences ○ Promote Hong Kong's unique travel routes and new experiential products. ○ Maximise Hong Kong's exposure via Ali-Group and Fliggy's resources | | | | | | | | ■ | ■ | | | |
| <ul style="list-style-type: none"> • Klook Young Segment Promotion <ul style="list-style-type: none"> ○ Sep - Oct 24 ○ Target tier 1, tier 2 and GBA markets ○ 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 | | | | | | ■ | ■ | | | | | |
| <ul style="list-style-type: none"> • Tuniu Winter & in-transit Promotion <ul style="list-style-type: none"> ○ Nov 24 - Feb 25 ○ Launch the "City + Island" themed promotion in partnership with Tuniu to promote new travel experience on Lantau and HK mega events ○ Use Tuniu self-owned resources, Douyin live streaming + cross-industry channels to reach high-end tourists ○ Promote Hong Kong Winter mega events and seasonal celebrations to stimulate visitation | | | | | | | | ■ | ■ | ■ | ■ | ■ |

