



For Hong Kong Tourism Overview 2024 Only

SOUTH KOREA

YOON-HO KIM

DIRECTOR, SOUTH KOREA

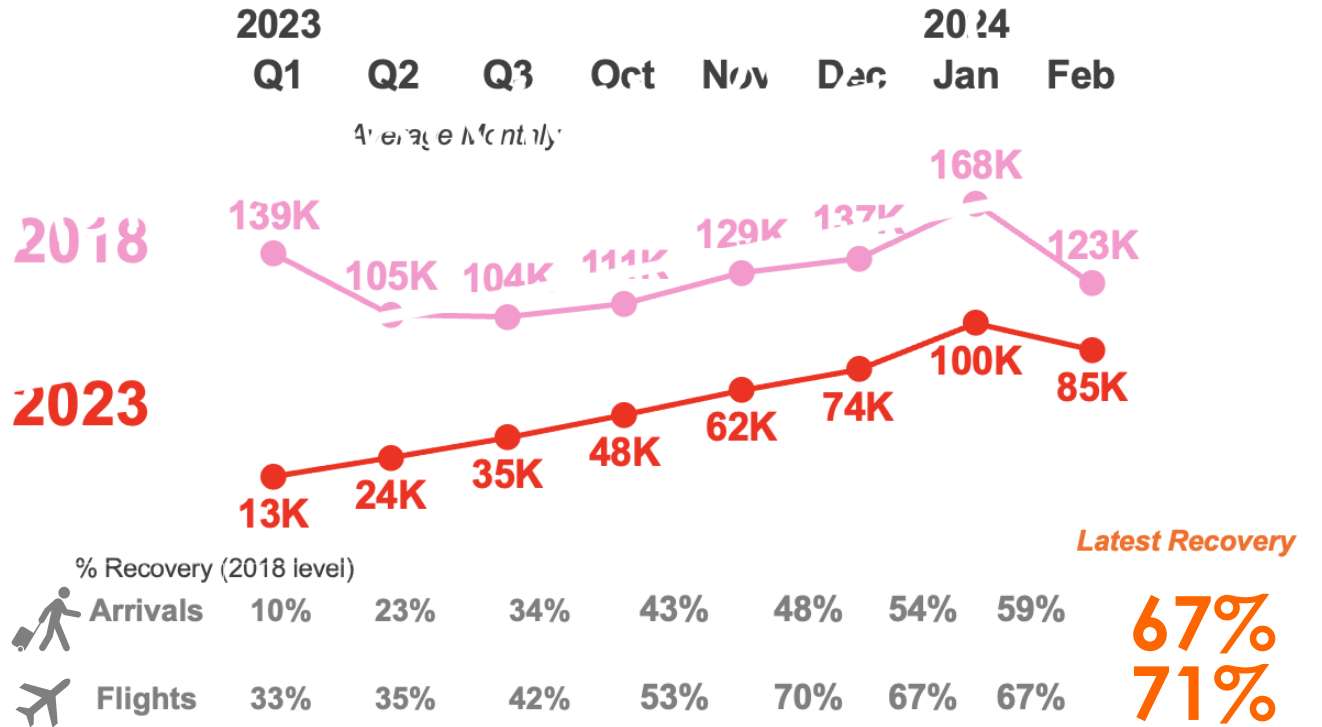
MARKET PERFORMANCE

2023 Arrivals

KR 403K

(28% recovery)

For Hong Kong To



LCC DRIVES THE RECOVERY



**Overnight
Arrivals**

319K

(29% Recovery vs 2015)

Recovery%

51%

In Q4 2023

**Traditional Airlines
Seat Capacity**

Recovery%



Q1 Q2 Q3 Q4

2023

**Low-Cost Airline (LCC)
Seat Capacity**

Recovery%



Q1 Q2 Q3 Q4

2023

MARKET PERFORMANCE

2023

OVERNIGHT ARRIVALS

KR 319K

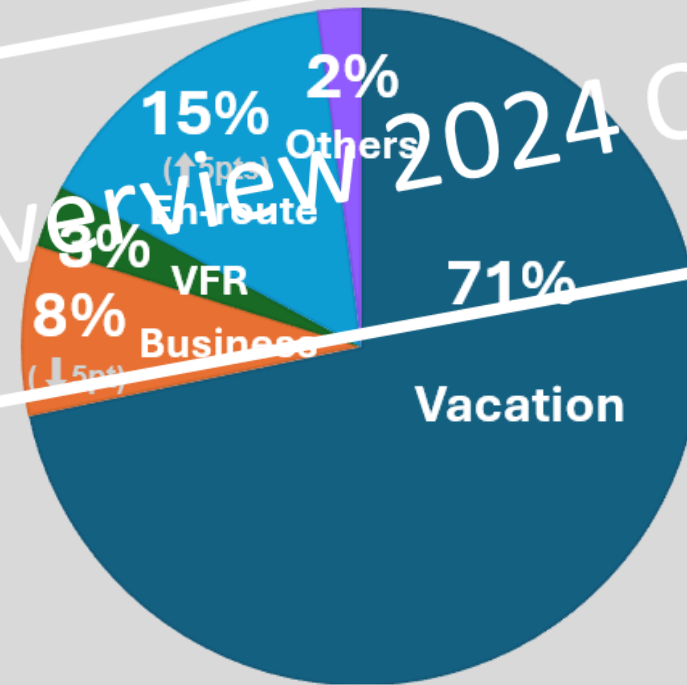
(29% recovery)

LENGTH OF STAY

23 H2 **2.5** nights

(2018 LOS at 2.2 nights)

PURPOSE OF VISIT

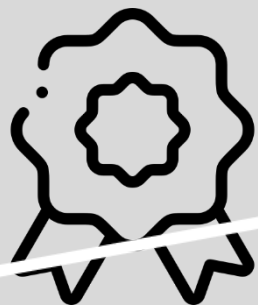


2023 H2 vs 2018

Source: Immigration Department, HKTB Departing Visitor Survey (DVS)

Note: Others include health/ medical care, banking/ personal investment, study/ examination/ education/ training (non-business)

KEY PERFORMANCE



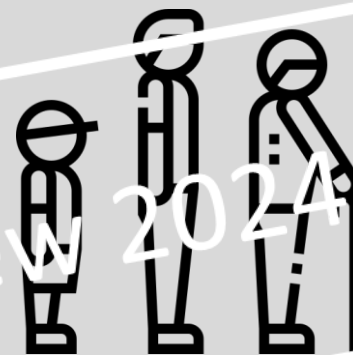
SATISFACTION

8.5 / 10pts



MULTI-DESTINATION

2023 **71%**
2018 64% of arrivals
(+7%)



AGE

2023 **66%**
under age 46

For Hong Kong Tourism Overview 2024 Only

MARKET OUTLOOK

ECONOMIC

- ▶ Economic growth forecast for 2024: +2.1%
- ▶ Concerns on shrinking domestic demands and decreasing purchasing power
- ▶ Declining exports & high exchange rate



TRAVEL SENTIMENT

- ▶ Preference for short-distance, low-cost destinations
Japan (30%) > Vietnam (16%) > Thailand (7%)
- ▶ Air seat capacity in 2024 (LCC)
- ▶ Exchange rate gap between Hong Kong and Japan
- ▶ Events: Korea General Election (10 Apr) & Olympic Games Paris 2024 (26 Jul – 11 Aug)



CONSUMER TREND

- ▶ **FITs outpacing Group Travellers**

- Booking made through OTAs and airlines direct

- ▶ **Increasing travel intention of MZ generation**

- Aged 26-35: +5% pt vs 2018
- Developing media content for MZ generation tastes

- ▶ **High re-visit intention to Japan**

- 75% of travellers who visited Japan twice or more in 2023 would visit Japan again in 2024

- ▶ **Overseas Travel Triggers**

- YouTube > Instagram > TV
- Foods & locations featured in TV/OTT dramas

For Hong Kong Tourism Overview 2024 Only

HELLO

For Hong Kong Tourism Overview 2024 Only

5 STRATEGIC FOCI



- ▶ Rebuild Destination Image
- ▶ Regain Destination Confidence



▶ Sales Conversion

1. Sustain visibility and further enhance HK's destination image



Maximise HK's diverse and contrasting attractiveness through collaboration with mainstream media and KOLs (including TV, YouTube and Instagram)

2. Position HK as the top destination for MZ generation

WHY GEN MZ?

TRENDSETTING GENERATION

Heavily Relying on KOLs

Active in Social Media for Showing-off

Looking for New & Fun Experiences

High Interest in Wellness & Outdoors

THEMES FOR GEN MZ

Flex on HK



Trip with Besties



Let's Work Out



For Hong Kong Tourism Overview 2024 Only

2. Position HK as the top destination for MZ generation

Travel HK by
Personal Tastes

Luxury Travel
to Show off
on Social Media

Flex on HK



New & Fun
Experiences with
Best Friends

Trip with Besties



Wellness &
Outdoors
For MZ

Let's Work Out



<Examples>



Collaboration
with KOLs,
Brands & Trade

For Hong Kong Tourism

2. Position HK as the top destination for MZ generation

Travel HK by Themes

Mar-Apr

Arts Month

Jul-Aug

Party Month

Oct-Nov

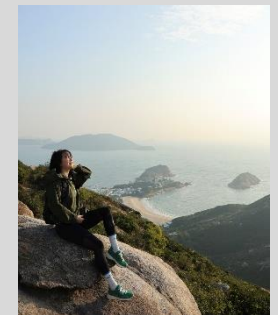
Dining Month

Dec-Feb

Outdoor Month

SEASONAL PROMOTIONS
PROVIDING REASONS
TO VISIT HK

Tactical Coop with Trade
Consumer Promotions
Leveraging Social Media



For Hong Kong Tourism Overview 2024 Only

3. Grow Family Travel to HK

Engage with Celeb Family

Recommended Family itinerary & Guidebook Development

Product Development & Tactical Co-op with Trade



For Hong Kong Tourism Overview 2024 Only

4. Seek opportunities to generate incremental visitor arrivals to HK

11 short overseas holiday windows in 2024 for Koreans

- High competition among short-haul destinations
- Airlines/ TA/ OTAs to aggressively encourage overseas travel through hot offers

Holiday	Name	Short Holiday Period		Remarks
5 May	Children's Day	4-6 May (3D)		
15 May	Buddah's Birthday	11-15 May (5D)	15-19 May (5D)	2-day annual leave combined
6 June	Memorial Day	6-9 Jun (4D)		1-day annual leave combined
15 Aug	Liberation Day	15-18 Aug (4D)		1-day annual leave combined
17 Sep	Chuseok Holiday	14-18 Sep (5D)		
3 Oct	Nat'l Foundation Day	3-6 Oct (4D)		1-day annual leave combined
9 Oct	Hangul Day	5-9 Oct (5D)	9-13 Oct (5D)	2-day annual leave combined
25 Dec	Christmas Day	21-25 Dec (5D)	25-29 Dec (5D)	2-day annual leave combined

4. Seek opportunities to generate incremental visitor arrivals to HK

Drive Korean Traffic
from Macau to HK

Local Promotion

- YouTube co-op on how and what to enjoy
- Airline co-op
 - ✓ Airlines to Macau: Air Macau, Jin Air, Jeju Air
 - ✓ Co-op with CX for HK Stopover

Encourage
Stopover at HK for
Transit Pax

Incentive Scheme

- Air Ticket Promotion
 - ✓ Free ferry/ bus ticket from Macau to HK
 - ✓ Free bus ride to city for transit pax
- Additional offers from HK travel trade for bundle and high pitch

5. Strengthen rapport with travel trades through various co-ops

2024 HK Travel Mission to Korea



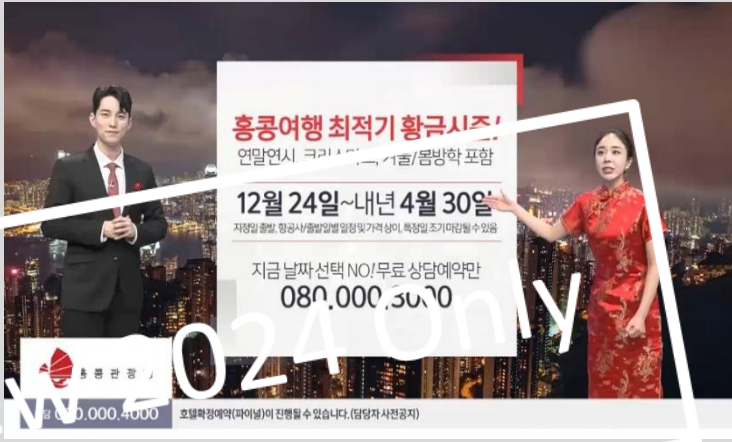
Seoul – 11 June

TV
Homeshopping

Tactical Co-ops



Trade Seminars @ Seoul
and Secondary Cities



Major Players Selling Hong Kong as a Destination



For Hong Kong Tourism Overview 2024 Only

THANK YOU

YOON-HO KIM

DIRECTOR, SOUTH KOREA