



Hong Kong Tourism Overview 2024 Only

For Hong Kong
NORTH AMERICA

MICHAEL LIM

DIRECTOR, AMERICAS

MARKET PERFORMANCE

2023 Arrivals

USA 595K

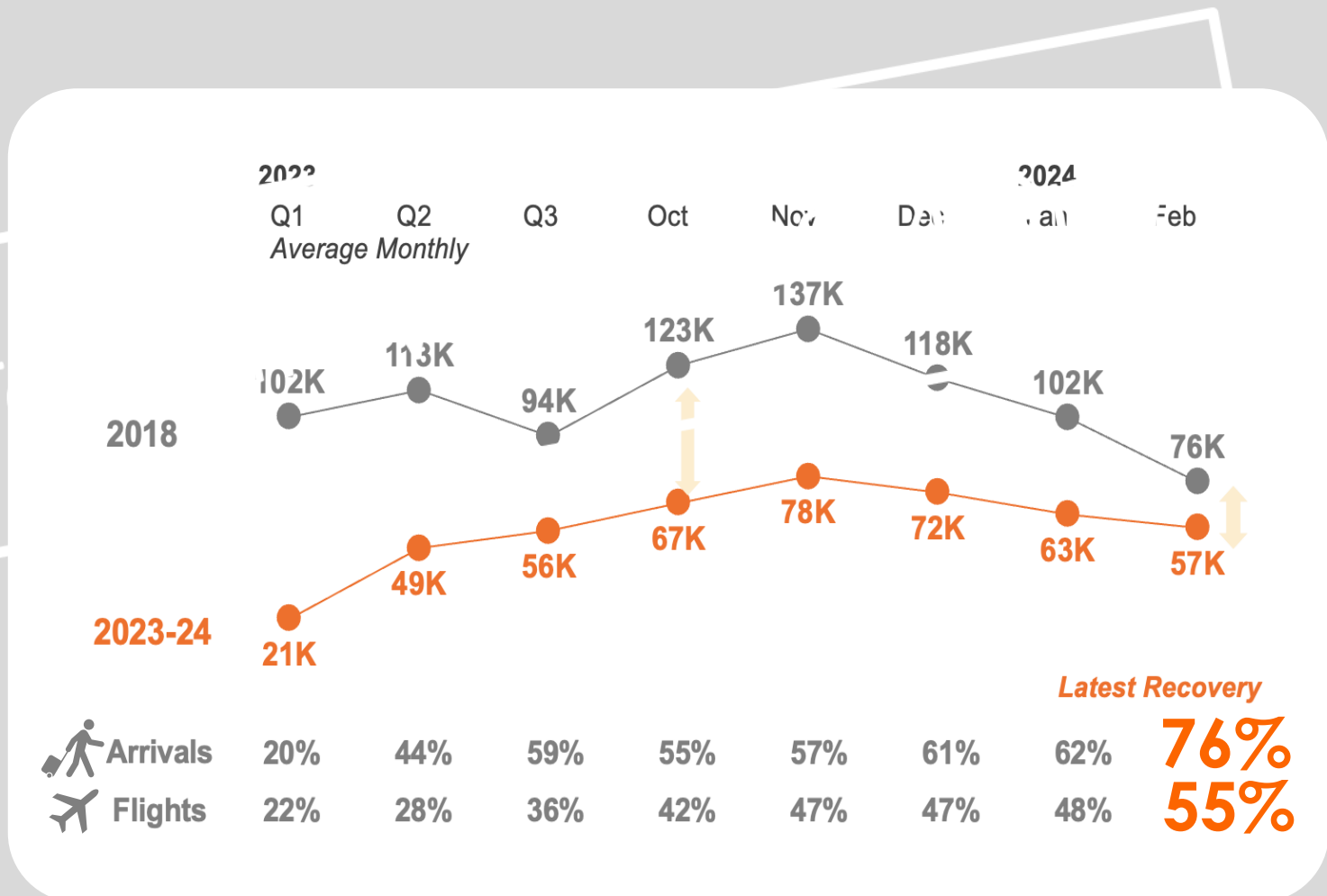
(40% recovery)

LENGTH OF STAY

23 H2 4.2 nights

(2018 LOS at 3.6 nights)

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Source: Immigration Department, Cirium
 Note: Provisional figures for Feb'24 based on arrivals by Nationality

% Recovery (2018 level)

MARKET PERFORMANCE

2023 Arrivals

CA 209K

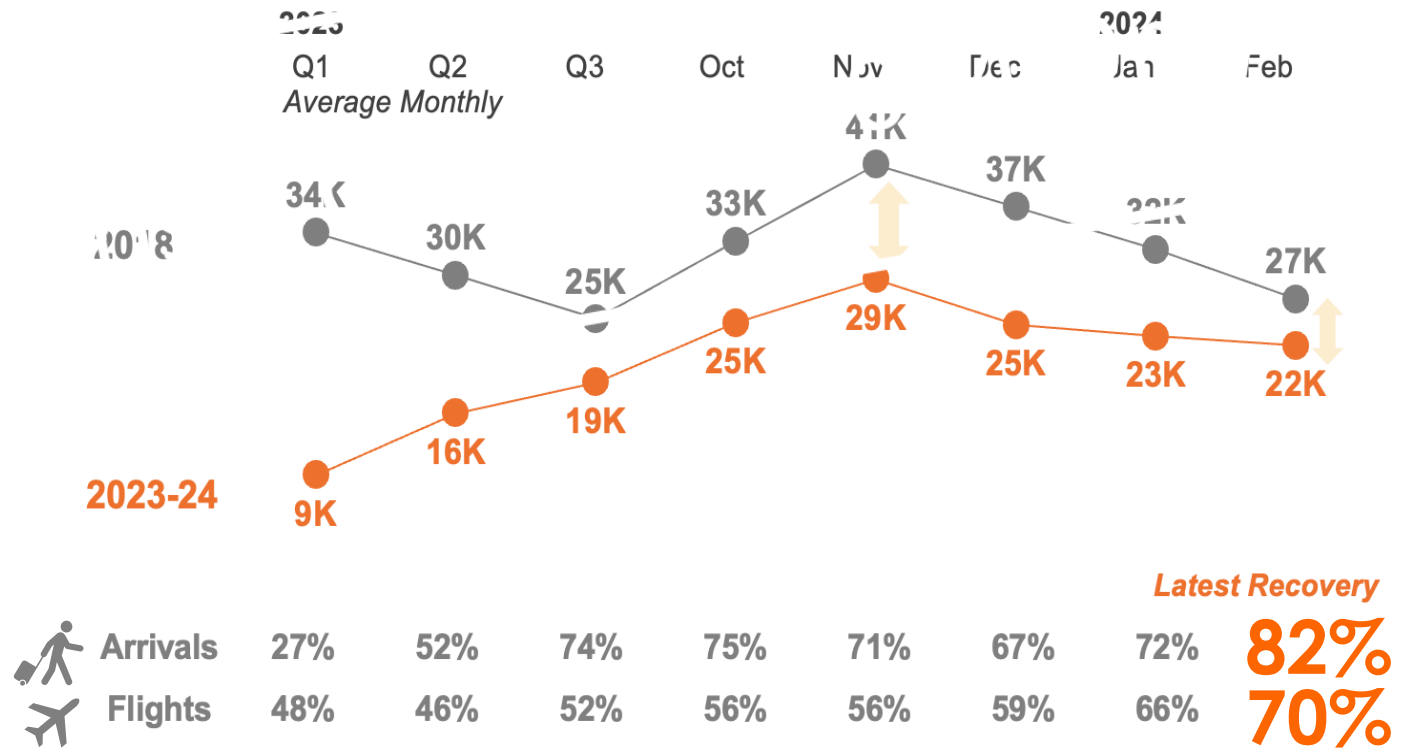
(55% recovery)

LENGTH OF STAY

23 H2 5.0 nights

(2018 LOS at 4.2 nights)

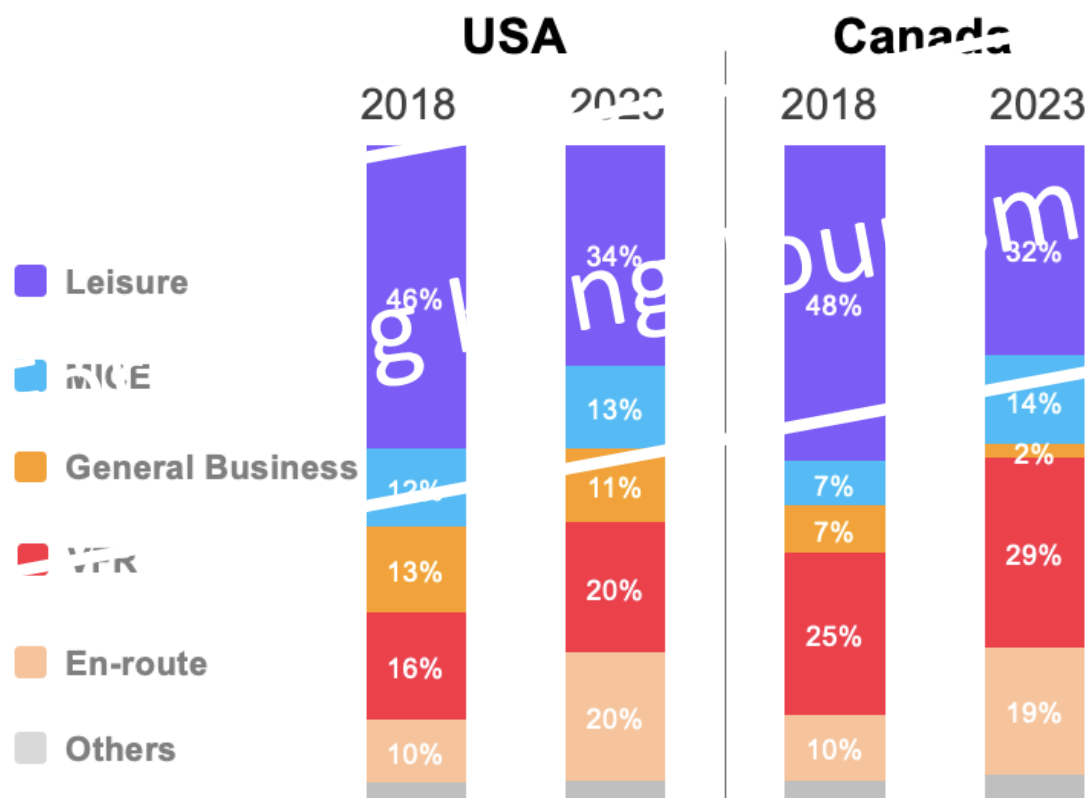
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Source: Immigration Department, Cirium
 Note: Provisional figures for Feb'24 based on arrivals by Nationality

MAIN PURPOSE OF VISIT

Overnight Arrivals



view 2024 Only

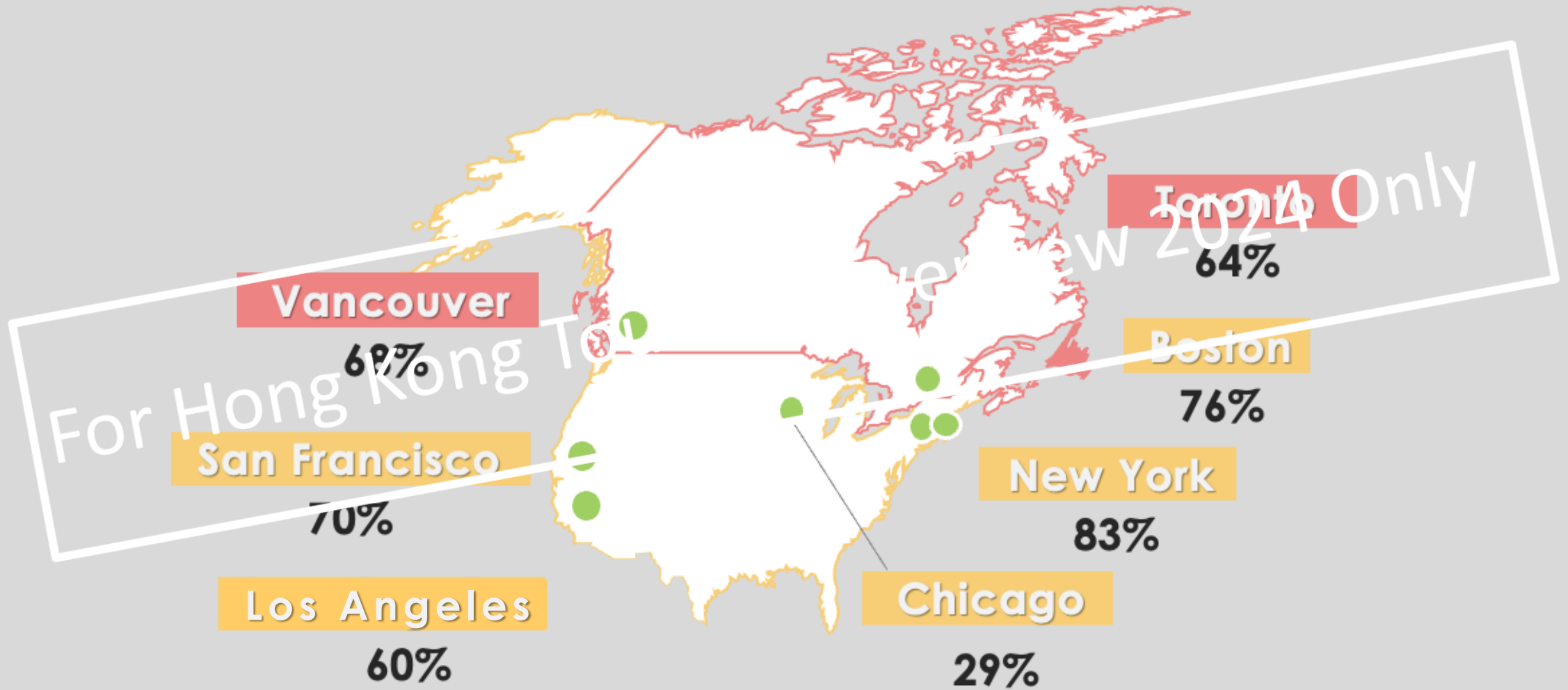
- **Solid demand of VFR**
- **Slower recovery of Leisure**
 - Limited air capacity and high airfare
- **Exceptionally strong momentum for en-route, exceeding pre-pandemic level**
 - Driven by a restricted recovery of flight capacity between N. America and the Mainland

Source: HKTB Departing Visitor Survey (DVS)

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

AIR CAPACITY

Seat Capacity Recovery Q1 2024 vs 2018



MARKET OUTLOOK

Uncertain

SENTIMENT

- ▶ Geopolitics still impacting travel to HK/ China
- ▶ US elections may have short term impact



Adjusting

ECONOMY

- ▶ Inflation & interest rates easing
- ▶ Growing US economy, Canada slow-down



shifting

MEDIA

- ▶ Digital and streaming SOV increases
- ▶ Broadcast news credibility remains strong



Tourism Overview

CONSUMER TREND

AI-driven personalised planning,
reprioritisation of travel budget...

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CHALLENGES & OPPORTUNITIES

Capacity

- Russian airspace ban for N.A. carriers
- Very gradual resumption of Chinese carriers
- Air fares still high

Travel Intent

- Go further - Asia high on bucket list
- Longer stay
- Multi-destination

Keen competition

- Airline route expansion
- Airline partnerships with NTOs
- Other NTO to NTO cooperations

Luxury & Bleisure

- Cultivate affluent
- Motivate/Influence bleisure travellers

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KEY STRATEGIC FOCUS: From recovery to conversion

1 Leverage unique Hong Kong experiences to excite audience

2 Magnify visibility in target segments and convert into incremental arrivals

3 Ensure Hong Kong is an integral part of any trip to Asia



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WORKING THROUGH THE FUNNEL


People Find Out How Much They Actually Know About Hong Kong


Hong Kong is open to tourists again, and to celebrate, we're testing travellers to see how much they know about this incredible city! [Learn More.](#)

 **Discover Hong Kong**
Brand Publisher

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 Destinations Food & Drink News Stay Video



Tourism Overview

Samarkand's 'Eternal City' brings the ancient past to life

A new development in one of the oldest cities in Central Asia is a living monument to Uzbekistan's history.

01:00 - Source: CNN



中國團團團 永不停團團 每週一團 一年不重 只識此團

大灣紅線「粵港澳大灣區」七天循環行程10天8晚

Tourcode: 23TM-HKG1

出發日期 **每週一** **2人成行** 團價: 美元 \$999 / 每人(兩人一間)
單人房差加收 美元 \$400 / 每人

Day 1	【每週一】美國出發飛往香港(HK)
Day 2	【每週二】香港(HK) - 專人接機前往酒店休息 住宿: 香港
Day 3	【每週三】太平山頂觀維多利亞港灣→搭乘跨海擺渡小輪→旺角「女人街」→蘭桂坊 住宿: 香港
Day 4	【每週四】香港(高龍*) → 深圳 住宿: 深圳
Day 5	【每週五】深圳(60公里) → 東莞松山湖「華為基地」(40公里) → 虎門(80公里) → 廣州 住宿: 廣州
Day 6	【每週六】廣州(47公里) → 順德(41公里) → 佛山 住宿: 佛山
Day 7	【每週日】佛山(70公里) → 江門(50公里) → 中山 住宿: 中山
Day 8	【每週一】中山(51公里) → 珠海(10公里) → 澳門 住宿: 澳門
Day 9	【每週二】澳門(65公里) → 香港 住宿: 香港
Day 10	【每週三】香港酒店前往機場送機, 飛返美國, 結束美好的旅程

所有住宿的酒店達到當地評級三星級標準, 設有私人浴室, 兩人一房多以兩張單人床為準

團費包含:

- 每晚住宿(包括早餐當晚)
- 含酒店早餐(香港和澳門除外) • 旅遊巴士全程接載
- 專人機場接送包稅務, 簽證簡介(美國和香港)
- 住宿三-四星級酒店(雙人房兩人同住)

團費不含:

- 任何景點門票
- 午餐、晚餐
- 小費(每人每天\$10美金)
- 任何往返團會地點的大交通費(如機票、火車票)
- 簽證費、個人旅遊保險費
- 一切不在「團費包含」所列

Motivating through premium power content partnerships

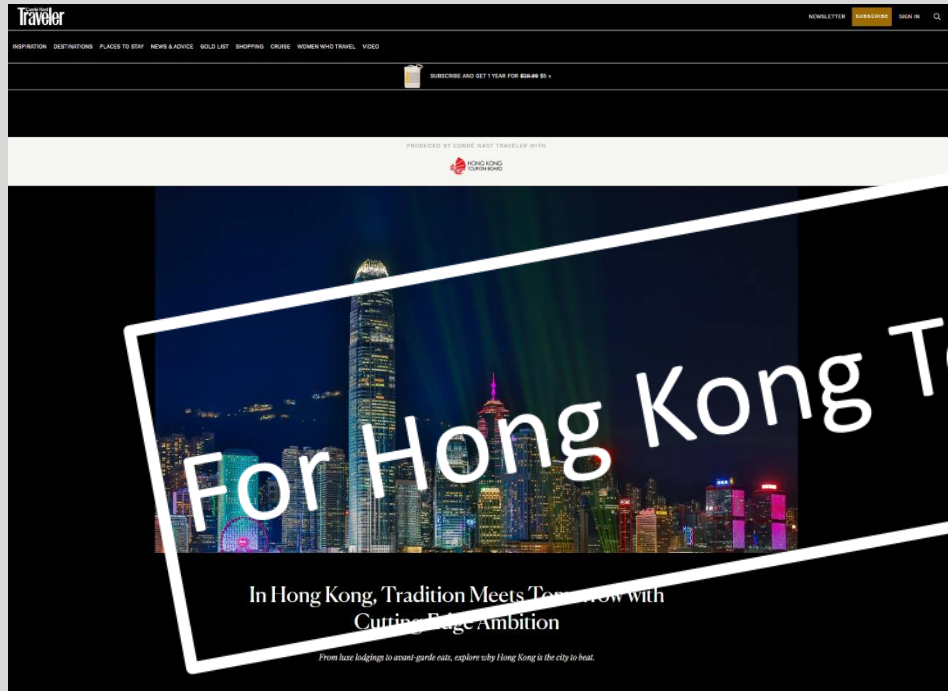


Reaching targeted audience with programmatic

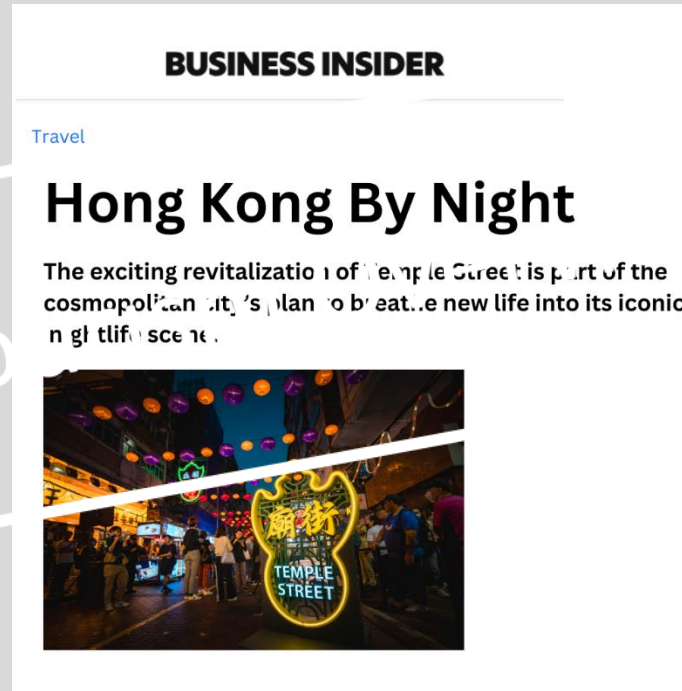


Tacticals leading to conversion

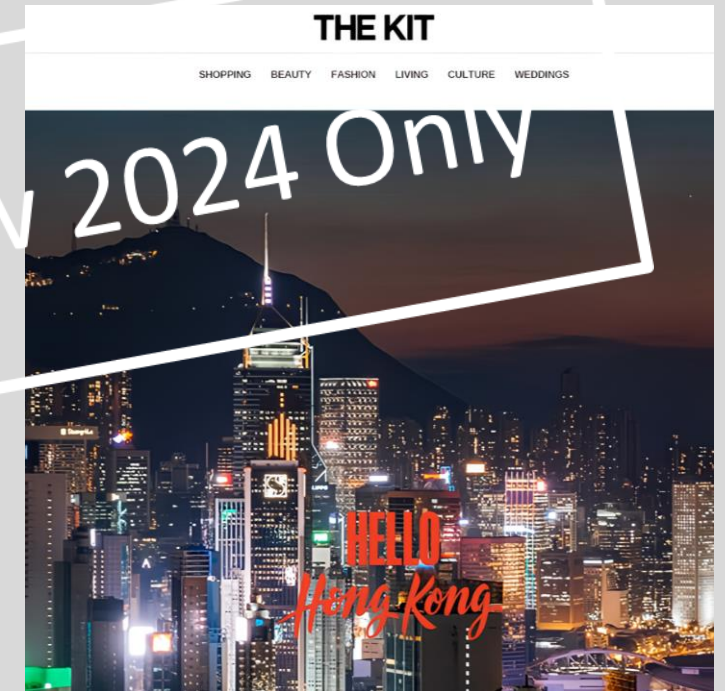
...TO INFLUENCE



Conde Nast



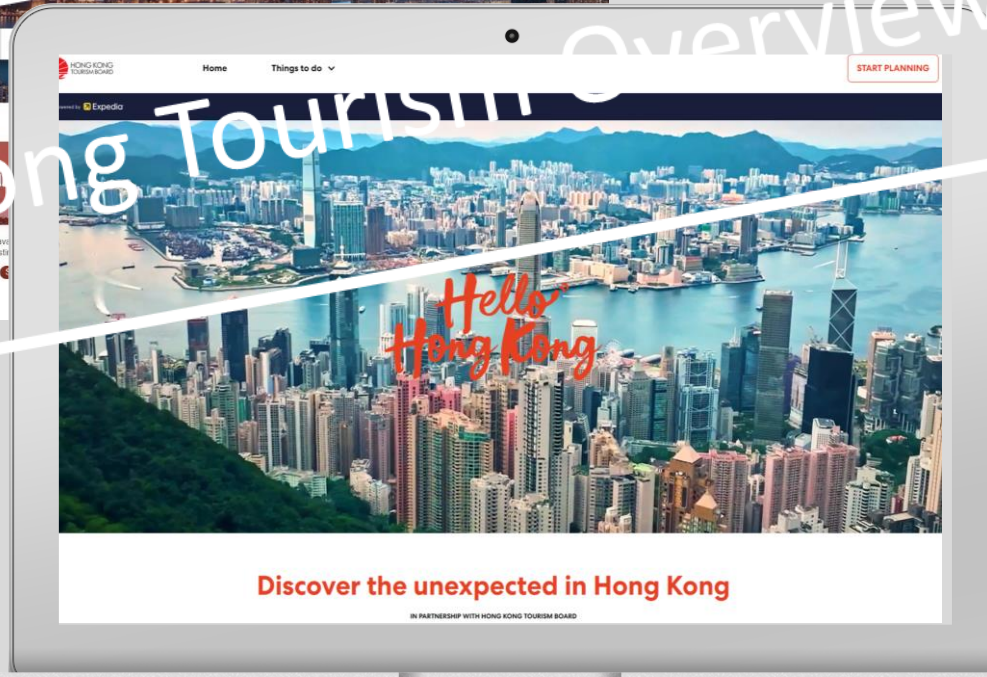
Business Insider



Toronto Star

...& CONVERT

Through OTA and traditional channels



全力支持

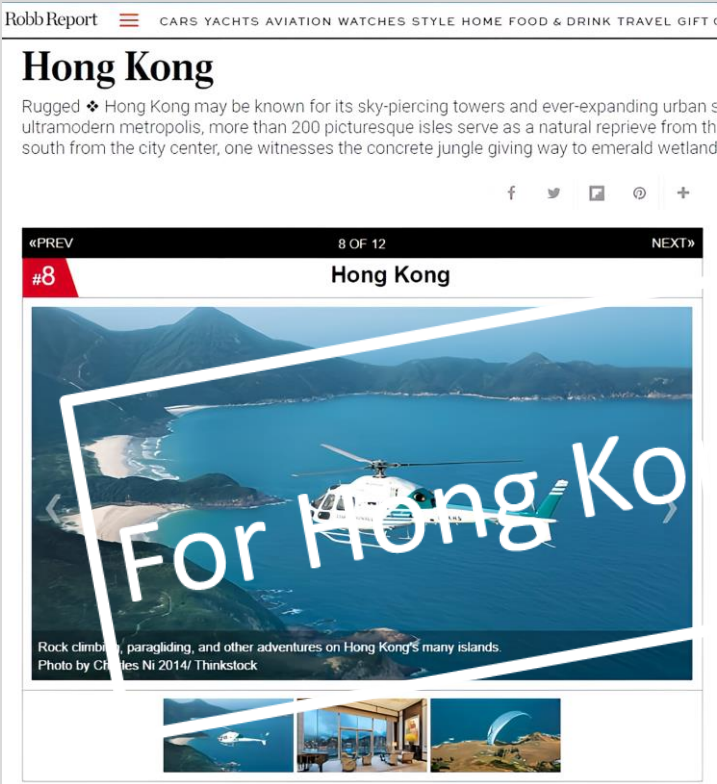


香港旅游发展局

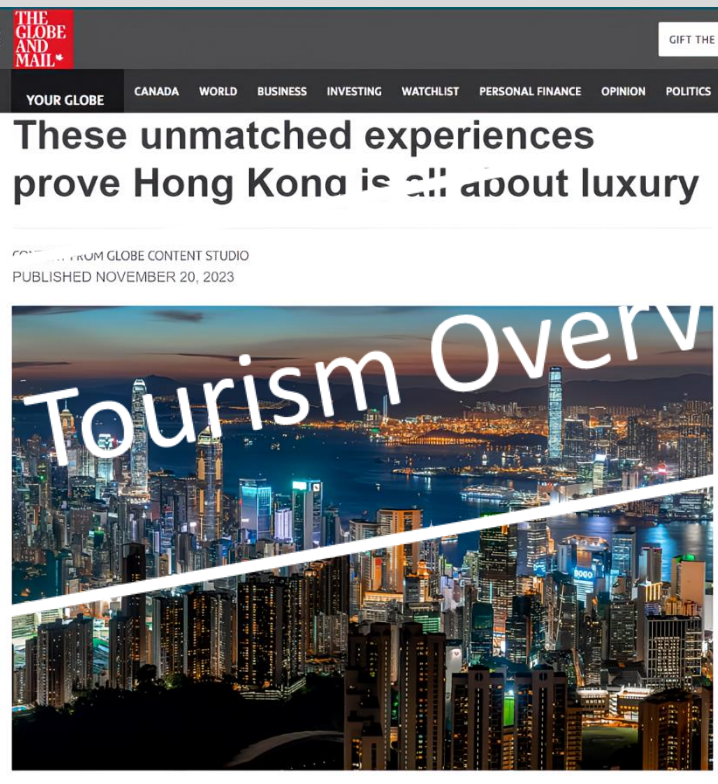


今年机票简直是涨疯了!
加拿大今年的国际机票暴涨!
飞亚洲机票直接翻倍
疫情结束后回国更难了?

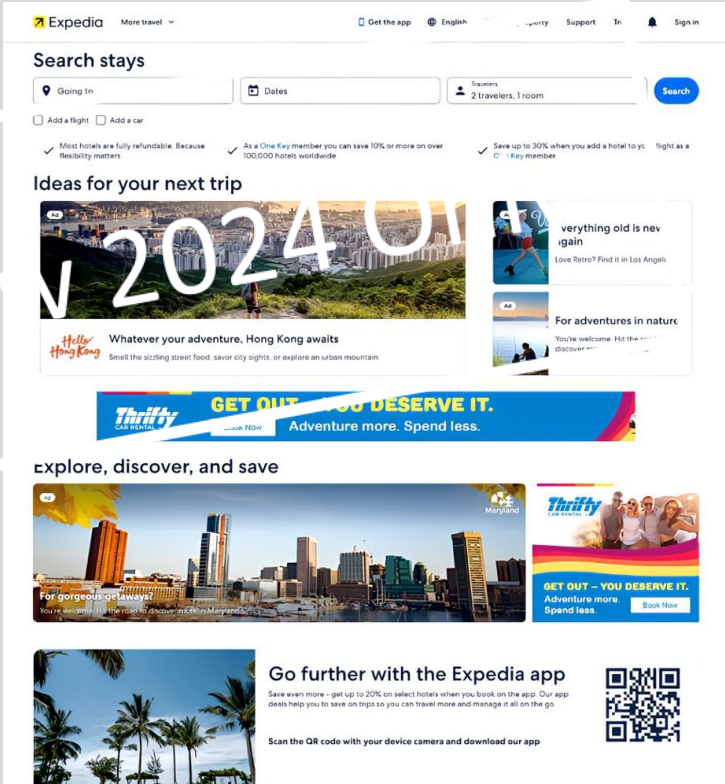
CONTINUING DOWN THE FUNNEL



More inspiration



Consideration



Conversion

WITH POWER COLLABORATION



Game Changers
For Hong Kong Tourism On
Cityline

...DRIVING CONVERSION

amadeus

GOWAY 



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THANK YOU

MICHAEL LIM

DIRECTOR, AMERICAS