## **Hong Kong Tourism Overview 2024**



## **Trade Activities 2024/25**

Taiwan												
	2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Trade Show												
Taipei Tourism Expo												
。 31 May - 3 Jun 24												
<ul> <li>Online to offline promotion to boost summer sales</li> </ul>												
<ul> <li>Showcase Hong Kong's featured culture and kids-friendly activities</li> </ul>												
<ul> <li>Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul>												
International Taipei Travel Fair												
。 1 - 4 Nov 24												
<ul> <li>Online to offline promotion to boost winter and CNY sales</li> </ul>												
<ul> <li>Ride on the biggest travel fair to promote Hong Kong as the best rewarding tourists' destination with new experience</li> </ul>												
<ul> <li>Hong Kong trade is welcome to provide special offer to Taiwan trade partners</li> </ul>												
Trade Promotion												
Trade Networking												
。24 - 25 Apr 24												
<ul> <li>Annual B2B lead generation between HK trades and island wide TW trades</li> </ul>												
<ul> <li>To inspire innovated product packages thru 24/25 strategic focus sharing</li> </ul>												
Appreciation Month Promotion												
o 10 Apr - 9 May 24												
<ul> <li>10 key travel agencies joined promote Hong Kong based on the theme "travel with Mother"</li> </ul>												
<ul> <li>Hong Kong trade is welcome to provide special offer to 10 travel agencies</li> </ul>												
Affordable Luxury Travel Program												
<ul> <li>Jun - Aug 24</li> <li>Promote Hong Kong with the affordable luxury concept thru trade partners' theme packages</li> </ul>												
<ul> <li>Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul>												

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Taiwan													
Tarwan											202-		
	2024										2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Halloween & Wine and Dine Festival Promotion													
o Aug - Oct 24													
<ul> <li>Promotion starts early from hungry ghost festival, 18 Aug</li> </ul>													
<ul> <li>Double fun packages with trade partners to highlight the international vibe and mega event</li> </ul>													
<ul> <li>Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul>													
<ul> <li>Winter Promotion Trade Coop</li> <li>Oct - Dec 24</li> </ul>													
<ul> <li>Hong Kong WinterFest and Hong Kong New Year Countdown celebrations package promotion with key trade partners</li> </ul>													
<ul> <li>Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul>													
Consumer Promotion													
Arts in HK													
<ul> <li>News release and PR promotion, Apr – May 24</li> </ul>													
Arts in HK column, Apr- May 24     Arts in HK column, Apr- May 24													
Media FAM, Mar 25  Online photography exhibition June Jul 24													
<ul> <li>Online photography exhibition, Jun – Jul 24</li> <li>Gourmet Promotion, Apr – Sep 24</li> </ul>													
Media co-op													
Must eat 100 dishes guide													
<ul> <li>Celebrity chef tours</li> </ul>													
KOLs Live streaming sharing													
Affordable Luxury Travel Promotion, Apr – May, Oct –													
Dec 24													
KOL to share affordable luxury itinerary													
<ul> <li>Selected fashion media cooperation</li> </ul>													
Halloween & Wine and Dine Festival, Aug – Oct 24													
Warm up activities													
• Winter Promotion, Oct – Dec 24													
。 KOL promotion													
Media FAM													

Details of the above activities are subject to change. Please visit <a href="PartnerNet.hktb.com">PartnerNet.hktb.com</a> for the latest update.