



# Hong Kong Tourism Overview 2024

## Trade Activities 2024/25

### Taiwan

	2024									2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<ul style="list-style-type: none"> <li>• <b>Halloween &amp; Wine and Dine Festival Promotion</b> <ul style="list-style-type: none"> <li>○ Aug - Oct 24</li> <li>○ Promotion starts early from hungry ghost festival, 18 Aug</li> <li>○ Double fun packages with trade partners to highlight the international vibe and mega event</li> <li>○ Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li>• <b>Winter Promotion Trade Coop</b> <ul style="list-style-type: none"> <li>○ Oct - Dec 24</li> <li>○ Hong Kong WinterFest and Hong Kong New Year Countdown celebrations package promotion with key trade partners</li> <li>○ Hong Kong trade is welcome to provide special offers to Taiwan trade partners</li> </ul> </li> </ul>												

### Consumer Promotion

<ul style="list-style-type: none"> <li>• <b>Arts in HK</b> <ul style="list-style-type: none"> <li>○ News release and PR promotion, Apr – May 24</li> <li>○ Arts in HK column, Apr- May 24</li> <li>○ Media FAM, Mar 25</li> <li>○ Online photography exhibition, Jun – Jul 24</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li>• <b>Gourmet Promotion, Apr – Sep 24</b> <ul style="list-style-type: none"> <li>○ Media co-op</li> <li>○ Must eat 100 dishes guide</li> <li>○ Celebrity chef tours</li> <li>○ KOLs Live streaming sharing</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li>• <b>Affordable Luxury Travel Promotion, Apr – May, Oct – Dec 24</b> <ul style="list-style-type: none"> <li>○ KOL to share affordable luxury itinerary</li> <li>○ Selected fashion media cooperation</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li>• <b>Halloween &amp; Wine and Dine Festival, Aug – Oct 24</b> <ul style="list-style-type: none"> <li>○ Warm up activities</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li>• <b>Winter Promotion, Oct – Dec 24</b> <ul style="list-style-type: none"> <li>○ KOL promotion</li> <li>○ Media FAM</li> </ul> </li> </ul>												

Details of the above activities are subject to change. Please visit [PartnerNet.hktb.com](http://PartnerNet.hktb.com) for the latest update.