Hong Kong Tourism Overview 2024



Trade Activities 2024/25

	2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	N d
Trade Show												
Ultra Summit (Questex Travel Group)												
 Palm Beach Gardens, FL, 8 - 10 May 24 												
 One-on-one appointments with luxury travel advisors 												
 Hong Kong trade is welcome to provide product updates 												
CNTO & HKTB GBA Roadshow												
o Cities TBC, Fall 24												
o Roadshow series in key N. America cities to promote GBA												
 Hong Kong trade is welcome to provide product updates 												
USTOA Annual Conference & Marketplace												
Marco Island, FL, 9 - 13 Dec 24												
 Appointments with tour operators and suppliers for business development 												
 Market intelligence and updates 												
 Hong Kong trade is welcome to provide product updates 												
Trade Familiarisation												
GBA Mega FAM												
o Oct - Nov 24												
50 tour operators and travel agents from N. America												_
HKTB / CX TMC FAM A A A A A A A A A A A A A A A A A												-
• 12 - 17 Nov 24 (TBC)												
10 TMC leadership from top TMCs in N. America												
Multi-destination Trade FAM												
o Jan - Mar 25 (TBC)												
 10 agents/operators from N. America per FAM 												
MICE & Cruise												
Seatrade Cruise Global 24												
Miami, FL, 9 - 11 Apr 24												
 Cruise industry's most important annual conference attended by presidents, CEOs, and senior cruise executives 												
 HKTB is the exclusive sponsor of the State of Industry Opening Session with branding opportunities 												
 Hong Kong trade is welcome to provide product updates 												
ConferenceDirect Annual Partner Meeting												
Arlington, TX, 7 - 11 Apr 24												
 Over 200 ConferenceDirect associates are expected 												
 Hong Kong trade is welcome to provide product updates 												

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Trade Activities 2024/25

North America													
		2024								2025			
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
 ASAE (American Society of Association Executives) Annual Meeting 													
 Cleveland, OH, 10 - 13 Aug 24 													
 6,000 participants are expected (3,000 executives) 													
 Conference programme and hall exhibition 													
 Hong Kong trade is welcome to participate 													
IMEX America													
 Las Vegas, NV, 8 - 10 Oct 24 													
 3,000 MICE buyers are expected 													
 Hong Kong trade is welcome to participate 													
Successful Meetings University (SMU) International													
New York City, NY, Mar 25													
 Over 100 top international MICE buyers are expected 													
 Hong Kong trade is welcome to provide product updates 													

Details of the above activities are subject to change. Please visit PartnerNet.hktb.com for the latest update.