



HKTb BUSINESS UPDATE

HKTb TOURISM OVERVIEW 2025



HONG KONG
TOURISM BOARD

Dane Cheng
Executive Director



2024 VISITOR ARRIVALS

44.5 MILLION
TOURISM
↑31% vs 2023

2023

35.4M

MAINLAND

↑27%

10.5M

NON-MAINLAND

↑44%

MAINLAND

34 Million ↑ 27% vs 2023

(million) Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



2024 vs 23	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	+964%	+193%	+25%	+8%	+15%	+6%	+6%	+7%	+6%	+16%	+5%	+5%

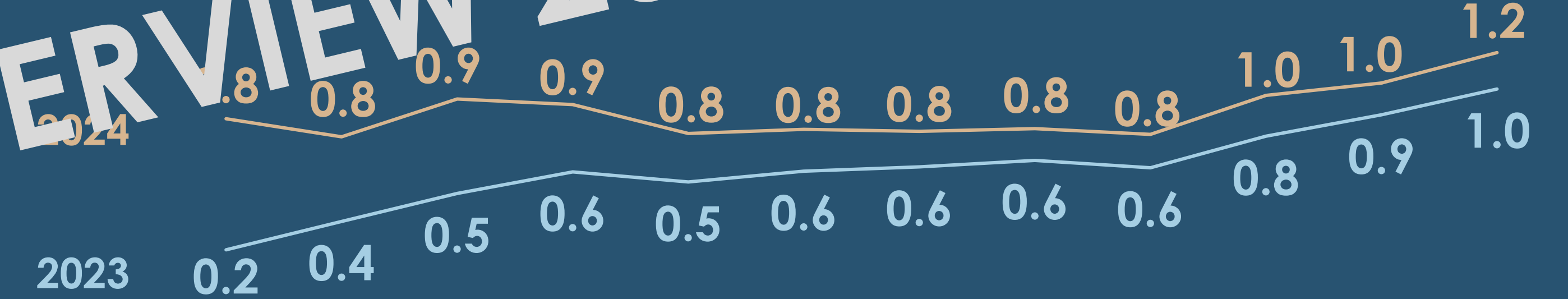


2024 vs 18	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	72%	74%	71%	74%	75%	70%	79%	81%	76%	76%	73%	79%

NON-MAINLAND

10.5 Million ↑ 44% vs 2023

(million) Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



2024 vs 23	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	+286%	+114%	+94%	+56%	+42%	+34%	+28%	+24%	+26%	+25%	+18%	+18%



2024 vs 18	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
	71%	77%	71%	71%	69%	72%	72%	73%	74%	75%	77%	79%

Source: Immigration Department; OAG/ IATA

TOP SOURCE MARKETS

	2018	2024
#1	MAINLAND	MAINLAND
#2	TAIWAN	TAIWAN
#3	S. KOREA	PHILIPPINES
#4	JAPAN	USA
#5	USA	S. KOREA
#6	PHILIPPINES	JAPAN
#7	AUSTRALIA	THAILAND
#8	THAILAND	SINGAPORE
#9	MALAYSIA	MALAYSIA
#10	SINGAPORE	INDIA

SOURCE MARKETS

SHUFFLE IN
TOURISM RANKING

	2024	2024 vs 2018
#1 MAINLAND CHINA	34.0M	67%
#2 NON MAINLAND	10.5M	73%
#2 TAIWAN	1,245k	62%
#3 PHILIPPINES	1,194k	129%
#4 USA	884k	66%
#5 SOUTH KOREA	855k	58%
#6 JAPAN	560k	42%
#7 THAILAND	522k	93%
#8 SINGAPORE	466k	87%
#9 MALAYSIA	406k	75%
#10 INDIA	378k	90%

MOMENTUM CONTINUES

IN 2025

JAN – FEB 2025



HKT
B
T
O
U
R
I
S
M

8.4M
↑ 7%

OVERVIEW 2025

MAINLAND

NON-MAINLAND

SHORT-HAUL

PHILIPPINES

INDONESIA

JAPAN

SOUTH KOREA

LONG-HAUL

AUSTRALIA

2025

2025 VS 2024

6.5M

+4%

1.9M

+20%

1.1M

+26%

211K

+27%

70K

+46%

118K

+31%

248K

+34%

0.5M

+20%

81K




+34%

Source: Immigration Department

EXCEEDING
VISITOR
EXPECTATIONS

HKT**B** TOURISM OVERVIEW 2025



	2018	2023	2024
 SATISFACTION (OUT OF 10)	8.6	8.7	8.8
 REVISIT INTENTION	92%	94%	94%
 RECOMMENDATION	92%	93%	94%

Source: HKTB Departing Visitor Survey (DVS)

HALF OF VISITORS STAY OVERNIGHT

	Overnight Visitor		Length of Stay (nights)	
	2018	2024	2018	2024
Overall	45%	50%	3.1	3.2
Mainland	39%	43%	3.0	3.2
Non-Mainland	66%	68%	3.2	3.3

Source: Immigration Department



NON-MAINLAND VISITORS SPENDING **EXCEEDS** PRE-PANDEMIC

PER-CAPITA SPENDING (OVERNIGHT VISITORS)

TOP 3 HIGH SPENDERS



\$10.2k

MIDDLE
EAST
(GCC)

\$7.5k

LONG-
HAUL

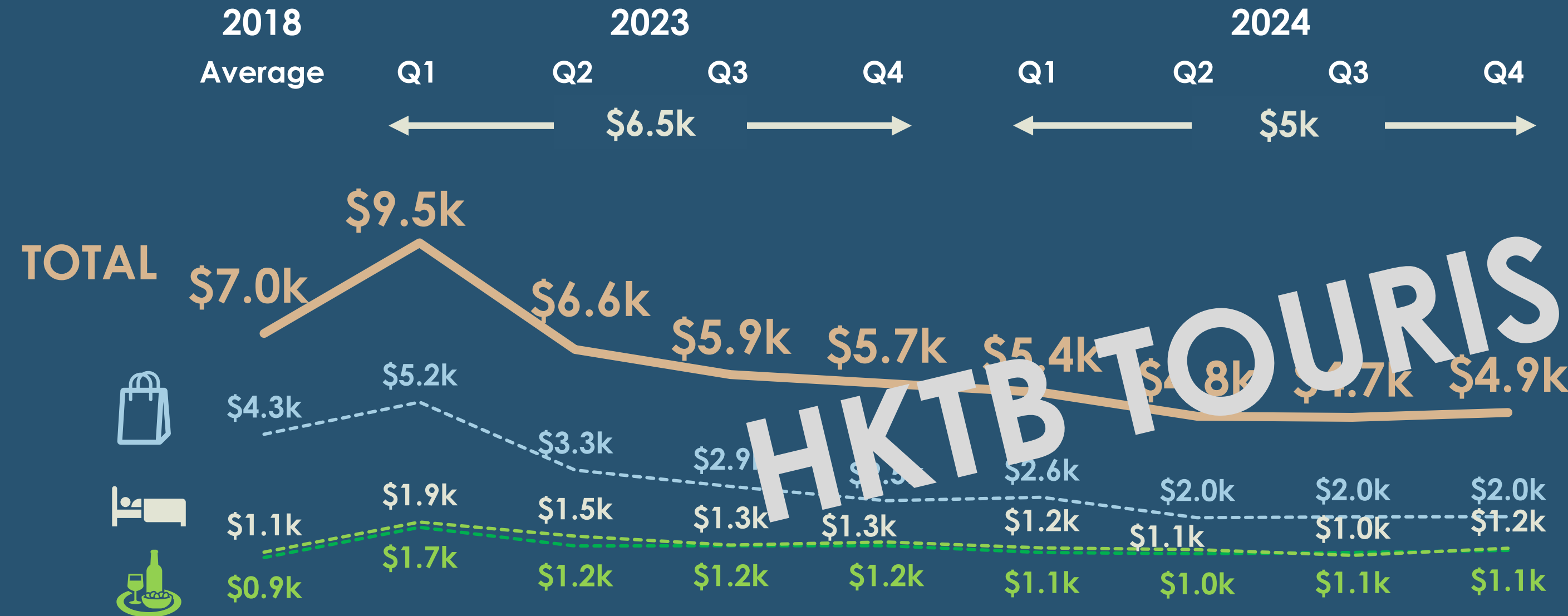
\$7.2k

SOUTH &
SOUTHEAST
ASIA

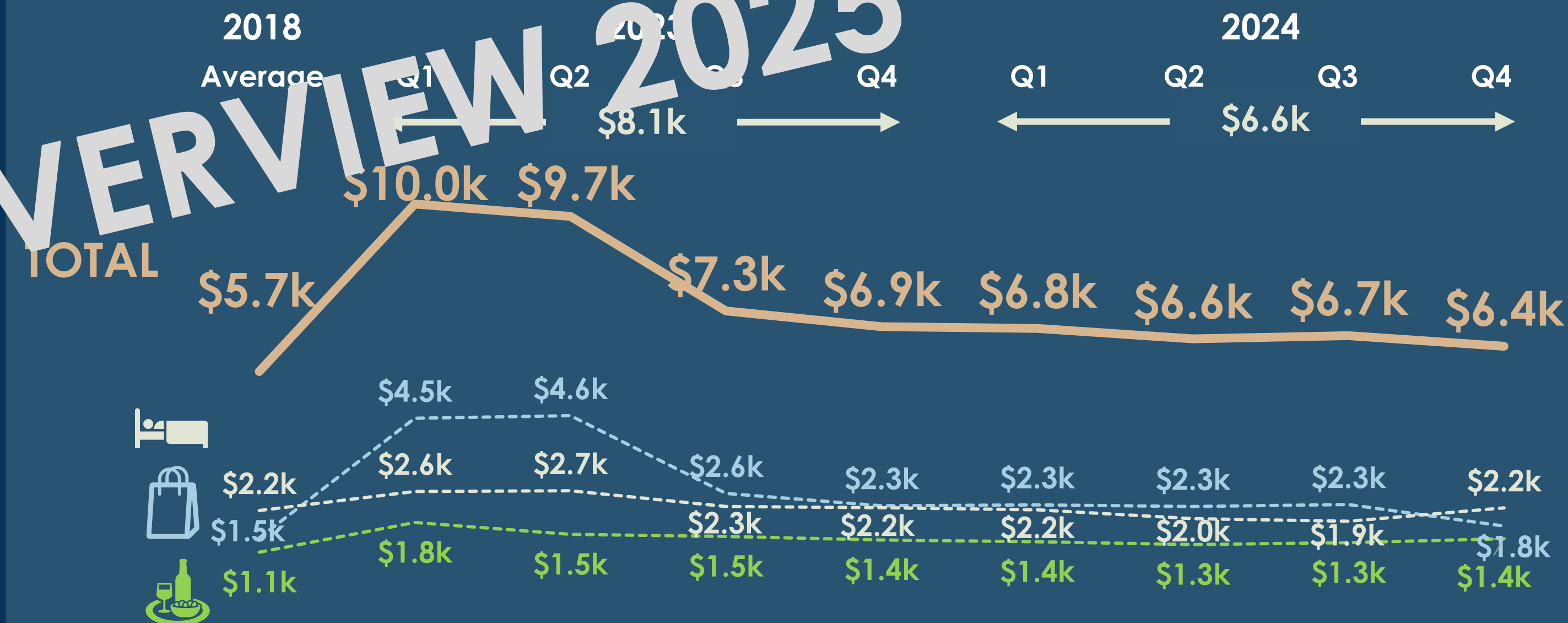
Source: HKTb Departing Visitor Survey (DVS)

OVERNIGHT VISITOR SPENDING

MAINLAND



NON-MAINLAND



Source: HKTB Departing Visitor Survey (DVS)

MICE SEGMENT
HIGH-VALUE
PERFORMANCE

HKTB TOURISM

Source: HKTB Departing Visitor Survey (DVS)

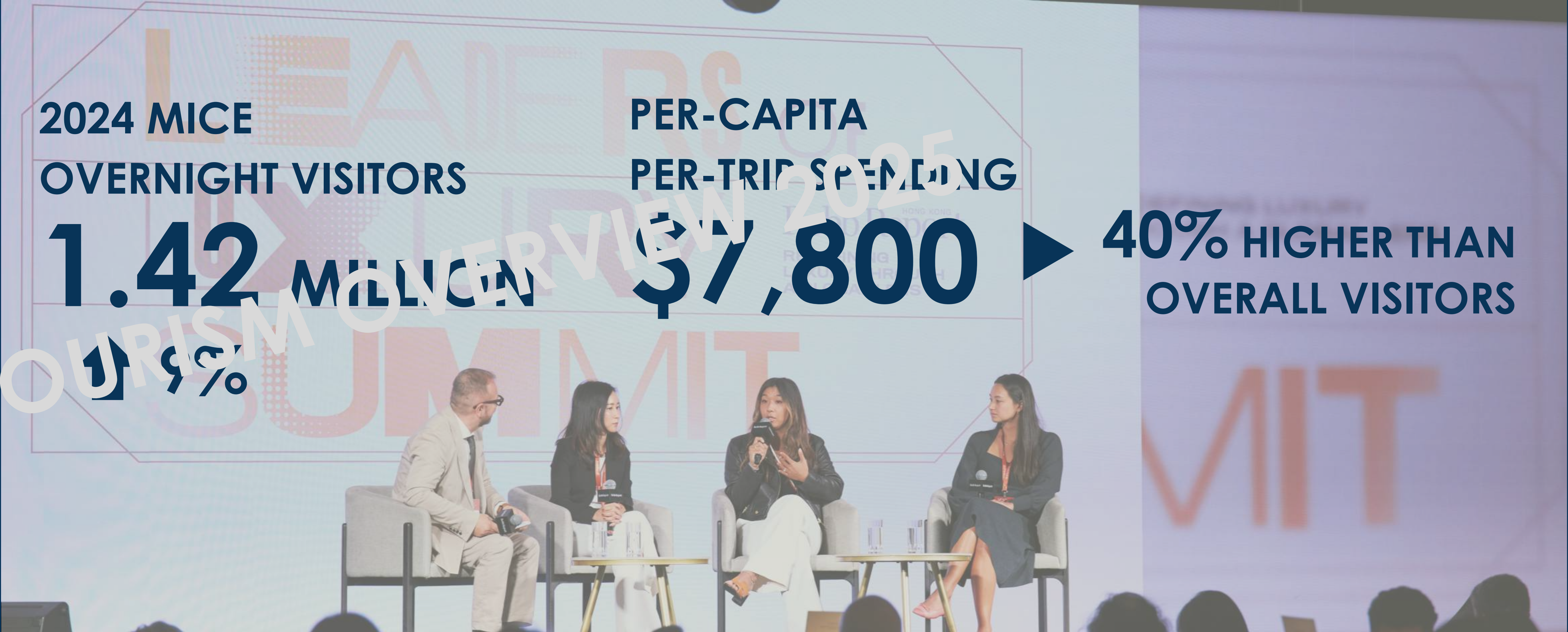
2024 MICE
OVERNIGHT VISITORS

1.42 MILLION
↑ 9%

PER-CAPITA
PER-TRIP SPENDING

\$7,800

▶ 40% HIGHER THAN
OVERALL VISITORS





CRUISE

VISITORS INCREASE

HKTB TOURISM OVERVIEW 2025

	2024	2024 vs 23
CRUISE LINES	31	+13
SHIP CALLS	150	(14)
VISITOR THROUGHPUT	355k	↑ 63%

Source: Immigration Department

HOTEL PERFORMANCE



NO. OF HOTEL ROOMS

2023

81K

2024

93K



NO. OF HOTELS

2023

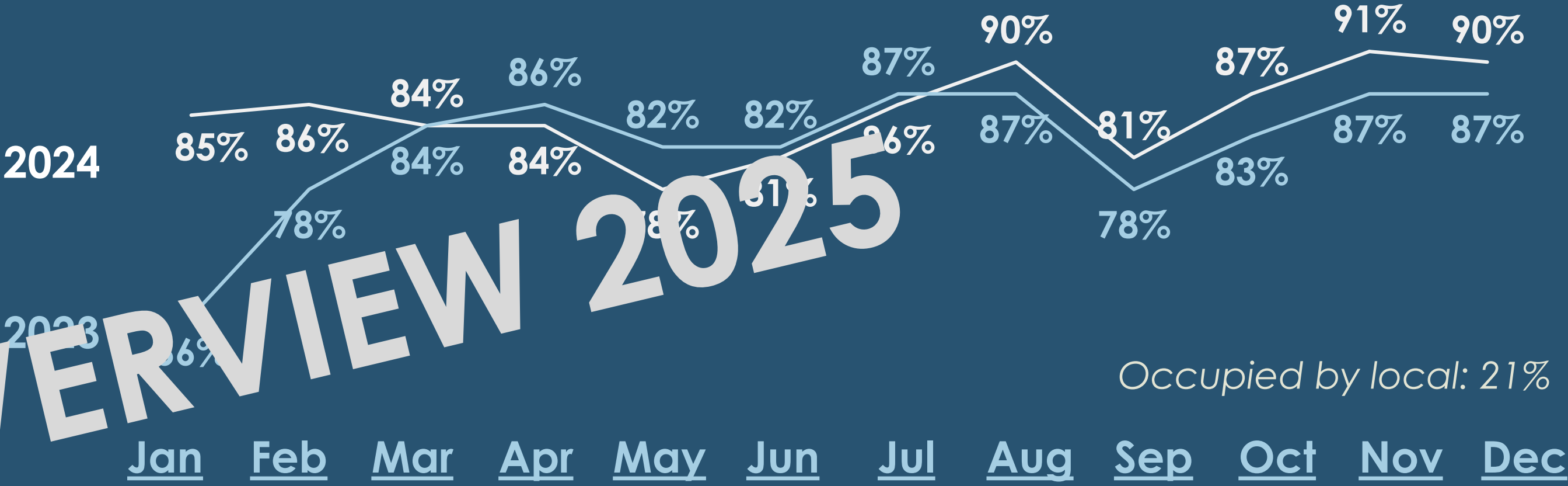
291

2024

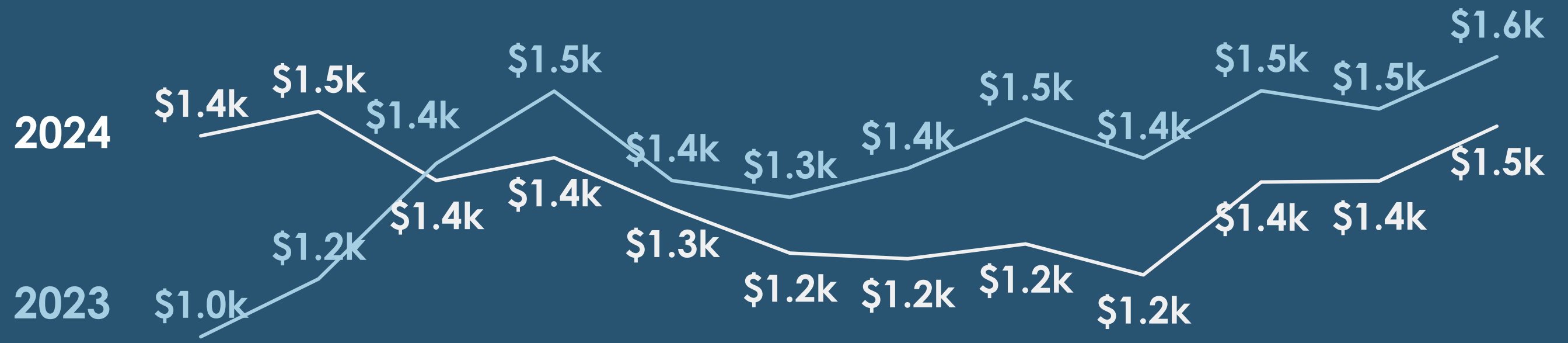
330

Source: HKTB Hotel Survey

OCCUPANCY



ROOM RATE





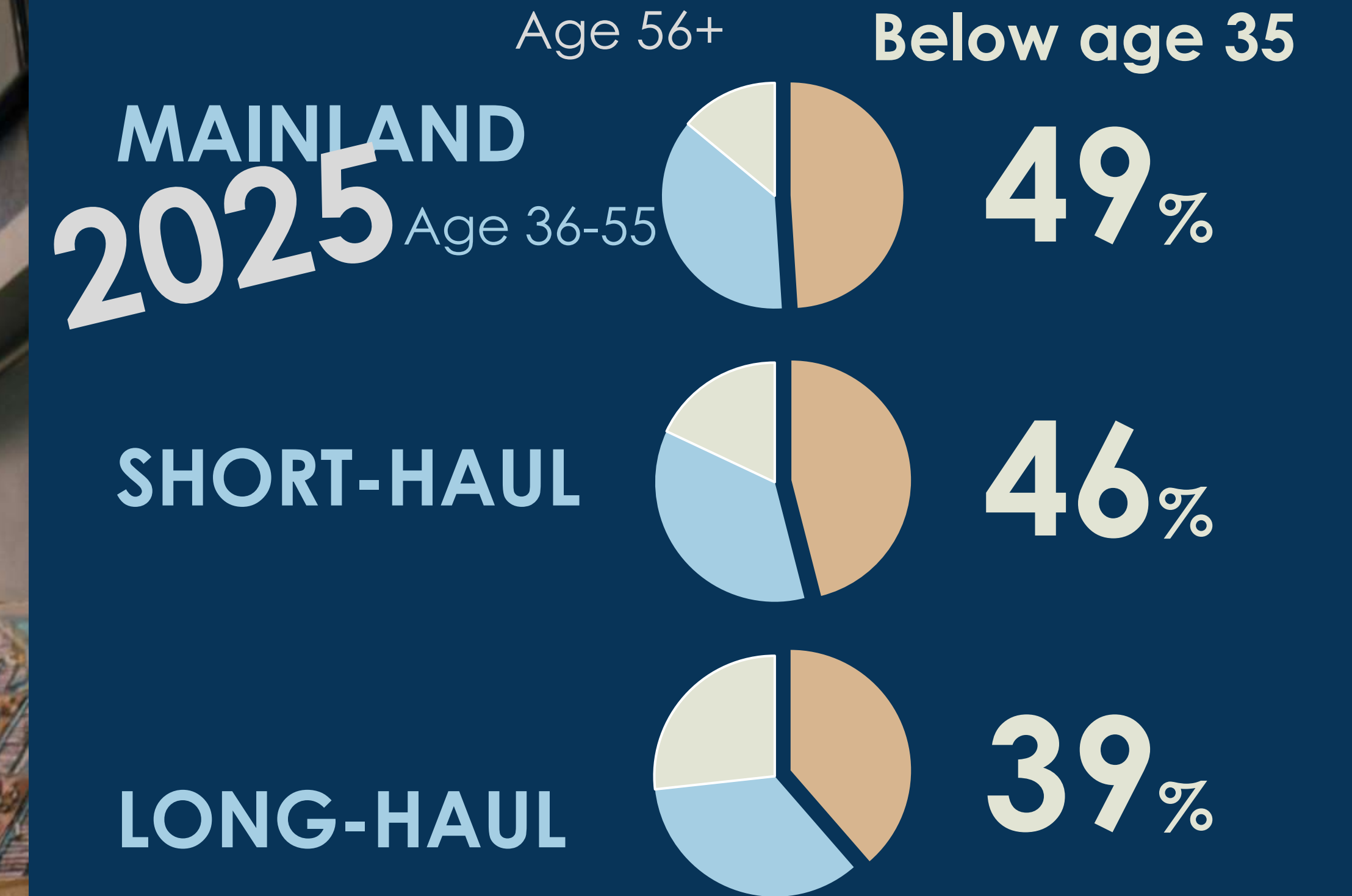
HKTb TOURISM

FUTURE OVERVIEW 2025 OUTLOOK

~1 IN 2 ARE
**YOUNG
TRAVELLERS**

HKT
B

TOURISM OVERVIEW

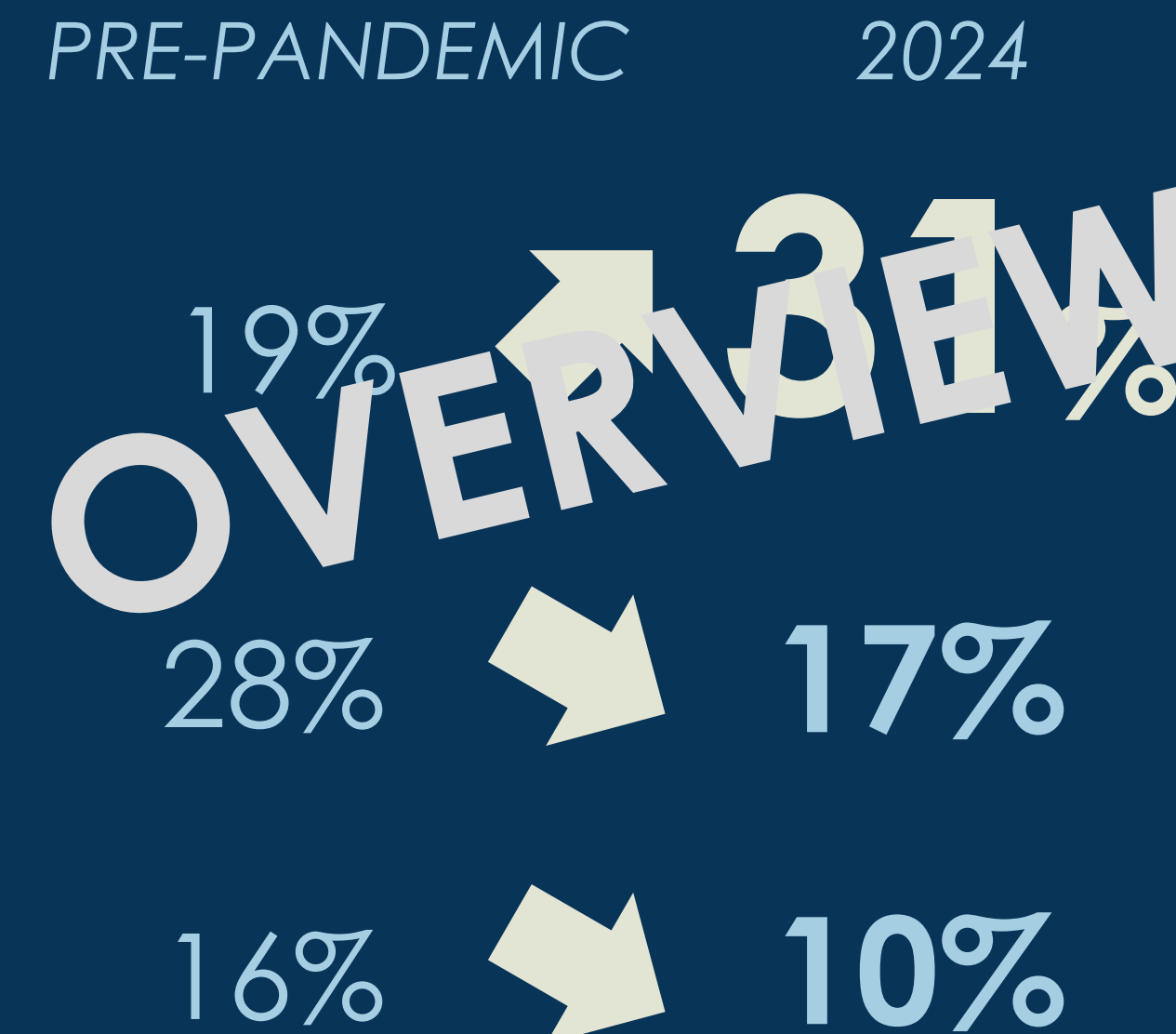


% Share of Arrivals - 2024

VISITORS LOOK FOR EXPERIENTIAL TRAVEL

HKTb TOURISM
CONVENTIONAL
SIGHTSEEING

VISIT HK FOR
EXPERIENCES



2025

Source: HKTb Departing Visitor Survey (DVS)



VISITORS LOOK FOR
EXPERIENTIAL
TRAVEL

HKT**B** TOURISM **OVERVIEW** 2025



EVENTS



CONCERTS



THEME PARKS



GREEN



CITY-WALK



MOVIE



CULINARY

OPPORTUNITIES



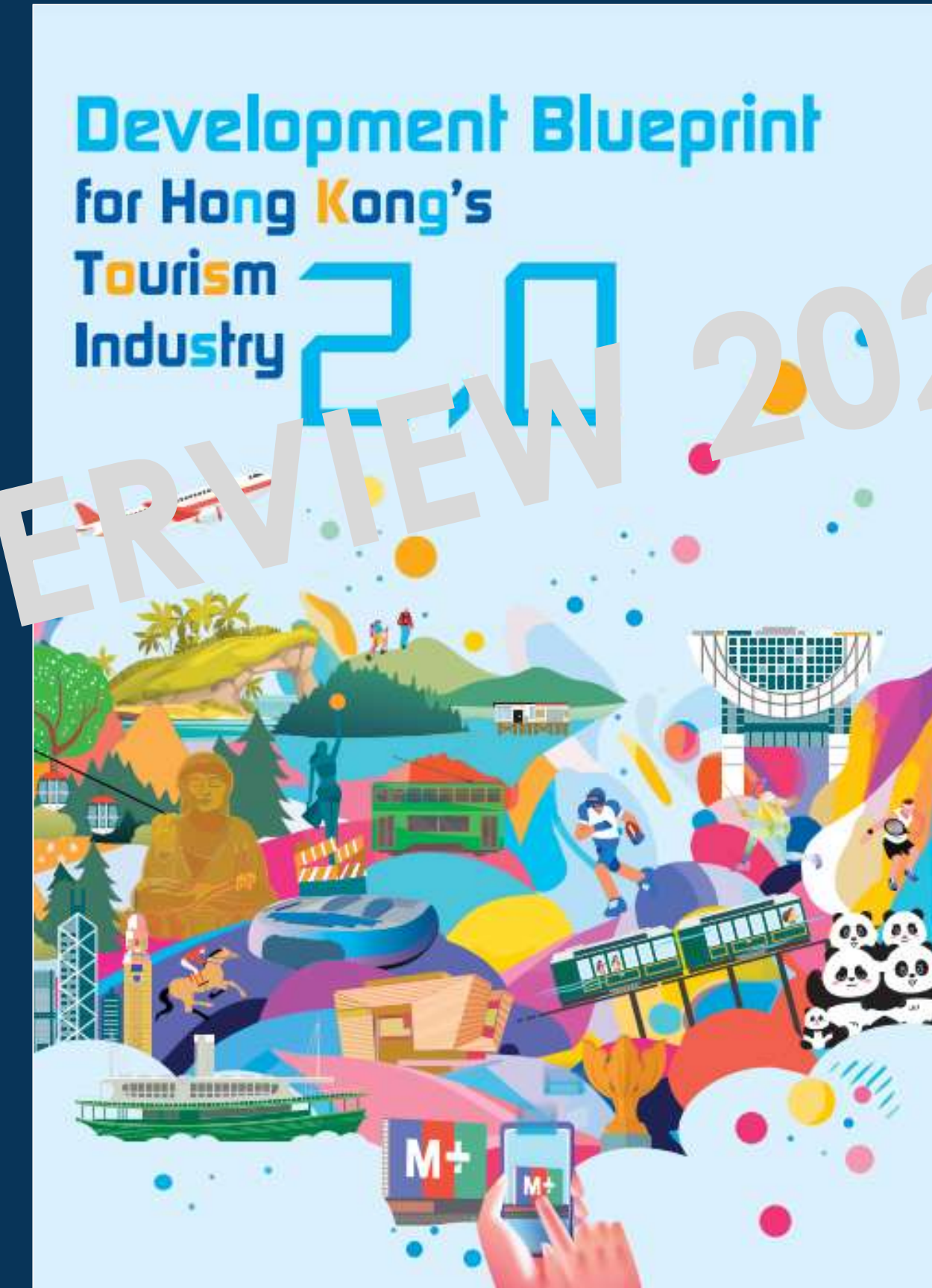
AIR CAPACITY
RESUMING



CENTRAL
GOVERNMENT
POLICIES



NEW
INFRASTRUCTURE



TOURISM IS EVERYWHERE

SEIZE OPPORTUNITIES TO
IDENTIFY, RESPOND TO & STEER
CHANGES

CROSS-SECTOR
COLLABORATIONS

EVERYONE IS A TOURISM
AMBASSADOR



HKTb

TOURISM OVERVIEW 2025

CHALLENGES



GEOPOLITICS



STRONG HKD



REGIONAL COMPETITION

FORECAST

OF 2025



49 MILLION
↑ 10% vs 2024



	2025	2024
\$ 5,500		\$ 5,490



	2025	2024
3.2 NIGHTS		3.2 NIGHTS



	2025	2024
8.8 / 10		8.8 / 10

HKTB TOURISM OVERVIEW



2025

HKTb

WORK PLAN

2025-26

HKTb TOURISM OVERVIEW 2025



KEY GUIDING PRINCIPLES

 **HKTB TOURISM OVERVIEW 2025**
UPHOLD HK'S
INTERNATIONAL
POSITION

ABOVE & BEYOND
A DESTINATION

PURSUE QUALITY
GROWTH



2025-26 HKT STRATEGIC FOCUSES



SECURE & BOOST
TARGET MARKETS
& SEGMENTS



DEVELOP
SMART
TOURISM

BUNDLE
EVENTS &
EXPERIENCES



STRENGTHEN
CROSS-SECTOR
COLLABORATION



EXCITING OVERVIEW 2025

HKTb TOURISM EVENT LINE-UP

STRATEGIC BUNDLING

YEAR-ROUND
REASONS TO VISIT

EVENTS + EXPERIENCES

HKTB TOURISM OVERVIEW 2025

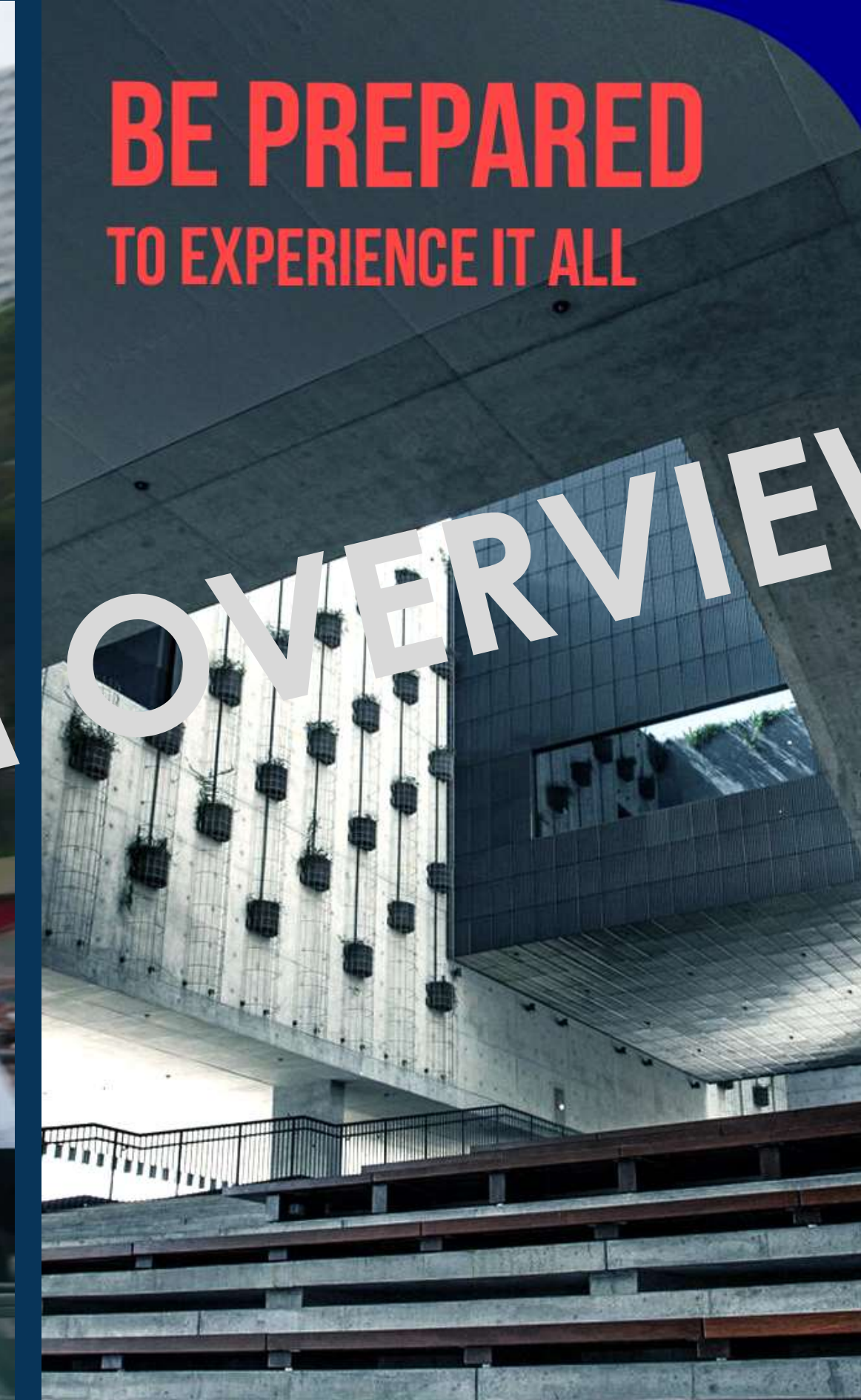
ADVANCE PROMOTION

EXCLUSIVE OFFERS

TACTICAL GUIDE

TRADE COLLABORATION





OVERVIEW 2025

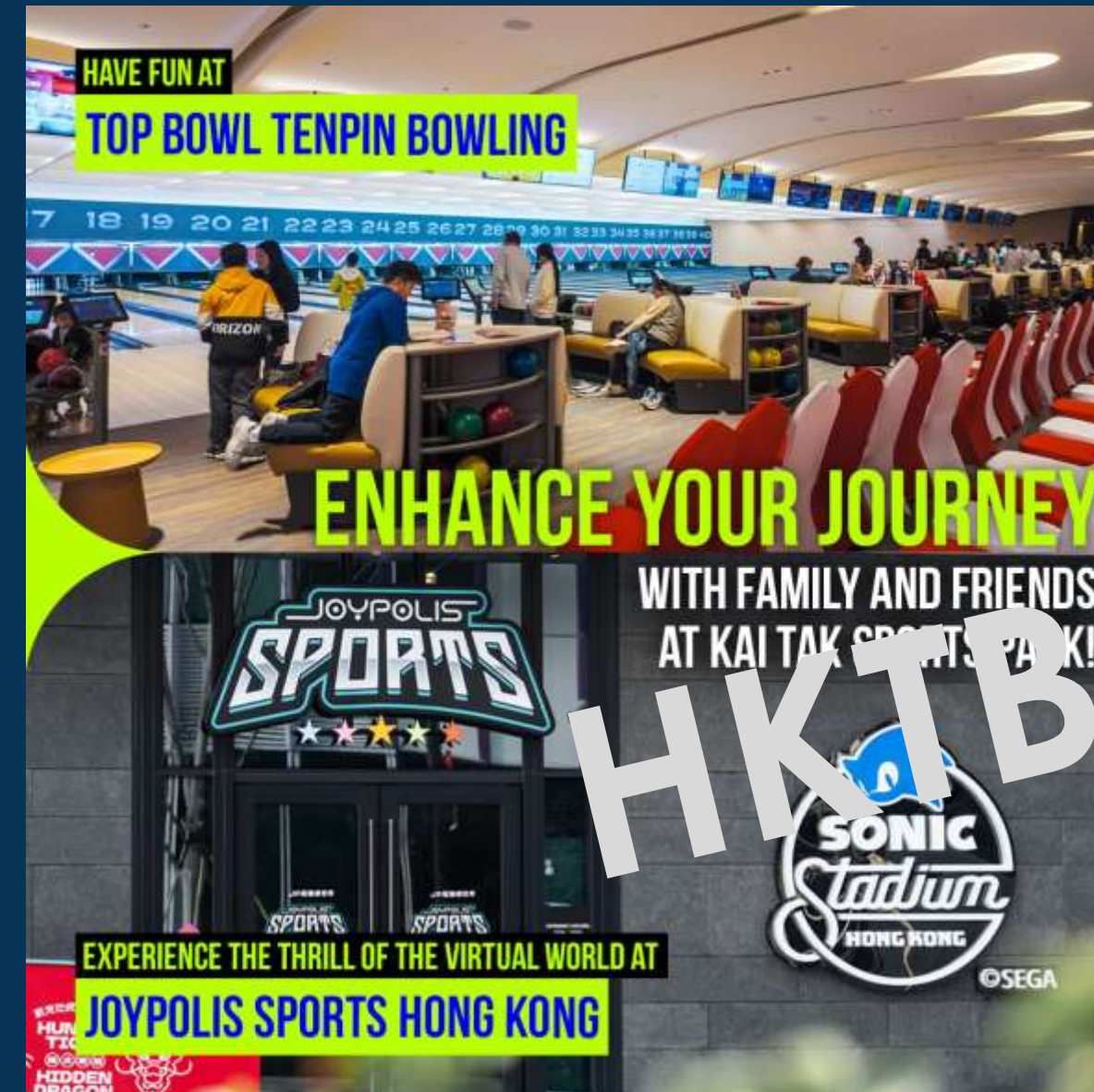


- ✓ BUY TICKETS IN ADVANCE
- ✓ EXPLORE OFFICIAL WEBSITES FOR PROGRAMME DETAILS
- ✓ PLAN YOUR VISIT TO EXPERIENCE MORE



TACTICAL GUIDE

EXCLUSIVE OFFERS



OVERVIEW 2025

啟德 KAI TAK SPORTS PARK



KAI TAK HOT PICKS

ART & CULTURAL

FASHION & TREATS

1500+ OUTLETS

INFLUENTIAL KOLS & MEDIA TO EXPERIENCE

KOREA STAR



Wi Ha-jun

 12.5M followers

MAINLAND SINGER



Zhang Yuan

   12M followers

THAILAND STARS



Nee

 2.6M followers

Boss

 2.4M followers

UK RUGBY STAR



Ryan Wilson

 37.6k followers

WORLD'S #1 SNOOKER
PLAYER



Judd Trump

 299k followers

AUSTRALIA RUGBY STAR



Matt Giteau

 154k followers

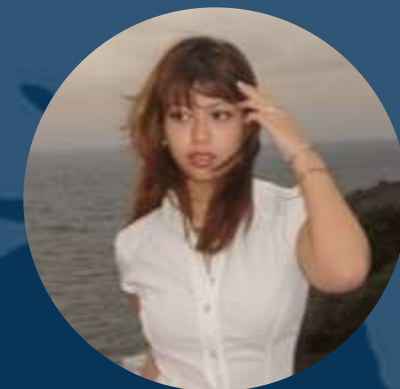
INDONESIA ARTIST



Eva Alicia

 920k followers

PHILIPPINES ARTIST



Ciara Gan

 86.7k followers

TAIWAN KOL



@mkkk.429

 142k followers

S. KOREA
PHOTOGRAPHER



@oliver_travel_

 651k followers

HKTBTourism Overview 2025

HONG KONG SUPER MARCH

WORLD-CLASS EVENTS



The creative design is for internal reference and illustrations only, and is not for any commercial use.

NATURE & ISLAND

GOURMET

LOCAL CULTURE



NEIGHBOURHOOD

HORSE RACING

A SYMPHONY OF LIGHTS



EXPERIENCES & PRODUCTS

HKT
B
T
O
U
R
I
S
M

FOUR CORNERS

OF HONG KONG

West: Lantau
Island



North: Robin's Nest
Country Park

East: Sai Kung

South: Po Toi Island

OVERVIEW 2025

重新發掘
香港的山野島嶼
Join us to rediscover
the Great Outdoors of Hong Kong



HKTb TOURISM OVERVIEW 2025

香港仔東南西北

so many hidden treasures await



SECURE & BOOST

TARGET MARKETS &
SEGMENTS

HKTb



2025

SECURE

MAINLAND / SOUTHEAST ASIA /
NORTH ASIA

BOOST

LONG-HAUL MARKETS

GROOM

MIDDLE-EAST (GCC) /
INDIA / VIETNAM

MULTI- DESTINATION

TRAVEL

80%
LONG-HAUL
VISITORS

HKTB TOURISM

50%
SHORT-HAUL
VISITORS

HONG
KONG
OVERVIEW

2025



ASIA (JAPAN, THAILAND,
VIETNAM, etc.)

BEIJING / SHANGHAI /
GUANGZHOU / SHENZHEN

MACAO

GUANGZHOU / SHENZHEN

MULTI-DESTINATION
GREATER BAY AREA
PROMOTION

HKTb TOURISM



PROMOTION IN SOURCE MARKETS

MULTI-DESTINATION GREATER BAY AREA PROMOTION

OVERVIEW 2025

HKTB TOURISM

Oct 2023
Bangkok, Thailand

Sep 2024
Jakarta, Indonesia

2025/26
Europe



ELEVATING HONG KONG'S **MUSLIM-FRIENDLINESS**



ACCREDITATION



EDUCATION



PROMOTION

HKTB

TOURISM

OVERVIEW 2025



ACCREDITATION



crescent
rating

HKTb



ACCREDITED ESTABLISHMENTS



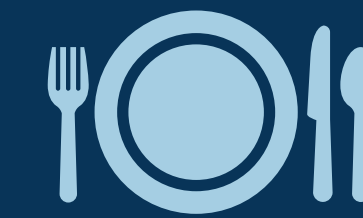
0 ➔ 55

HOTELS



0 ➔ 5

ATTRACTIONS &
MICE VENUES



100 ➔ 160+

RESTAURANTS

From 2024 to Feb 2025

EDUCATION

SEMINARS FOR
550+ TRADE MEMBERS

NEW TRAINING MATERIALS



伊斯蘭教是世界三大宗教之一，擁有超過十億信徒。穆斯林信奉真主安拉，並尊奉穆罕默德為先知。

安拉
是穆斯林信奉的唯一真主，宇宙萬物的主宰和創造者。

穆斯林信仰的五大功課

功課	描述
念 (Shahada)	宣誓以真主及其使者為唯一信仰
禮拜 (Salah)	每天祈禱五次
天課 (Zakat)	每年將餘裕財富的2.5%捐給慈善機構
齋戒 (Sawm)	參與齋月的齋戒
朝覲 (Hajj)	能力許可下，一生至少一次到麥加朝覲

1 每日五次 (旅行時：三次)

黎明 晨禮
日出 晡禮
正午 晌禮
下午 晡禮
日落 昏禮
晚上 宵禮

2 禱告室要求

- 寧靜的環境
- 約6平方米
- 男女區域分隔
- 乾淨的禱告毯與朝拜方向指示

3 小淨儀式

儀式包括清洗雙手、雙腳、臉及耳。

流動小淨設施和附有小水龍頭的小便池

注意事項：
禱告對於穆斯林遊客非常重要。熟知附近禱告設施的位置，以提供準確的建議。

1 常見問候語

“Assalaamu Alaikum” (願主賜你平安)

“Wa Alaikum Salam” (願主也賜你平安)

2 向穆斯林女性問好

未經允許不要作任何身體接觸

右手放胸前，作禮貌的問候手勢

一般指引：穿著得體，以寬鬆不顯露體態的衣服為主。

穆斯林男性
衣擺長及膝蓋之下

穆斯林女性
與非親屬男性互動時遮蓋全身，僅可露出手、腳和臉。

她們一般會佩戴頭巾 Hijab

1 關鍵詞

清真 Halal (真主允許)

非清真 Haram (真主禁止)

2 清真認證

對需要清真食品的旅客而言非常可靠的認證。

不含豬肉 畜禽類按伊斯蘭教儀式屠宰 不涉及「Haram / Najis (不潔)」物質 健康和安全的食物

香港回教信託基金總會，簡稱BOT，在伊瑪目(伊斯蘭教領袖)的嚴格監督下對餐館發放清真認證的組織。

1 齋月
伊斯蘭曆的九月
日出至日落不吃不喝

穆斯林客人可能會要求：
早餐：黎明前
晚餐：日落後

椰棗及飲用水：
禁食後的開胃小點

2 開齋節
在齋月結束時於所在地首次見到新月當夜的日落開始
歡慶齋月的結束

3 朝覲
伊斯蘭曆12月8日-12日

4 宰牲節
伊斯蘭曆12月10日開始

宰牲：屠宰牛羊牲畜，分送給有需要的人

注意事項：
熟悉紀念活動，以便提前配合和滿足穆斯林客人的要求。

PROMOTION

STRATEGIC PARTNERSHIP WITH OTA & MEDIA

TRADE MISSION & FAMILIARISATION TRIPS

HKTb



ADVANCE STUDY TOURISM



CONSOLIDATED
40+ POINTS OF
INTEREST



STEPPED UP EDUCATION:
LOCAL & MAINLAND
TRADE

HKTB TOURISM
5000+

VISITORS SINCE
JAN 2025

OVERVIEW 2025



香港研學旅遊業界交流會
Hong Kong Study Tour Trade Networking Event



HKTb TOURISM OVERVIEW 2025

香港研學旅遊中國內地業界考察

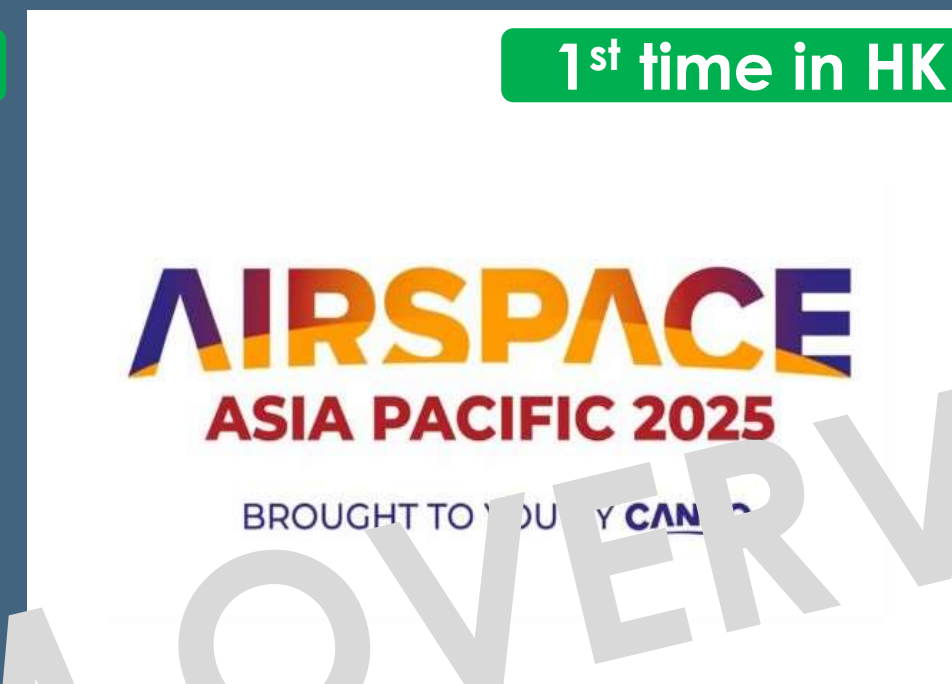
2024年9月9至13日



REINFORCE HONG KONG AS
ASIA'S PREMIER
MICE HUB

HKTb TOURISM OVERVIEW 2025





2025 SECURED BY HKTb,
TO BE HELD IN 2025

56
EVENTS

170K
ARRIVALS

MEETING INCENTIVE CONVENTION EXHIBITION

1. IMAGE BUILDING

HONG KONG,
WHERE YOU CAN
ACHIEVE MORE
香港，讓你成就更多

MEET HK
MEET GBA
HONG KONG & GREATER BAY AREA

會一會香港 會一會世界

2. EVENT BIDDING



BIDDING FUND
SMALL INCOME FUND

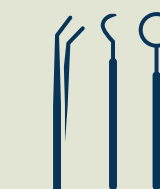


HONG KONG
Convention Ambassador
香港國際會議大使

3. FOCUS SECTORS



FINANCE



MEDICAL SCIENCE



I & T

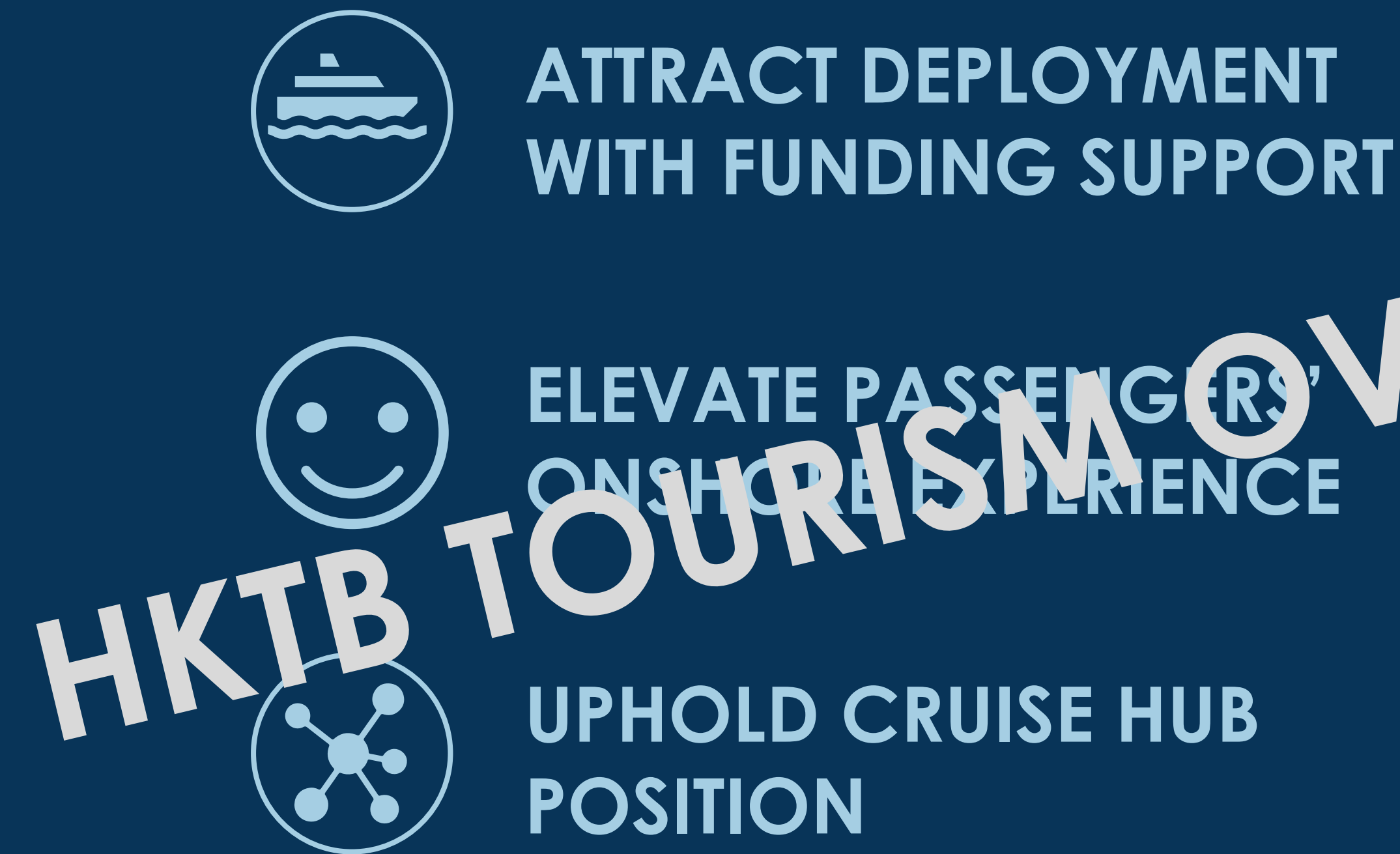


AVIATION

4. EXTEND & ELEVATE EXPERIENCES



HONG KONG INCENTIVE
PLAYBOOK

FUELLING CRUISE BUSINESS



SUPPORTING TRAVEL TRADE REACHING OUT

50% PARTICIPATION FEE WAIVER FOR JOINING TRADE SHOWS

	<div>UAE</div> <div> الملتقى arabian travel market®</div> <div>APR 2025</div>	<div>MAINLAND</div> <div> ITB ASIA</div> <div>MAY 2025</div>	<div>MAINLAND</div> <div> ITB ASIA</div> <div>MAY 2025</div>	<div>JAPAN</div> <div> Tourism EXPO Japan</div> <div>SEP 2025</div>
<div>MAINLAND</div> <div> CITM 中国国际旅游交易会 China International Travel Mart</div> <div>NOV 2025</div>	<div>SPAIN</div> <div> ibtm® WORLD</div> <div>NOV 2025</div>	<div>AUSTRALIA</div> <div> AIME ASIA PACIFIC INCENTIVES AND MEETINGS EVENT</div> <div>FEB 2026</div>	<div>INDIA</div> <div> SATTE South Asia's Leading Travel Show</div> <div>FEB 2026</div>	<div>GERMANY</div> <div> ITB BERLIN</div> <div>MAR 2026</div>

NEW CROSS-SECTOR OUTSTANDING SERVICE AWARD

HKTB

TOURISM

OVERVIEW

2025



AIRPORT



TAXI



TRADE



HOTEL



RETAIL



DINING



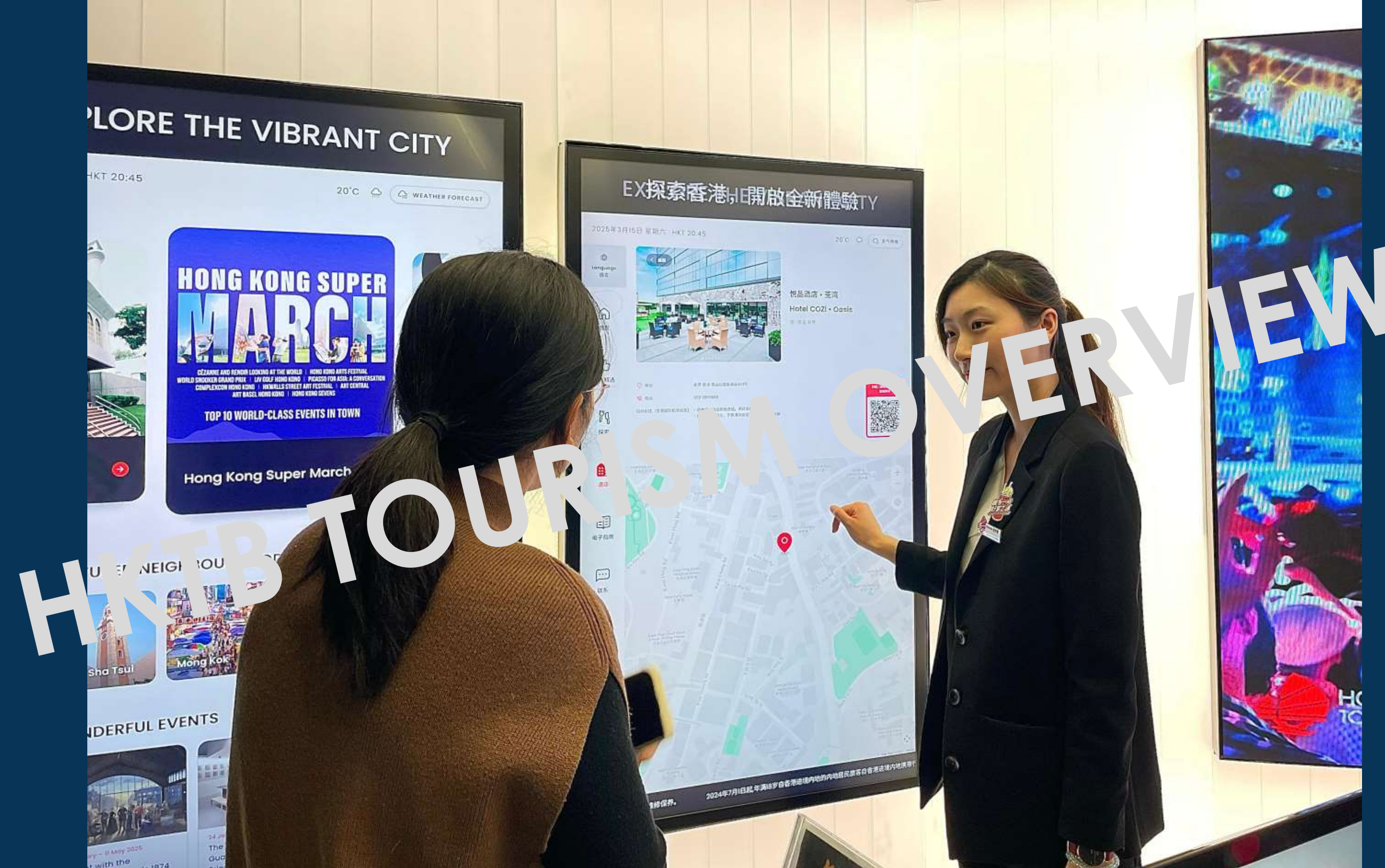
RETAIL



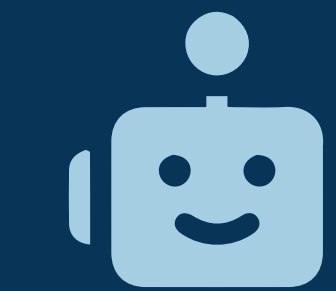
DINING



SMART TOURISM



PartnerNet
2025



UPGRADED PARTNERNET

ENHANCING
DISCOVERHONGKONG.COM

LIVE TRAVEL MAP

SMART ITINERARY PLANNER

UPGRADED PARTNERNET



ENHANCE
RESEARCH &
STATISTICS

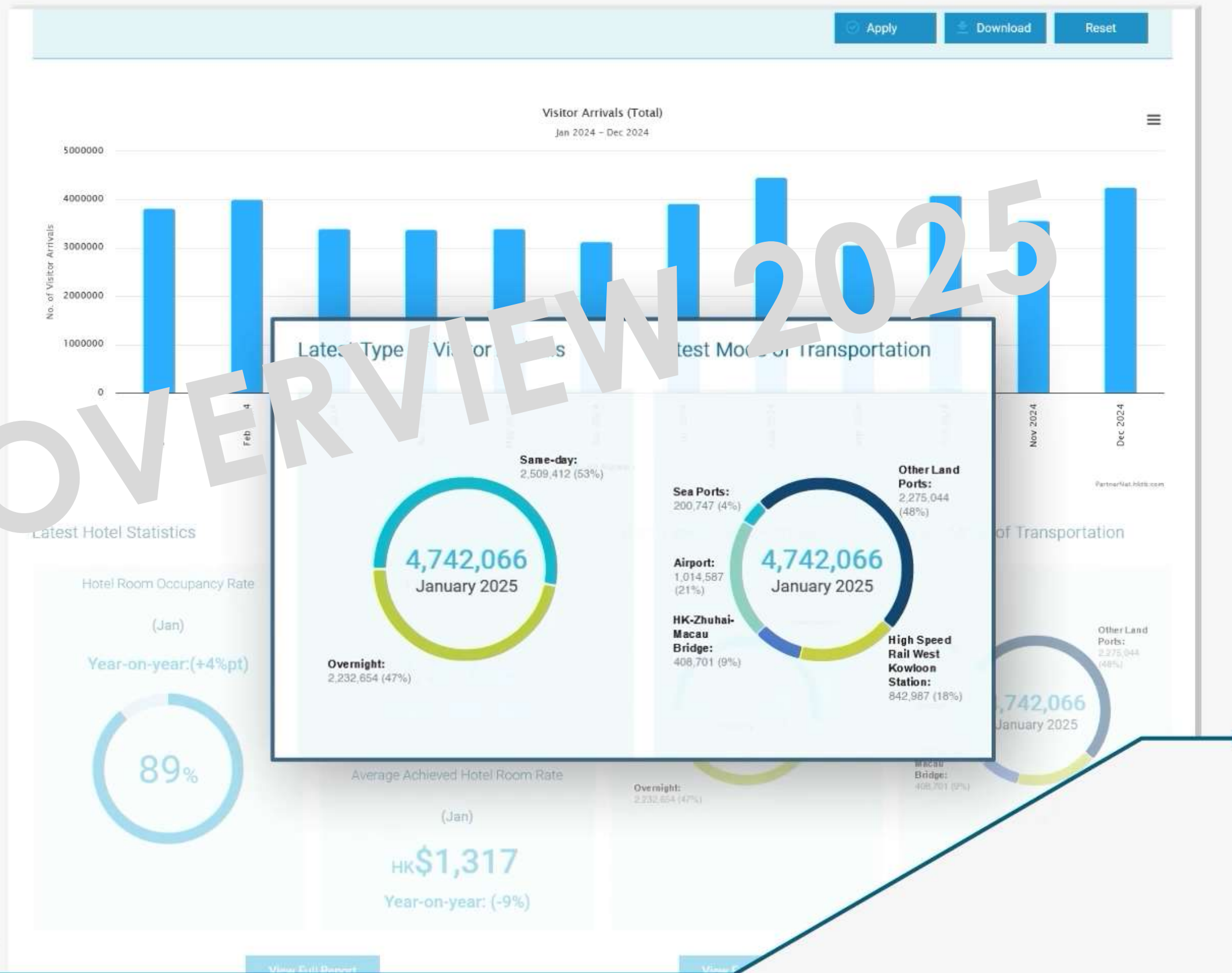


EXPAND
MARKET PROFILE



UPGRADE
USER INTERFACE

in a more
holistic approach



<https://partnernet.hktb.com>

2025

WTCF HONG KONG FRAGRANT HILLS TOURISM SUMMIT
世界旅游城市联合会香港香山旅游峰会

15 – 16 . 4 . 2025 | HONG KONG, CHINA

SAVE THE DATE

Hosts



中華人民共和國香港特別行政區政府
文化體育及旅遊局

Organisers



HONG KONG TOURISM OVERVIEW

香港旅業展望

2025

Partnering for Success Shaping the Future

多元機遇 同創新猷



HONG KONG
TOURISM BOARD
香港旅遊發展局

