



JAPAN

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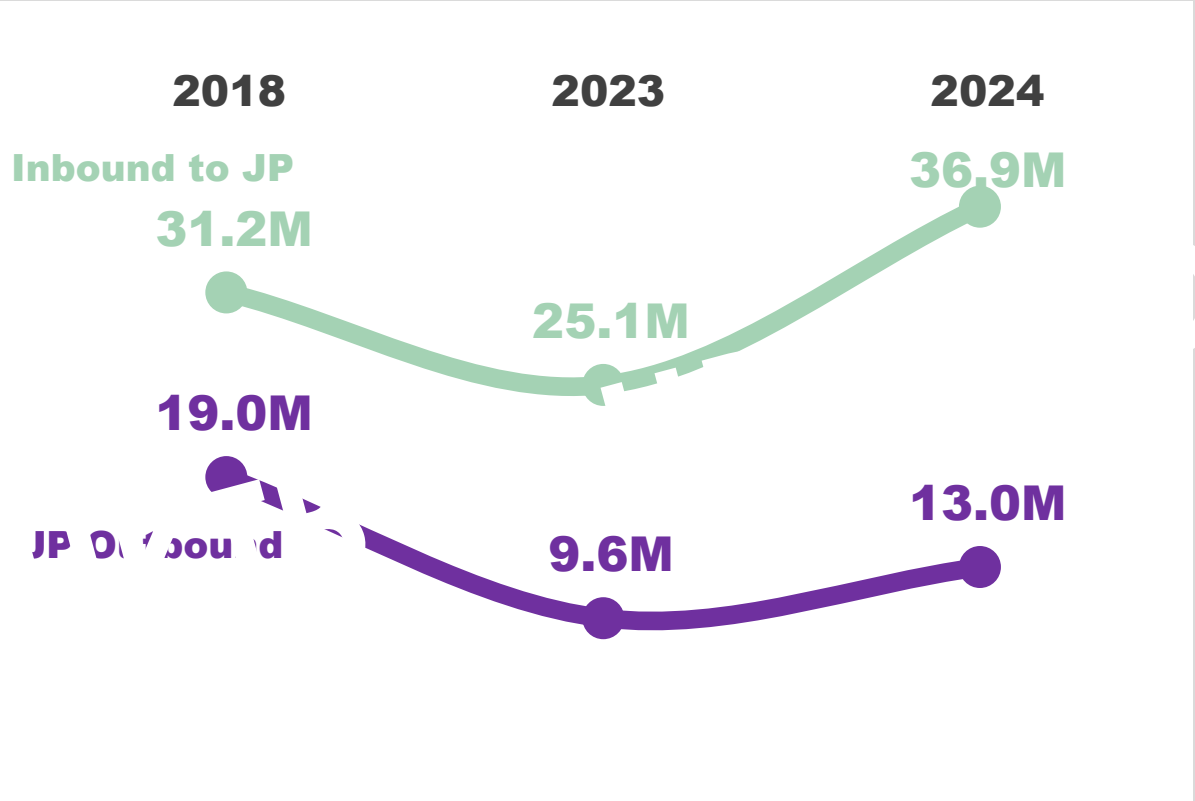
HKT B TOURISM



OVERVIEW 2025

JAPAN INBOUND & OUTBOUND

Inbound to JP surpassed pre-pandemic but outbound momentum remained slow



OVERVIEW 2025

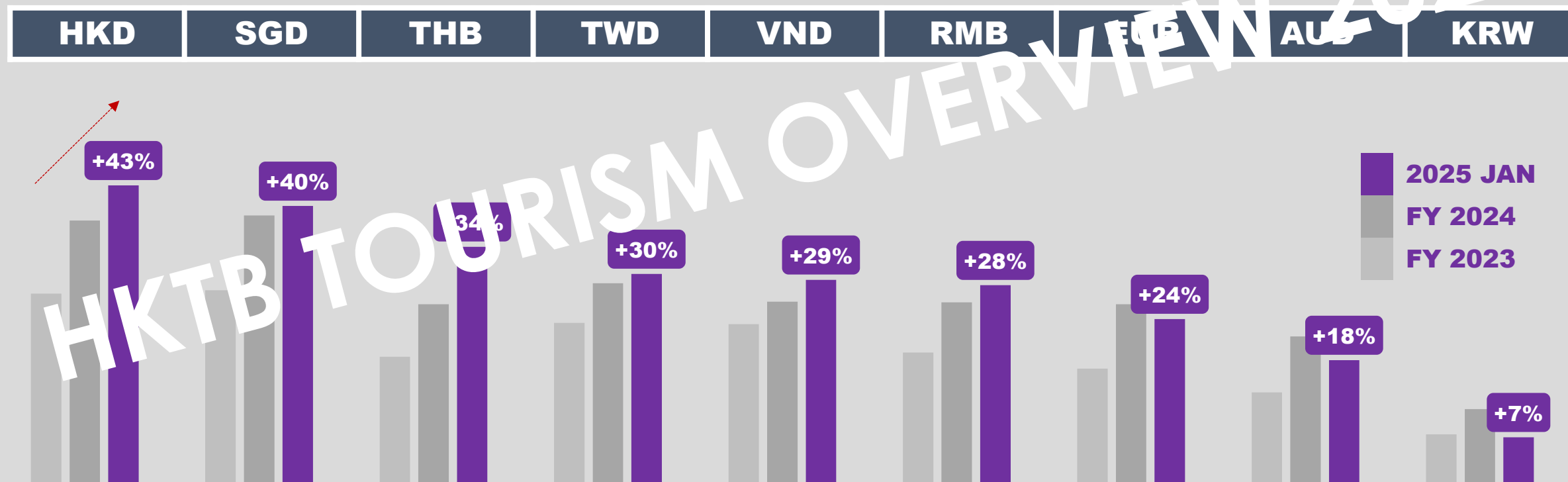
2024 TOTAL INBOUND TO JAPAN	2024 TOTAL JAPANESE OUTBOUND
36.9M	13.0M
118% recovery	69% recovery

Source: Japan National Tourism Organization (JNTO)

CURRENCY CHALLENGES

Weak outbound travel sentiment has remained for some time as Japanese Yen continues to depreciate

Foreign Currency against HKD (vs 2018)



MARKET PERFORMANCE

HK registered 63% YoY growth in Japanese arrival in 2024 despite the slow recovery of outbound momentum

Total Arrivals 

560K

+63% vs 2023

Seat Capacity 

94%

Recovered vs 2018

2023

344K



2024

550K



+63%

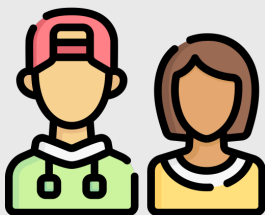
2018 Total arrivals 1.3M

HKTb TOURISM OVERVIEW 2025

JAPAN's ACHIEVEMENT in 2024

KEY PERFORMANCE INDICATORS

Young
(Aged 0-35)



+11% vs 2018

Length of Stay



2.5
nights

+0.3 vs 2018

**Per-Capita
Overnight Spending**



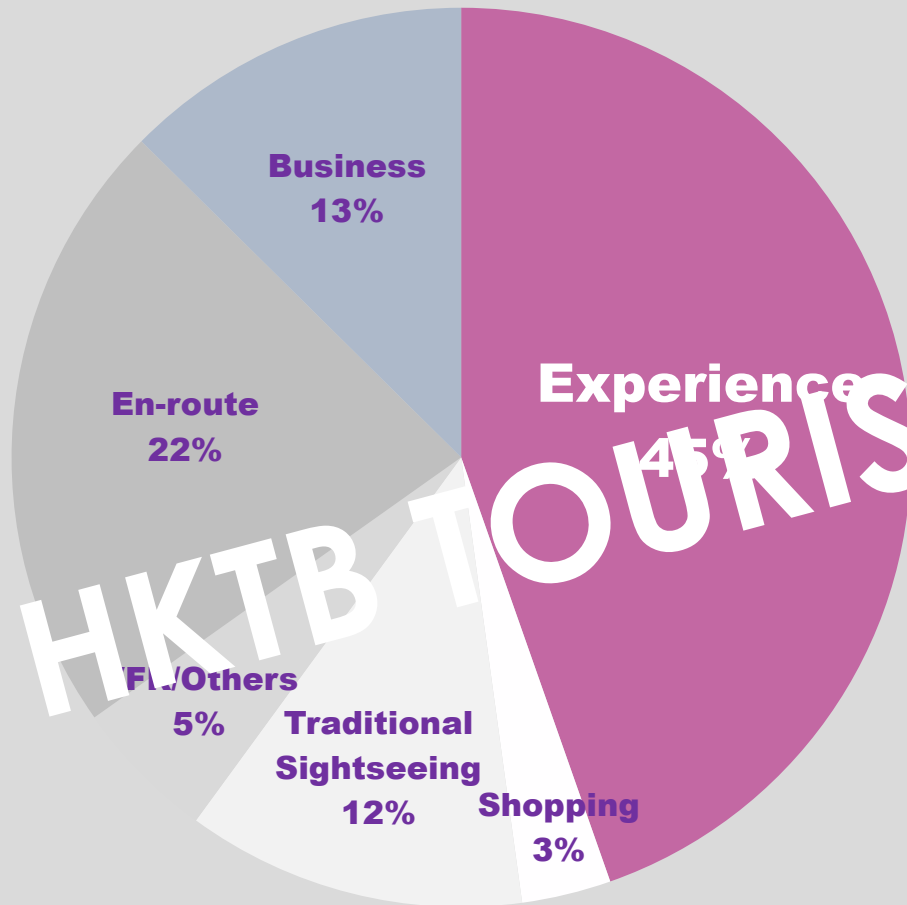
\$5.2K



\$4.2K in 2018

TRAVEL BEHAVIOUR - JAPAN

VISIT HK FOR...



~1/4 THEME PARKS

(↑11% p1 vs. 2018)



20% CITY EXPLORATION



**ARTS &
CULTURE**



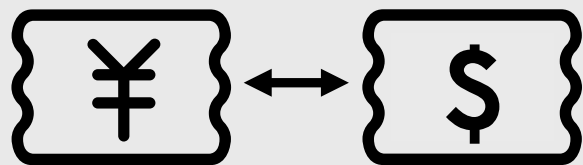
**OPEN-AIR
MARKETS**



DINING

MARKET OUTLOOK

YEN DEPRECIATION



ECONOMIC UNCERTAINTY

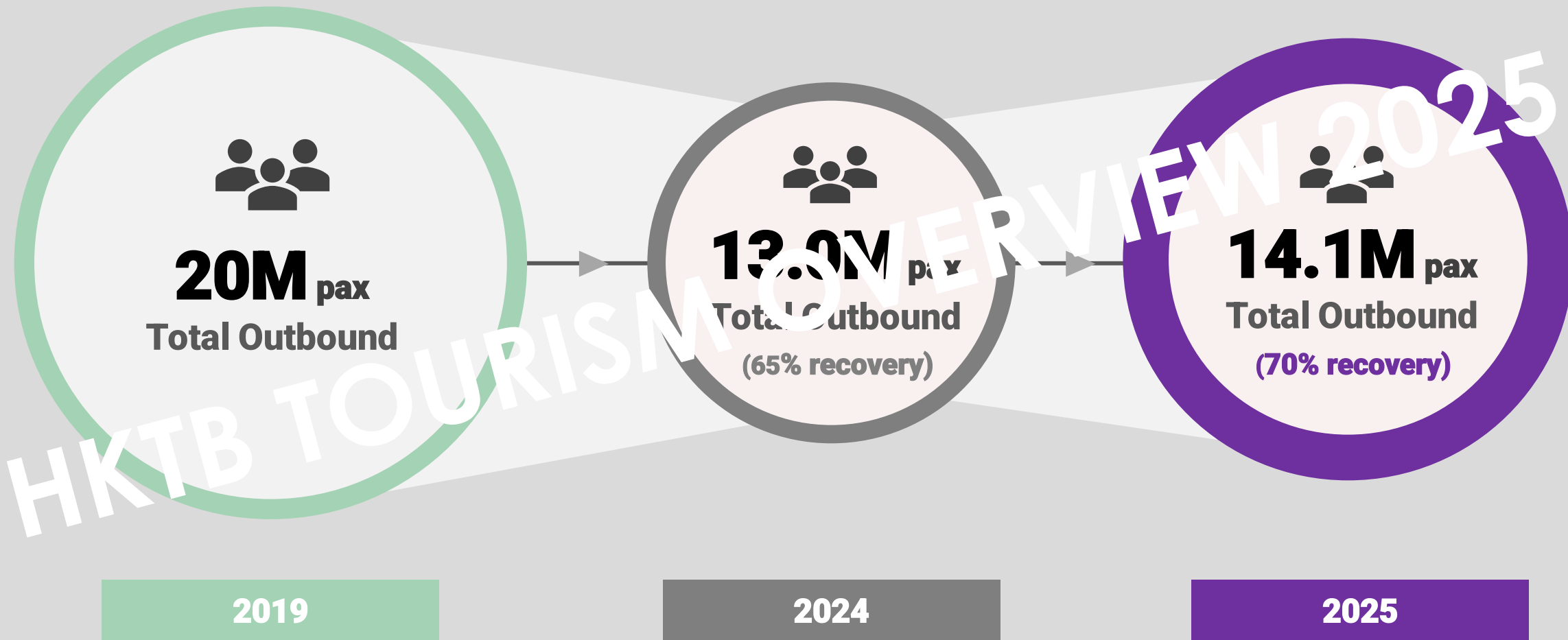
- ▶ Slow GDP Growth
- ▶ Negative growth in real wages

HIGHER TRAVEL COSTS



- ▶ Higher Airfare
- ▶ Higher Hotel Prices
- ▶ Higher Tour Prices

JAPAN OUTBOUND OUTLOOK



CONSUMER TREND

- Short-haul destinations are more popular
- Shift from package tour to FIT
- Themed travel is increasing regardless of the travel cost
- Digital is dominant for destination search
- Number of passport holders has shrunk
 - Young people is more active for travel



Japan - Low Passport Holding Ratio

In South Korea



50%

people holds passport

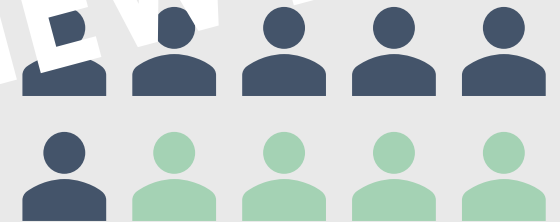
In Japan



20%

people holds passport

In Taiwan



60%

people holds passport

STRATEGIC FOCUSES

01

Young
Segment



03

Uniquely
Hong Kong



05

New
Opportunities

02

Local
Collab



04

Trade
Partners



HKT
B



TOURISM

OVERVIEW 2025

TARGET YOUNG SEGMENT

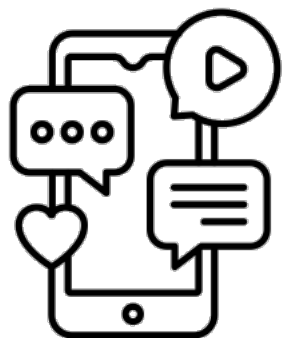


Leverage the growing trend of **young passport holders** in Japan

Introduce tourism products for the young segment



KOL COLLABORATION



Showcase Hong Kong authentically through social media platforms

Expand reach to wider audiences

INTERVIEW 2025



UNIQUELY HONG KONG

Promote Themed Travel



Mega Events



Skincare



Bars



Cuisine



Panda



TRADE PARTNERS



- Tactical Campaigns
 - Enhance engagement with key trade partners
 - Coop with OTA for FIT market



- Event Tours
 - Wine & Dine Festival
 - New Year Countdown
 - Hong Kong Sevens



- Mega FAM
 - October - December (TBC)

klook

Klookで満喫! 香港旅行

ピークトラム 往復チケット

無料 クーポン
プレゼント

今すぐチェック

2025

香港政府観光局 × 日本旅行業協会 共同企画
NEW YEAR COUNT DOWN 花火イベント

年越し 香港 4.5日間

154,800円 ~ 159,800円

12/29 12/30 出発

100万ドルの夜景を彩る「ニューイヤー・カウントダウン花火」を特別観賞エリアから観賞!

Hotel

マルコポーロ・ロイヤルホテル

HIS おすすめホテル

ザ シティビュー

海外拠点が24時間日本語サポート

HIS



NEW OPPORTUNITIES



- Education Tour Promotion
 - Special interest in Japan Market



- IG-able trends of Hong Kong
 - New addition to panda family

Affordable Luxury

- Value-for-Money
- Unique experience

HIS 中部発

Theme Park

#香港オニャンパーク

おすすめツアー 中部発

【中部国際空港発】午前出発/夜帰着便でたっぷり滞在!フリープラン 香港4日間	【中部国際空港発】パンダに会える人気のテーマパークへ!オシャンパーク入園券・ホテル朝食・往路送迎付 香港4日間	【中部国際空港発】送迎なしで自由に動けるフリープラン!キャセイパシフィック航空で行く 香港3日間	【中部国際空港発】香港ディズニーランド1デー・パークチケット&キャラクターに会える「エンチャンテッド・ガーデン・レストラン」での朝食ビュッフェ1回付!1泊目はディズニー直営ホテルに泊まる 香港4日間
エコノミークラスホテルに滞在	パンダホテルに滞在	エコノミークラスホテルに滞在	香港ディズニーランド・ホテル(スタンダード・ルーム)(香港ディズニーランド直営ホテル)・スーベリアアタラスホテル(コージーオアシスホテルまたはドーセット ツェンワン ※指定不可)(ホンコン(香港))に滞在
59,800円~59,800円	99,800円~179,800円	54,800円~169,800円	134,800円~259,800円
2025年01月16日~2025年03月02日出発(燃油サーチャージ込み)	2025年01月16日~2025年06月26日出発(燃油サーチャージ込み)	2025年01月15日~2025年06月28日出発(燃油サーチャージ込み)	2025年01月18日~2025年06月27日出発(燃油サーチャージ込み)

PROGRAMMES

HKTb TOURISM OVERVIEW 2025

A large crowd of people at a night concert with their hands raised in the air, illuminated by colorful stage lights. The scene is vibrant with blue, orange, and yellow light beams cutting through the dark night. The crowd is dense, and many people are wearing wristbands. The overall atmosphere is one of excitement and celebration.

EDUCATION TOUR PROMOTION



Create a solid Image that
Hong Kong is an ideal destination



FAM for Decision Maker



Co-op with regional governments
for promotion





REDISCOVER IG-ABLE HONG KONG
AS THEMED TRAVEL WITH JAPANESE APPEAL
TOURISM OVER KEN 2025

HKTb

REDISCOVER IG-ABLE HK ICONS AS THEMED TRAVEL WITH JAPANESE APPEAL



Appeal to younger
segment

Compel with refreshing &
captivating perspectives of HK



“Kawaii” on social

Social & KOL content to
promote viral experiences

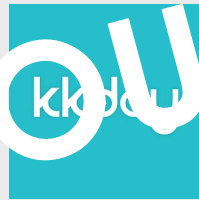
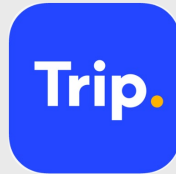


Campaign page
& Trade

Dedicated pocket guide and
trade promotional resources



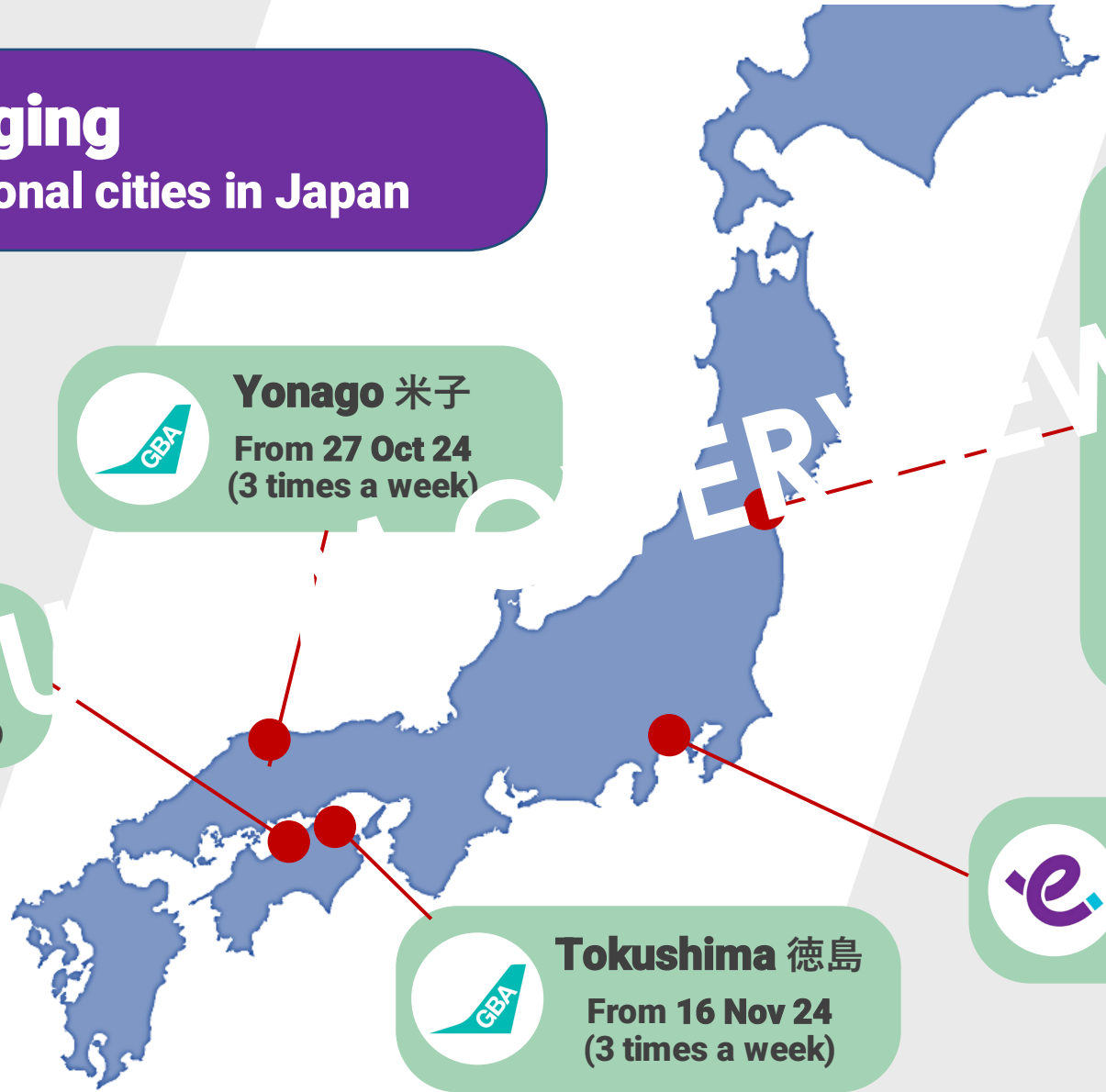
IMPACTFUL CAMPAIGN (Summer/Winter)




Run an impactful campaign with trade partners in summer / winter


PROMOTION IN REGIONAL CITIES

Surging
New flights to regional cities in Japan



 **Yonago 米子**
From 27 Oct 24
(3 times a week)

 **Takamatsu 高松**
Daily from 1 Nov 24
(increased from 5 times a week)


 **Tokushima 徳島**
From 16 Nov 24
(3 times a week)

Sendai 仙台

 From 17 Dec 24
(4 times a week)

 From 18 Dec 24
(3 times a week)

 From 17 Jan 25
(4 times a week)

 **Shizuoka 静岡**
From 17 Dec 24
(3 times a week)



EVENT & SEMINARS



**Tourism EXPO
Japan 2025**

Aichi Sky Expo (Aichi Pref)
25-28 September



Mega Fam

October - December
(TBC)
Nationwide



Seminar Series

Tokyo/Nagoya/Osaka/Fukuoka
Individual & themed seminars
Nationwide



THANK YOU

MICHIKO SAEKI

SENIOR MANAGER, TRADE MARKETING

HKTB TOURISM OVERVIEW 2025