

HKTB to Launch Large-scale Global Promotions Next Month in Phases with Three Strategies to Welcome Visitors

- Hong Kong's doors of tourism has been opened. Recent figures reveal that daily visitor arrivals to Hong Kong has increased from between 2,400 and 4,500 per day during the Amber Code period to over 10,000 per day after the lifting of Amber Code.
- The major sources of visitors are, in order, the Mainland, the Philippines, Taiwan, the United States and Thailand.
- In terms of purpose of visit, apart from overnight stopovers, family visits, business trips or essential travels, there was also a slight increase in leisure arrivals since the lifting of all COVID-19 inbound control measures at the end of December.

Tourism expected to take time to recover

- HKTB expects that Hong Kong's tourism will gradually recover, subject to the following factors:
 1. Airline capacity has not yet been fully restored
 2. Shortage of manpower in the tourism and related sectors
 3. Uncertain economic outlook and concerns arising from current exchange rates
 4. Some markets still impose inbound control measures on visitors arriving from the Mainland, Hong Kong and Macao, which travellers may find inconvenient when returning home
- In light of the latest situation, it is expected that visitors mainly come from certain markets, including **the Mainland and Southeast Asia**.
- Therefore, HKTB will timely step up its promotion efforts in phases according to the actual situation of individual markets to ensure that the resources are well spent and maximise the effectiveness of promotional initiatives.

Continuous Promotions of Hong Kong's Appeal

- The HKTB has stepped up publicity in some markets in advance to spread the message that all sectors in Hong Kong are welcoming back visitors.
 1. HKTB has invited travel trade, media, KOLs and Hong Kong Super Fans from around the world to enjoy the Hong Kong experience first-hand (Seeing is Believing).
 2. HKTB has organised a number of mega familiarisation trip for overseas travel trade since mid-December, hosting about 100 travel trade representatives from Southeast Asia, South Korea and other markets with more than 250 business appointments lined up with the local travel trade.
 3. HKTB has lined up about 1,300 travel trade appointments, connecting 840 local travel trade members with buyers and trade representatives from 140 regions/ markets.
 4. HKTB has invited K-pop sensation Jeong Ji-hoon (Rain) and arranged attraction visits for internationally renowned DJ Alan Walker to explore Hong Kong.
 5. HKTB has been promoting Hong Kong's arts and culture, sports, culinary and festive events and experience continuously to attract global media reports and strengthen positive exposure.

Large-scale global promotions to launch next month

- HKTB will launch large-scale global promotions next month with three strategies to drive tourism revival:

Strategy 1: Connect various sectors to jointly broadcast messages of warm welcomes

- HKTB has prepared a series of welcome messages of “Say Hello” to Mainland and Southeast Asian markets from business leaders, celebrities, KOLs to spread positive messages of warm welcomes
- HKTB will roll out a series of videos showcasing Hong Kong’s brand new experiences in arts and culture, attractions, culinary, etc.
- HKTB will invite 500+ members of the travel trade, media and Hong Kong Super Fans to Hong Kong to enjoy the experiences in person.
- HKTB will lead the local travel trade to join outreach promotions and participate in large-scale global travel trade shows and trade events.

Strategy 2: World-class mega events

- In terms of large-scale conventions and exhibitions, the HKTB has successfully secured 30 large-scale MICE events of various themes to be hosted in Hong Kong starting from 2023, including business management, aviation, technology and medical sciences:
 - 2023 WOW Summit Hong Kong, Global Web 3.0 industry summit
 - RISE, one of the most influential tech summits
 - 44th Asia Pacific Dental Congress
 - 10th Annual General Meeting of International Association for Chinese Management Research
 - 2024 East Asian Insurance Congress
- Together with a series of flagship events returning to Hong Kong, including the **Jewellery & Gem ASIA Hong Kong (JGA)** and **Jewellery & Gem WORLD Hong Kong (JGW)** to be held in June and September 2023 respectively, **Cosmoprof Asia** and the **ASIA FRUIT LOGISTICA**, the MICE sector expects a total of about 300,000 participants, which will help attract high-yield business travellers.
- Leveraging Hong Kong’s geographical advantage of being well connected to the Mainland and overseas cities, HKTB will strengthen its support for securing more large-scale international MICE events to be hosted in or return to Hong Kong to attract high-yield business visitors and consolidate its status as the “World’s Meeting Place”.
- Besides, HKTB will organise and support the staging of world-class events in Hong Kong to enrich visitors’ experience:

Theme	Event	Date
Festival	Fortune around Hong Kong	19 January – 5 February
Arts and culture	Hong Kong Arts Festival	17 February – 18 March
	Arts in Hong Kong	March
	Art Basel	21 – 25 March
	Clockenflap	3-5 March
Sports	Hong Kong Marathon	12 February
	Hong Kong Sevens	31 March – 2 April
Culinary	Hong Kong Wine & Dine Festival	November

Strategy 3: “Hong Kong Goodies” consumption / offer vouchers and offers for visitors

- HKTB will give out “**Hong Kong Goodies**” consumption / offer vouchers to visitors that can be used in more than 100 bars, restaurants and hotels for a free drink or redemption for consumption amount and offerings at more than 130 attractions, dining or retail outlets and transport operators.
- HKTB will also roll out various offerings with different trade partners such as airlines, travel agents and hotels, and encourages trade partners to provide offerings to welcome back visitors.
- HKTB will support the free air ticket giveaway by the Airport Authority Hong Kong, especially in overseas promotions.

Conclusion: a city-wide mobilisation

- The HKTB hopes to call on all travel-related trade partners and the public to be a good host to extend a genuine welcome to visitors.