



Tourism Recovery Plan

HKT B Trade Update

12 Jan 2023

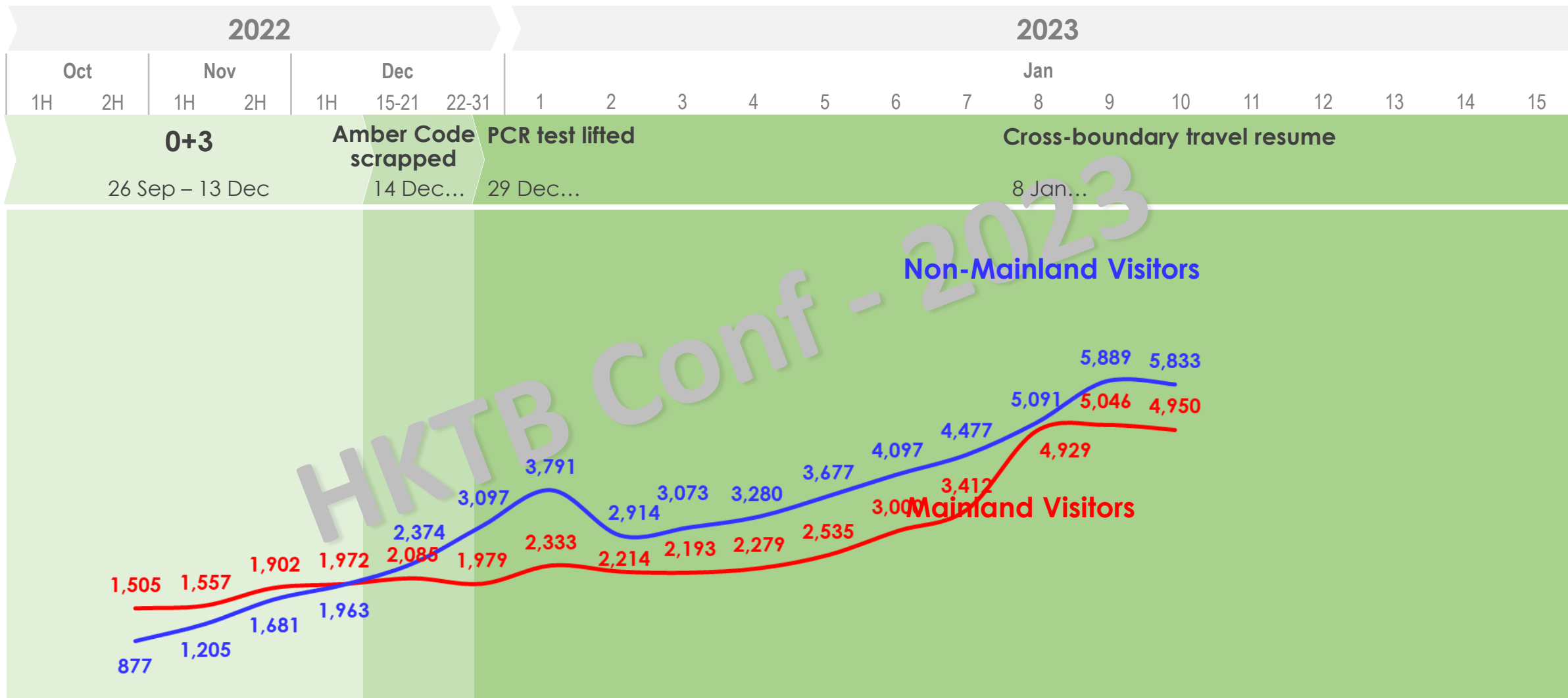
HKT B Conf - 2023



LATEST SITUATION

HKTVM Conf 2023

Daily Trend: Visitor Arrivals



Visitor Arrivals – Top Source Markets

Pre-pandemic

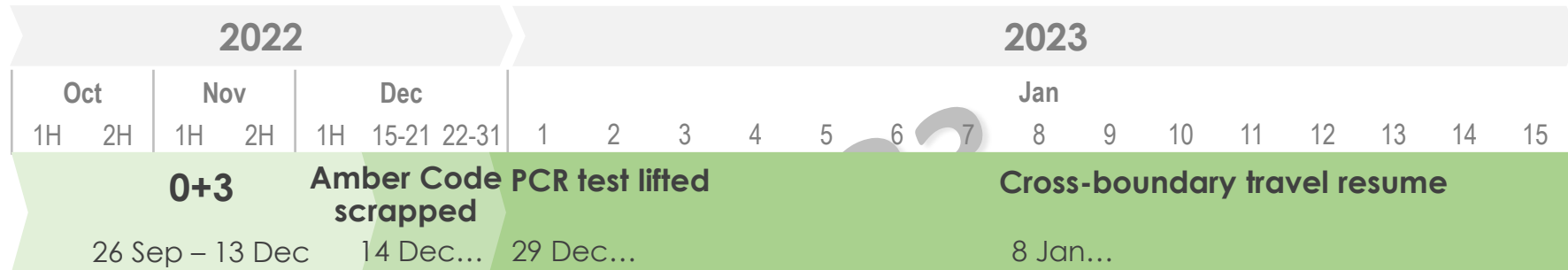


Top Source Markets (by Nationality)

Rank	Pre-pandemic	2022	2023
#1	ML	ML	ML
#2	TW	US	PH
#3	KR	TW	TW
#4	JP	PH	US
#5	US	SG	TH

Visitor Arrivals – Purpose of Visits

Pre-pandemic

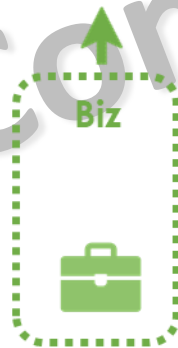


Purpose of Visit

VFR

En-Route

Biz



VFR

En-Route

Biz

Leisure



Observations

FACTORS AFFECTING THE RECOVERY PACE



- Flight Capacity



- Manpower Shortage



- Currency Exchange Rate



- New Control Measures

Markets' Control Measures on Visitors Returning Home

Places of residence	Effective Date	From Mainland				From HK			
		Origin of flights		Past 7 days visitation		Origin of flights		Past 7 days visitation	
		Pre-Departure	On-arrival	Pre-Departure	On-arrival	Pre-Departure	On-arrival	Pre-Departure	On-arrival
India	1-Jan-23	PCR (72hrs)				PCR (72hrs)			
S. Korea	7-Jan-23	PCR / RAT (72hrs) / (24hrs)		PCR / RAT (72hrs) / (24hrs)		PCR / RAT (72hrs) / (24hrs)			
Japan	30-Dec-22	PCR		PCR					
Taiwan	1-Jan-23		PCR (72hrs)	PCR / RAT (72hrs) / (24hrs)					
Malaysia	End Dec	RAT	Screen for fever						
Southeast Asia	-								
US	1-Jan-23	PCR (48hrs)				PCR (48hrs)			
Canada	7-Jan-23	PCR (48hrs)				PCR (48hrs)			
France	30-Dec-22	PCR (48hrs)				PCR (48hrs)			
Australia	1-Jan-23	PCR (48hrs)				PCR (48hrs)			
UK	TBC	PCR	Screen for fever						
Italy	-	PCR / RAT (72hrs) / (48hrs)				PCR / RAT (72hrs) / (48hrs)			
Spain	-	NAAT (72hrs)	May be subjected to a diagnostic test						

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Observations

1 MAINLAND

Despite domestic COVID surge, travel demand remains extremely high

2 SOUTHEAST ASIA

Very positive sentiment regarding Hong Kong's re-opening on a whole

Drive a Strong Recovery

- **From Ramping Up to Global Launch**
- **A Positive & Impactful Launch**
- **Mobilise Every Sector of Hong Kong**



Hello, Hong Kong

HKTVB Conf - 2023

Hello From HK

To HK

Within HK

Overview

Hello
Hong Kong

Activation

Announcement

Launch

- Overseas Trade Reconnection
 - PR Activation
 - Warm Greetings
 - Global Press Conference
- 1 Global Invitation to HK
 - 2 Strong Events Line-up
 - 3 City-wide Welcoming Offers

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Reconnecting Worldwide Trade Partners

HONG KONG BIZCONNECT

- **1,280** meetings for Southeast Asia, South Korea & Taiwan
- Connected **>840** Hong Kong trade partners with **~140** regional buyers



TRADE FAMILIARISATION TOURS

- **~ 100** Southeast Asia, South Korea & Taiwan travel trade representatives
- Organised face-to-face meetings with **>250** Hong Kong trade partners



Positive Voices Over The Region



HKTB sambut penghapusan kode kuning dengan adakan familiarisation trip

© Jumat, 16 Desember 2022 11:53 WIB



Delegasi perdagangan Asia Tenggara's Asia mengunjungi Hong Kong Police Museum yang baru diresmikan tahun ini dalam kegiatan "familiarisation trip" yang diadakan oleh Hong Kong Tourism Board (HKTB). (ANTARA/HO-HKTB)



รัฐบาลฮ่องกงปลดล็อค "รหัสแอมเบอร์"... กิน-เที่ยวใน 'ฮ่องกง' ได้ ไม่ต้องรอผลตรวจประจำวัน!



News, World

With lifting of amber code, Hong Kong launches global tourism campaign



The SEA trade delegate voyaged through the Hong Kong Neighbourhood - West Kowloon, checking out the century-old soy bean product shop Liu Ma Kee and Tin Hau Temple at Yau Ma Tei, which is a declared monument.



Hong Kong holds mega fam to ignite travel recovery



HKTB sambut penghapusan kode kuning dengan adakan familiarisation trip



Cara Hong Kong Gaet Wisatawan Mancanegara Setelah Longgarkan Aturan Covid-19



foto © Copyright (c) 2016 TEMPO.CO



Hồng Kông (Trung Quốc) đón du khách trở lại sau khi Chính phủ gỡ bỏ 'mã vàng'



Đoàn du khách Đông Nam Á đang nhìn ngắm các tác phẩm tại Hồng Kông. Ảnh: TCHN

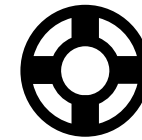
Cruise Recovery



International Cruise Lines Welcome the Recent Relaxation Measures



Silver Spirit
18 Jan 2023



15 Cruise Lines will Return to HK in 2023



Aggressively Pitching for New Homeport Deployments



Participate in Seatrade Cruise Global, Fort Lauderdale to Rebuild HK's Profile



PR Activation: International Celebrities Visits

RAIN VISIT

Lights Up Ceremony for Christmas Wonderland Generated **430+** Global Media Coverage



PR Activation: International Celebrities Visits

ALAN WALKER VISIT

Internationally Acclaimed British-Born Norwegian Music Producer/ DJ First Ever Concert in HK



9.4M Followers 42.8M Subscribers 24.2M Monthly Listeners



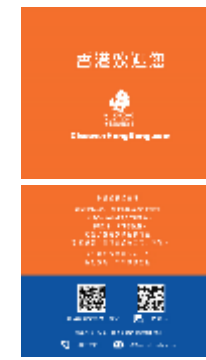
Welcome Gifts for Passengers of the 1st HSR



Hong Kong Signature Souvenirs



Hong Kong Travel Pouch



- For passengers of the 1st HSR only (Qty: 550)
- A Red-white-blue gift bag, a sports towel, tram and star ferry models

- For passengers of the 1st HSR (Qty: 550)
- Continue to distribute to visitors who visited HKTB Visitor Centres for enquiries (Qty: 25K)
- A welcome card, a mask envelope, a phone data card, a glass cleaning cloth

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Global Press Conference (Early Feb)

A HONG KONG FAMILY ANNOUNCEMENT

“Join Hands to Welcome Visitors Back”

Government
Officials



HKTB



Industry
Partners



BE A PART OF THE MILESTONE EVENT!

Three Key Strategies

*Hello
Hong Kong*

1

**Global Invitation
to Visit Hong Kong**

2

**Strong Events
Line-up**

3

**City-wide
Welcoming Offers**

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1 Global Invitation to Hong Kong

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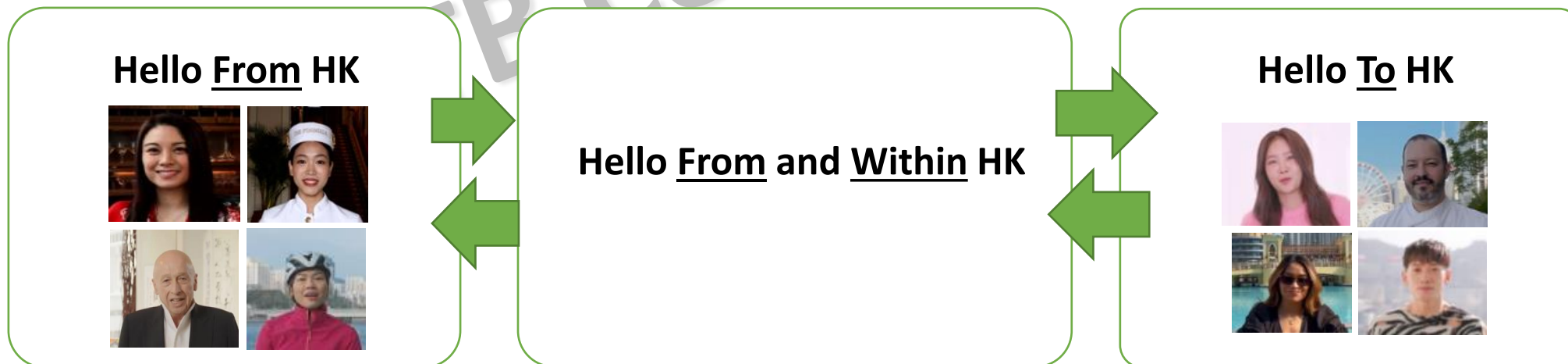
Warm Greetings

Ramping up Hello and Reconnect with the World

Hello Hong Kong

Creating The Reciprocal Effect

Greetings From Industries, Super Fans, All Walks Of Life To The World And Hello Back




Hello Faces & Places

Vertical social videos with creative transitions to promote the 5 promotional themes

Skyline / Culinary

Pier 1929









Art & Culture

Hong Kong Palace Museum Visit	Cultural and attractions	Tai Kwun; M+; The Mills
		

City Oasis

Brick Hill Pavilion	Ho Pui Reservoir
	

New Experience / Rediscovery

Disneyland Momentous Show	Disneyland Characters	Ocean Park Water World	Ocean Park (Dry Park)	Peak Tram	Ngong Ping 360
					

Culinary

Pineapple Bun Cake from DWL	Food Cheers
	

Welcoming Stories

An emotional content series to hero the diversity and DNA of HK



Law Chor-Kin
Award-winning trial runner
Outdoors



Gordon Sanders
Tai Hang Fire Dragon Dance
expat dancer
Culture



Yusuke Hatano (Super Fans)
Award-winning film composer
Culture



Tiffany Yeung
Owner of Tai On Tea
& Coffee Shop
Dining



Daphne Wong
Award-winning wildlife
filmmaker
Outdoors



Hong Kong Sevens Players
Salom Yiu & Russell Webb
Events & Sports



John Clifford
Expat Cantonese Opera
Musician *Culture*



Niu Niu
Award winning Pianist
Culture



Big Bus Driver
Attraction



Richard Ekkebus
Michelin Green Star chef of
Amber *Dining*



**均益餅家 (42-year-old bakery
in SSP) *Dining***



Taxi Driver
Transport



**Roast Goose Master from
Yung Kee *Dining***



廟街書法王 *Art*

Worldwide Mega Fam to HK

500+ MEDIA, TRADE, SUPER FANS

VICE **NETFLIX** **Discovery**

PBS **REUTERS** **abc**

TVBS **FUJI TV** **KBS**

METRO CHANNEL

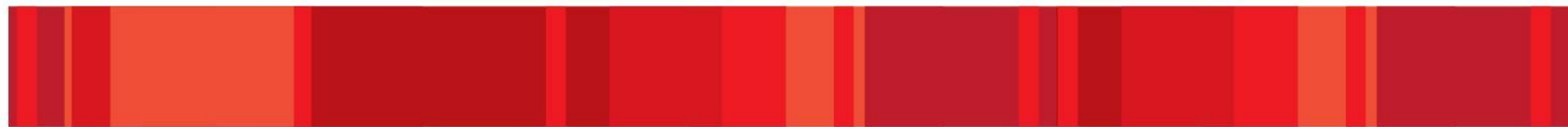
astro
ABS-CBN



| First-hand Experiences

| HK's Signature offerings

| New Excitements



2 Strong Events Line-up

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Strong Events Line-up: Mega Events



MAR
ARTS IN HK



3-5 MAR
CLOCKEN FLAP



21-25 MAR
ART BASEL



22-25 MAR
ART CENTRAL



31 MAR – 2 APR
HONG KONG SEVENS



MAY - JUN (TBC)
FRENCH MAY

Strong Events Line-up: MICE

Secured 30+ major international MICE events



WOW SUMMIT
WORLD OF WEB3

March



FOMO ASIA
ASIA'S LARGEST
WEB3 CONFERENCE

March



44th APDC &
12th HKIDEAS 2023
9-11 JUNE - HONG KONG

June



中国管理研究国际学会
International Association for
Chinese Management Research

June



RISE

2024 - 2028

Flagship exhibitions return to HK in 2023



JEWELLERY & GEM
ASIA HONG KONG

June



JEWELLERY & GEM
WORLD HONG KONG

September



ASIA FRUIT LOGISTICA

September



COSMOPROF
ASIA HONG KONG
亞太區美容展
COSMOPACK
ASIA HONG KONG
亞太區美容展

November

TOGETHER ATTRACT OVER 300,000 VISITORS

Hello Hong Kong

The video features key industry heavyweights to say "hello" to global MICE community, reassure HK's solid fundamentals and share new excitements.



An aerial photograph of the Hong Kong skyline, featuring numerous skyscrapers and a view of the harbor. The text "Hello Hong Kong" is overlaid in a white, cursive font. The background shows a dense urban landscape with various architectural styles, including the distinctive Bank of China Tower with its diamond-patterned facade. The harbor is visible in the middle ground, with several ships and a clear blue sky above. The overall scene is bright and clear, suggesting a sunny day.

Hello
Hong Kong

Revitalising MICE

In Response to 2022 Policy Address on Revitalising MICE tourism



MICE EVENT SUPPORT FUND



SMALL MIC GROUPS



RECURRENT EXHIBITIONS & CONVENTIONS



A-LIST INT'L CONFERENCES

Partnership with renowned business media



HONG KONG GOODIES




3 City-wide Welcoming Offers

HKTB Conf - 2023



HK Goodies





- **Welcoming Gesture** for Leisure & MICE Visitors
- **Consumption / Offer Vouchers** for Visitors
- Leverage **HKTB's Digital Platform** for Offer Acquisition & Redemption

 **Free Welcome Drink**



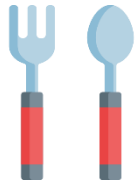

Hotels **Bars**

Over 100 partners

 **Unconditional Cash Vouchers** |  **Product-specific Offers**

Attractions **QTS Retail** **QTS Dining** **Transportation**

Over 130 partners

Over 230 Merchants with 1,500+ Outlets

Distribution Channels of HK Goodies

Leisure Visitors

HKTB Visitors Centres
(Airport/HSR Station/HZMB Port)



Hong Kong Tour Operators/ Hotels
(Physical Cards)



Source Market Trade Network

Online Platforms
(e.g. OTAs)



Trade Partners' Outlets



MICE Visitors

MICE Organisers



Mobilise Trade to Ramp Up City Ambience

SHOPPING MALLS



Video Display
on LED Screens

QTS MERCHANTS



Promotion &
Redemption

OTHER MERCHANTS



Materials
Distribution

HONG KONG TAXIS



Display in
~5k Taxis



HONG KONG
TOURISM BOARD
香港旅遊發展局



Thank You!

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