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Visitor Arrivals Grow by 10% in the First Half of the Year HKTB Partners with the Trade to Step up Promotions in Short-haul Markets

The Hong Kong Tourism Board (HKTB) announced today that more than 30.6 million visitor arrivals were recorded in the first half of 2018, representing year-on-year growth of 10.1%. Of these, overnight visitor arrivals exceeded 13.85 million, up 6.2% year on year. Visitor arrivals from both the Mainland and international markets rose.

Mr Anthony Lau, Executive Director of the HKTB said, “The growth in total visitor arrivals in the first half of this year was driven mainly by the Mainland market. As for international arrivals, long-haul markets performed well, growing 2.6%. With the continued intense competition among travel destinations in the region, visitor arrivals from short-haul markets fluctuated, falling of 1.5%. Looking ahead, the business environment for the tourism industry will face different challenges caused by the unstable global economy and exchange rates, which may affect tourism growth in the second half of the year. The HKTB will continue to work with the travel trade to attract more overnight visitors from different source markets to Hong Kong.”

To address the situation in short-haul markets, the HKTB has scaled up summer promotions in these markets, targeting the family and young segments, and partnered with airlines, especially low-cost carriers, and other trade partners to launch special travel offers. The HKTB will also continue its collaboration with the trade to launch promotions riding on mega events to attract more visitors to Hong Kong.

Leveraging the upcoming opening of the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong High Speed Rail and the Hong Kong-Zhuhai-Macao Bridge, the HKTB will introduce related promotions through various channels to promote the two main infrastructure additions and travel experiences featuring Hong Kong and the Greater Bay Area.

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Media can download press releases and information on the promotions and discount offers in the above source markets here:

Press releases - https://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Information on the promotions and offers - <ftp://wpMB18-b:mko0bgt5@ftpsvr01.hktb.com/>

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