



PRESS RELEASE 新聞稿

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Hong Kong and Japan announce Hong Kong - Japan Tourism Year 2019

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The Hong Kong Tourism Board (HKTB), the Japan National Tourism Organization (JNTO) and the Japan Tourism Agency (JTA) jointly announced 2019 as the Hong Kong - Japan Tourism Year at the Tourism EXPO Japan 2018 earlier. The tourism promotion organisations of the two destinations will seek to drive the development of the tourism industry through joint promotions with travel trade during the year.

Dr Peter Lam, Chairman of the HKTB, said, “Japan and Hong Kong have long shared close tourism ties, drawing visitors from each other with their unique, amazing offers and travel experiences. Japan is one of the top five visitor source markets of Hong Kong. In the first seven months this year, Hong Kong has received more than 700,000 visitors from Japan, a year-on-year increase of 5.2%.

“The Hong Kong - Japan Tourism Year promotion will further encourage tourism exchange between Hong Kong and Japan, and offer a new promotion platform for local travel trade to attract Japanese visitors to continue coming to Hong Kong. With the launch of the Guangzhou-Shenzhen-Hong Kong High Speed Rail (Hong Kong Section) and the expected opening of the Hong Kong-Zhuhai-Macao Bridge, the HKTB will step up its promotion effort in Japan to entice Japanese visitors for multi-destination trips to Hong Kong and the cities within the Greater Bay Area.”

Mr Hiroshi Tabata, Commissioner of the Japan Tourism Agency, said, “The two-way traffic between Japan and Hong Kong exceeded 3 million visitors for the first time last year, with a very high ratio of repeat visitors from Hong Kong. Hong Kong is a mature visitor source market. Many Hong Kong visitors are becoming more and more interested in our regional cities. They tend to go beyond traditional tourism sites and look for new travel

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experiences.

“With the Hong Kong - Japan Tourism Year platform, we will strengthen the promotion effort for our regional cities, aiming to attract more repeat visitors from Hong Kong. The JTA, the JNTO and the HKTB will work very closely together to enhance tourism exchanges between the two destinations.”

The 2019 promotion comes a decade after Hong Kong and Japan teamed up for a Hong Kong – Japan Tourism Exchange Year first in 2009. A logo has been created for the new promotion platform combining the symbolic flowers of the two destinations –the bauhinia of Hong Kong and the cherry of Japan. The logo represents the close tourism ties between Hong Kong and Japan, and will be used on related tourism promotions to be launched by both destinations. The HKTB will continue to work in partnership with trade partners in both destinations to promote Hong Kong’s year-round calendar of mega events and the city’s diverse attractions to drive visitor arrivals from Japan.

Photo Caption 1



Dr Peter Lam (third left in the first row), Chairman of the HKTB, and Mr Hiroshi Tabata (third right in the first row), Commissioner of the Japan Tourism Agency announced the “Hong Kong - Japan Tourism Year 2019”, in the presence of guests at the Tourism EXPO Japan 2018.

Photo Caption 2



A giant floral display created by master florists, Mr Ho Hin Shing from Hong Kong and Ms Reito Oizumi from Japan, in celebration of the “Hong Kong - Japan Tourism Year 2019”.

Photo Caption 3



The logo of “Hong Kong - Japan Tourism Year 2019” combines the symbolic flowers of the two destinations – the bauhinia of Hong Kong and the cherry of Japan.

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