

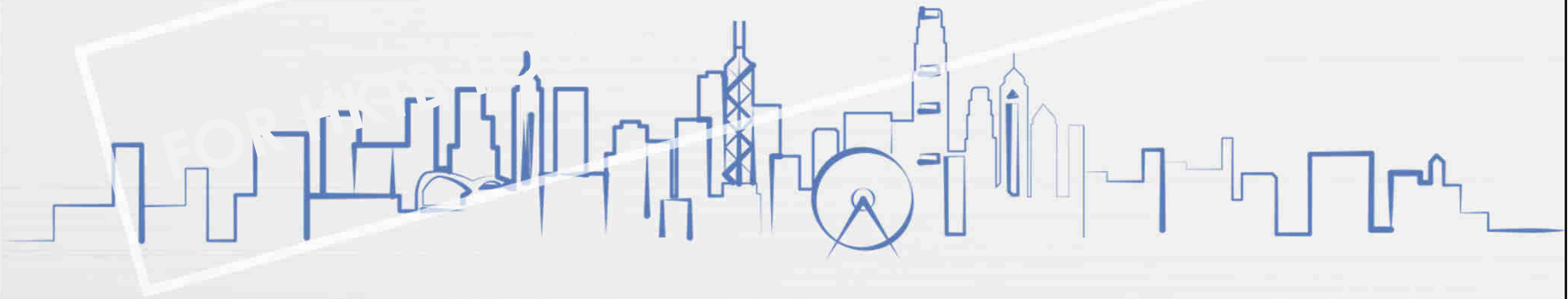


HKTB 2023/24 Business Update

FOR HKTB TOURISM OVERVIEW 2023 ONLY

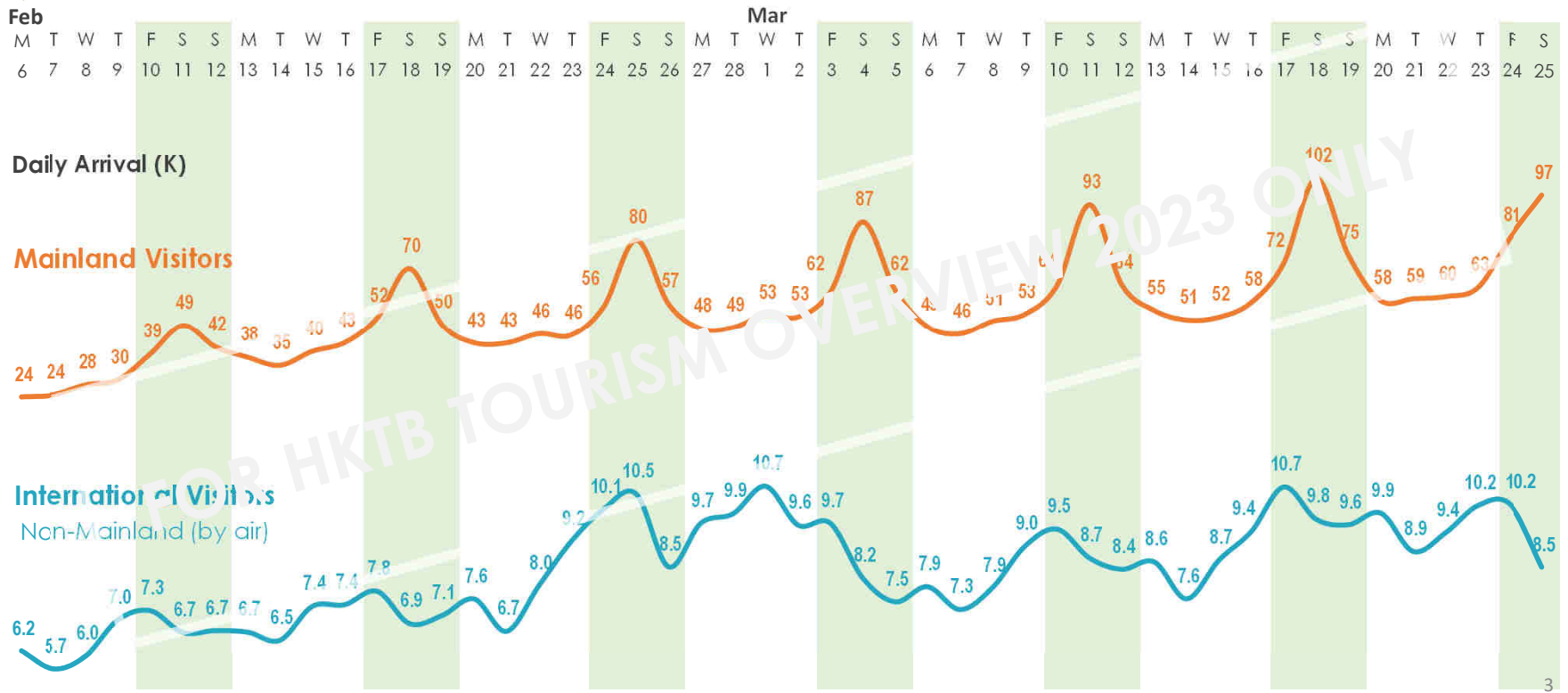


LATEST OUTLOOK



LATEST ARRIVALS TO HK

All ports resumed



Source: Immigration Department

STEADY RECOVERY



Source: Immigration Department

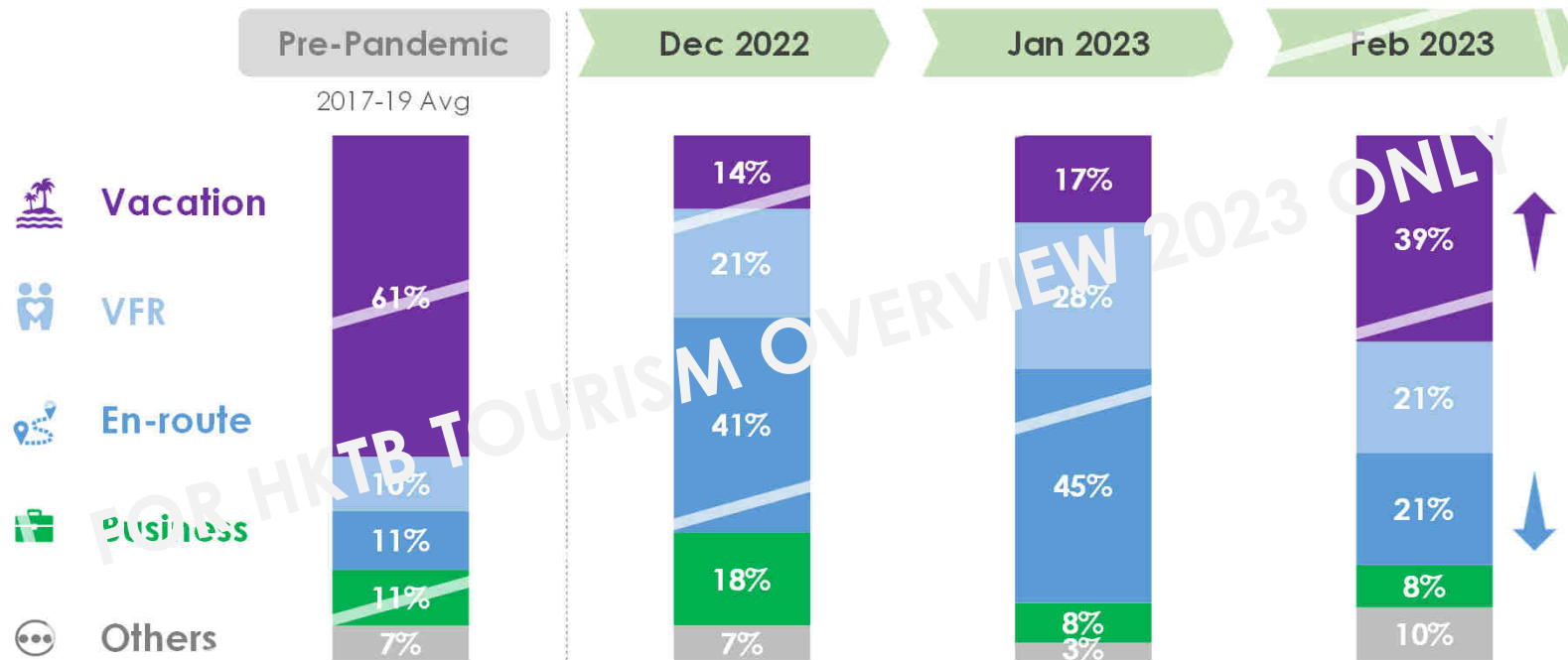
MAINLAND & SEA MARKETS RESUME AT A FASTER PACE

	Pre-pandemic Avg. Daily	% Recovered		
		Jan	Feb	Mar 1-25
Thailand	1,439	14%	62%	79%
Singapore	1,356	16%	38%	60%
Philippines	2,514	25%	53%	58%
Mainland	126,580	7%	31%	51%
Germany	640	14%	23%	40%
Canada	1,019	18%	30%	43%
Malaysia	1,375	12%	28%	41%
France	600	14%	28%	36%
Taiwan	5,208	11%	29%	35%
UK	1,370	17%	27%	35%
Indonesia	1,191	13%	24%	35%
India	1,101	9%	26%	30%
USA	3,370	13%	20%	29%
Australia	1,551	16%	20%	27%
South Korea	3,716	6%	14%	19%
Japan	3,431	5%	12%	19%



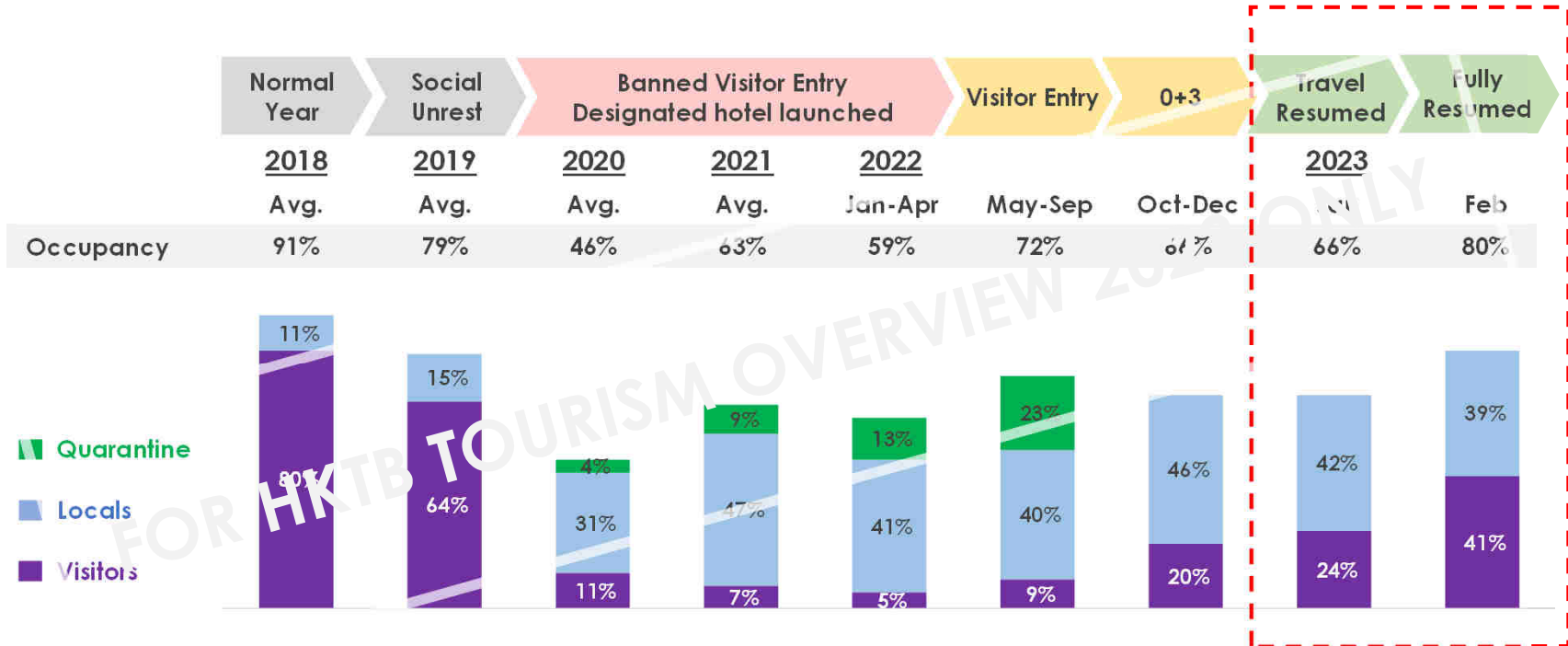
Source: Immigration Department, arrival by nationality

VFR/ENROUTE > BUSINESS > LEISURE



Source: HKT B DVS Survey/ Immigration Department

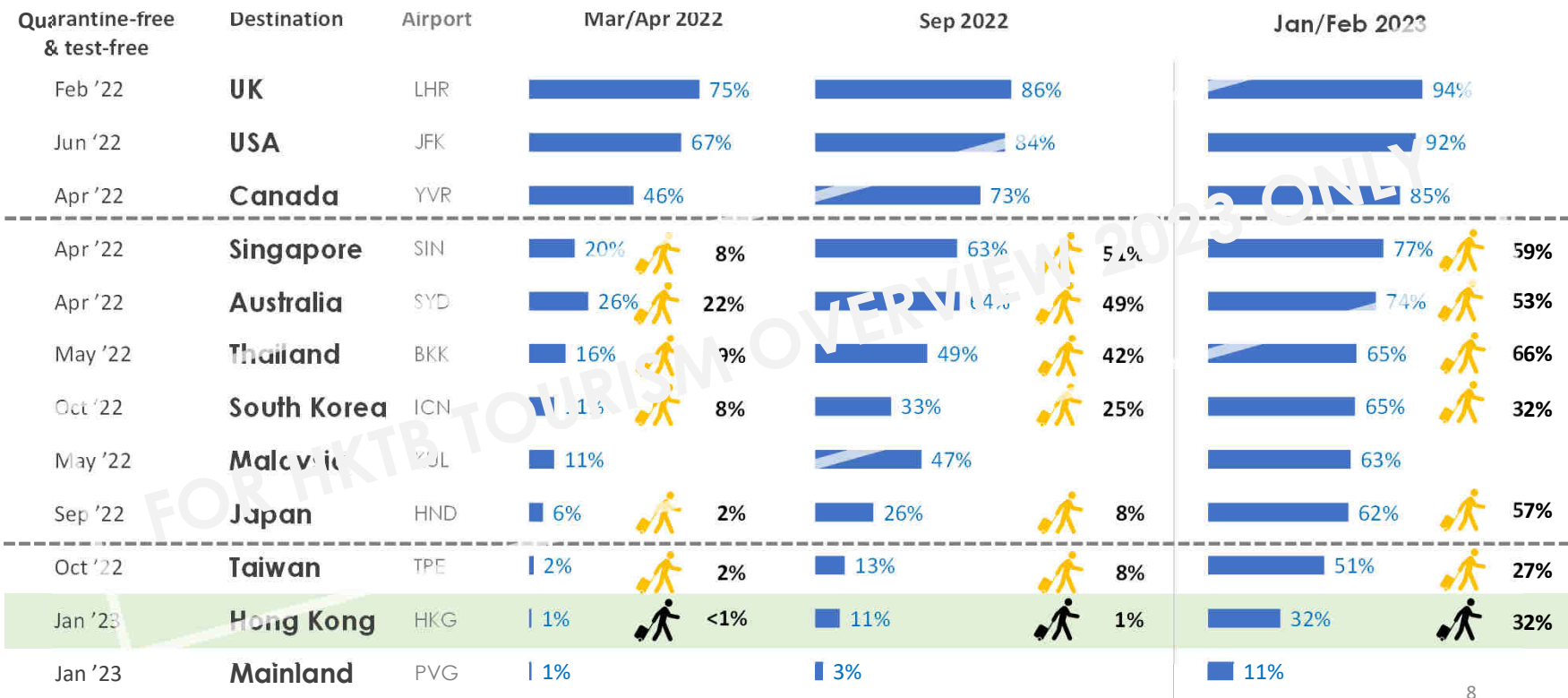
HOTEL OCCUPANCY



Source: HKTB Hotel Survey
 Remark: *Figures from HAD

~3 QUARTERS TO RAMP UP TO 60% OF PRE-PANDEMIC

International Air Pax Throughput



Source: CAPA; Immigration Department; Various NTOs

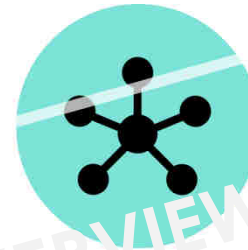
RECOGNITION ON HONG KONG OFFERINGS



DINING



SHOPPING



ACCESSIBILITY



THEME PARKS

“The local culinary culture is **everywhere** and **hooks everyone in**, unique cha chaan teng and a range of diverse cuisine available

“Public transport is **easy and quick** to get everywhere
Travel in HK is very **convenient**, it is **very easy to go around**

RECOGNITION ON HONG KONG OFFERINGS



GREEN

“ Beautiful **nature**,
beaches, and
hiking trails ”

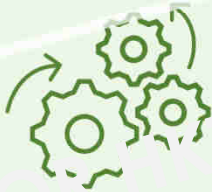


ART & CULTURE

“ I'd recommend them to
visit the **Hong Kong Palace
Museum**, the Kusama art
exhibition at **M+** ”

OPPORTUNITIES

SUPPORT OF
NATIONAL POLICIES



HONG KONG'S
UNIQUE EDGES




NEW & UPGRADED
TOURISM OFFERINGS



CHALLENGES

**INDUSTRY
CAPACITY**



FOR THE TOURISM OVERVIEW

**GLOBAL
ECONOMY**



FOR THE TOURISM OVERVIEW

**REGIONAL
COMPETITION**



FOR THE TOURISM OVERVIEW

STRATEGIC FOCUSES



**DRIVE
STRONG
RECOVERY**



**STRENGTHEN
HONG KONG AS
EVENT CAPITAL**



**DEVELOP
GBA
TOURISM**

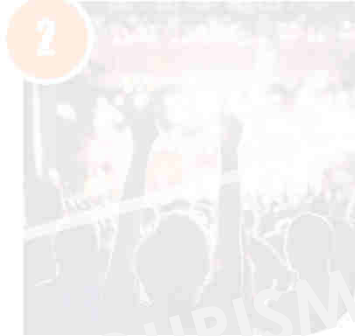


**STEP UP
TRADE
SUPPORT**

STRATEGIC FOCUSES



**DRIVE
STRONG
RECOVERY**



**STRENGTHEN
HONG KONG AS
EVENT CAPITAL**



**DEVELOP
GBA
TOURISM**



**STEP UP
TRADE
SUPPORT**

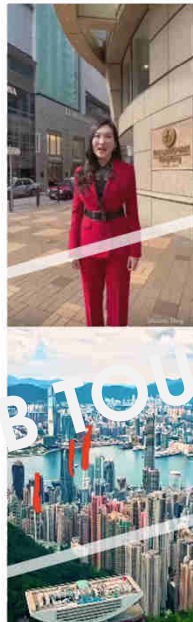
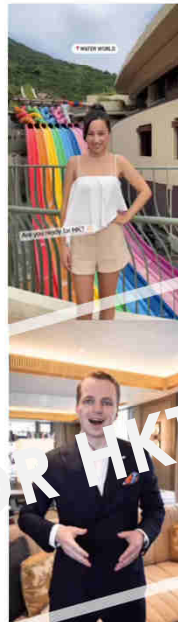
HKT B TOURISM OVERVIEW 2023 ONLY

DRIVE STRONG RECOVERY

Hello[™]
Hong Kong

Hello From Hong Kong

Hello To Hong Kong



330+ VIDEOS

3000+ GLOBAL PLATFORMS

200M+ AUDIENCE REACH

FOR HKTB TOURISM OVERVIEW 2023 ONLY

DRIVE STRONG RECOVERY



Hello From Celebrities



JJ LIN

SONG JI-HYO

MINHO @ SHINEE

YOSHIHIRO AKIYAMA
(CHOO SUNG-HOON)

FOR HKTb TOURISM MOVE-VIEW 2023 ONLY

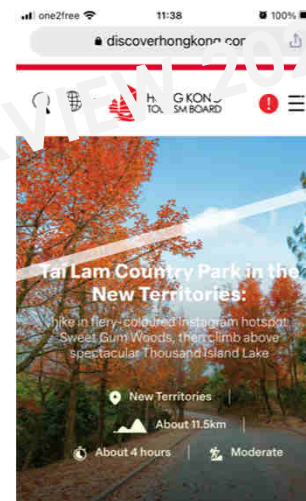
MY BEST PICKS MOST-LIKED HONG KONG EXPERIENCES

Develop Evergreen Products from Results

LOCALS' BEST PICKS



THEMATIC ITINERARIES



VISITORS

INT'L INFLUENCERS

HONG KONG GOODIES



1 Million+
VISITOR CONSUMPTION VOUCHERS

300,000+
GIVEN OUT

3,000+
OUTLETS CITY-WIDE

SUPPORT FREE TICKETS PROMOTION



Mar
SEA

Apr
Mainland; GBA

May
Korea; long-haul

Jun
Japan

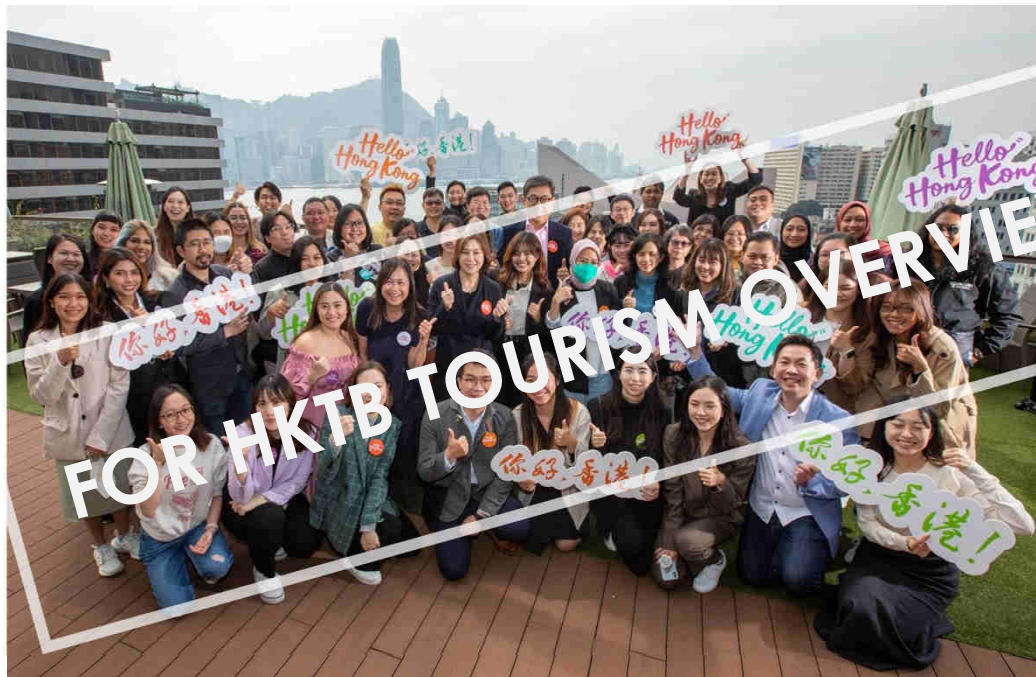
Jul
Taiwan

Aug
GBA

Sep
Mainland; GBA

SEEING IS BELIEVING

Familiarisation Trip For 1000+ Trade, Media & KOLS



REACHING OUT TO THE WORLD



JOINING HANDS WITH THE LOCAL TRADE TO PARTICIPATE IN **20+** GLOBAL TRAVEL TRADE SHOWS



DRIVE MICE TOURISM



WIN & RETAIN
Major MICE Events

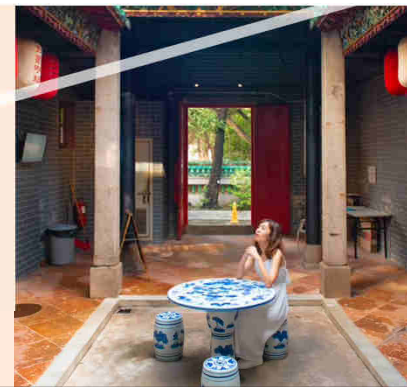


OFFER
Comprehensive
Funding Schemes

ATTRACT HIGH-YIELD VISITORS

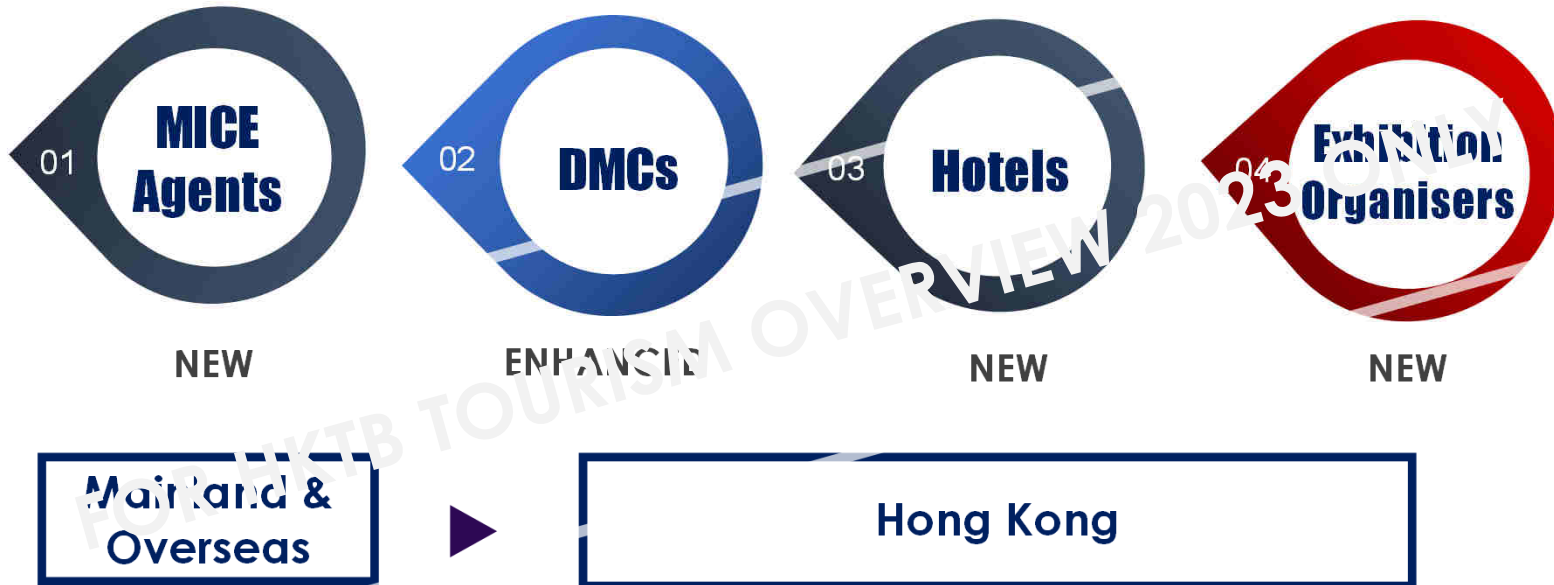


STEP UP
Trade Engagement



CREATE
New Themed
Experiences

COMPREHENSIVE FUNDING SCHEMES



STEP UP TRADE ENGAGEMENT

Trade Shows



Industry Events



Trade Fam & Missions



Across Various Markets



DRIVE CRUISE TOURISM REVIVAL



16+ CRUISE LINES

160+ SHIP CALLS

REBUILD HONG KONG AS ASIA'S CRUISE HUB

Showcase Hong Kong At International Trade Shows



27-30 MAR 2023

Stage Regional Cruise Forum In HK



FOR HKTDC TOURISM OVERVIEW 2023 ONLY

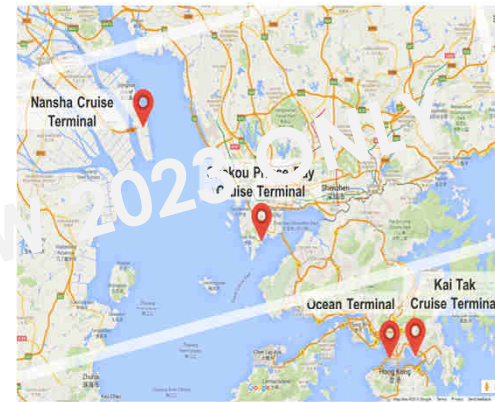
ENHANCE CRUISE COOPERATION IN GBA



**Develop New
GBA Excursions**



**Drive Consumer
Demand From GBA**



**Encourage Cruise
Lines To Develop GBA
Itineraries**

STRATEGIC FOCUSES



DRIVE
STRONG
RECOVERY



STRENGTHEN
HONG KONG AS
EVENT CAPITAL



DEVELOP
GBA
TOURISM



STEP UP
TRADE
SUPPORT

FULL SCALE RETURN OF MEGA EVENTS



HAPPY HONG KONG - HARBOUR CHILL CARNIVAL

SUMMER 2023

FOR HKTb TOURISM OVERVIEW 2023 ONLY



- Street Performing Arts
- Music Entertainment
- Brand New Lighting Show

SUPPORT CITY-WIDE HAPPENINGS



Art Basel

Art Central

HONG KONG SEVENS 2023
31.03 - 02.04
2023 ONLY



STRATEGIC FOCUSES



1
DRIVE
STRONG
RECOVERY



2
STRENGTHEN
HONG KONG AS
EVENT CAPITAL



3
DEVELOP
GBA
TOURISM



4
STEP UP
TRADE
SUPPORT

PROMOTE GBA TOURISM

BUILD GBA TOURISM BRAND ONLY

FOR HKTb TOURISM OVERVIEW 2023 ONLY

PROMOTE HK AS GBA'S MICE HUB

GBA ELEMENTS IN 3 MEGA EVENTS

Cha'ngton HKCD 17-M13

PROMOTE HONG KONG AS GBA'S MICE HUB

International



Mainland



STRATEGIC FOCUSES



DRIVE
STRONG
RECOVERY



STRENGTHEN
HONG KONG AS
EVENT CAPITAL



DEVELOP
GBA
TOURISM



STEP UP
TRADE
SUPPORT

HK\$150M SUPPORT TO TRADE DURING PANDEMIC



STEP UP TRADE SUPPORT

1



FUNDING
SCHEMES

2



GLOBAL TRADE
ACTIVITIES

3



QUALITY
SERVICES

4



INDUSTRY
TRAININGS

FUNDING SCHEMES



MATCHING FUND FOR ATTRACTIONS



**PARTICIPATION FEE WAIVER FOR
HKTB EVENTS**



FUNDING SUPPORT FOR MICE

FOR HKTB TOURISM OVERVIEW 2023 ONLY

PRESENCE IN GLOBAL TRADE ACTIVITIES

Trade Fairs



Travel Missions



Travel Shows



QUALITY TOURISM SERVICES SCHEME



1100+ QTS MERCHANTS

- 50% OFF APPLICATION FEE
- WAIVE RENEWAL FEE
- QISA TRAINING & PROMOTIONAL ACTIVITIES



| INDUSTRY TRAINING

1500+

**Escorts & Tourist
Guides**

**Cultural & Heritage
Tourism Training**

FOR HKTBT TOURISM OVERVIEW 2023 ONLY

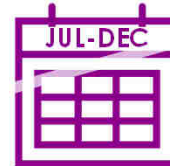
TOURISM OUTLOOK



**POSITIVE
OUTLOOK**



**GRADUAL
REVIVAL**



**MAJOR
REBOUND
IN 2nd HALF**



**ANNUAL ARRIVAL
25.8M**



HKTB 2023/24 Business Update

FOR HKTB TOURISM OVERVIEW 2023 ONLY

