

Hong Kong Tourism Board

Tourism Update

(Redacted Version)

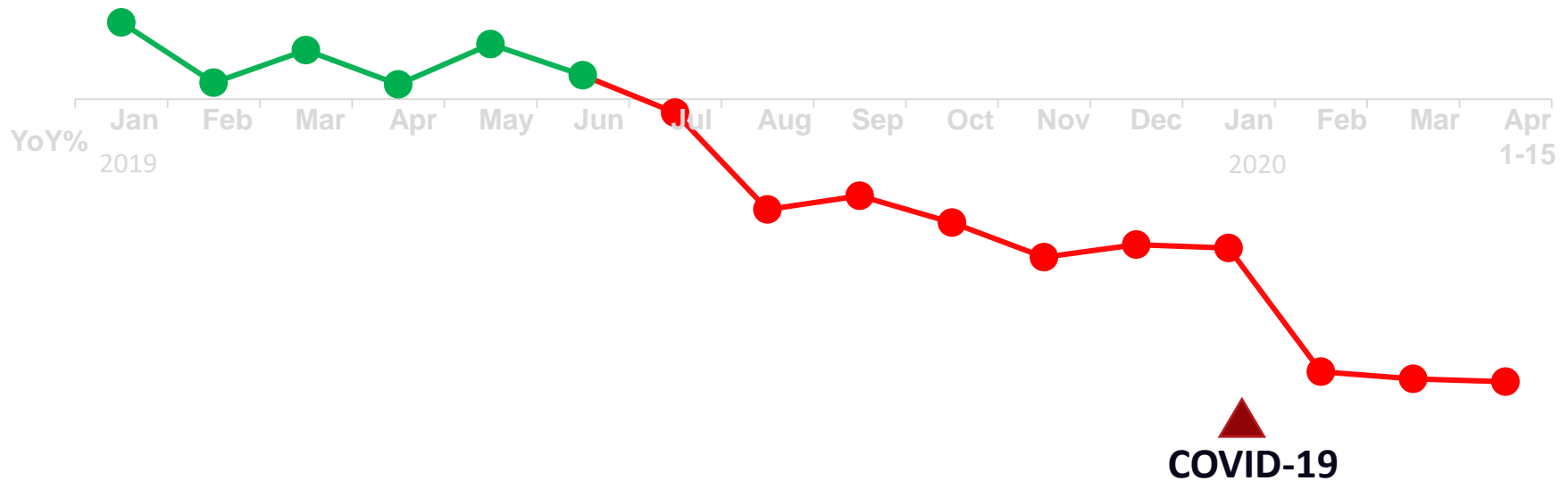


Visitor Arrivals to Hong Kong – 2019

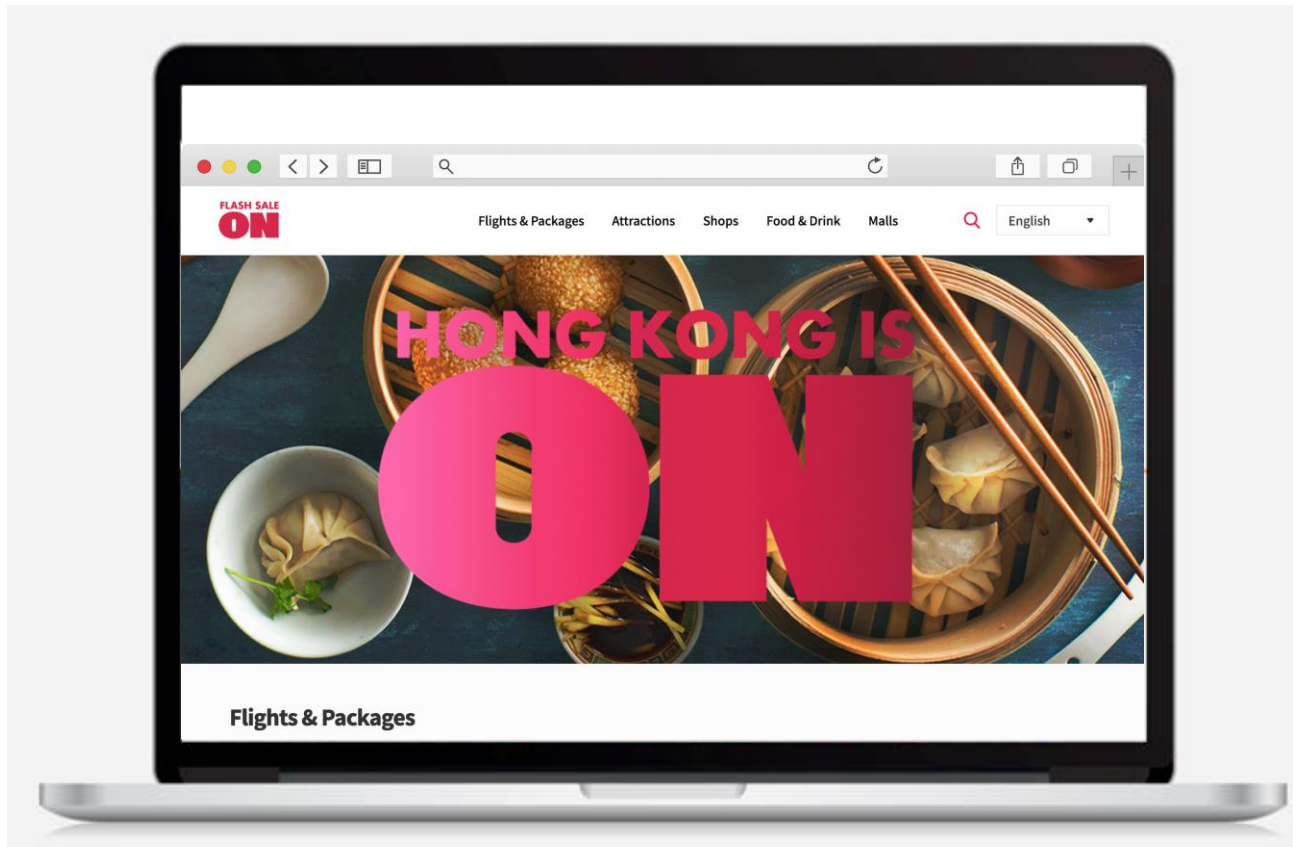
1H 2019
Daily arrivals: 200,000

2H 2019
Daily arrivals: 80,000

Jan-Apr 2020
Latest daily arrivals <100



Launched “Hong Kong is ON” to Drive Recovery at End-Dec

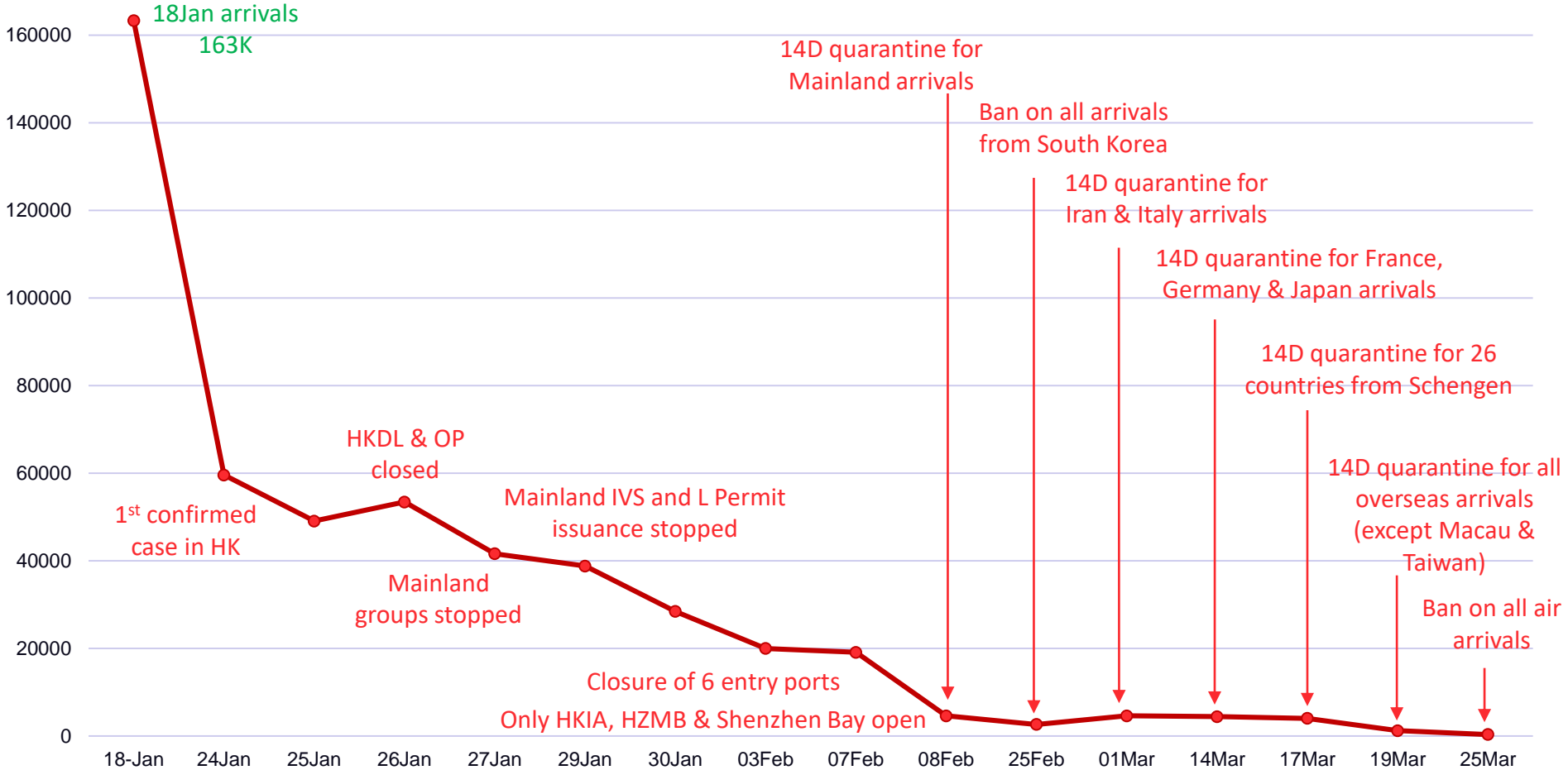


- ◆ Gathered over 500 offers from various sectors
- ◆ Over 3.8m page views in 2 months (early Dec 19 – end Jan 20)
- ◆ Good response from Hong Kong and overseas – Korea, SE Asia, India

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COVID-19 Began to Take Effect at End-Jan

Daily Arrivals



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Where We Are Now



Visitor Arrivals

Avg. Daily arrivals **65,000** (end Jan)

Single Day arrivals **<100** (Apr)



Air Capacity to HK

↓ **92%** Apr



Cancelled Ship Calls

97/208 Apr



Occupancy

33% Mar (Preliminary)



Affected MICE Events

68/350K pax Apr



Retail Sales

↓ **44%** Feb



Restaurant receipts

↓ **14%** Q4 2019

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Instant Update on DiscoverHongKong.com

Home About Us Type keywords to search English

THINGS TO DO DINE & DRINK SHOP PLAN YOUR TRIP CRUISE BEYOND HONG KONG

Coronavirus: Travel Advisories for Hong Kong

See more

Happening in Town

GREAT OUTDOORS HONG KONG

Your guide to hiking & cycling 2019-2020

News

Refurbishment works on the Central-Mid-Levels Escalator will be carried out in phases between 2018 and 2022. Pedestrians can continue to use the staircases and walkways next to the escalator to travel to nearby areas.

CHECK LIVE MAP PUBLIC EVENTS AND TRAVEL UPDATES AROUND THE CITY.

Chat

discoverhongkong.com

香港 BEST OF ALL IT'S IN HONG KONG

Coronavirus: Travel Advisories for Hong Kong

We have enhanced precautionary measures given the latest situation of the novel coronavirus. Before your visit, please make yourself aware of the following measures:

1. Access control and quarantine requirements

Currently, there are **three access control points** providing regular services. All non-Hong Kong residents coming from overseas countries and regions by plane will be denied entry to Hong Kong. All transit services at Hong Kong International Airport are suspended. All travellers coming from the Mainland, Macao and Taiwan will be subject to a 14-day compulsory quarantine. To find more information, please see the [Hong Kong Government's COVID-19 website](#).

2. Regulation on group gatherings, catering business and bars

To maintain social distancing, group gatherings in public places of more than four people are prohibited. **Temporary measures** are also in place for catering business, bars and scheduled premises including places of public entertainment.

3. The opening hours of attractions

Some major attractions, including [Hong Kong Disneyland](#), [Hong Kong Observation Wheel](#), [Hong Kong Wetland Park](#), [Ocean Park Hong Kong](#), [Noah's Ark Hong Kong](#), [sky100 Hong Kong Observation Deck](#), museums under

Maintain Hong Kong's Profile



Discover Hong Kong
9 April

We'll bring the view to you! Stay home and enjoy the beauty and amazing sights of Hong Kong with us. — at The Peak Hong Kong 香港山頂

Chen Kz, Naohiko Kudo, Shiran Katsnelson and 6,004 others like this.

1,960 shares 954 comments

Barha Nilufer Missed my beautiful Hong Kong 🇭🇰



5d
↳ 4 Replies

Elke Pfullendorfer Mock Hongkong on the peak. In October 2018. He had great 5 days there. Coming back some day 😊



Discover Hong Kong
11 April

Sing your heart out from home with Hong Kong legend Sam Hui Tunde in for this Sunday's online concert, broadcast from the beautiful harbour-front at 6pm HKT. No matter where you are, raise your spirits with lyrics that remind us 'we're all in the same boat' and 'with hope, we'll make our current situation better'.

即使戴上口罩，也要繼續微笑，歌神許冠文將於4月12日下午5:00，舉辦網上音樂會「2020許冠文同舟共濟online concert」，為大家打打氣！無論你身在何處，都可以和歌神一起合唱：「時局定必得好轉，懷著希望，再創造時勢。」

<https://bit.ly/2UU8211>

1.6K 135 comments 200 shares

Like Comment Share

Write a comment.



discoverhongkong • Follow
Tai Mo Shan

discoverhongkong • A dose of tranquility for you with this picturesque view from Tai Mo Shan 🌄. Now you know where to go for peace of mind when the time to visit Hong Kong comes again ☺️
有大帽山美景相伴，自然心情舒暢！下次啟程去香港，可要親眼觀賞呢！
📍: @w1cy
#DiscoverHongKong #staycurious #repost

4,172 likes
5 DAYS AGO



discoverhongkong • Follow
Choi Hung Estate

discoverhongkong • A rainbow reminds us that the storm will pass – and we hope this photo works the same. Stay positive. Think about your next trip!
在非常時期，大家要保持健康囉！多姿多采的香港之旅，在不久的將來等著你呢！
📍: @choimatthew
#DiscoverHongKong #staycurious #repost

soosooqui 🌈🌈🌈🌈
12h Reply

16,854 likes
22 HOURS AGO

Log in to like or comment.

Overall Strategy



Together with Hong Kong people to
rebuild Hong Kong tourism

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Strategic Direction - 3 Phases



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Strategic Direction - 3 Phases



Initiate Scenario Planning

- ◆ Task force & engagement
- ◆ Market readiness

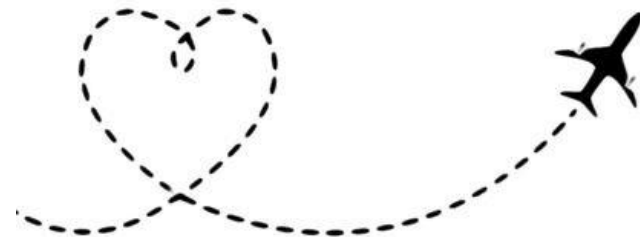
Solicit Local Community Support

- ◆ #MissYouToo
- ◆ Maintaining Hong Kong's profile

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#MissYouToo

- ◆ Emotional appeal to rekindle the **LOVE** for Hong Kong
- ◆ Not one-way but mutual love to show care and solidarity
- ◆ Not a HKTB proprietary slogan, but a Thematic one that can be adopted & adapted by everyone
- ◆ Start from Local community, aim to go viral Globally
- ◆ Organic, Social & Authentic



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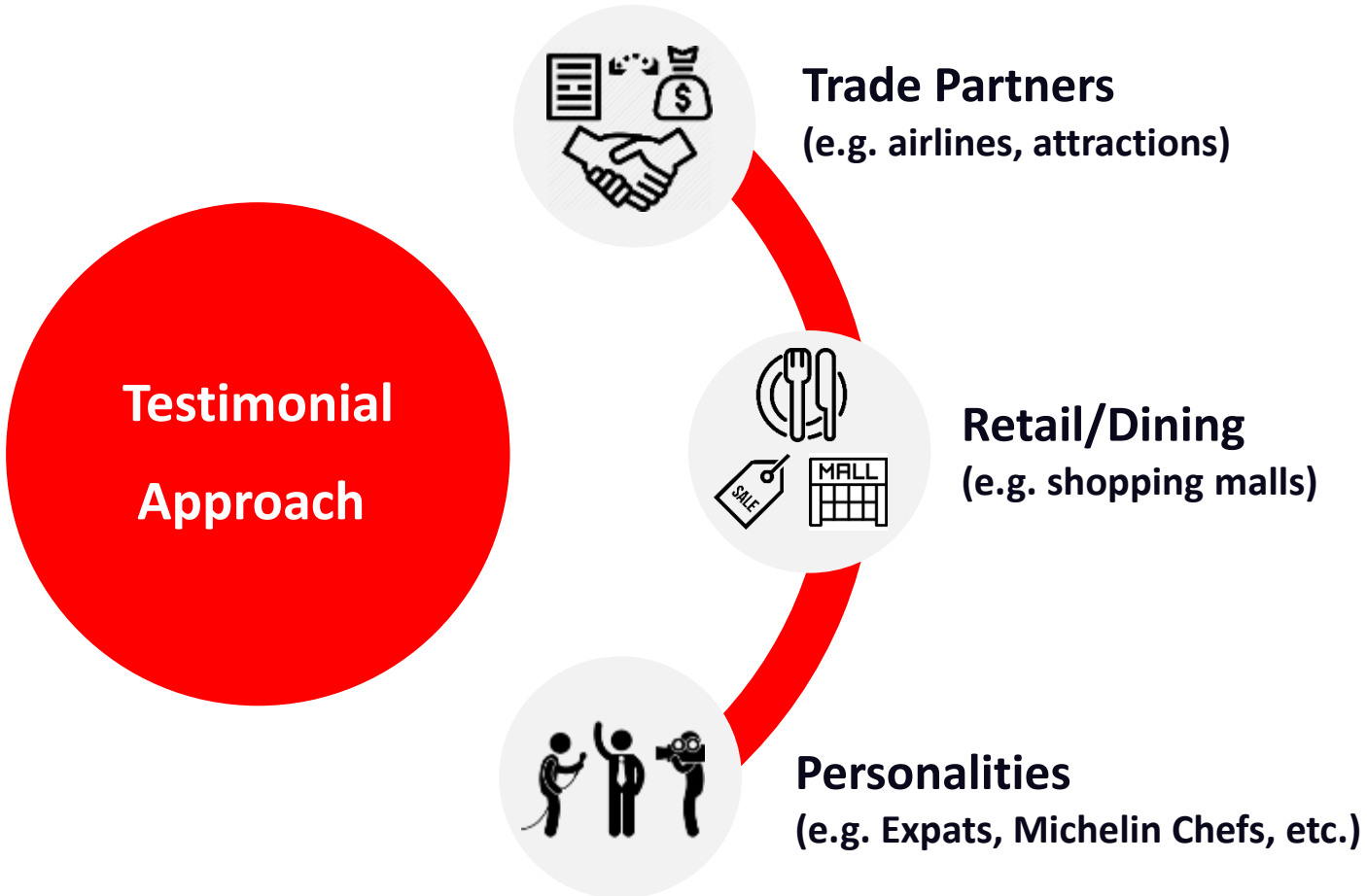
HONG KONG
TOURISM BOARD

鼓勵大家分享香港的美好事物，
跟自己在香港、甚至世界各地的朋友互相打氣。

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#MissYouToo Community Campaign

From **Community** to **Fans and Friends** of Hong Kong



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Key Considerations for Recovery

Tourism @Home

- ✓ No local cases for 28 days
- ✓ Relaxed social distancing
- ✓ Reopened attractions

Inbound Travel

- ✓ No 14-day quarantine measures
- ✓ Reopened borders
- ✓ Resumed flights

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Strategic Direction - 3 Phases



Tourism @Home

- ◆ Rekindle interests & spirits
- ◆ Build local ambience

Inspire “Fans and Friends” of HK

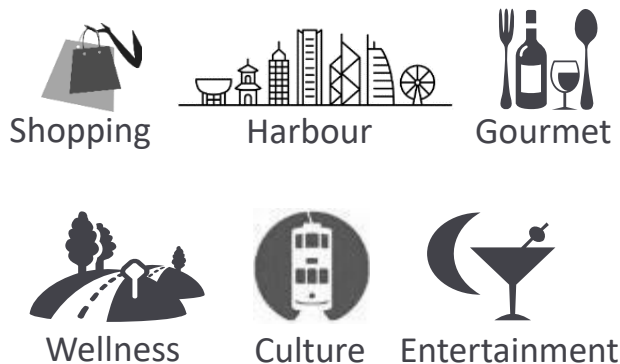
- ◆ Tactical drive

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Tourism @Home

Rediscover HK

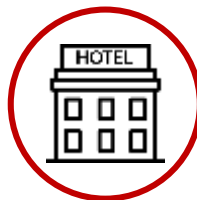
Themed itineraries across neighbourhoods



Boost Consumption



Dining



Hotels



Retail



Tours



Attractions

Uplift Quality Service

Hospitality campaign



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Strategic Direction - 3 Phases



“World’s Greatest Party”

- ◆ HKTB flagship events
- ◆ Renowned city events

Launch new tourism branding

- ◆ New brand positioning
- ◆ Retelling HK Story

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Events

The World's Greatest Party



UNIQUE HARBOUR

Rejuvenate and differentiate HK by leveraging our **HARBOUR** for the Relaunch to mark **the FULL** recovery

HKTB Events



Cyclothon



CNY Parade / Carnival



Wine & Dine Festival
Great Gourmet Feast



Harbour Lights Show
HK Winterfest &
New Year Countdown



HK Arts Month

City Events

Rugby Sevens, Clockenflap Music & Arts Festival, Symphony under the Stars, Great European Carnival, MAMA, Marathon, etc.



Strengthen Trade Support

HK\$400 Million

**Relief
Measures**

**Funding
Schemes**

**Worldwide
Joint
Promotions**

- ◆ Covering **local** and **overseas travel agencies, hotels, airlines, attractions, and the retail, dining, MICE and cruise industries**

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Relief Measures

- ◆ 100% Waiver of QTS merchants renewal fee
- ◆ 50% Reduction in QTS new joiners' application fee
- ◆ 100% Waiver of participation fees for trade & MICE activities (over 40)
- ◆ Subsidising air tickets and hotel accommodation for overseas trade & MICE activities



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Funding Schemes – Travel Trade

- ◆ Reintroduce Matching Fund for Attractions promotions
 - Increase HKTB subsidy to 70%
- ◆ Enhance “Explore Hong Kong Tours”
 - Increase HKTB subsidy to 70%
- ◆ “Explore Greater Bay Area Tours” Scheme



Funding Schemes – MICE & Cruise

- ◆ Deploy additional funding to bid for large-scale conventions and exhibitions
- ◆ Broaden Small-sized MICE Group Funding Coverage
 - Lower entry requirement for ground operators
 - Extend to hotel sector
- ◆ Fly-cruise coop
 - Increase HKTB subsidy up to 70%



Enhance Worldwide Joint Promotions

- ◆ Fully host travel delegations to Mainland and short-haul markets
- ◆ Increase travel trade familiarisation trips to HK
- ◆ Enhance support for trade & MICE promotions in markets
- ◆ Launch new MICE programme - MeetON@HongKong
- ◆ Organise international events with A-list leaders



#MissYouToo 

Love, Hong Kong

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