

For HKTb Tourism Update 2022 Only



- Good morning, ladies and gentlemen.
- Over the next 30 minutes, we will tell you about the commitment the HKTb has been demonstrating over the past year to maintain and enhance Hong Kong's profile in our international source markets and in the Mainland.
- We will then turn our focus to the preparations we are currently making to welcome visitors back when travel resumes.

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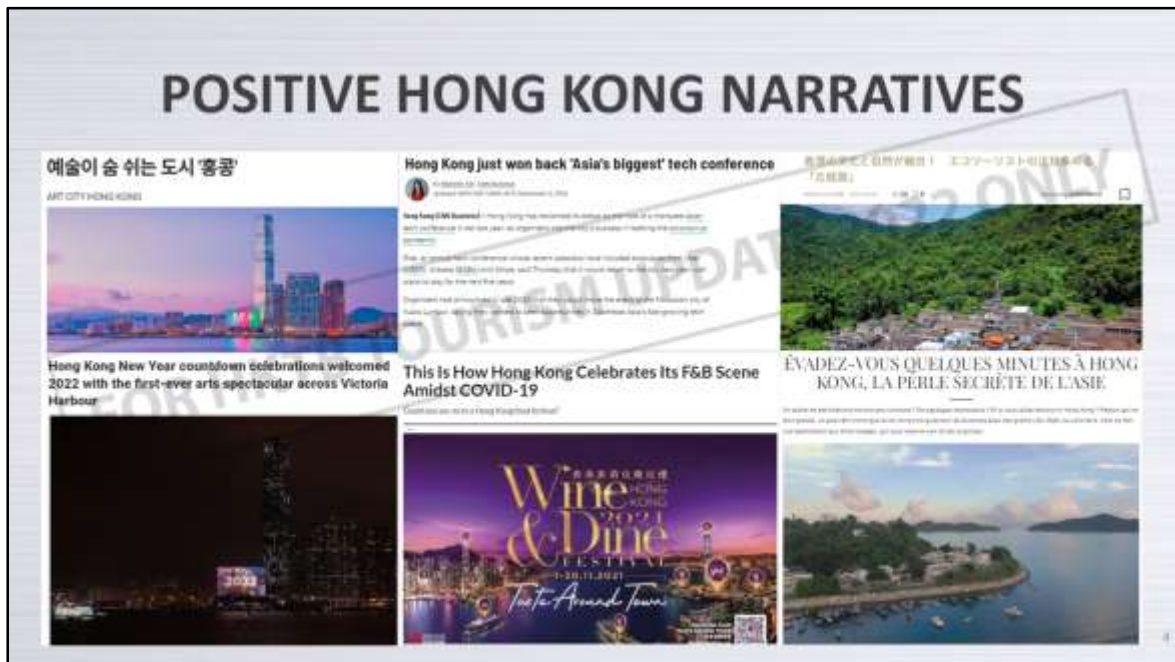
- The pandemic has brought unprecedented challenges to our tourism industry in the past two years.
- Even though travel has been restricted and major events have been cancelled, the HKTB has worked tirelessly to maintain Hong Kong's profile and visibility, and to generate positivity overseas at the prospect of borders reopening.
- To give you a clearer idea of the creative ways we have leveraged to reach out to a global audience please join me in watching a short video capturing some of the milestones in our efforts over the past year:

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**WE NEVER STOP SHOWCASING
HONG KONG**

Video

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- The video is just a sample of the huge range of promotional activities we have arranged to maintain Hong Kong's presence around the world.
- Our initiatives have been warmly welcomed and have generated enthusiastic positive coverage in prestigious publications from many of our international source markets.
- With the help of the new offerings highlighted in the previous presentation, we are resolute to keep flying the flag for Hong Kong around the world, and create new and enticing narratives about Hong Kong as a unique destination.

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- Before I tell you about our overseas promotional plans, let me share with you some of our discoveries about the travel trends we can expect in the postpandemic era we are moving toward.

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- As we slowly adjust to the new tourism landscape that will emerge when the pandemic is behind us, we have been looking closely at the different ways we expect people to travel to ensure we are in tune with their demands and needs.
- We are extremely keen to share these findings with you all – especially our travel trade partners – so that we can move forward in unison as we prepare for the reopening of borders.
- I hope this will help you develop new products that fit perfectly into the new tourism landscape.

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- Safety:
 - Safety will be the priority for most travellers and the factor that affects their decision-making at every stage of their journey – from planning to arriving to returning home.
- Visitor segment :
 - In many of our international source markets, millennials and families will be the first to travel again, followed closely by multi-generation groups in particular from India and the Americas.
 - For South Korea, by contrast, older people are more likely than young people to return to travelling as they generally come in group tours and are less concerned about any mandatory testing requirements.

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- Length of stay:
 - There will be a rise in demand for long, single-destination stays from our longhaul markets.
 - However, the length of stay for people from our short-haul markets will remain largely unchanged.
- Booking channels:
 - The digital era has been accelerated during the pandemic and we expect direct and online bookings to be popular in all our markets.
 - However, uncertainties over travel during the pandemic has generated a greater interest in traditional travel agencies, as these agencies offer a one-stop service and peace of mind.
 - This presents great opportunities for the agencies to demonstrate and optimise their edge.

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- Spending power:
 - After two years of staying at home, many people are willing to spend more and to splash out on flight and hotel upgrades.
 - They are also increasingly opting for private group travel so they can enjoy the safety of travelling with people they know as well as the luxury of exclusive, tailor-made experiences.
- Travel trends:
 - Milestone travel to celebrate significant events such as birthdays, graduations, honeymoons, and wedding anniversaries is as popular as ever, with additional demand because of delayed celebrations over the past two years.
 - Cruise holidays, especially for people from our long-haul markets, are rebounding strongly and will continue to gain in popularity

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- By studying and understanding these emerging trends, the HKTB has been able to put together a plan for the reopening of Hong Kong.
- I would now talk about our plans for major international source markets before I hand over to my colleague Zoe, who will tell you about our plans for the Mainland

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- Firstly, as soon as international travel resumes, there will be a major launch of our tactical 'Open House Hong Kong' campaign to drive immediate arrivals to Hong Kong.
- When borders reopen, visitors arriving in Hong Kong will be greeted with goodie bags and offers of exclusive experiences.

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- The goodie bags will include cash vouchers and an exciting array of special offers to encourage visitors to make the most of their stay in Hong Kong.
- We hope to draw participation from businesses throughout the hospitality sector, including transport operators, hotels, shops, restaurants, and travel agents, with offers covering every essential aspect for a fun and fulfilling stay in Hong Kong.
- So trade partners please join in and add your offers to the bulging goodie bags we are preparing for our first wave of visitors.

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- As well as the goodie bags, we will be offering a thrilling collection of exclusive experiences to the first visitors to return to Hong Kong, giving them the opportunity to explore some of Hong Kong's lesser-known delights.
- These experiences include a night picnic, adventures on land and in the air, glamping in amusement parks, and cultural and mixology workshops. There is something to catch the imagination of everyone regardless of age and interests.
- These original, exclusive experiences made possible with the support of our trade partners have been specially created to give visitors an unforgettable stay, and stories to savour and share when they return home.

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- With so much on offer and so many elements to our 'Open House Hong Kong' campaign, we believe the best way to put out the message that Hong Kong is back in business is to let as many people as possible experience it – because seeing is believing.
- The HKTB is therefore organising a series of mega familiarisation trips for our trade partners, media friends, key opinion leaders, and 'Hong Kong Super Fans' from around the world.
- By inviting them to get a taste of Hong Kong's new offerings, we hope to inspire our trade partners to develop creative new tourism products and inspire our media guests and influencers to spread the word about Hong Kong to a global audience.

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- Speaking of engaging our global audience, in our upcoming consumer promotions, we will turn the spotlight on Hong Kong's experiential offerings and encourage visitors to see the city from new perspectives, with focuses on arts and culture, dining, and our great outdoors.
- Our world-famous dining scene is already recovering strongly with a host of new openings. We want visitors to try out as many of them as possible. We also want them to marvel at some of Hong Kong's new attractions, such as the revitalised Central Market, the family-friendly Water World Ocean Park, and the soon-to-open Hong Kong Palace Museum in the buzzing West Kowloon Cultural District.
- We will strive to promote these through a range of channels including PR initiatives, social media, and our network of 'Hong Kong Super Fans'. Let me elaborate in the next few slides.

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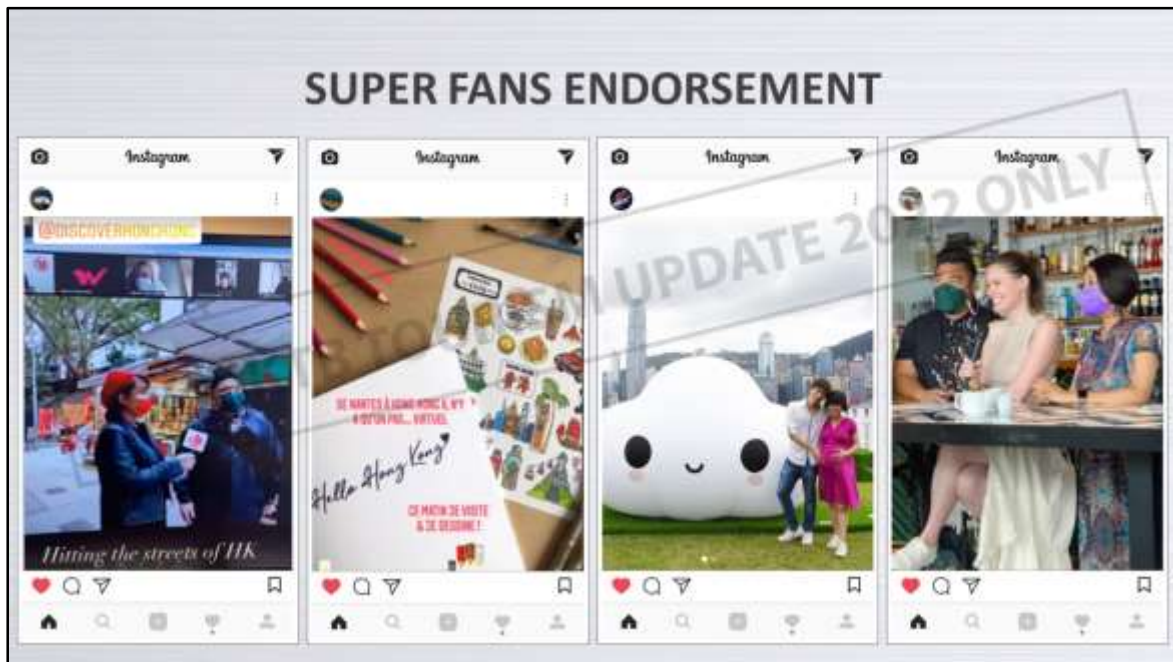
- Reflecting our different visitor segments in different markets, the HKTb will work strategically with a diversity of media and social partners to maximise the reach of our overseas promotions.
- We are collaborating with an impressive line-up of regionally and internationally-known broadcasters and social media channels to showcase Hong Kong's rich culinary offerings, its great outdoors, and its wealth of art and culture.
- Here are some of the broadcast, streaming and social networking platforms that we've been working closely with to tell the story of Hong Kong to a global audience.

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- In one cutting-edge promotion, we've teamed up with VICE to create a video series targeting millennials and Gen Z viewers.
- The video series features Hong Kong's iconic street food and some of our city's hidden gems. It goes live later this month, so be sure to watch out for it.

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- The endorsement of 'Hong Kong Super Fans' is another great way to generate powerful word-of-mouth interest in the city as you saw earlier in the video highlighting the positive responses from a selection of them.
- Moving forward, we plan to further expand the idea and introduce a new programme, starting with our North and Southeast Asian Markets.

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- To target the Millennials in North and Southeast Asia, a selection of our 'Hong Kong Super Fans' will become 'Hong Kong Super Guides'. They will lead other influential personalities to create social viral content on exclusive themed trips, and Hong Kong's new offering.

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- Apart from North and Southeast Asia, I'd also like to share our key initiatives for other regions, which are tailored to address their distinct market needs.
- Millennials are also our target segment in Europe, where we will invite vloggers to explore Hong Kong and create travel content for their audiences.
- By doing this, we will reach out to a vast group of people in an age range that is often missed by traditional media and broadcasters.

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- In the Americas, many ethnic Chinese people have been forced to stay away from families and friends in Hong Kong throughout the pandemic. As a result, there is massive pent-up demand.
- We will roll out tactical campaigns in this market promoting family reunions and multi-generational travel to Hong Kong, letting people know that it is time at last to see their loved ones again.

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- In South Korea, meanwhile, we have signed a three-year partnership with the leading entertainment group CJ ENM to shoot Korean drama and variety shows using Hong Kong as a backdrop as soon as travel restrictions are lifted.
- K-pop culture has an extraordinary global reach, and we believe this partnership will put Hong Kong and its dazzling skyline on TV screens not just around the region but all around the world.
- On that note, I'd like to conclude my presentation by saying a big thank you for your continuous support.
- In a moment, Zoe, our Regional Director for the Mainland, will tell you more about our plans there. Thank you!