

Hong Kong Tourism Overview 2023

Trade Activities 2023/24

France

	2023									2024		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Trade Familiarisation												
<ul style="list-style-type: none"> Tour Operator and Travel Agent Familiarisation <ul style="list-style-type: none"> Nov 2023 (to be confirmed) Invite managers from major tour operators and travel agents to develop new Hong Kong products Hong Kong trade is welcome to sponsor 												
Trade Promotion												
<ul style="list-style-type: none"> Trade Product Training <ul style="list-style-type: none"> Year-round For wholesalers, tour operators and airlines Hong Kong trade is welcome to provide product updates 												
<ul style="list-style-type: none"> Trade Newsletter <ul style="list-style-type: none"> Monthly Provide news and latest products of Hong Kong Hong Kong trade is welcome to provide product updates 												
Consumer Promotion												
<ul style="list-style-type: none"> Media & Social Familiarisation <ul style="list-style-type: none"> Ongoing Support individual press trips for media, Hong Kong Super Fan and KOL Hong Kong trade is welcome to sponsor 												
<ul style="list-style-type: none"> Media Co-op: Radio Show with Sud Radio <ul style="list-style-type: none"> Apr – May 2023 French-speaking Hong Kong trade is welcome to participate as interviewee 												

Details of the above activities are subject to change. Please visit PartnerNet.hktb.com for the latest update.

30 March 2023