

# Hong Kong Tourism Overview 2023

## Trade Activities 2023/24

### Southeast Asia

	2023									2024		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Trade Event</b>												
<ul style="list-style-type: none"> <li><b>Hong Kong Travel Mission</b> <ul style="list-style-type: none"> <li>The Philippines and Malaysia, May 2023</li> <li>Indonesia and Thailand, Jul 2023</li> </ul> </li> </ul>												
<b>Trade Familiarisation</b>												
<ul style="list-style-type: none"> <li><b>Muslim Trade Familiarisation</b> <ul style="list-style-type: none"> <li>Nov 2023</li> <li>Invite key agents handling Muslim tours from Indonesia and Malaysia</li> </ul> </li> </ul>												
<b>MICE &amp; Cruise</b>												
<ul style="list-style-type: none"> <li><b>MICE Connect Hong Kong</b> <ul style="list-style-type: none"> <li>6 Southeast Asian markets, Oct 2023</li> <li>Invite key MICE agents, wholesalers, and event organisers</li> <li>Business networking session for trade partners</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li><b>MICE Trade Luncheon</b> <ul style="list-style-type: none"> <li>Apr, May &amp; Nov 2023</li> <li>Indonesia, Malaysia, the Philippines, Singapore, Thailand</li> <li>Luncheons, online &amp; physical update sessions</li> <li>Update trade partners on latest MICE offerings</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li><b>IT&amp;CM Asia</b> <ul style="list-style-type: none"> <li>Bangkok, 26-28 Sep 2023</li> <li>Networking &amp; contracting opportunities for trade partners</li> </ul> </li> </ul>												
<b>Consumer Promotion</b>												
<ul style="list-style-type: none"> <li><b>Consumer Travel Fairs</b> <ul style="list-style-type: none"> <li>Travel Madness Expo (TME), the Philippines, Jun/Jul 2023</li> <li>Travel Tour Expo (TTE), the Philippines, Feb 2024</li> <li>Thai International Travel Fair (TITF), Thailand, Feb 2024</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li><b>Consumer Roadshow</b> <ul style="list-style-type: none"> <li>Jakarta, Jul 2023</li> </ul> </li> </ul>												

Details of the above activities are subject to change. Please visit [PartnerNet.hktb.com](https://PartnerNet.hktb.com) for the latest update.

30 March 2023