

# Hong Kong Tourism Overview 2024

## Trade Activities 2024/25



### Australia

	2024									2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Trade Familiarisation</b>												
<ul style="list-style-type: none"> <li><b>Key Retail / Product &amp; Marketing Managers FAM</b> <ul style="list-style-type: none"> <li>Jun &amp; Sep 24 (TBC)</li> <li>Hong Kong trade is welcome to sponsor / host</li> </ul> </li> </ul>												
<b>MICE &amp; Cruise</b>												
<ul style="list-style-type: none"> <li><b>Asia-Pacific Incentives and Meetings Event (AIME)</b> <ul style="list-style-type: none"> <li>10 - 12 Feb 25 (TBC)</li> <li>Hong Kong trade welcome to participate</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li><b>Buyers/PCO FAM</b> <ul style="list-style-type: none"> <li>Aug 24</li> <li>Invite senior leaders or nominated key staff of PCOs to experience latest MICE products including special events</li> <li>Hong Kong trade welcome to sponsor / host</li> </ul> </li> </ul>												
<ul style="list-style-type: none"> <li><b>Cruise Tactical Campaigns</b> <ul style="list-style-type: none"> <li>Year-round</li> <li>Wholesalers to produce fly/cruise packages with a 2/3-night stopover in Hong Kong</li> <li>Hong Kong trade welcome to provide product</li> </ul> </li> </ul>												
<b>Trade Promotion</b>												
<ul style="list-style-type: none"> <li><b>Live Webinar Series</b> <ul style="list-style-type: none"> <li>Live online presentations / product updates to share knowledge of Hong Kong</li> <li>Hong Kong trade is welcome to provide product updates</li> <li>Contact: Toni Fan - <a href="mailto:toni.fan@hktb.com">toni.fan@hktb.com</a></li> </ul> </li> </ul>												
<b>Consumer Promotion</b>												
<ul style="list-style-type: none"> <li><b>Media, Content &amp; Influencer FAM</b> <ul style="list-style-type: none"> <li>Ad-hoc and year-round</li> <li>Multiple individual and/or partner-led familiarisations</li> <li>Support personal familiarisation in Hong Kong</li> <li>Hong Kong trade is welcome to sponsor / host</li> <li>Contact: Jessica Rowden - <a href="mailto:jessica.rowden@hktb.com">jessica.rowden@hktb.com</a></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.