

# Hong Kong Tourism Overview 2024

## Trade Activities 2024/25



### Japan

	2024										2025		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
<b>Trade Show</b>													
<ul style="list-style-type: none"> <li><b>Tourism EXPO Japan</b> <ul style="list-style-type: none"> <li>Tokyo, Trade: 26 - 27 Sep 24;</li> <li>Consumer Days: 28 - 29 Sep 24</li> </ul> </li> </ul>													
<b>Trade Familiarisation</b>													
<ul style="list-style-type: none"> <li><b>Japan Mega FAM</b> <ul style="list-style-type: none"> <li>Late Nov - Early Dec 24</li> <li>From: TYO/NGO/OSA/FUK/(SPK)</li> <li>Expected: Total 30 pax</li> </ul> </li> </ul>													
<b>MICE &amp; Cruise</b>													
<ul style="list-style-type: none"> <li><b>MICE Seminars with Various Agencies in Japan</b> <ul style="list-style-type: none"> <li>TYO/YOK/HND/QCB/NKM/KIX/FUK</li> </ul> </li> </ul>													
<ul style="list-style-type: none"> <li><b>MICE Trade Media Exposures</b> <ul style="list-style-type: none"> <li>Wing Travel, Aug - Oct 24</li> <li>Travel Voice, Feb - Mar 24</li> </ul> </li> </ul>													
<b>Trade Promotion</b>													
<ul style="list-style-type: none"> <li><b>JATA-JOTC HK Event Promotion, Oct 24</b> <ul style="list-style-type: none"> <li>JOTC HK working group member agents to join the promotion, focusing on Hong Kong Wine &amp; Dine Festival 2024</li> <li>Expecting joint promotion with HIS/ASX/JPK/JTB/TLF/HEI/TOP/YTS/NTA/NTC/MWT</li> </ul> </li> </ul>													

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